

What Does it Take to Get Promoted in Marketing Academia? Understanding Exceptional Publication Productivity in the Leading Marketing Journals

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Web Appendix

The following three tables provide greater detail pertaining to the breakdown of the productivity in Research Question 2 (as discussed on page 126). Specifically, the following tables present the breakdown of the respective samples by publication rate, adjusted publication rate and number of publications. This more detailed information can assist scholars, and those evaluating scholars, to benchmark more effectively.

PUBLICATION IN THE LEADING MARKETING JOURNALS DURING 1982–2006 BY PUBLICATION RATE (Ri): PHD RECEIVED BEFORE 2002

Ri	Number of Scholars	%	Cumulative %
1.61-1.70	2	0.089	0.089
1.51-1.60	1	0.044	0.133
1.31-1.40	1	0.044	0.177
1.21-1.30	1	0.044	0.222
1.11-1.20	7	0.310	0.532
1.01-1.10	10	0.443	0.975
.91-1.00	11	0.487	1.462
.81-.90	16	0.709	2.171
.71-.80	44	1.949	4.121
.61-.70	38	1.684	5.804
.51-.60	52	2.304	8.108
.41-.50	84	3.722	11.830
.31-.40	146	6.469	18.299
.21-.30	191	8.463	26.761
.11-.20	524	23.217	49.978
0-.10	1129	50.022	100.000

**PUBLICATION IN THE LEADING MARKETING JOURNALS DURING 1982–2006
BY ADJUSTED PUBLICATION RATE (ADJ Ri): PHD RECEIVED BEFORE 2002**

ADJ Ri	Number of Scholars	%	Cumulative %
1.11-1.15	1	0.044	0.044
.86-.90	1	0.044	0.089
.76-.80	1	0.044	0.133
.66-.70	2	0.089	0.222
.61-.65	5	0.222	0.443
.56-.60	2	0.089	0.532
.51-.55	4	0.177	0.709
.45-.50	9	0.399	1.108
.41-.45	20	0.886	1.994
.36-.40	31	1.374	3.367
.31-.35	42	1.861	5.228
.26-.30	51	2.260	7.488
.21-.25	78	3.456	10.944
.16-.20	122	5.405	16.349
.11-.15	184	8.152	24.502
.06-.10	389	17.235	41.737
0-0.05	1315	58.263	100.000

**PUBLICATIONS IN THE LEADING MARKETING
JOURNALS: 1982 – 2006**

Number of leading marketing journals publications	Number of Scholars	%	Cumulative %
30	1	0.037	0.037
28	2	0.075	0.112
26	1	0.037	0.150
25	1	0.037	0.187
24	1	0.037	0.225
23	4	0.150	0.374
22	3	0.112	0.487
21	2	0.075	0.561
20	5	0.187	0.749
19	3	0.112	0.861
18	5	0.187	1.048
17	10	0.374	1.422
16	5	0.187	1.609
15	7	0.262	1.871
14	13	0.487	2.358
13	13	0.487	2.844
12	20	0.749	3.593
11	29	1.085	4.678
10	29	1.085	5.763
9	38	1.422	7.186
8	36	1.347	8.533
7	46	1.722	10.254
6	83	3.106	13.361
5	82	3.069	16.430
4	143	5.352	21.781
3	216	8.084	29.865
2	399	14.934	44.798
1	1475	55.202	100.000

Consistent with footnote 12 on page 126, it is important to note that although the calculation of R_i and adjusted R_i adjusts for the time the scholar is in the sample, the information presented pertaining to overall publication productivity 1982-2006 is unadjusted for time.