

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

Data Source: AMA DocSig

Rank	Author	University	JM, JMR, JCR and MKS Publications
1	V. Kumar	St. John's University, New York (The Peter J. Tobin College of Business)	29
2	Pradeep K. Chintagunta	University of Chicago (Booth School of Business)	27
3	Rajdeep Grewal	University of North Carolina at Chapel Hill (Kenan-Flagler Business School)	22
4	Darren W. Dahl	University of British Columbia (Sauder School of Business)	20
5	Dhruv Grewal	Babson College (F. W. Olin Graduate School of Business)	19
6	P.K. Kannan	University of Maryland, College Park (Robert H. Smith School of Business)	17
6	Robert W. Palmatier	University of Washington (Michael G. Foster School of Business)	17
8	Jonah Berger	University of Pennsylvania (The Wharton School)	16
8	Vikas Mittal	Rice University (Jones Graduate School of Business)	16
8	Xueming Luo	Temple University (The Fox School of Business and Management)	16
11	Harald J. van Heerde	University of New South Wales (Business School)	15
11	Kelly L. Haws	Vanderbilt University (Owen Graduate School of Management)	15
13	Aradhna Krishna	University of Michigan (Ross School of Business)	14
13	Greg M. Allenby	THE Ohio State University (Fisher College of Business)	14
15	David A. Schweidel	Emory University (Goizueta Business School)	13
15	Katherine White	University of British Columbia (Sauder School of Business)	13
17	Andrew T. Stephen	University of Oxford (Said Business School)	12
17	Chris Janiszewski	University of Florida (Warrington College of Business)	12
17	Christian Homburg	University of Mannheim (Business School)	12
17	Kannan Srinivasan	Carnegie Mellon University (Tepper School of Business)	12
17	Karen Page Winterich	Pennsylvania State University at University Park (Smeal College of Business)	12
22	Christopher K. Hsee	University of Chicago (Booth School of Business)	11
22	Jordan Etkin	Duke University (Fuqua School of Business)	11
22	Kinshuk Jerath	Columbia Business School	11
22	Michael J. Ahearne	University of Houston (C.T. Bauer College of Business)	11
22	Oded Netzer	Columbia Business School	11
22	Rajesh Bagchi	Virginia Tech (Pamplin College of Business)	11
22	Rebecca Walker Reczek	THE Ohio State University (Fisher College of Business)	11
22	Yuwei Jiang	Hong Kong Polytechnic University (Business School)	11
30	Cait P. Lambertson	University of Pennsylvania (The Wharton School)	10
30	Catherine E. Tucker	Massachusetts Institute of Technology (Sloan School of Management)	10
30	Eric T. Bradlow	University of Pennsylvania (The Wharton School)	10
30	Gavan J. Fitzsimons	Duke University (Fuqua School of Business)	10
30	Juliano Laran	University of Basel (Faculty of Business and Economics)	10
30	Olivier Toubia	Columbia Business School	10
30	Peggy J. Liu	University of Pittsburgh (Joseph M. Katz Graduate School of Business)	10
30	Raghuram Iyengar	University of Pennsylvania (The Wharton School)	10
30	Rik Pieters	Tilburg University (School of Economics and Management)	10
30	Yuxin Chen	New York University Shanghai (Business School)	10
40	Baojun Jiang	Washington University in St. Louis (Olin Business School)	9
40	Donald R. Lehmann	Columbia Business School	9
40	Martin Schreier	Vienna University of Economics and Business Administration	9
40	Stijn M.J. Van Osselaer	Cornell University (Johnson Graduate School of Management)	9
40	Tat Y. Chan	Washington University in St. Louis (Olin Business School)	9

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