

Author Productivity in the Premier Marketing Journals (2008-2017)

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)	35
2	Darren W. Dahl	University of British Columbia (Sauder School of Business)	24
3	Chris Janiszewski	University of Florida (Warrington College of Business)	22
4	Pradeep K. Chintagunta	University of Chicago (Booth School of Business)	21
5	Christian Homburg	University of Mannheim (Business School)	20
5	Jonah Berger	University of Pennsylvania (The Wharton School)	20
5	Rajdeep Grewal	University of North Carolina at Chapel Hill (Kenan-Flagler Business School)	20
8	Harald J. van Heerde	Massey University	19
8	Ravi Dhar	Yale University (School of Management)	19
10	Aradhna Krishna	University of Michigan (Ross School of Business)	18
10	Greg M. Allenby	Ohio State University (Fisher College of Business)	18
10	Robert W. Palmatier	University of Washington (Foster School of Business)	18
13	Rik Pieters	Tilburg University (School of Economics and Management)	17
14	Eric T. Bradlow	University of Pennsylvania (The Wharton School)	16
14	Gerard J. Tellis	University of Southern California (Marshall School of Business)	16
14	J. Jeffrey Inman	University of Pittsburgh (The Joseph M. Katz Graduate School of Business)	16
14	Jennifer J. Argo	University of Alberta (Alberta School of Business)	16
14	Juliano Laran	University of Miami (School of Business)	16
14	Michel Wedel	University of Maryland, College Park (Robert H. Smith School of Business)	16
	Jan-Benedict E.M.		
20	Steenkamp	University of North Carolina at Chapel Hill (Kenan-Flagler Business School)	15
21	Derek D. Rucker	Northwestern University (Kellogg School of Management)	14
21	Katherine White	University of British Columbia (Sauder School of Business)	14
21	Peter S. Fader	University of Pennsylvania (The Wharton School)	14
21	Robert S. Wyer Jr.	University of Cincinnati (College of Business)	14
21	Xueming Luo	Temple University (The Fox School of Business)	14
26	Baba Shiv	Stanford University (Graduate School of Business)	13
26	Cait P. Lambertson	University of Pittsburgh (The Joseph M. Katz Graduate School of Business)	13
26	Carl F. Mela	Duke University (The Fuqua School of Business)	13
26	Eric (Er) Fang	University of Illinois at Urbana-Champaign (Gies College of Business)	13
26	Koen H. Pauwels	Northeastern University (D'Amore-McKim School of Business)	13
26	Michael J. Ahearne	University of Houston (C.T. Bauer College of Business)	13
26	Rui (Juliet) Zhu	Cheung Kong Graduate School of Business	13
33	Andrew T. Stephen	University of Oxford (Said Business School)	12
33	Baohong Sun	Cheung Kong Graduate School of Business	12
33	David A. Schweidel	Georgetown University (The McDonough School of Business)	12
33	Gavan J. Fitzsimons	Duke University (The Fuqua School of Business)	12
33	Kannan Srinivasan	Carnegie Mellon University (Tepper School of Business)	12
33	Karen Page Winterich	Pennsylvania State University at University Park (Smeal College of Business)	12
33	Kelly L. Haws	Vanderbilt University (Owen Graduate School of Management)	12
33	Marnik G. Dekimpe	Tilburg University (School of Economics and Management)	12
33	Yuxin Chen	New York University Shanghai (Stern School of Business)	12
42	Amar Cheema	University of Virginia (McIntire School of Commerce)	11
42	Ayelet Fishbach	University of Chicago (Booth School of Business)	11

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

42	Catherine E. Tucker	Massachusetts Institute of Technology (Sloan School of Management)	11
42	Dhruv Grewal	Babson College (F. W. Olin Graduate School of Business)	11
42	Dmitri Kuksov	University of Texas at Dallas (Naveen Jindal School of Management)	11
42	Donald R. Lehmann	Columbia University (Graduate School of Business)	11
42	Jan Wieseke	Ruhr-University of Bochum	11

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