

A NAME RECOGNITION STUDY OF MARKETING ACADEMICS: CONTRASTING JOURNAL PUBLICATION AND TEXTBOOK AUTHORSHIP

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ABSTRACT

While research productivity is a vital component in the career of a marketing scholar, it may not be the key to familiarity and recognition among peers. Generally, rewards, such as promotions and tenure, are based upon a scholar's publication record. Nevertheless, beyond tangible rewards, it is often the goal of many academic scholars to be "well-known," or recognized by other academicians. The purpose of this study is to determine whether familiarity among peers is achieved through publication productivity in comparison to an alternate form of scholarly output, the writing of marketing textbooks. Utilizing previously published research results, as well as information provided by textbook industry sources, the recognizability of individuals in these two categories was examined.

INTRODUCTION

Many marketing scholars are quick to venture the top names in the discipline. Though these opinions are based on various elements, the end result is the same: recognition. Often, recognition is based on prominence in some professional, scholarly, organizational or social setting. In their article, Bakir, Vitell, and Rose (2000) provide an objective detailed list of top marketing researchers on the basis of productivity. While research productivity is a vital component in the career of a marketing scholar (Page and Mohr 1995), it may not be the primary key to familiarity and recognition among peers.

Articles offering rankings for journals, individuals, and institutions are always of interest to

those involved in marketing scholarship (Barry 1990; Clark 1986; Koojaroenprasit, Weinstein, and Johnson 1998; Marquardt and Murdock 1983; Page and Mohr 1995; Spake and Harmon 1998; Zinkhan 1999). In particular, individual professors place a great amount of weight in the productivity rankings they receive. Methods for analyzing productivity range from citation analyses to faculty/administrative surveys or article tallying, and the use of each can influence results (see Spake and Harmon 1998). For example, Bakir, Vitell, and Rose (2000) looked at several issues related to research production of marketing scholars. Based on Hult, Neese, and Bashaw's (1997) study assessing perception of marketing faculty with regard to the importance of marketing related journals, Bakir, Vitell, and Rose (2000) found that "the top 28 scholars are responsible

for about 10 percent of the total research production in major journals within the discipline” (p. 107). Their study also revealed that the top 25 large departments in combination with the top 5 small departments were responsible for 44 percent of all the research in major marketing journals.

Productivity ratings, however, may differ from peer perceptions and name recognition. Still, the relative importance of these studies in deciphering perceived marketing scholar recognizability, not publication productivity, is unclear. Generally, rewards within the marketing discipline, such as promotions and tenure, are based upon a scholar’s publication record. In most cases this involves the number of articles published and the quality of journals these articles appear in. Nevertheless, beyond tangible rewards, it is often the goal of academic scholars to be “well-known,” or recognized within their discipline. It is quite possible that being “recognizable” within the marketing discipline is independent of the number of scholarly publications one may have, and instead is a result of other factors. The purpose of this study is to determine whether familiarity among peers is achieved through publication productivity in comparison to an alternate form of scholarly output, the writing of marketing textbooks. Utilizing previously published research results (Bakir, Vitell, and Rose 2000), the present research will compare the recognizability of a determined list of productive marketing scholars with the leading textbook writers in several core marketing areas.

METHODOLOGY

In their article, Bakir, Vitell, and Rose (2000) evaluated the research productivity of marketing scholars in six leading marketing journals between 1991–1998. These journals included the *Journal of Marketing*, the *Journal of Marketing Research*, the *Journal of Consumer Research*, the *Journal of Retailing*, the *Journal of the Academy of Marketing Science*, and *Marketing Science*. Research productivity was evaluated in two ways: fractionally, depending on the number

of coauthors per article, and by the total number of articles where the name appears. Therefore, two lists of authors were created, one list adjusted for coauthors and one list by total number of articles.

The current research utilized a combined list of all authors on both lists from the Bakir, Vitell, and Rose (2000) article. No additional journals were examined for the current research in order to maintain consistency with Bakir, Vitell, and Rose (2000) and Hult, Neese, and Bashaw (1997). Combining the names of the fractionalized list and the normal count list created a consolidated list of leading journal authors. Duplicates were removed. Additionally, those individuals not at American universities or those who were retired were not included in the list. This procedure resulted in a combined list of 46 names.

