Methodology

- Data are based on current tenured and tenure-track professors with primary appointments in marketing
- Citations reflect total number of times work from a professor in the department was cited in 2013 as listed in the Social Sciences Citation Index (SSCI)
- Data were compiled in July 2014. Note that the numbers for “2013” citations will continue to go up over time as SSCI continues to update its database to incorporate lagging journals.
- Note that SSCI data on some journals may not go back to the journal’s inception

Note: * Indicates a school in which one individual has more than 50% of the department’s citations

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