

Introduction to the MKTBIG15 Ranking

**MKTTM
BIG** **15**

Explore Who, What, When, and Where Published

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WHAT IS MKTBIG₁₅



Updated on a quarterly basis, the MKTBIG₁₅ systematically evaluates universities' research publications since 2018. The MKTBIG₁₅ is built on a rigorous and systematic approach that ensures our rankings' transparency, fairness, and accuracy. To fully appreciate the rankings you see, it's essential to understand how we derive them.

The MKTBIG₁₅ Journals ranking system is more than just a list. As you delve into the rankings, you will uncover trends, benchmark performance, and gain insights into top universities' research productivity and focus worldwide.

The journey to uncovering an exceptional tool starts here

Welcome to the MKTBIG₁₅

Curating the Top-tier Journals

Quality is at the heart of the MKTBIG15 system, and that starts with our choice of journals. We've carefully curated a list of 15 highly respected marketing journals known for their rigorous academic standards and impactful research. This list includes a mix of journals recognized by sources like UT Dallas, Financial Times Top 50, AJG (ABS), and ABDC, as well as some underrepresented journals that have consistently published high-quality marketing articles:

Marketing Science (UT Dallas Top 5, FT50, AJG 4*, & ABDC A*)

Journal of Marketing (UT Dallas Top 5, FT50, AJG 4*, & ABDC A*)

Journal of Marketing Research (UT Dallas Top 5, FT50, AJG 4*, & ABDC A*)

Journal of Consumer Research (UT Dallas Top 5, FT50, AJG 4*, & ABDC A*)

Management Science - Marketing Track (UT Dallas Top 5, FT50, AJG 4*, & ABDC A*)

Journal of Consumer Psychology (FT50, AJG 4*, & ABDC A*)

Journal of the Academy of Marketing Science (FT50, AJG 4*, & ABDC A*)

International Journal of Research in Marketing (AJG 4 & ABDC A*)

Journal of Retailing (AJG 4 & ABDC A*)

Journal of Service Research (AJG 4 & ABDC A*)

Industrial Marketing Management (ABDC A*)

European Journal of Marketing (ABDC A*)

Journal of Business Research

Journal of Interactive Marketing

Journal of International Marketing

This diverse selection ensures that our rankings capture a comprehensive snapshot of the current marketing research landscape.

Journal lists

UT Dallas's Top 5

Includes the Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Marketing Science, and Management Science - Marketing Track.

Includes journals listed in UT Dallas's Top 5 plus the Journal of the Academy of Marketing Science and Journal of Consumer Psychology.

Marketing FT50

AJG 4*/4

This list includes all journals in Marketing FT50 plus the International Journal of Research in Marketing, Journal of Retailing, and Journal of Service Research

Encompasses journals listed in Marketing AJG 4*/4 plus Industrial Marketing Management, European Journal of Marketing.

ABDC Marketing A*

MKT Big 15

Includes journals listed in ABDC Marketing A* plus Journal of International Marketing, Journal of Interactive Marketing, and Journal of Business Research.

