

MKTBIGTM₁₅

Advisory Board





ABOUT MKTBIG15

MKTBig15 is a comprehensive research productivity ranking system that tracks scholarly output in marketing across 15 major journals recognized by the academic community. Widely endorsed by marketing scholars, the platform brings much-needed transparency and credible insight into the landscape of academic publishing in the field. Unlike many existing rankings—often dominated by actors outside academia and based on questionable metrics—MKTBig15 is scholar-generated, offering a more rigorous and discipline-informed alternative.

The platform evaluates both individual authors and academic institutions, serving as a powerful benchmarking tool for faculty, department chairs, and deans to assess scholarly impact and identify emerging trends in top-tier marketing research. Notably, it offers publication-per-capita metrics—an essential feature that enables fairer and more meaningful evaluations of institutional research productivity. By addressing the “Who, What, When, and Where” of marketing research, MKTBig15 stands as an innovative initiative that fills a longstanding gap in the discipline and continues to gain traction among scholars committed to advancing research excellence.

Advisory Board

INTRODUCING OUR ESTEEMED ADVISORY BOARD MEMBERS

MKTBig15 continues to gain significant traction among marketing scholars and universities worldwide, being increasingly used for research benchmarking, performance evaluations, and broader strategic conversations. This widespread adoption signals that MKTBig15 is filling a crucial need in the academic community. In response to this growth, we've been encouraged to form an Advisory Board to help ensure that MKTBig15 remains relevant, rigorous, and trusted as its influence expands.

The board comprises 12 distinguished scholars from Australia, Canada, Hong Kong, the Netherlands, Norway, Singapore, the U.K., and the U.S. Members bring diverse experiences, perspectives, and backgrounds—having served or currently serving in roles such as Editors-in-Chief, Associate Editors, Vice/Associate Deans, and Dept. Chairs.

The Advisory Board will help us annually reassess the list of Big15 marketing journals and identify meaningful ways to enhance the MKTBIG15 to better serve the evolving needs of the global marketing academic community.

The MKTBig15 Team



Dr. Todd Arnold (Oklahoma State University)

Gary L. Trennepohl Chair and Professor of Marketing

Dr. Arnold's research interests lie broadly within the areas of retailing and retail management, sales management, and consumer involvement. His research has been published in several peer-reviewed journals and conference proceedings, including the Journal of Applied Psychology, the Journal of Consumer Research, the Journal of the Academy of Marketing Science, the Journal of Retailing, the Journal of Personal Selling and Sales Management, the Journal of Management, and the Journal of Organizational Behavior, among others. He has five times received the Spears School of Business Richard W. Poole Research Excellence Award. He serves on the editorial review board for the Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Business Research and Journal of Marketing Theory and Practice.



Dr. Ali Besharat (University of Denver)

Chair, Department of Marketing; Co-Director, Consumer Insights and Business Innovation Center; Professor

Dr. Besharat has received numerous college-wide and university-wide fellowships and research and teaching awards. He has been featured in popular media outlets, including New York Times, Wall Street Journal, Forbes, CNBC, Time, CNN, NBC News, Yahoo!, The Week, Business Insider, WalletHub, 9NEWS, iHeartRadio, FOX 31 NEWS, Denver Post, Colorado Public Radio, Denver 7, Denver Business Journal, among others. His work has been published in the Journal of Consumer Psychology, Journal of Business Ethics, Journal of Retailing, International Journal of Research in Marketing, Journal of Advertising, Journal of Public Policy & Marketing, Marketing Letters, Industrial Marketing Management, Journal of Business Research, European Journal of Marketing, and Psychology & Marketing, among others. He currently serves on the editorial review board of the Journal of Retailing, European Journal of Marketing, and Journal of Hospitality & Tourism Research.

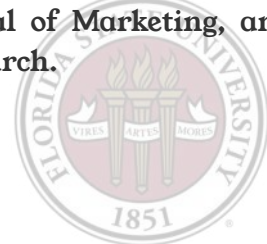




Dr. Michael Brady (Florida State University)

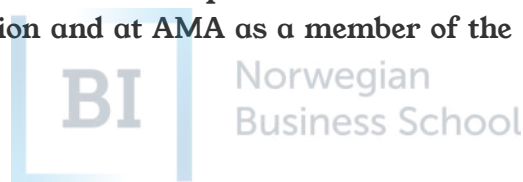
Assistant Provost, Dr. Persis E. Rockwood Professor of Marketing and Faculty Athletics Representative

Michael (“Mike”) Brady is the Rockwood Professor of Marketing and Assistant Provost at Florida State University. He is also an affiliated faculty member or honorary professor at six universities around the world. Mike’s primary research interest lies at the intersection of customers and employees in frontline service transactions. He has published articles in many top scholarly journals, and his research articles have been cited over 35,000 times to date. Mike has won numerous awards for research, teaching, and service, including the Christopher Lovelock Career Contributions to the Service Discipline Award and the William R. Jones award. He is past president of the AMA Academic Council and the current Chair of the AMA Board of Directors. Mike is an area editor for Journal of the Academy of Marketing Science, Associate Editor of Journal of Marketing, and past Editor-in-Chief of Journal of Service Research.



