

Author Productivity in the Premier Marketing Journals (2010-2019)

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)	34
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
3	Rajdeep Grewal	University of North Carolina at Chapel Hill (Kenan-Flagler Business School)	23
5	Dhruv Grewal	Babson College (F. W. Olin Graduate School of Business)	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	Rik Pieters	Tilburg University (School of Economics and Management)	17
11	Aradhna Krishna	University of Michigan (Ross School of Business)	16
11	Ravi Dhar	Yale University (School of Management)	16
13	Cait P. Lamberton	University of Pennsylvania (The Wharton School)	15
13	Jennifer J. Argo	University of Alberta (School of Business)	15
13	Kannan Srinivasan	Carnegie Mellon University (Tepper School of Business)	15
13	Katherine White	University of British Columbia (Sauder School of Business)	15
13	Michael J. Ahearne	University of Houston (C.T. Bauer College of Business)	15
13	Robert W. Palmatier	University of Washington (Michael G. Foster School of Business)	15
19	Andrew T. Stephen	University of Oxford (Said Business School)	14
19	Catherine E. Tucker	Massachusetts Institute of Technology (Sloan School of Management)	14
19	Christian Homburg	University of Mannheim	14
19	Gavan J. Fitzsimons	Duke University (The Fuqua School of Business)	14
19	Juliano Laran		14
19	Rajesh Bagchi	Virginia Tech (Pamplin College of Business)	14
25	David A. Schweidel	Emory University (Goizueta Business School)	13
25	Derek D. Rucker	Northwestern University (Kellogg School of Management)	13
25	Dmitri Kuksov	University of Texas at Dallas (Naveen Jindal School of Management)	13
25	Karen Page Winterich	Pennsylvania State University at University Park (Smeal College of Business)	13
25	Michel Wedel	University of Maryland, College Park (Robert H. Smith School of Business)	13
25	P.K. Kannan	University of Maryland, College Park (Robert H. Smith School of Business)	13
31	Donald R. Lehmann	Columbia University (Graduate School of Business)	12
31	Kelly L. Haws	Vanderbilt University (Owen Graduate School of Management)	12
31	Kinshuk Jerath	Columbia University (Graduate School of Business)	12
31	Robert S. Wyer, Jr.	University of Cincinnati (College of Business)	12
31	Xueming Luo	Temple University (The Fox School of Business and Management)	12
36	Ayelet Fishbach	University of Chicago (Booth School of Business)	11
36	Carl F. Mela	Duke University (The Fuqua School of Business)	11
36	Gerald Häubl	University of Alberta (School of Business)	11
36	Gerard J. Tellis	University of Southern California (Marshall School of Business)	11
36	J. Jeffrey Inman	University of Pittsburgh (The Joseph M. Katz Graduate School of Business)	11

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

36	Jan-Benedict E.M. Steenkamp	University of North Carolina at Chapel Hill (Kenan-Flagler Business School)	11
36	Jordan Etkin	Duke University (The Fuqua School of Business)	11
36	Oded Netzer	Columbia University (Graduate School of Business)	11
36	Peter S. Fader	University of Pennsylvania (The Wharton School)	11
36	Rebecca Walker Reczek	Ohio State University (Fisher College of Business)	11
36	Yuxin Chen	New York University Shanghai (Stern School of Business)	11
47	Olivier Toubia	Columbia University (Graduate School of Business)	10
47	Raghuram Iyengar	University of Pennsylvania (The Wharton School)	10
47	Sha Yang	University of Southern California (Marshall School of Business)	10
47	Shrihari Sridhar	Texas A&M University (Mays School of Business)	10

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