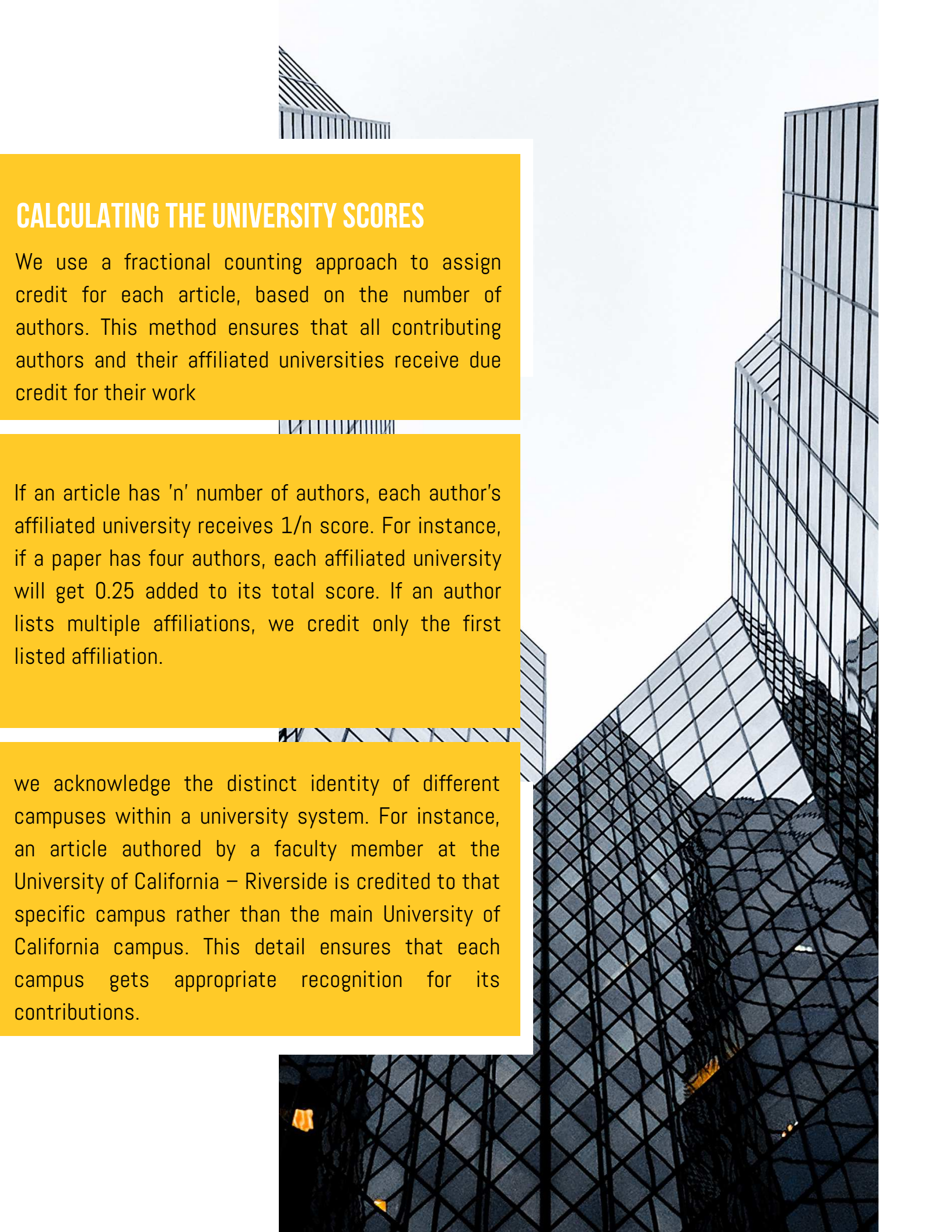
Exclusion Criteria

peer- reviewed

To ensure the integrity and relevance of our ranking, we exclude non-peer-reviewed articles such as book reviews, editorials, commentary, and introductions to special issues. We also disregard articles that have been retracted. This practice ensures that our rankings reflect the impact of substantial, peer-reviewed research.

The MKTBIG15 ranking system is a meticulously designed tool that combines quality, fairness, and accuracy, providing you with a dependable guide to understanding the performance and impact of universities' research publications in the marketing domain.

GUIDE



CALCULATING THE UNIVERSITY SCORES

We use a fractional counting approach to assign credit for each article, based on the number of authors. This method ensures that all contributing authors and their affiliated universities receive due credit for their work

If an article has 'n' number of authors, each author's affiliated university receives $1/n$ score. For instance, if a paper has four authors, each affiliated university will get 0.25 added to its total score. If an author lists multiple affiliations, we credit only the first listed affiliation.

we acknowledge the distinct identity of different campuses within a university system. For instance, an article authored by a faculty member at the University of California – Riverside is credited to that specific campus rather than the main University of California campus. This detail ensures that each campus gets appropriate recognition for its contributions.

