I don’t know if there’s something in the water at the Carlson School, but we have consistently been one of the most prolific marketing departments for a long time.

—VLADAS GRISKEVICIUS,
BOARD OF OVERSEERS PROFESSOR OF MARKETING,
MARKETING DEPARTMENT CO-CHAIR

The marketing faculty at the Carlson School rank No. 3 in journal publications since 2012.

No. 3 in research productivity

CARLSON SCHOOL MARKETING FACULTY

Minneapolis - Carlson School

93

DUKE - FUIQUA
PENN - WHARTON
NORTHWESTERN - KELLOGG
COLUMBIA
STANFORD
BERKELEY - HAAS
MARYLAND - SMITH
TEXAS - MCCOMBS
CHICAGO - BOOTH
MIT - SLOAN
TEXAS A&M - MAYS
INDIANA - KELLEY
UCLA - ANDERSON
VIRGINIA - DARDEN/MCINTIRE
CORNELL - JOHNSON
DARTMOUTH - TUCK
OHIO STATE - FISHER
CARNEGIE MELLON - TERR
NORTH CAROLINA - KENAN-FLAGLER
GEORGIA TECH

The Carlson School ranks No. 5 in research impact with more than 2,500 citations in 2013.

**What is research impact?**
Research impact occurs when new insights advance the understanding and practice of the discipline. To make an impact, research must be discovered and used by others.

**Measuring research impact**
When examining the breadth of citations for marketing faculty in 2013, the Carlson School ranks No. 5 in the world with 2,516 citations: the Carlson School marketing department is not only highly active in publishing, but in informing the future of marketing and behavioral science.

**Top cited departments**
The world’s most cited departments are the Fuqua School of Business at Duke University and the Wharton School of the University of Pennsylvania.

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**SEE THE FULL LIST**
of the World’s Top 50 Most Cited Marketing Departments and the World’s Top 50 Most Cited Marketing Scholars
carlsonschool.umn.edu/top50
Meet the researchers
The Carlson School empowers leading researchers to conduct path-breaking studies with real-world implications.

The world-class Carlson School marketing faculty were asked two questions:
- What is your favorite research puzzle you helped solve?
- What is your proudest accomplishment?

**MARK BERGEN**
Professor
James D. Watkins Chair in Marketing - Associate Dean of Executive Education - PhD, University of Minnesota

**RESEARCH PUZZLE:** How do consumers get attached to particular brands and how does this brand attachment change their marketplace behavior?

**PROUDEST ACCOMPLISHMENT:** Receiving the American Marketing Association’s John Howard Doctoral Dissertation Award and being instrumental in the growth of doctoral students into independent scholars.

**MARK BERGEN**
Professor
James D. Watkins Chair in Marketing - Associate Dean of Executive Education - PhD, The Ohio State University

**RESEARCH PUZZLE:** How do consumers manage gray markets successfully?

**PROUDEST ACCOMPLISHMENT:** Joining the Marketing Department at the Carlson School and receiving the MBA Teacher of the Year award.

**TONY CUI**
Associate Professor
PhD, University of Pennsylvania (Wharton)

**RESEARCH PUZZLE:** How can a restricted pricing strategy such as uniform pricing lead to higher profits for firms?

**PROUDEST ACCOMPLISHMENT:** Being named a Marketing Science Institute Young Scholar and receiving the Meritorious Service Award from Marketing Science and Management Science.

**VLADAS GRISKEVICIUS**
Associate Professor
Board of Overseers Professor of Marketing - Marketing Department Co-Chair - PhD, Arizona State University

**RESEARCH PUZZLE:** How can communicators message more effectively to motivate environmental behavior?

**PROUDEST ACCOMPLISHMENT:** Being named a Marketing Science Institute Young Scholar and receiving the Journal of Consumer Research Best Article Award.

**ROHINI AHLUWALIA**
Professor
Curtis L. Carlson Trust Professor of Marketing - PhD, The Ohio State University

**RESEARCH PUZZLE:** How does one manage gray markets successfully?

**PROUDEST ACCOMPLISHMENT:** Joining the Marketing Department at the Carlson School and receiving the MBA Teacher of the Year award.

**Michael Houston**
Professor
Ecolab-Person M. Grieve Chair in International Marketing - Associate Dean of International Programs - PhD, University of Illinois, Urbana-Champaign

**RESEARCH PUZZLE:** How do consumers evaluate a brand’s sensitivity to environmental concerns in the absence of explicit information?

**PROUDEST ACCOMPLISHMENT:** Teaching and conducting research on four different continents and receiving the University of Minnesota Global Engagement Award.

