

Cornell Study Ranks Leeds Marketing Faculty Among the World's Best in Per Capita Research

A recent study out of Cornell University's Johnson School of Management ranks the Leeds School Marketing faculty as among the very best in the world. The authors measured faculty productivity at 30 of the world's leading marketing departments in the top academic journals in business and the social sciences. In spring of 2017, they ranked schools by median and mean per capita productivity of the schools' current tenure-track faculty in those top journals in two periods: 2007-2011, and 2012-2016.

Three results were striking:

- Leeds marketing per capita research productivity was very strong in the period 2007-2011, but improved in the period from 2012-2016 more than any marketing faculty in the world.
- In the period from 2012 to 2016, the Leeds marketing faculty was among the 10 best in the world in every measure reported.
 - In median per faculty publications in the world's four top marketing journals, CU-Boulder tied with Duke as best in the world ([Table 1](#), p. 12 in paper).
 - In median per faculty publications in a broader set of 24 UT-Dallas Business journals, CU-Boulder was surpassed only by Duke ([Table A3](#), p. 22 in paper).
 - In median per faculty publications in a broader set of 80 elite journals across business and social sciences, CU-Boulder was surpassed only by Duke and Yale ([Table A4](#), p. 23 in paper).
- The excellent performance of CU-Boulder's marketing was the result of broad, across-the-board excellence; some other top schools were carried by a small subset of the members of their faculty. In the period from 2012 to 2016, CU-Boulder had the most balanced productivity among colleagues of any of the top 30 schools compared ([Table 5](#), p. 16 in paper).

The bottom line is that CU-Boulder's marketing faculty is truly elite on the world stage, due to rare across-the-board strength. Leeds School of Business students have the opportunity to study marketing with some of the world's leading experts producing cutting-edge knowledge in marketing.

The full article including methodology can be downloaded from this link:

<https://ssrn.com/abstract=3165142>

Table 1: Number of Marketing Publications (JCR, JMR, JM, Marketing Science) per Faculty Member by Department

2007-2011				2012-2016				2007-2016			
University (Order by Median)	N Faculty ^a	Median ^b	Mean ^c	University (Order by Median)	N Faculty ^d	Median	Mean	University (Order by Median)	N Faculty ^a	Median	Mean
Yale	7	5.00	4.71	Duke	16	3.00	3.06	Duke	14	7.00	7.21
Chicago	5	4.00	6.40	Colorado	10	3.00	2.50	Stanford	10	7.00	6.80
Stanford	10	4.00	4.30	Wash U StL	8	2.50	2.13	Yale	7	6.00	7.86
Duke	14	4.00	4.21	Cornell	8	2.50	2.13	Maryland	11	6.00	6.18
Columbia	13	4.00	3.85	Maryland	14	2.00	2.79	Columbia	13	6.00	5.69
Pittsburgh	6	3.50	4.00	Tilburg	11	2.00	2.73	Wash U StL	6	5.50	5.83
Wash U StL	6	3.50	3.67	Yale	9	2.00	2.67	Cornell	8	5.50	5.00
Minnesota	10	3.50	3.00	Chicago	7	2.00	2.29	Minnesota	10	5.50	4.80
UBC	8	3.00	3.63	Stanford	12	2.00	2.25	Chicago	5	5.00	8.40
USCalifornia	15	3.00	3.53	Penn State	14	2.00	2.14	Tilburg	10	5.00	6.70
Maryland	11	3.00	3.27	Columbia	17	2.00	2.00	Penn	18	5.00	5.11
Penn	18	3.00	3.17	UCLA	13	2.00	1.62	Wisconsin	8	5.00	4.75
Wisconsin	8	3.00	3.13	Florida	10	1.50	2.60	Colorado	6	4.50	4.67
Cornell	8	3.00	2.88	Indiana	16	1.50	1.69	Pittsburgh	6	4.00	6.33
Texas-Austin	13	3.00	2.54	Carnegie_M	8	1.50	1.63	UCLA	9	4.00	4.44
HKUST	8	2.50	3.50	Pittsburgh	9	1.00	2.67	Texas-Austin	13	4.00	3.92
Florida	8	2.00	3.88	Penn	20	1.00	2.30	Florida	8	3.50	6.13
Tilburg	10	2.00	3.70	MIT	9	1.00	2.11	HKUST	8	3.50	5.00
UCLA	9	2.00	3.11	Minnesota	13	1.00	1.85	Penn State	10	3.50	3.70
Northwestern	17	2.00	3.06	Northwestern	22	1.00	1.77	UBC	8	3.00	7.00
Michigan	13	2.00	2.54	HKUST	11	1.00	1.73	USCalifornia	15	3.00	5.00
Colorado	6	2.00	2.17	Michigan	14	1.00	1.64	Northwestern	17	3.00	4.65
Indiana	13	2.00	2.08	Wisconsin	11	1.00	1.64	Michigan	13	3.00	4.31
Toronto	12	2.00	1.92	NYU	17	1.00	1.47	Indiana	13	3.00	3.69
Penn State	10	1.50	2.00	USCalifornia	18	1.00	1.44	Toronto	12	3.00	3.25
Carnegie_M	4	1.00	2.75	Texas-Austin	16	1.00	1.31	Carnegie_M	4	2.00	4.75
MIT	9	1.00	2.44	Toronto	15	1.00	1.27	MIT	9	2.00	4.56
NYU	15	1.00	1.60	Erasmus	10	1.00	0.80	NYU	15	2.00	3.00
Erasmus	6	1.00	1.33	UBC	9	0.00	3.00	Erasmus	6	1.00	2.00
Harvard	12	0.00	1.00	Harvard	15	0.00	0.93	Harvard	12	0.00	1.42
Total (30 schools)	304	3.00	3.02		382	2.00	1.96		304	4.00	4.93

