

UNIVERSITY OF COLOGNE

DEPARTMENT OF RETAILING AND CUSTOMER MANAGEMENT

Prof. Dr. Werner Reinartz

Department of Retailing and Customer Management among the top 2.5% in the world in research productivity in A+ Journals in Marketing.

The January 2009 issue of the *Journal of Marketing* features a study by Professors Steven Seggie and David A. Griffith that analyses academic research productivity in the global marketing discipline (What Does It Take to Get Promoted in Marketing Academia? Understanding Exceptional Publication Productivity in the Leading Marketing Journals). This study focuses on publications in the four leading global marketing journals (*Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, and *Marketing Science*) to explore three issues: (1) the level of research productivity needed for marketing faculty to get promoted, (2) a benchmark of exceptional research productivity in marketing, and (3) the generation of new insights on the factors that may influence research productivity.

The authors of the study ranked 2257 scholars in the world (who obtained a PhD before 2002) over the 1982-2006 period by publication rate. 58 scholars out of 2257 have a publication rate > 0.8 per year in the top journals. Prof. Reinartz from the Department of Retailing and Customer Management ends up among the top 2.5% of scholars in the world in terms of the time-adjusted publication rate. As Seggie and Griffith quote, "This rate is substantially higher than the average publication rate for all scholars studied of 0.184 as well as the average rate for promotion at the institutions examined, thus indicating exceptional productivity."

The authors' findings indicate that marketing faculty from top-10 universities in the world who were successfully promoted to the rank of associate professor published an average of 0.57 articles per year in leading journals for the period between doctoral conferral and this promotion; comparable averages for faculty from top 11-20, top 21-40, and top 41-70 institutions were, respectively, 0.47, 0.47, and 0.26 articles per year in leading journals. Similarly, for the period between promotion to associate professor and promotion to full professor, marketing faculty from top-10 institutions published an average of 0.61 articles per year; comparable figures for top 11-20, top 21-40, and top 41-70 institutions were, respectively, 0.43, 0.35, and 0.24 articles per year.

Finally, the authors report that the "level of institution from which a scholar receives his or her academic training can be used as an indicator of potential academic success." They also find that gender does not influence publication productivity in the leading marketing journals.

Source:

Seggie, Steven and David A. Griffith (2009), "What Does it Take to Get Promoted in Marketing Academia? Understanding Exceptional Publication Productivity in the Leading Marketing Journals." *Journal of Marketing*, 73(1), 122-132. [Link:

http://www.marketingpower.com/AboutAMA/Pages/AMA%20Publications/AMA%20Journals/Journal%20of%20Marketing/TOCs/SUM_2009.1/what_does_it_take_to_get_promoted.aspx]