

## Author Productivity in the Premier Marketing Journals (2011-2020)

*Data Source: AMA DocSig*

Ranking	Author	University (College)	JCR, JM, JMR, & MKS Publications
1	V. Kumar	Indian School of Business	33
2	Pradeep K. Chintagunta	University of Chicago (Booth School of Business)	23
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)	21
4	Dhruv Grewal	Babson College (F. W. Olin Graduate School of Business)	21
6	Greg M. Allenby	Ohio State University (Fisher College of Business)	18
6	Jonah Berger	University of Pennsylvania (The Wharton School)	18
8	Chris Janiszewski	University of Florida (Warrington College of Business)	17
8	Katherine White	University of British Columbia (Sauder School of Business)	17
10	Christian Homburg	University of Mannheim (Business School)	16
11	Aradhna Krishna	University of Michigan (Ross School of Business)	15
11	Harald J. Van Heerde	University of New South Wales (Business School)	15
11	Kannan Srinivasan	Carnegie Mellon University (Tepper School of Business)	15
11	P.K. Kannan	University of Maryland, College Park (Robert H. Smith School of Business)	15
11	Rajesh Bagchi	Virginia Tech (Pamplin College of Business)	15
11	Robert W. Palmatier	University of Washington (Michael G. Foster School of Business)	15
17	David A. Schweidel	Emory University (Goizueta Business School)	14
17	Jennifer J. Argo	University of Alberta (Alberta School of Business)	14
17	Kelly L. Haws	Vanderbilt University (Owen Graduate School of Management)	14
20	Andrew T. Stephen	University of Oxford (Said Business School)	13
20	Cait P. Lambertson	University of Pennsylvania (The Wharton School)	13
20	Gavan J. Fitzsimons	Duke University (Fuqua School of Business)	13
23	Catherine E. Tucker	Massachusetts Institute of Technology (Sloan School of Management)	12
23	Juliano Laran		12
23	Karen Page Winterich	Pennsylvania State University at University Park (Smeal College of Business)	12
23	Kinshuk Jerath	Columbia University (Columbia Business School)	12
23	Oded Netzer	Columbia University (Columbia Business School)	12
23	Ravi Dhar	Yale University (Yale School of Management)	12
23	Rebecca Walker Reczek	Ohio State University (Fisher College of Business)	12
23	Rik Pieters	Tilburg University (Tilburg School of Economics and Management)	12
23	Vikas Mittal	Rice University (Jesse H. Jones Graduate School of Business)	12
32	Derek D. Rucker	Northwestern University (Kellogg School of Management)	11
32	Donald R. Lehmann	Columbia University (Columbia Business School)	11
32	Eric T. Bradlow	University of Pennsylvania (The Wharton School)	11
32	Gerald Häubl	University of Alberta (Alberta School of Business)	11
32	Gerard J. Tellis	University of Southern California (Marshall School of Business)	11
32	Jordan Etkin	Duke University (Fuqua School of Business)	11
32	Raghuram Iyengar	University of Pennsylvania (The Wharton School)	11
32	Robert S. Wyer, Jr.	University of Cincinnati (Carl H. Lindner College of Business)	11
32	Xueming Luo	Temple University (Fox School of Business)	11
32	Yuxin Chen	New York University Shanghai	11

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

42	Aner Sela	University of Florida (Warrington College of Business)	10
42	Baojun Jiang	Washington University in St. Louis (Olin Business School)	10
42	Bernd Skiera	Goethe University Frankfurt	10
42	Caglar Irmak	University of Miami (Miami Herbert Business School)	10
42	Carl F. Mela	Duke University (Fuqua School of Business)	10
42	Dmitri Kuksov	University of Texas at Dallas (Naveen Jindal School of Management)	10
42	Eric (Er) Fang	Lehigh University (College of Business)	10
42	Gary L. Lilien	Pennsylvania State University at University Park (Smeal College of Business)	10
42	Michael J. Ahearne	University of Houston (C.T. Bauer College of Business)	10
42	Shrihari Sridhar	Texas A&M University (Mays Business School)	10

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