How to Use the MKTBIG₁₅ Ranking System

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University Ranking Page

1 Selecting Journals

Upon entering the University Ranking page, you'll find options to select any journal or combination of journals to obtain a ranking of universities

2 Selecting a Time Period

MKTBIG₁₅ allows you to specify the time period for which you'd like to see the rankings. You can select any year between 2018 and 2023, enabling you to understand the dynamic changes in university research productivity over time.

3 Choosing a Region

To refine your search further, use the region selection feature. You can filter the rankings based on seven geographical areas:

- USA
- Canada
- Europe
- Asia
- South and Central America
- Africa
- Oceania

Select the Journal(s)

Multiple selections

UT Dallas Top 5

Marketing FT50

AJG 4*/4

ABDC Marketing A*

Marketing Big15

Clear Selections

Select the Year(s)

Multiple selections

All Years

Clear Selections

Select the Region

Multiple selections

US Ranking

Worldwide Ranking

Rank ▲	University	Articles	Score	Country
1	Columbia University	78	36.95	USA
2	University of Pennsylvania	64	31.36	USA
3	University of Chicago	66	30.03	USA
4	Erasmus University	46	24.50	Netherlands
5	University of Southern California	47	23.62	USA
6	University of Washington	52	21.89	USA
7	Cornell University	49	21.60	USA
8	Texas A&M University	51	20.90	USA
9	University of British Columbia	45	20.33	Canada
10	Harvard University	46	20.28	USA
11	Northwestern University	46	20.28	USA
12	Indiana University Bloomington	44	20.27	USA
13	University of Maryland	47	19.67	USA
14	Duke University	39	19.35	USA
15	University of Michigan	38	18.27	USA
16	New York University	40	17.85	USA
17	University of Texas Dallas	32	17.33	USA
18	Carnegie Mellon University	34	17.23	USA
19	University of Pittsburgh	38	17.10	USA
20	Yale University	36	17.00	USA
21	Chinese University of Hong Kong	27	15.83	Hong Kong
22	Washington University St. Louis	34	15.25	USA
23	University of North Carolina Chapel Hill	40	14.56	USA
24	Tilburg University	28	14.43	Netherlands
25	Stanford University	29	14.42	USA

Viewing University Rankings

After you've made your selection, the system generates a ranking of universities. By clicking on the university's name in the ranking table, you can gain further insights such as the distribution of published articles by that university across different journals. This information offers a perspective on the university's main areas of research focus and their productivity in these areas.

The MKTBIG15 ranking system thus provides you with an interactive, customizable tool to delve deep into the research performance of universities. Whether you're a prospective student evaluating potential universities, an academic investigating collaborative opportunities, or a marketing professional seeking the latest research in the field, the University Ranking tab offers a wealth of information at your fingertips.

Ranking System

Authors Ranking Page

The MKTBIG15 ranking system gives users a multifaceted view of not just university research productivity, but also individual authors' contributions and their collaboration patterns. The Authors Ranking Page enables you to analyze an author's research productivity, preferred publication outlets, and their collaborative nature.

Viewing Author Rankings:
After your journal selection, the system generates a ranking of authors based on the total number of articles they've published in your selected journals. While each author's score (based on their proportion of authorship) is displayed, the ranking is primarily driven by the total number of articles, identifying the most prolific authors in the chosen journals.