Dr. Anders Gustafsson (BI The Norwegian Business School)

Dr. Gustafsson is a professor of marketing at BI The Norwegian Business School. Dr Gustafsson is also Distinguished Professorial Fellow at the University of Manchester’s Alliance Manchester Business School (AMBS). Dr. Gustafsson has published articles in journals such as Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, and Journal of the Academy of Marketing Science. He is the former editor in chief for Journal of Business Research. He was the first international president for AMA’s (American Marketing Association) academic council. Dr. Gustafsson is also a recipient of the Christopher Lovelock Career Contributions to the Services Discipline Award. He is currently on The Sheth Foundation and at AMA as a member of the board.





Dr. Fang Flora GU (Hong Kong Polytechnic University)

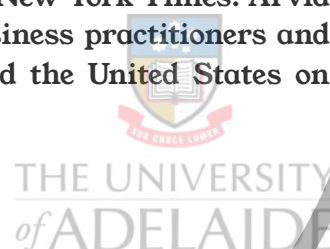
Professor and Associate Head of Department (Knowledge Transfer); Director, Asian Centre for Branding & Marketing (ACBM)

Flora F. Gu is Professor of Marketing in the Department of Management and Marketing, Hong Kong Polytechnic University. Her research focuses on Influencer Marketing, Brand Actions, Interorganizational Relationships, Relationship Marketing in China, and Marketing Strategy. Her research has appeared in journals such as Journal of Marketing, Journal of Marketing Research, Journal of the Academy of Marketing Science, Journal of International Business Studies, among others. She was the recipient of the Outstanding Reviewer Award of Journal of Marketing (2022), and Journal of the Academy of Marketing Science (2018). She served or has been serving on the Editorial Review Board of Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Business Research, and Industrial Marketing Management, and has been Associate Editor for Australasian Journal of Marketing. She is enthusiastic about research collaboration and knowledge transfer in various domains of marketing.



Dr. Arvid Hoffmann (University of Adelaide)

Dr. Hoffmann is a Professor of Marketing at the University of Adelaide. Prior to coming to Australia, he was a faculty member at Maastricht University, the Netherlands. Arvid's research focuses on the marketing-finance interface and he publishes his work in such journals as the Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Retailing, and the International Journal of Research in Marketing, amongst other outlets. He is a member of the Editorial Review Board at the Journal of Marketing and has won the Outstanding Reviewer Award from this journal. His research is regularly covered by the media, including Bloomberg, the Financial Times, Forbes, CNBC, and the New York Times. Arvid has over a decade of experience advising business practitioners and policy makers across Australia, Europe, and the United States on marketing strategy.





Dr. Hean Tat Keh (Monash University)

Dr. Keh is a Professor of Marketing and former Head of the Department of Marketing at Monash Business School. A consumer psychologist, his research centers on consumer well-being, with a focus on responsible consumption, healthcare, and services marketing—addressing some of the most pressing challenges in today's marketplace. His work has been published in leading FT50 journals, including the Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, Journal of the Academy of Marketing Science, Organizational Behavior and Human Decision Processes, and the Journal of Business Ethics. He is one of only two scholars to have received both the ANZMAC Distinguished Marketing Researcher and Distinguished Marketing Educator Awards.



Dr. Mirella Kleijnen (Vrije Universiteit Amsterdam)

Dr. Kleijnen is Professor of Customer Experience Management at the Marketing Department of the School of Business and Economics (SBE), Vrije Universiteit Amsterdam. As of January 1, 2023 she has taken up the role of Co-Editor in Chief of the Journal of Business Research. Her research has been widely published in marketing journals (e.g., Journal of Marketing Research, Journal of the Academy of Marketing Science, Journal of Retailing) as well as journals publishing technology and service management topics (e.g., Journal of Service Research, Journal of Interactive Marketing, Journal of Economic Psychology, International Journal of Management Reviews, Journal of Cleaner Production). Mirella is also Associate Editor of Journal of Service Research. She is the recipient of several best paper, reviewer, and teaching excellence awards.





