

## Author Productivity in the Premier Marketing Journals (2009-2013)

*Data Source: AMA DocSig*

Rank	Author	University (College)	JCR, JM, JMR, & MktSci Publications
1	Darren W. Dahl	University of British Columbia (Sauder School of Business)	14
1	Ravi Dhar	Yale University (School of Management)	14
3	Pradeep K. Chintagunta	University of Chicago (Booth School of Business)	13
3	V. Kumar	Georgia State University (J Mack Robinson College of Business)	13
5	Greg M. Allenby	Ohio State University (Fisher College of Business)	11
5	Jonah Berger	University of Pennsylvania (The Wharton School)	11
5	Christian Homburg	University of Mannheim	11
5	Chris Janiszewski	University of Florida (Warrington College of Business)	11
5	Rik Pieters	Tilburg University (School of Economics and Management)	11
10	Michael Ahearne	University of Houston (C.T. Bauer College of Business)	10
10	Jennifer J. Argo	University of Alberta (School of Business)	10
10	J. Jeffrey Inman	University of Pittsburgh (The Joseph M. Katz Graduate School of Business)	10
10	Michel Wedel	University of Maryland (Robert H. Smith School of Business)	10
14	Marnik G. Dekimpe	Tilburg University (School of Economics and Management)	9
14	Derek D. Rucker	Northwestern University (Kellogg School of Management)	9
14	Gerard J. Tellis	University of Southern California (Marshall School of Business)	9
14	Harald J. van Heerde	Massey University	9
18	Eric T. Bradlow	University of Pennsylvania (The Wharton School)	8
18	Amar Cheema	University of Virginia, McIntire (McIntire School of Commerce)	8
18	Yuxin Chen	New York University Shanghai (Stern School of Business)	8
18	Alexander Chernev	Northwestern University (Kellogg School of Management)	8
18	Gavan J. Fitzsimons	Duke University (The Fuqua School of Business)	8
18	Rajdeep Grewal	Pennsylvania State University (Smeal College of Business)	8
18	Dmitri Kuksov	University of Texas at Dallas (Naveen Jindal School of Management)	8
18	Aparna A. Labroo	Northwestern University (Kellogg School of Management)	8
18	Cait Poyner Lamberton	University of Pittsburgh (The Joseph M. Katz Graduate School of Business)	8
18	Juliano Laran	University of Miami (School of Business Administration)	8
18	Jan-Benedict Steenkamp	University of North Carolina at Chapel Hill (Kenan-Flagler Business School)	8
18	Stefan Stremersch	Erasmus University (School of Economics)	8
18	Catherine E. Tucker	Massachusetts Institute of Technology (MIT Sloan School of Management)	8
18	Katherine White	University of British Columbia (Sauder School of Business)	8
18	Keith Wilcox	Columbia University (Columbia Business School)	8
18	Rui (Juliet) Zhu	University of British Columbia (Sauder School of Business)	8
34	Bart J. Bronnenberg	Tilburg University (School of Economics and Management)	7
34	David Gal	Northwestern University (Kellogg School of Management)	7
34	Dhruv Grewal	Babson College	7
34	Gerald Häubl	University of Alberta (School of Business)	7
34	Donald R. Lehmann	Columbia University (Columbia Business School)	7
34	Barak Libai	IDC Herzliya (Arison School of Business)	7
34	George Loewenstein	Carnegie Mellon University (Dietrich College)	7
34	Elie Ofek	Harvard University (Harvard Business School)	7
34	Aner Sela	University of Florida (Warrington College of Business Administration)	7
34	Kannan Srinivasan	Carnegie Mellon University (Tepper School of Business)	7
34	Andrew T. Stephen	University of Pittsburgh (Joseph M. Katz Graduate School of Business)	7
34	Baohong Sun	Cheung Kong Graduate School of Business	7
34	Echo Wen Wan	University of Hong Kong (Faculty of Business and Economics)	7
34	Jing Wang	University of Iowa (Tippie College of Business)	7
34	Karen Page Winterich	Pennsylvania State University (Smeal College of Business)	7
34	Robert S. Wyer Jr.	Chinese University of Hong Kong (CUHK Business School)	7
49	Sundar G. Bharadwaj	University of Georgia (Terry College of Business)	6
49	Xinlei (Jack) Chen	Cheung Kong Graduate School of Business	6

Note: The publications tallied in this list do not include invited papers, commentaries, rejoinders, or research notes.



## Author Research Productivity in the Premier AMA Journals (2009-2013)...Cont'd

*Data Source: AMA DocSig*

Rank	Author	University (College)	JCR, JM, JMR, & MktSci Publications
49	<a href="#">Martijn G. de Jong</a>	Erasmus University (School of Economics)	6
49	<a href="#">Peter S. Fader</a>	University of Pennsylvania (The Wharton School)	6
49	<a href="#">Jeff Galak</a>	Carnegie Mellon University (Tepper School of Business)	6
49	<a href="#">Avi Goldfarb</a>	University of Toronto (Rotman School of Management)	6
49	<a href="#">Liang Guo</a>	Hong Kong University of Science and Technology (HKUST Business School)	6
49	<a href="#">Ryan Hamilton</a>	Emory University (Goizueta Business School)	6
49	<a href="#">Caglar Irmak</a>	University of Georgia (Terry College of Business)	6
49	<a href="#">Zsolt Katona</a>	University of California at Berkeley (Haas School of Business)	6
49	<a href="#">Ran Kivetz</a>	Columbia University (Columbia Business School)	6
49	<a href="#">Son K. Lam</a>	University of Georgia (Terry College of Business)	6
49	<a href="#">Angela Y. Lee</a>	Northwestern University (Kellogg School of Management)	6
49	<a href="#">Carl F. Mela</a>	Duke University (The Fuqua School of Business)	6
49	<a href="#">Harikesh S. Nair</a>	Stanford University (Graduate School of Business)	6
49	<a href="#">Michel T. Pham</a>	Columbia University (Columbia Business School)	6
49	<a href="#">Oliver J. Rutz</a>	University of Washington (Michael G. Foster School of Business)	6
49	<a href="#">Jaideep Sengupta</a>	Hong Kong University of Science and Technology (HKUST Business School)	6
49	<a href="#">Baba Shiv</a>	Stanford University (Graduate School of Business)	6
49	<a href="#">Itamar Simonson</a>	Stanford University (Graduate School of Business)	6
49	<a href="#">Shuba Srinivasan</a>	Boston University (School of Management)	6
49	<a href="#">Michael Trusov</a>	University of Maryland (Robert H. Smith School of Business)	6
49	<a href="#">Stijn M.J. van Osselaar</a>	Cornell University (Johnson Graduate School of Management)	6
49	<a href="#">Kathleen D. Vohs</a>	University of Minnesota (Carlson School of Management)	6
49	<a href="#">Jan Wieseke</a>	Ruhr-University Bochum	6
49	<a href="#">Sha Yang</a>	University of Southern California (Marshall School of Business)	6
49	<a href="#">Min Zhao</a>	University of Toronto (Rotman School of Management)	6

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