Rank ▲	Author	Articles	Score ▼
1	Dhruv Grewal	22	4.89
2	Pradeep Chintagunta	19	6.25
3	V. Kumar	14	5.37
4	Darren Dahl	13	4.00
5	Peggy Liu	12	5.20
5	P. Kannan	12	3.83
5	Vikas Mittal	12	3.46
6	Kelly Haws	11	3.53
7	Stijn van Osselaer	10	4.08
7	Kannan Srinivasan	10	3.33
7	Oded Netzer	10	3.03
7	Rajdeep Grewal	10	2.87
7	Robert Palmatier	10	2.63
8	Liang Guo	9	8.00
8	Baojun Jiang	9	3.83
8	Christian Homburg	9	3.33
8	Shrihari (Hari) Sridhar	9	2.70
8	Son Lam	9	2.48
8	Michael Ahearne	9	2.13
8	Ko de Ruyter	9	1.68
9	Cait Lamberton	8	3.67
9	Aradhna Krishna	8	3.33
9	Jonah Berger	8	2.92
9	Catherine Tucker	8	2.71
9	David Schweidel	8	2.58

Select the Journal(s)

Multiple selections

UT Dallas Top 5

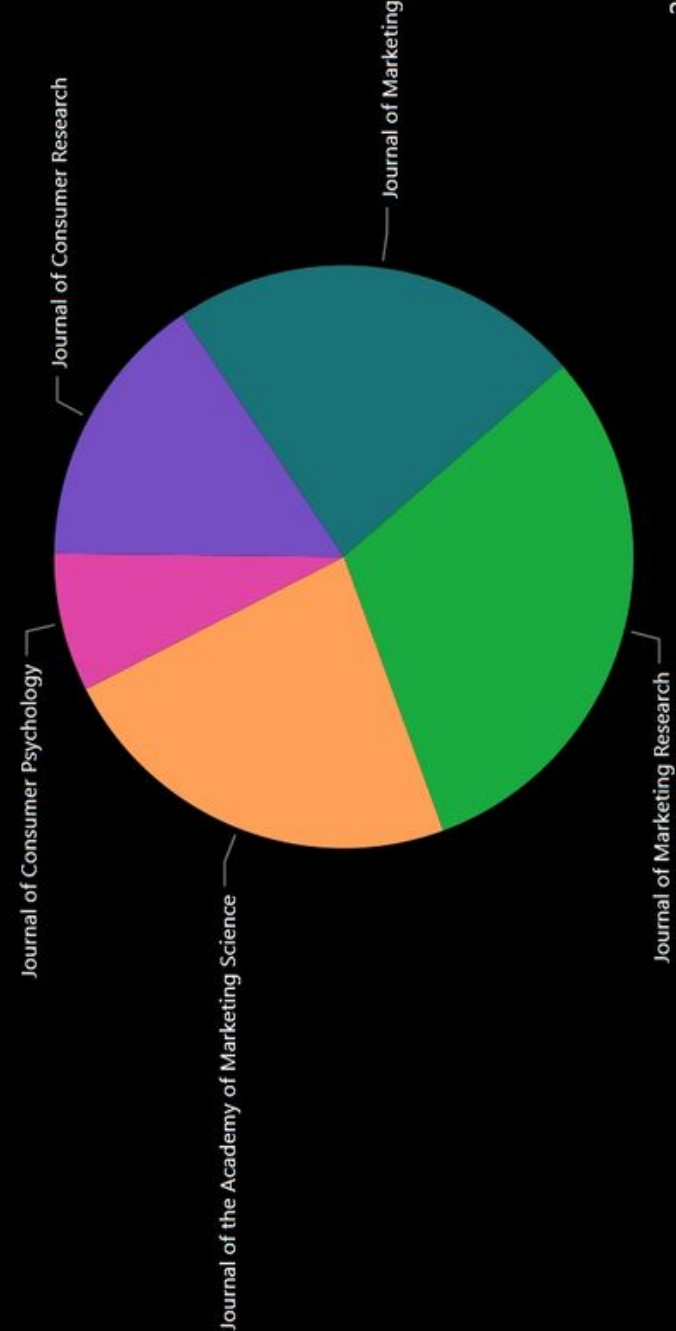
Marketing FT50

AJG 4*/4

ABDC Marketing A*

Marketing Big15

Clear Selections



Detailed Author Information:

Clicking on an author's name in the ranking table reveals a more comprehensive view of their work. A pie chart shows the distribution of the author's published articles across different journals, offering insight into their main research areas and most frequent publication outlets.

