

Author Productivity in the Premier AMA Marketing Journals (2013-2022)

Data Source: AMA DocSig

Rank	Author	University	JM and JMR Publications
1	V. Kumar	St. John's University, New York (The Peter J. Tobin College of Business)	26
2	Rajdeep Grewal	University of North Carolina at Chapel Hill (Kenan-Flagler Business School)	19
3	Dhruv Grewal	Babson College (F. W. Olin Graduate School of Business)	16
3	Robert W. Palmatier	University of Washington (Michael G. Foster School of Business)	16
5	P.K. Kannan	University of Maryland, College Park (Robert H. Smith School of Business)	15
5	Vikas Mittal	Rice University (Jones Graduate School of Business)	15
7	Harald J. van Heerde	University of New South Wales (Business School)	13
8	Christian Homburg	University of Mannheim (Business School)	12
9	Darren W. Dahl	University of British Columbia (Sauder School of Business)	11
9	Michael J. Ahearne	University of Houston (C.T. Bauer College of Business)	11
11	Andrew T. Stephen	University of Oxford (Said Business School)	9
11	Martin Schreier	Vienna University of Economics and Business Administration	9
11	Pradeep K. Chintagunta	University of Chicago (Booth School of Business)	9
11	Xueming Luo	Temple University (The Fox School of Business and Management)	9
15	Eric (Er) Fang	Lehigh University (College of Business)	8
15	Katherine White	University of British Columbia (Sauder School of Business)	8
15	Kelly L. Haws	Vanderbilt University (Owen Graduate School of Management)	8
18	Baojun Jiang	Washington University in St. Louis (Olin Business School)	7
18	Catherine E. Tucker	Massachusetts Institute of Technology (Sloan School of Management)	7
18	David A. Griffith	Texas A&M University (Mays Business School)	7
18	Els Gijsbrechts	Tilburg University (School of Economics and Management)	7
18	Karen Page Winterich	Pennsylvania State University at University Park (Smeal College of Business)	7
18	Mark B. Houston	Texas Christian University (Neeley School of Business)	7
18	Peggy J. Liu	University of Pittsburgh (Joseph M. Katz Graduate School of Business)	7
18	Raji Srinivasan	University of Texas at Austin (McCombs School of Business)	7
26	Alina Sorescu	Texas A&M University (Mays Business School)	6
26	Andreas Herrmann	RWTH Aachen University (Business School)	6
26	Aradhna Krishna	University of Michigan (Ross School of Business)	6
26	Donald R. Lehmann	Columbia Business School	6
26	Gary L. Lilien	Pennsylvania State University at University Park (Smeal College of Business)	6
26	Inge Geyskens	Tilburg University (School of Economics and Management)	6
26	Jan B. Heide	University of Wisconsin-Madison (Wisconsin School of Business)	6
26	Jan-Benedict E.M. Steenkamp	University of North Carolina at Chapel Hill (Kenan-Flagler Business School)	6
26	Julio Sevilla	University of Georgia (Terry College of Business)	6
26	Marnik G. Dekimpe	Tilburg University (School of Economics and Management)	6
26	Michel Wedel	University of Maryland, College Park (Robert H. Smith School of Business)	6
26	Neeru Paharia	Georgetown University (McDonough School of Business)	6
26	Oded Netzer	Columbia Business School	6
26	Olivier Toubia	Columbia Business School	6
26	Rik Pieters	Tilburg University (School of Economics and Management)	6
26	Seshadri Tirunillai	University of Houston (C.T. Bauer College of Business)	6
26	Shrihari Sridhar	Texas A&M University (Mays Business School)	6
26	Stefan Stremersch	Erasmus University Rotterdam (School of Economics)	6
26	Stijn M.J. Van Osselaer	Cornell University (SC Johnson College of Business)	6
26	Suzanne B. Shu	Cornell University (SC Johnson College of Business)	6
26	Zachary R. Hall	Texas Christian University (Neeley School Of Business)	6

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