**George John**
Professor
General Mills/Paul S. Gerot Chair in Marketing - Associate Dean of Faculty and Research - PhD, Northwestern University (Kellogg)

**RESEARCH PUZZLE:** When should companies distribute products using third parties versus doing it themselves?

**PROUDEST ACCOMPLISHMENT:** Watching many of my former PhD students become accomplished professors and being named “Highly Cited Researcher” in Business/Economics on ISI Web of Science.

**Deborah Roedder John**
Professor
Curtis L. Carlson Chair in Marketing - Marketing Department Co-Chair - PhD, Northwestern University (Kellogg)

**RESEARCH PUZZLE:** How can firms avoid harming their brands when they expand into new lines of business?

**PROUDEST ACCOMPLISHMENT:** Serving as President of the Association for Consumer Research and serving as Associate Editor of the Journal of Consumer Research.

**Barbara Loken**
Professor
PhD, University of Illinois, Urbana-Champaign

**RESEARCH PUZZLE:** What can companies do to protect their brands from brand dilution?

**PROUDEST ACCOMPLISHMENT:** Being among the first to publish on brand extensions and brand dilution and working with the National Cancer Institute to write an extensive review on the role of the media in promoting and reducing tobacco use.

“Our tradition of excellence is being carried on by a new generation of scholars. Since 2011 we’re tied with Wharton for the most faculty named Marketing Science Institute Young Scholars (5).”

—Deborah Roedder John
Curtis L. Carlson Chair in Marketing, Marketing Department Co-Chair

CONTINUED >>
The world-class Carlson School marketing faculty were asked two questions:
• What is your favorite research puzzle you helped solve?
• What is your proudest accomplishment?

JOAN MEYERS-LEVY
Professor
Margaret J. Holden and Dorothy A. Werlich Endowed Professor • PhD, Northwestern University

RESEARCH PUZZLE: How do aesthetic aspects of communications, such as music and picture orientation, alter product perceptions?
PROUDEST ACCOMPLISHMENT: Receiving a teaching award and being featured in the USC Marshall Spotlight.

JOSEPH REDDEN
Associate Professor
PhD, University of Pennsylvania (Wharton)

RESEARCH PUZZLE: How can a school cafeteria get 9-year-old students to eat more vegetables?
PROUDEST ACCOMPLISHMENT: Being named a Marketing Science Institute Young Scholar and receiving the Journal of Consumer Research Franco Nicosia Best Paper Award.

AKSHAY RAO
Professor
General Mills Chair in Marketing • PhD, Virginia Polytechnic Institute

RESEARCH PUZZLE: What makes some people infer high quality from high prices?
PROUDEST ACCOMPLISHMENT: Receiving the Ferber Award from Journal of Consumer Research and the Harold H. Maynard Award from the Journal of Marketing.

CARLOS TORELLI
Associate Professor
PhD, University of Illinois

RESEARCH PUZZLE: How do different cultural brands resonate with consumers?
PROUDEST ACCOMPLISHMENT: Authoring the book Globalization, Culture, and Branding, and having one of the top 20 most cited articles in the Journal of Consumer Psychology.

MARIA ANA VITORINO
Assistant Professor
PhD, University of Chicago (Booth)

RESEARCH PUZZLE: How are consumers’ choices affected by how transparently firms set their prices?
PROUDEST ACCOMPLISHMENT: Being named a Marketing Science Institute Young Scholar and earning Honorable Mention for the Alden G. Clayton Doctoral Dissertation Competition.

LINLI XU
Assistant Professor
PhD, University of Southern California

RESEARCH PUZZLE: What is a more effective tool to influence demand—manufacturer price advertisement or dealer price advertisement?
PROUDEST ACCOMPLISHMENT: Receiving a USC PhD Achievement Award and being recognized as one of the top Chinese doctoral students studying abroad.

ALISON XU
Assistant Professor
PhD, University of Illinois

RESEARCH PUZZLE: How do different psychological mindsets influence decision making?
PROUDEST ACCOMPLISHMENT: Receiving the Association for Consumer Research Franco Nicosia Best Paper Award.

KATHLEEN VOHS
Professor
Land O’ Lakes Endowed Chair in Marketing • PhD, Dartmouth College

RESEARCH PUZZLE: How does the very idea of money change people’s behavior?
PROUDEST ACCOMPLISHMENT: Receiving a Marketing Science Institute Young Scholar and receiving the Association for Consumer Research Franco Nicosia Best Paper Award.

YI ZHU
Assistant Professor
PhD, University of Southern California

RESEARCH PUZZLE: Why does modern news media provide less fact-based content even though technology has made such content easier to distribute?
PROUDEST ACCOMPLISHMENT: Receiving the USC PhD Achievement Award and being recognized as one of the top Chinese doctoral students studying abroad.

