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# Author and Institution Productivity in *Industrial Marketing Management* from 1971 to 1998

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*This study examines the institutional as well as individual contributions to Industrial Marketing Management over its first 28 years of existence. IMM has been able to effectively*

*bridge the gap between academia and industry and has served as the flagship publication for the field of industrial marketing, and the authors and institutions represented have made significant contributions to the field. The methodology applied follows that of Barry (Barry, Thomas E.: *Publication Productivity in the Three Leading U.S. Advertising Journals: Inaugural Issues Through 1988. Journal of Advertising* 19, 52–60 [1990]) and Henthorne, LaTour and Loraas (Henthorne, Tony L., LaTour, Michael S., and Loraas, Tina: *Publication Productivity in the Three leading U.S. Advertising Journals: 1989 through**

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All authors contributed equally.

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# Research output is relevant to the field.

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1996. *Journal of Advertising XXVII, 53–63 (1998)*] who adjusted the total number of appearances of authors to reflect their fractional contributions. There were a total of 620 articles that appeared during the period of study with 1,903 author appearances, producing an average of 3.069 authors per article. Whereas the majority of contributors were members of Marketing faculties (56%) and from U.S.-based universities (72%), it was important to note that 17% were nonacademics, and the British Isles represented 10.6% of the contributions. There were 139 authors who had published three or more articles, and when contributions were compared for 1971–1984 and 1985–1998, only one of the top contributors remained in both time periods. The top five institutional contributors represent a geographic mix with both American (three) and non-American (two) universities. With a primarily practitioner-based readership (90%), this ensures that the published studies get industry exposure, and this vital link to industry ensures the relevance of the articles published. This kind of study therefore is beneficial in evaluating the output of marketing faculty members as well as the institutions with which they are affiliated. © 2001 Elsevier Science Inc. All rights reserved.

## INTRODUCTION

According to Henthorne, LaTour and Loraas' [1] recent review of advertising scholarship, "despite tumultuous changes within higher education in the last few years, the quantity and quality of research output are of vital importance to an academic career" (p. 53). Practitioner author contributions are also vital in providing "cross-fertil-

ization" of ideas between academe and business. Following the theme of "scholarly applied research" [2], there is little doubt that *Industrial Marketing Management*, as the senior specialty journal in its field [3], has bridged the gap between academe and business, and in so doing has served as the primary reference for those advancing the application of theory in an industrial marketing context. Following the precedent of previous ranking studies [1, 4], this study will provide concrete insight into which individuals as well as institutions have been heavy contributors to the field of industrial marketing.

## Importance of Assessing a Discipline's Primary Specialty Journal Output

There is little question of the relevance of research output, both in terms of quantity and quality, to an academic career [3]. Promotion and tenure, as well as merit pay increases, are constantly tied to research productivity. Today, there is ever-increasing emphasis being placed on teaching and bridge building to the business community for faculty of business schools because state-funding sources are drying up [5]. Many universities that were state supported are now only state assisted. This significant reduction in funding has heightened the need to link from academe into industry, and business schools are scrambling to become centers for cutting-edge research dissemination. There is a growing recognition of the synergistic effects of faculty research programs that bring creative thinking and problem-solving skills to practical business settings and which, in turn, bring real-world relevance into the classroom [6, 7]. As a result, business school administrations must be sensitive to evaluation programs that take research productivity and relevance into consideration. The need for accountability is at an all-time high for administrators, and evidence must be presented as to the value that has been created by the schools and their faculties and staff in exchange for the operating monies that have been provided [1, 5]. A viable way to accomplish this is the use of productivity studies that reflect knowledge generation and dissemination in high quality journals [1, 3, 8].

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