Leading textbook authors in several core-marketing areas were compiled (Principles of Marketing, Consumer Behavior, Marketing Research, Retailing, Channels, Sales Management, and Advertising/Promotion). The status of leading textbooks was based on industry statistics and the core areas display no direct relation to any of the specific journals utilized by Bakir, Vitell, and Rose (2000). Interestingly, there were no duplicate names to those listed by Bakir, Vitell, and Rose (2000). This procedure resulted in an additional 34 names. The two lists were then combined to form one larger list comprised of 80 names. Table 1 provides a composite list of the names.

Using the names on the composite list, an interactive online survey to assess name recognition was created. A five-point semantic differential item (where 5 = recognizable and 1 = unrecognizable) was placed after each name on the composite list. Via e-mail, respondents were asked to visit a website containing the online survey, click on the button below each name representing their familiarity with the name, and click submit to finish the survey. A formalized e-mail message was sent to the department chairs of AACSB accredited and non-accredited aca-

TABLE 1
MEAN RECOGNITION SCORES FOR JOURNAL
PUBLISHERS AND TEXTBOOK AUTHORS

Journal Publishers		Textbook Authors	
Devavrat Purohit	1.28	Pat Dunn	1.74
Robert A. Ping Jr.	1.39	Kathleen Krentler	1.86
Mark E. Parry	1.48	Dale Lewison	1.94
Aradhna Krishna	1.51	Bert Rosenbloom	2.54
Predeep K. Chintagunta	1.59	Charles Futrell	2.74
Laura A Peracchio	1.68	Leon Schiffman	2.76
Birger Wernerfelt	1.75	Paul W. Miniard	2.77
Kannan Srinivasan	1.81	Mike d'Amico	2.86
Scott W. Kelly	1.84	Bruce Walker	2.95
Lakshman Krishnamurthi	1.86	Barry Berman	2.99
David C. Schmittlein	2.07	Del I. Hawkins	2.99
Itamar Simonson	2.07	Naresh Malhotra	3.08
Jeffrey J. Inman	2.08	Carl McDaniel	3.08
Wagner A. Kamakura	2.16	Thomas N. Ingram	3.16
Jan B. Heide	2.16	David Kurtz	3.22
Scot Burton	2.23	Gary Armstrong	3.23
Randolph E. Bucklin	2.31	Michael Soloman	3.40
Barbara E. Kahn	2.33	James F. Engel	3.40
Donald R. Lichtenstein	2.33	J. Paul Peter	3.41
Stephen J. Hoch	2.36	William Zikmund	3.45
David Glen Mick	2.40	Roger Kerin	3.45
Dhruv Grewal	2.43	Roger Blackwell	3.47
John G. Lynch Jr.	2.45	J. Barry Mason	3.54
Christine Moorman	2.47	Thomas Kinnear	3.55
Richard G. Netemeyer	2.48	Robert Lusch	3.55
Marsha L. Richins	2.51	William Bearden	3.56
Wayne S. DeSarbo	2.52	Joe Hair	3.60
Joan Meyers-Levy	2.52	Charles Lamb	3.61
Ajay K. Kohli	2.53	Terry Shimp	3.63
V. Kumar	2.68	William Pride	3.64
Jagdish Singh	2.70	Bart Weitz	3.67
Bernard J. Jaworski	2.85	O.C. Ferrell	3.86
Barbara B. Stern	2.85	William Perreault	3.94
Sunil Gupta	2.92	Jagdish Sheth	4.03
Rajan P. Varadarajan	2.92		
Vijay Mahajan	3.06		
Richard Staelin	3.08		
Robert Peterson	3.16		
Ronald R. Lehmann	3.28		
Steven P. Brown	3.31		
A. Parasuraman	3.61		
Leonard Berry	3.64		
Paul E. Green	3.78		
George S. Day	3.87		
Shelby Hunt	4.09		

Note: 5 = recognizable and 1 = unrecognizable.

demic institutions. Department chairs were asked to forward or relay the message to other faculty within their units, resulting in a sample consisting of both department chairs and departmental faculty members from AACSB accredited and non-accredited institutions. Surveys were collected and separated electronically. Seventy-five subjects responded to the survey. The data collected allowed for analyses of the recognizability of each name and a comparison between the names of top researchers and the names of textbook authors.