Understanding Collaboration Patterns:

The system also presents valuable information about an author's collaboration patterns:

Average Number of Authors/Article: This metric reflects the average number of co-authors an author has collaborated with on their research projects. It indicates the extent to which the author typically engages in collaborative work.

3.46

Avg. Number of Authors/Article

Maximum Number of Authors/Article: This shows the highest number of co-authors that the author has collaborated with on a single paper. It provides a snapshot of the author's capacity for large-scale collaborative efforts.

These collaboration metrics can provide additional context when assessing an author's work and their approach to research collaboration.

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Max. Number of Authors/Article

Rank	Author	Articles	Score
1	Dhruv Grewal	22	4.89
2	Pradeep Chintagunta	19	6.25
3	V. Kumar	14	5.37
4	Darren Dahl	13	4.00
5	Peggy Liu	12	5.20
5	P. Kannan	12	3.83
5	Vikas Mittal	12	3.46
6	Kelly Haws	11	3.53
7	Stijn van Osselaer	10	4.08
7	Kannan Srinivasan	10	3.33
7	Oded Netzer	10	3.03
7	Rajdeep Grewal	10	2.87
7	Robert Palmatier	10	2.63
8	Liang Guo	9	8.00
8	Baojun Jiang	9	3.83
8	Christian Homburg	9	3.33
8	Shrihari (Hari) Sridhar	9	2.70
8	Son Lam	9	2.48
8	Michael Ahearne	9	2.13

University-Specific Author Ranking

In addition to providing a broad overview of author productivity, the **MKTBIG15™** ranking system also enables more granular, university-specific assessments. By selecting a specific university, you can view a ranking of authors affiliated with that institution. This feature is particularly useful for several purposes:

**Tenure and Promotion
Decisions**

Awards and Recognition

Internal Assessment: University administrators, department heads, or faculty committees can use this feature to evaluate the research productivity of faculty members within their departments.

Select the Journal(s)				Rank	Author	Articles	Score
Multiple selections				1	Adithya Pattabhiramaiah	4	1.42
UT Dallas Top 5	Marketing FT50	AJG 4*/4	ABDC Marketing A*	2	Michael Lowe	3	0.83
Marketing Big15				3	Samuel Bond	2	0.83
Clear Selections				3	Chris Gu	2	0.75
Select the University/Institution				3	Sara Loughran Dommer	2	0.75
Georgia Institute of Technology (Georgia Tech)				3	Koushyar Rajavi	2	0.67
Search				4	Aditi Bajaj	1	0.50
☐ Futureproof Technologies				4	Cem Ozturk	1	0.33
☐ George Mason University				4	Jacob Abernethy	1	0.33
☐ George Washington University				4	Yu Jeffrey Hu	1	0.25
☐ Georgetown University				4	Ajay Kohli	1	0.17
☒ Georgia Institute of Technology (Georgia Tech)							
☐ Georgia State University							
☐ GERAD							
☐ Ghent University							

How to Use the MKTBIG₁₅ Ranking System

Article Info Page

The MKTBIG₁₅ ranking system also offers a unique tool for literature reviews and academic research through its article search feature.

Input a keyword or a series of keywords into the search field. The system will then generate a list of articles whose titles contain the searched keyword(s).