“IT IS RARE TO HAVE SO MANY GREAT SCHOLARS IN ONE DEPARTMENT. WE ENCOURAGE EACH OTHER TO PURSUE OUR PASSIONS.”

—KATHLEEN VOHS
LAND O’LAKES ENDOWED CHAIR IN MARKETING
The Institute for Research in Marketing bridges the gap between industry and academia

- The Institute applies faculty expertise to solve problems for major companies
- Provides theoretical frameworks to examine complex real-world problems
- Fosters relationships between faculty and industry practitioners to conduct scholarly research
- Maintains a forum for dialogue among a community of marketing scholars, practitioners, policymakers, and students
- Disseminates insights that influence business strategy, shape public policy, and inform teaching in the classroom

The Advisory Board

The Institute for Research in Marketing is continually seeking collaborations with the business community. The IRM Advisory Board is composed of senior level marketing executives who guide some of the finest brands in the world.

The purpose of the Advisory Board is to:

- Engage with both faculty and students, and provide advice on evolving, innovating, and expanding the School’s marketing initiatives and research
- Provide guidance to the Institute by creating partnerships between Carlson School faculty research and marketing practitioners
- Serve to strengthen the Institute through leadership in several key areas including joint venture research projects, national outreach, general advocacy, and ambassadorship

The Carlson School is positioned in the heart of a thriving business community

The Carlson School is located in Minneapolis—St. Paul, amid a diverse business community. Its prime location within a metropolitan city enables the marketing faculty to maintain close ties to leading companies.

Minneapolis—St. Paul is home to 17 Fortune 500 companies

3M
Ameriprise Financial
Best Buy
CHS, Inc.
C.H. Robinson Worldwide
Ecolab
General Mills
Land O’ Lakes
Medtronic
St. Jude Medical
SUPERVALU
Target
The Mosaic Company
Thrivent Financial for Lutherans
UnitedHealth Group
U.S. Bancorp
Xcel Energy
Carlson Brand Enterprise connects students with businesses

In a signature approach to experiential learning, the Carlson Brand Enterprise empowers students to act as marketing strategy consultants for partner organizations. Throughout hundreds of engagements with leading businesses, these students have applied strategic and analytical concepts gleaned from the classroom to complex business problems posed by real-world clients.

Carlson Brand Enterprise students have completed projects for an array of organizations.

Some partner organizations include:

Meet the instructors

The marketing department is proud to host talented educators who bring a wealth of business experience to enrich Carlson School classrooms.

DAVID HOPKINS
Senior Lecturer
MS, University of Utah
Managing Director, Carlson Brand Enterprise

PROUDEST ACCOMPLISHMENT:
Overseeing the top marketing experiential learning program in the world (Carlson Brand Enterprise) in which students develop knowledge, skills, and leadership while clients get real results and great value from the work.

JAY LIPE
Senior Lecturer
MBA, Northwestern University (Kellogg)

PROUDEST ACCOMPLISHMENT:
Integrating real-world experience into teaching and authoring two books on strategic marketing: Stand Out from the Crowd: Secrets to Crafting a Winning Company Identity and The Marketing Toolkit for Growing Businesses.

WAYNE MUELLER
Senior Lecturer
MBA, University of St. Thomas
Director, Institute for Research in Marketing

PROUDEST ACCOMPLISHMENT:
Completing the Harvard Advanced Management Program and being a five-time finalist for the Business Week Teacher of the Year.
Meet the instructors

**KEVIN UPTON**
Senior Lecturer
PhD, University of Minnesota
Adjunct Faculty and Undergraduate Studies Coordinator

**PROUDEST ACCOMPLISHMENT:**
Leading the development of the Intensive Core (I-Core) curriculum for the undergraduate program and as agency creative director winning more than 30 Gold Honors, including Best in Show, for advertising creative and advertising strategy at the Madison Advertising Federation.

**JULIA VAN ETTHEN**
Senior Lecturer
MBA, University of Minnesota

**PROUDEST ACCOMPLISHMENT:**
Leading a multiple-city, ethnographic study to target on an untapped customer segment for Wells Fargo while at Yamamoto Moss and providing consumer insights that informed the positioning of General Mills' organic product lines.

**SETH WERNER**
Senior Lecturer
PhD, University of Minnesota

**PROUDEST ACCOMPLISHMENT:**
Watching former students come back to the classroom to talk to current students about how they have been able to apply course material to their jobs.
TOP 5 in Research and Impact

Marketing Department
Carlson School of Management
University of Minnesota
321 Nineteenth Avenue South, Suite 3-150
Minneapolis, MN 55455
612-624-5055
carlschool.umn.edu/marketing

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