Dr. Charles Noble (University of Tennessee)

Dr. Charles H. Noble is the Henry Distinguished Professor of Business and former Associate Dean for Research & Faculty in the Haslam College of Business at the University of Tennessee. He is the Editor-in-Chief for the Journal of the Academy of Marketing Science (JAMS). He also served as Editor-in-Chief of the Journal of Product Innovation Management, the premier research journal in the areas of new product development and innovation. He has published in many leading journals, including the Journal of Marketing, Strategic Management Journal, Journal of the Academy of Marketing Science, Journal of Product Innovation Management, IEEE Transactions on Engineering Management and many others. Prof. Noble has consulted many organizations, primarily in the airline, retailing, consumer goods, and commercial real estate sectors. He has won several awards for both research and teaching.



Dr. Sourav Ray (University of Guelph)

Lang Chair and Professor of Marketing, Department of Marketing and Consumer Studies, and Director, Marketing Analytics Centre

Dr. Sourav Ray is a Professor of Marketing and the Lang Chair in Marketing at the G.S. Lang School of Business and Economics at University of Guelph. His primary research interests are in marketing strategy, distribution channels, pricing, innovation, governance, and technology. Sourav's research papers have been published in top-tier Marketing and Economics journals such as, Journal of Marketing Research, Journal of Marketing, Marketing Science, Journal of the Academy of Marketing Science, Journal of Monetary Economics, Journal of Law and Economics, Economica, Journal of Business Venturing etc. Sourav serves as an Associate Editor in Journal of Business Research (JBR) and assists several startups in advisory capacities. Prior to joining University of Guelph, Sourav was the Michael Lee-Chin Family Professor of Strategic Business Studies and Professor of Marketing at the DeGroote School of Business, McMaster University.

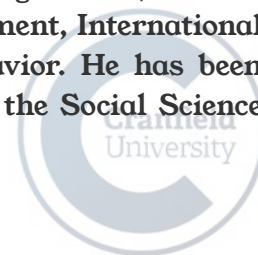




Dr. Vasilis Theoharakis (Cranfield University)

Professor of Strategic Marketing and Director of the Centre for Strategic Marketing and Sales

Dr Vasilis Theoharakis holds a BEng (Honours) from the State University of New York at Stony Brook, an MSc in Electrical Engineering and an MBA (with Distinction) from New York University, and a PhD in Marketing and Strategic Management from the University of Warwick. Vasilis' academic research focuses on strategic marketing, new product development and entrepreneurship. He has published in leading academic marketing and innovation journals such as International Journal of Research in Marketing, Research Policy, Journal of Product Innovation Management, Marketing Letters, Journal of Business Research, Industrial Marketing Management, International Marketing Review and Computers in Human Behavior. He has been among the most downloaded authors worldwide on the Social Science Research Network (SSRN).



Dr. Jochen Wirtz (National University of Singapore)

Vice Dean of MBA Programs and Professor of Marketing

Jochen Wirtz is Vice Dean MBA Programs and Professor of Marketing at the NUS Business School, National University of Singapore. He has published over 200 academic articles, including 6 features in Harvard Business Review, and over 20 books. His books include Agentic Artificial Intelligence: Harnessing AI Agents to Reinvent Business, Work and Life (2025), Intelligent Automation: Learn How to Harness Artificial Intelligence to Boost Business & Make Our World More Human (2021), Services Marketing: People, Technology, Strategy, and Essentials of Services Marketing. With translations and adaptations for over 26 countries and regions, and combined sales of almost 1 million copies, they have become globally leading services marketing textbooks. In recognition of his excellence in research and teaching, Professor Wirtz has received over 60 awards, including the Christopher Lovelock Career Contributions to the Services Discipline Award in 2019, the Academy of Marketing Science 2012 Outstanding Marketing Teacher Award, and the prestigious, top university-level Outstanding Educator Award at NUS.





About Dr. Sina Aghaie - Creator of MKTBig15

Dr. Sina Aghaie is an Associate Professor of Marketing. He earned his Ph.D. in Marketing from the University of South Carolina with particular expertise at the intersection of marketing, strategy, accounting, and finance. He has published in academic marketing journals such as European Journal of Marketing, Journal of Business Research, Industrial Marketing Management, and Psychology & Marketing. Dr. Aghaie launched MKTBig15 to address the need for a transparent and data-driven approach to ranking research productivity in marketing academia. His goal is to:

Highlight research excellence among marketing departments and scholars.

Promote academic visibility beyond a few elite institutions & journals

Encourage departments to adopt a strategic, data-informed outlook on scholarly productivity.

Bring transparency to academic publishing by offering a platform where scholars can effortlessly discover the "who, when, where, and what" of academic publishing.

MKTBig15 focuses on the 15 most impactful journals in the marketing field, as recognized by many scholars. The rankings are updated periodically, making MKTBig15 a living and responsive tool for tracking research excellence in marketing.

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