Select the Journal(s)
All
Clear Selections

Select the Article
Multiple selections
delight
Can attempts to delight customers with surprise gains boomerang? A test using low-price guarantees
Enhancing loyalty: When improving consumer satisfaction and delight matters
How firms can create delightful customer experience? Contrasting roles of future reward uncertainty
It's not whether you win or lose, it's how you play: customer delight in unpredictable experiential encounters
Spoiled Rotten: How and When Discontinuation of Repetitive and Regular Delight Offers Increases Customer D...
The impact of service employees' technostress on customer satisfaction and delight: A dyadic analysis

Select the Year
2019 2020 2022

Select the University/Institution
All
Clear Selections

Select the Author
All
Clear Selections

AuthorshipOrder	Journal	University
1	Journal of the Academy of Marketing Science	Wayne State University
2	Journal of the Academy of Marketing Science	University of South Carolina
3	Journal of the Academy of Marketing Science	Wayne State University
4	Journal of the Academy of Marketing Science	Babson College
1	Journal of Business Research	HSBA Hamburg School of Business Ad
2	Journal of Business Research	University of Waikato
3	Journal of Business Research	Hamburg University of Technol
1	Journal of Business Research	Chinese University of Hong Ko
2	Journal of Business Research	University of Hong Kong
3	Journal of Business Research	Hong Kong Baptist Universi
1	European Journal of Marketing	University of North Carolina Wilm
2	European Journal of Marketing	University of North Carolina Wilm
3	European Journal of Marketing	Mississippi State University
4	European Journal of Marketing	University of Alabama Tuscalo
1	Journal of Retailing	Macquarie University
2	Journal of Retailing	Torcuato Di Tella University
1	Journal of Business Research	University of Koblenz-Landa
2	Journal of Business Research	University of Koblenz-Landa

For each returned article, the system provides the title, journal of publication, year of publication, and the order of authorship. This function is particularly helpful for researchers seeking to explore a specific domain or area, as it allows for a focused retrieval of relevant articles across the selected marketing journals.

This keyword search tool effectively supports the literature review process for academic research, enabling researchers to quickly identify and examine relevant publications in their field of interest. By providing an efficient method to locate articles based on specific terms or themes, the MKTBIG₁₅ ranking system aids in the exploration and understanding of various research topics and trends.

How to Use the MKTBIG₁₅ Ranking System

Comparison Tool Page

This page allows for a detailed comparison of selected universities or authors based on their publication history in specific journals or a set of journals.

This comparison tool offers a powerful perspective on how different universities measure up against each other in terms of their research output in particular marketing journals. It provides an excellent reference for researchers, prospective students, or academic professionals interested in understanding the research strengths of different institutions.

Select the University/Institution 1

University of Michigan

Select the Journal(s)

All

Select the Author 1

All

Select the University/Institution 2

Carnegie Mellon University

Select the Journal(s)

All

Select the Author 2

All

Clear all Filters

Journal	Articles
Marketing Science	8
Management Science - Non Marketing Tracks	57
Management Science - Marketing Track	2
Journal of the Academy of Marketing Science	2
Journal of Service Research	2
Journal of Retailing	3
Journal of Marketing Research	10
Journal of Marketing	4
Journal of Interactive Marketing	1
Journal of Consumer Research	3
Journal of Consumer Psychology	9
Journal of Business Research	8
International Journal of Research in Marketing	4
Industrial Marketing Management	2
European Journal of Marketing	1
Total	116

Journal	Articles
Journal of Business Research	4
Journal of Consumer Psychology	3
Journal of Consumer Research	2
Journal of Interactive Marketing	1
Journal of Marketing Research	12
Journal of Service Research	1
Management Science - Marketing Track	9
Management Science - Non Marketing Tracks	44
Marketing Science	8
Total	84

Strategic Insights from the Comparison Tab:

By enabling a direct comparison of research productivity between your institution and peer or aspirant institutions, the system facilitates an accurate assessment of your current position within the broader academic landscape.

Why Choose the MKTBIG15 Ranking System?

Comprehensive Scope

While some ranking systems, like UT Dallas, focus on a small set of marketing journals, the MKTBIG15 ranking system encompasses a more comprehensive set of 15 major marketing journals. This broader scope gives a more complete and representative picture of research output, enhancing the accuracy and reliability of the rankings.

