

Author Productivity in the Premier Marketing Journals (2012-2021)

Data Source: AMA DocSig

Rank	Author	University	JCR, JM, JMR, & MKS Publications
1	V. Kumar	St. John's University (Tobin College of Business)	30
2	Pradeep K. Chintagunta	University of Chicago (Booth School of Business)	25
3	Rajdeep Grewal	University of North Carolina at Chapel Hill (Kenan-Flagler Business School)	24
4	Darren W. Dahl	University of British Columbia (Sauder School of Business)	21
5	Jonah Berger	University of Pennsylvania (The Wharton School)	20
6	Dhruv Grewal	Babson College (F. W. Olin Graduate School of Business)	18
7	Katherine White	University of British Columbia (Sauder School of Business)	16
7	P.K. Kannan	University of Maryland, College Park (Robert H. Smith School of Business)	16
9	Christian Homburg	University of Mannheim (Business School)	15
9	Robert W. Palmatier	University of Washington (Michael G. Foster School of Business)	15
9	Vikas Mittal	Rice University (Jesse H. Jones Graduate School of Business)	15
12	Aradhna Krishna	University of Michigan (Ross School of Business)	14
12	Chris Janiszewski	University of Florida (Warrington College of Business)	14
12	David A. Schweidel	Emory University (Goizueta Business School)	14
12	Kelly L. Haws	Vanderbilt University (Owen Graduate School of Management)	14
12	Ravi Dhar	Yale University (School of Management)	14
12	Xueming Luo	Temple University (The Fox School of Business and Management)	14
18	Andrew T. Stephen	University of Oxford (Said Business School)	13
18	Greg M. Allenby	Ohio State University (Fisher College of Business)	13
18	Harald J. van Heerde	University of New South Wales (Business School)	13
18	Rajesh Bagchi	Virginia Tech. (Pamplin College of Business)	13
22	Cait P. Lambertson	University of Pennsylvania (The Wharton School)	12
22	Jennifer J. Argo	University of Alberta (Alberta School of Business)	12
22	Jordan Etkin	Duke University (Fuqua School of Business)	12
22	Oded Netzer	Columbia University (Graduate School of Business)	12
22	Rebecca Walker Reczek	Ohio State University (Fisher College of Business)	12
22	Rik Pieters	Tilburg University (School of Economics and Management)	12
22	Yuxin Chen	New York University, Shanghai	12
29	Kannan Srinivasan	Carnegie Mellon University (Tepper School of Business)	11
29	Karen Page Winterich	Pennsylvania State University at University Park (Smeal College of Business)	11
29	Shrihari Sridhar	Texas A&M University (Mays School of Business)	11
32	Catherine E. Tucker	Massachusetts Institute of Technology (Sloan School of Management)	10
32	Christopher K. Hsee	University of Chicago (Booth School of Business)	10
32	Derek D. Rucker	Northwestern University (Kellogg School of Management)	10
32	Dmitri Kuksov	University of Texas at Dallas (Jindal School of Management)	10
32	Donald R. Lehmann	Columbia University (Graduate School of Business)	10
32	Gavan J. Fitzsimons	Duke University (Fuqua School of Business)	10
32	Juliano Laran	University of Miami (Miami Herbert Business School)	10
32	Kinshuk Jerath	Columbia University (Graduate School of Business)	10
32	Michael J. Ahearne	University of Houston (C.T. Bauer College of Business)	10
32	Michel Wedel	University of Maryland, College Park (Robert H. Smith School of Business)	10
42	Aner Sela	University of Florida (Warrington College of Business)	9
42	Ayelet Fishbach	University of Chicago (Booth School of Business)	9
42	Baojun Jiang	Washington University in St. Louis (Olin Business School)	9
42	Caglar Irmak	University of Miami (Miami Herbert Business School)	9
42	Els Gijsbrechts	Tilburg University (School of Economics and Management)	9

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

Rank	Author	University	JCR, JM, JMR, & MKS Publications
42	Eric T. Bradlow	University of Pennsylvania (The Wharton School)	9
42	Gerald Häubl	University of Alberta (Alberta School of Business)	9
42	J. Jeffrey Inman	University of Pittsburgh (The Joseph M. Katz Graduate School of Business)	9
42	Jaideep Sengupta	Hong Kong University of Science and Technology (HKUST Business School)	9
42	Olivier Toubia	Columbia University (Graduate School of Business)	9
42	Peggy J. Liu	University of Pittsburgh (Katz Graduate School of Business)	9
42	Raghuram Iyengar	University of Pennsylvania (The Wharton School)	9
42	Yuwei Jiang	Hong Kong Polytechnic University (Faculty of Business)	9

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