

## Author Productivity in the Premier Marketing Journals (2009-2018)

*Data Source: AMA DocSig*

Ranking	Author	University (College)	JCR, JM, JMR, & MktSci Publications
1	V. Kumar	Georgia State University (J. Mack Robinson College of Business)	36
2	Pradeep K. Chintagunta	University of Chicago (Booth School of Business)	25
3	Darren W. Dahl	University of British Columbia (Sauder School of Business)	23
4	Rajdeep Grewal	University of North Carolina at Chapel Hill (Kenan-Flagler Business School)	20
4	Ravi Dhar	Yale University (School of Management)	20
6	Chris Janiszewski	University of Florida (Warrington College of Business)	19
7	Greg M. Allenby	Ohio State University (Fisher College of Business)	18
7	Harald J. van Heerde	University of New South Wales (Business School)	18
7	Jonah Berger	University of Pennsylvania (The Wharton School)	18
10	Christian Homburg	University of Mannheim	17
10	Dhruv Grewal	Babson College (F. W. Olin Graduate School of Business)	17
10	Rik Pieters	Tilburg University (School of Economics and Management)	17
13	Michel Wedel	University of Maryland, College Park (Robert H. Smith School of Business)	16
14	Aradhna Krishna	University of Michigan (Ross School of Business)	15
14	Jennifer J. Argo	University of Alberta (School of Business)	15
14	Katherine White	University of British Columbia (Sauder School of Business)	15
14	Michael J. Ahearne	University of Houston (C.T. Bauer College of Business)	15
14	Robert W. Palmatier	University of Washington (Michael G. Foster School of Business)	15
19	Gerard J. Tellis	University of Southern California (Marshall School of Business)	14
19	Juliano Laran	University of Miami (School of Business)	14
19	Kannan Srinivasan	Carnegie Mellon University (Tepper School of Business)	14
22	Cait P. Lamberton	University of Pittsburgh (The Joseph M. Katz Graduate School of Business)	13
22	Derek D. Rucker	Northwestern University (Kellogg School of Management)	13
22	Eric T. Bradlow	University of Pennsylvania (The Wharton School)	13
22	Karen Page Winterich	Pennsylvania State University at University Park (Smeal College of Business)	13
22	Peter S. Fader	University of Pennsylvania (The Wharton School)	13
22	Robert S. Wyer, Jr.	University of Cincinnati (College of Business)	13
28	Andrew T. Stephen	University of Oxford (Said Business School)	12
28	Baohong Sun	Cheung Kong Graduate School of Business	12
28	Catherine E. Tucker	Massachusetts Institute of Technology (Sloan School of Management)	12
28	Donald R. Lehmann	Columbia University (Graduate School of Business)	12
28	Gavan J. Fitzsimons	Duke University (The Fuqua School of Business)	12
28	J. Jeffrey Inman	University of Pittsburgh (The Joseph M. Katz Graduate School of Business)	12
	Jan-Benedict E.M.		
28	Steenkamp	University of North Carolina at Chapel Hill (Kenan-Flagler Business School)	12
28	P.K. Kannan	University of Maryland, College Park (Robert H. Smith School of Business)	12
28	Rajesh Bagchi	Virginia Tech (Pamplin College of Business)	12
28	Xueming Luo	Temple University (The Fox School of Business and Management)	12
28	Yuxin Chen	New York University Shanghai (Stern School of Business)	12
39	Aner Sela	University of Florida (Warrington College of Business)	11
39	Ayelet Fishbach	University of Chicago (Booth School of Business)	11
39	Carl F. Mela	Duke University (The Fuqua School of Business)	11
39	David A. Schweidel	Emory University (Goizueta Business School)	11

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

39	Dmitri Kuksov	University of Texas at Dallas (Naveen Jindal School of Management)	11
39	Jan Wieseke	Ruhr-University of Bochum	11
39	Kelly L. Haws	Vanderbilt University (Owen Graduate School of Management)	11
39	Kinshuk Jerath	Columbia University (Graduate School of Business)	11
39	Marnik G. Dekimpe	Tilburg University (School of Economics and Management)	11
39	Rebecca Walker Reczek	Ohio State University (Fisher College of Business)	11
39	Rui (Juliet) Zhu	Cheung Kong Graduate School of Business	11
39	Sha Yang	University of Southern California (Marshall School of Business)	11

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