

Author Productivity in the Premier Marketing Journals (2007-2016)

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)	32
2	Darren W. Dahl	University of British Columbia (Sauder School of Business)	23
2	Ravi Dhar	Yale University (School of Management)	23
2	Christian Homburg	University of Mannheim	23
5	Pradeep K. Chintagunta	University of Chicago (Booth School of Business)	22
5	Chris Janiszewski	University of Florida (Warrington College of Business Administration)	22
7	Jonah Berger	Cornell Tech and University of Pennsylvania (The Wharton School)	19
8	Greg M. Allenby	Ohio State University (Fisher College of Business)	18
8	Rajdeep Grewal	University of North Carolina at Chapel Hill (Kenan-Flagler Business School)	18
8	Jan-Benedict Steenkamp	University of North Carolina at Chapel Hill (Kenan-Flagler Business School)	18
8	Harald J. Van Heerde	Massey University	18
12	Jeffrey J. Inman	University of Pittsburgh (The Joseph M. Katz Graduate School of Business)	17
12	Robert W. Palmatier	University of Washington (Michael G. Foster School of Business)	17
12	Rik Pieters	Tilburg University (School of Economics and Management)	17
12	Gerard J. Tellis	University of Southern California (Marshall School of Business)	17
16	Jennifer J. Argo	University of Alberta (School of Business)	16
16	Aradhna Krishna	University of Michigan (Ross School of Business)	16
16	Juliano Laran	University of Miami (School of Business)	16
16	Koen H. Pauwels	Özyeğin University	16
16	Michel Wedel	University of Maryland, College Park (Robert H. Smith School of Business)	16
21	Carl F. Mela	Duke University (Fuqua School of Business)	15
21	Katherine White	University of British Columbia (Sauder School of Business)	15
21	Robert S. Wyer Jr	University of Illinois, Urbana-Champaign & Hong Kong UST	15
21	Rui (Juliet) Zhu	Cheung Kong Graduate School of Business	15
25	Eric T. Bradlow	University of Pennsylvania (The Wharton School)	14
25	Marnik G. Dekimpe	Tilburg University (School of Economics and Management)	14
25	Derek D. Rucker	Northwestern University (Kellogg School of Management)	14
28	Michael J. Ahearne	University of Houston (C.T. Bauer College of Business)	13
28	Gavan J. Fitzsimons	Duke University (The Fuqua School of Business)	13
28	Cait Poynor Lamberton	University of Pittsburgh (The Joseph M. Katz Graduate School of Business)	13
28	Xueming Luo	Temple University (Fox School of Business)	13
32	Donald R. Lehmann	Columbia University (Columbia Business School)	12
32	Itamar Simonson	Stanford University (Graduate School of Business)	12
32	Kannan Srinivasan	Carnegie Mellon University (Tepper School of Business)	12
35	Dan Ariely	Duke University (Fuqua School of Business)	11
35	Amar Cheema	University of Virginia (McIntire School of Commerce)	11
35	Yuxin Chen	New York University Shanghai (Stern School of Business)	11
35	Peter S. Fader	University of Pennsylvania(Wharton School of Business)	11
35	Ayelet Fishbach	University of Chicago (Booth School of Business)	11
35	Els Gijbrecchts	Tilburg University (School of Economics and Management)	11
35	Dhruv Grewal	Babson College	11
35	David A. Schweidel	Emory University (Goizueta Business School)	11
35	Jaideep Sengupta	Hong Kong University of Science and Technology (HKUST Business School)	11
35	Baba Shiv	Stanford University (Graduate School of Business)	11

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

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Ranking	Author	University (College)	JCR, JM, JMR, & MktSci Publications
35	Stefan Stremersch	Erasmus University (School of Economics)	11
35	Baohong Sun	Cheung Kong Graduate School of Business, New York	11
35	K. Sudhir	Yale University (School of Management)	11
35	Catherine E. Tucker	Massachusetts Institute of Technology (MIT Sloan School of Management)	11
35	Jan Wieseke	Ruhr-University of Bochum	11

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