Interactive and User-Friendly Design

A hallmark of the MKTBIG15 ranking system is its user-friendly and interactive interface. The system is designed to be easily navigable, making the exploration of rankings a smooth and engaging process. Users can effortlessly switch between tabs, make selections, and access a wealth of information with just a few clicks. The combination of comprehensive data and an intuitive interface makes MKTBIG15 a truly user-centered ranking system.

Insightful Metrics and Indicators

The MKTBIG15 ranking system provides more than just the number of publications; it also offers insightful metrics such as the 'average number of authors/article' and 'maximum number of authors/article.' These indicators provide valuable information about the collaboration patterns of authors, offering a more nuanced understanding of research productivity.

Detailed Comparison Capability

The MKTBIG15 ranking system offers a unique 'Comparison Tab,' which allows users to compare universities or authors side by side, focusing on their publication history in specific journals. This feature provides valuable insights that can inform strategic planning for academic departments and universities, a feature that is not commonly found in other ranking systems.

Worldwide Recognition and Praise of the MKTBIG₁₅ Ranking System

UNIVERSITY OF NOTRE DAME	MONASH UNIVERSITY
The ranking system is commended as an excellent tool by a faculty member, expressing gratitude for its development	A faculty member appreciates the tool's utility for staying updated and for benchmarking during promotion applications.
HEC MONTREAL	UNIVERSITY OF HAMBURG
A faculty member regards the tool as interesting, easy to use, and revealing of significant information that was previously inaccessible.	A faculty member is impressed by the tool and thanks the MKTBIG ₁₅ TM team for providing the insightful collection.
CHINESE UNIVERSITY OF HONG KONG	INDIANA UNIVERSITY BLOOMINGTON
A faculty member thanks the team for the effort, recognizing the tool as very interesting.	A faculty member admires the initiative, calling it amazing.
UNIVERSITY OF SOUTH CAROLINA	UNIVERSITY OF GEORGIA
A faculty member commends the excellent work and recognizes the tool as very useful.	A faculty member appreciates the efforts of looking beyond just the UTD journals and expresses plans to use the tool in the future.

The enthusiastic feedback and commendations from faculty members of prestigious institutions around the globe clearly demonstrate the relevance, necessity, and broad acceptance of the MKTBIG₁₅ Ranking System. The system has made an impressive mark in the field of academic rankings, resonating positively with scholars who have found its insights to be both beneficial and enlightening.

Maintaining the Relevance and Accuracy of the MKTBIG15 Ranking System

Recognizing that the quality and significance of academic journals can evolve over time, the MKTBIG15 team consistently reevaluates the journals included in the ranking system. This ongoing review ensures that the ranking system remains relevant and reflective of the current academic publishing landscape.

Despite the diligent efforts of the MKTBIG15 team to maintain the accuracy and validity of the data, there might be occasional errors or omissions. Feedback and error reports from users are invaluable for maintaining the integrity of the system. If you observe any inaccuracies in the information provided, or if you would like to share feedback or suggestions, please contact me, Sina Aghaie, at sina.aghaie@wichita.edu.



Explore Who, What, When, and Where

MKTBIGTM₁₅

Universities and Authors ranking based on publication in main
Marketing Journals within the past 5 years.

Moving Forward

With the MKTBIG15 Ranking System's unique attributes and resounding endorsements from renowned scholars across the world, there's never been a better time to start utilizing this innovative tool. Embark on your journey of discovery today and see firsthand how this system can elevate your research, teaching, and strategic decision-making capabilities.

As part of a collaborative and evolving academic community, your voice matters. We welcome suggestions and recommendations to enhance the system and its features. Let us know how we can make the MKTBIG15 Ranking System more beneficial to your specific needs. We're continually seeking ways to improve and refine our tool to ensure it remains at the forefront of academic rankings.

Join us in shaping the future of academic ranking systems. Start using the MKTBIG15 Ranking System today!



Explore Who, What, When, and Where Published

MKTBIG₁₅

WWW.MKTBIG15.COM