Note. ^a Only faculty with PhD prior to 2007. ^b Median number of publications per faculty member. ^c Mean number of publications per faculty member. ^d Only faculty with PhD prior to 2012.

Table 5: Gini Coefficients in Marketing Publications across Schools

University	Marketing Publications (JCR, JMR, JM, Marketing Science)		
	2007-2011 ^a	2012-2016 ^b	2007-2016 ^a
Harvard	0.78	0.71	0.79
Carnegie_M	0.48	0.57	0.54
UBC	0.44	0.70	0.53
MIT	0.58	0.56	0.52
Northwestern	0.54	0.60	0.50
Erasmus	0.54	0.50	0.50
Michigan	0.53	0.55	0.49
Tilburg	0.50	0.57	0.49
Florida	0.42	0.57	0.48
NYU	0.57	0.46	0.46
Penn	0.44	0.57	0.46
Pittsburgh	0.36	0.56	0.44
Penn State	0.43	0.43	0.43
Yale	0.41	0.53	0.42
Toronto	0.50	0.40	0.41
Indiana	0.44	0.48	0.40
Chicago	0.39	0.57	0.40
Cornell	0.34	0.48	0.39
USCalifornia	0.37	0.57	0.38
Texas-Austin	0.34	0.54	0.36
HKUST	0.29	0.46	0.34
Columbia	0.31	0.46	0.34
Minnesota	0.39	0.43	0.33
Maryland	0.38	0.32	0.31
UCLA	0.29	0.46	0.30
Wisconsin	0.38	0.41	0.30
Duke	0.34	0.26	0.29
Stanford	0.26	0.35	0.26
Colorado	0.27	0.24	0.24
Wash U StL	0.24	0.26	0.13
Average across schools	.42	.49	.41
Average across individual faculty members	.46	.53	.45

Note. ^aOnly faculty with PhD prior to 2007. ^bOnly faculty with PhD prior to 2012.