Analysis and Results

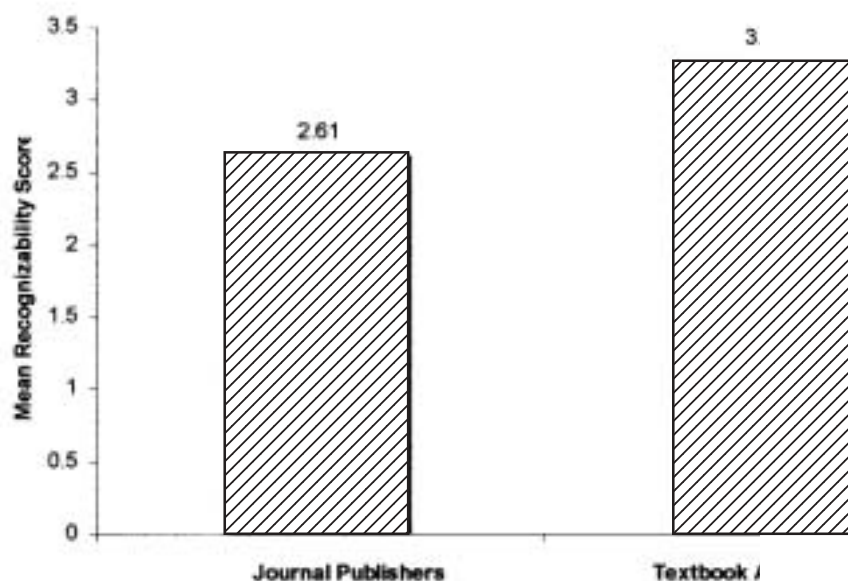
For all analyses, a lower number indicates higher recognizability. Descriptive statistics for individual names revealed that Shelby Hunt was the overall most recognizable person (mean = 4.09), followed by Jagdish Sheth (mean = 4.03). Within textbook authors only, the most recognizable names were Jagdish Sheth, William Perreault, and O.C. Ferrell, respectively (means = 4.03, 3.94, and 3.86). The most recognizable journal publishers were Shelby Hunt, George

Day, and Paul Green, respectively (means = 4.09, 3.87, 3.78). A complete list of both textbook authors and journal publishers along with their mean recognizability score can be found in Table 1.

Next, an average score for textbook authors and journal publishers was calculated. The mean score for all textbook authors combined was 3.25, and the mean score for all journal publishers was 2.61 (see Figure 1). Results of a one-sample t-test comparing these mean scores indicated that textbook authors were significantly more recognizable than journal publishers ($p < .001$). Authors of introductory and principles of marketing textbooks had a mean score of 3.56, indicating high recognizability.

Of the 46 journal authors only 10 had mean recognizability scores above 3.00, indicating that only 22 percent of the top journal publishers had better than average recognizability. On the other hand, 23 of the 34 textbook authors had scores above 3.00, indicating above average recognizability for 68 percent of the authors.

FIGURE 1
MEAN RECOGNIZABILITY SCORES FOR COMBINED PUBLISHERS AND AUTHORS



IMPLICATIONS

The results of this study show that textbook authors were more recognizable to this study's respondents than were journal publishers. Although much of the existing literature focuses on journal publication productivity, this type of scholarly activity may not be the key to familiarity and recognition among professorial cohorts. The results of this study may offer an additional approach to measuring and evaluating scholarly activity, beyond citation analyses, surveys, or article tallying. An interesting implication, given the importance placed on top journal publications within the marketing discipline, is the difference in recognition received by textbook authors.

Research Limitations

A number of possible limitations exist for this research. Due to the length of the survey (consisting of 80 names), a one-item measure of recognizability was used as opposed to a summated scale of items. The nature of the list of individuals also poses possible limitations. Because the list was composed of top publishers from 1991–1998, scholars who may have established recognizability through publications prior to these years were not included as journal publishers. This was done, however, to be consistent with the list compiled from Bakir, Vitell, and Rose (2000). Likewise, there may be recogniz-

able scholars who have retired and were not included in the list.

Future Research Opportunities

A number of future research opportunities arise from these findings. An interesting investigation would involve a comparison of various methods for evaluating outstanding scholarship. For example, does quality equal quantity, or do citation indices reflect a scholar's quantity of publications in major journals. The possibility exists that a scholar may be recognizable due to a single significant publication rather than a large number of less significant articles. Additionally, there are of course numerous other ways for a scholar to become "familiar" to other academics (besides journal publication or textbook writing). Future research could utilize an open-ended survey where subjects are asked to list the ways in which they are familiar with a particular scholar. For example, an individual may have few journal publications, but may be very familiar within the discipline due to activities such as conferences attended or organizational membership. Additionally, future research should look at more descriptive characteristics of the survey respondents (such as their major areas of concentration, the number of years they have been in the field, etc.) as potential covariates in the analysis. Examining these issues may provide a better understanding of scholarly evaluations.

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