Table A3: All UTD Publications by Schools

2007-2011				2012-2016				2007-2016			
University (Order by median)	N Faculty ^a	Median ^b	Mean ^c	University (Order by median)	N Faculty ^d	Median	Mean	University (Order by median)	N Faculty ^a	Median	Mean
Chicago	5	5.00	6.60	Duke	16	3.50	3.44	Duke	14	8.00	8.36
Yale	7	5.00	4.71	Yale	9	3.00	3.11	Wash U StL	6	7.50	7.50
Pittsburgh	6	4.50	4.67	Wash U StL	8	3.00	2.88	Stanford	10	7.00	6.90
Wash U StL	6	4.50	4.33	Colorado	10	3.00	2.80	Columbia	13	7.00	6.77
Duke	14	4.00	4.93	Cornell	8	3.00	2.63	Cornell	8	7.00	5.75
Columbia	13	4.00	4.38	Maryland	14	2.50	3.14	Wisconsin	8	7.00	5.63
Stanford	10	4.00	4.30	Stanford	12	2.50	2.50	Minnesota	10	6.50	5.40
Penn	18	4.00	3.94	Florida	10	2.00	3.10	Yale	7	6.00	8.43
Minnesota	10	4.00	3.40	Tilburg	11	2.00	2.91	Tilburg	10	6.00	7.20
Wisconsin	8	3.50	3.50	MIT	9	2.00	2.89	Maryland	11	6.00	6.82
Florida	8	3.00	4.50	Columbia	17	2.00	2.76	Pittsburgh	6	5.50	7.17
USCalifornia	15	3.00	4.00	Chicago	7	2.00	2.57	Chicago	5	5.00	9.00
UBC	8	3.00	3.75	Penn State	14	2.00	2.50	Penn	18	5.00	6.17
HKUST	8	3.00	3.75	Carnegie_M	8	2.00	2.25	Penn State	10	5.00	4.90
Maryland	11	3.00	3.64	Wisconsin	11	2.00	2.09	Texas-Austin	13	5.00	4.31
Cornell	8	3.00	3.13	Minnesota	13	2.00	2.08	UBC	8	4.50	7.75
Texas-Austin	13	3.00	2.69	Toronto	15	2.00	2.07	Florida	8	4.50	7.25
Indiana	13	3.00	2.38	Michigan	14	2.00	2.00	Colorado	6	4.50	5.50
Penn State	10	2.50	2.80	UCLA	13	2.00	1.85	Carnegie_M	4	4.00	6.25
Colorado	6	2.50	2.67	USCalifornia	18	1.50	1.89	USCalifornia	15	4.00	5.93
Tilburg	10	2.00	4.00	Indiana	16	1.50	1.81	HKUST	8	4.00	5.25
Northwestern	17	2.00	3.29	Texas-Austin	16	1.50	1.56	Michigan	13	4.00	5.23
UCLA	9	2.00	3.22	UBC	9	1.00	3.56	Northwestern	17	4.00	4.94
Michigan	13	2.00	3.08	Pittsburgh	9	1.00	2.89	UCLA	9	4.00	4.89
Toronto	12	2.00	2.33	Penn	20	1.00	2.55	Toronto	12	4.00	4.67
Carnegie_M	4	1.50	3.25	Northwestern	22	1.00	1.86	Indiana	13	4.00	4.15
Erasmus	6	1.50	1.50	HKUST	11	1.00	1.73	MIT	9	3.00	6.78
MIT	9	1.00	3.89	NYU	17	1.00	1.53	NYU	15	2.00	3.07
NYU	15	1.00	1.67	Erasmus	10	1.00	1.00	Erasmus	6	1.50	2.33
Harvard	12	0.00	1.33	Harvard	15	0.00	1.13	Harvard	12	0.00	2.00
Total	304	3.00	3.43		382	2.00	2.30		304	5.00	5.70

Note. ^a Only faculty with PhD prior to 2007. ^b Median number of publications per faculty member. ^c Mean number of publications per faculty member. ^d Only faculty with PhD prior to 2012.

Table A4: All A-level Publications by Schools

2007-2011				2012-2016				2007-2016			
University (Order by Median)	N Faculty ^a	Median ^b	Mean ^c	University (Order by median)	N Faculty ^d	Median	Mean	University (Order by median)	N Faculty ^a	Median	Mean
Chicago	5	6.00	7.60	Duke	16	4.50	4.69	Duke	14	9.50	11.36
Duke	14	5.50	6.57	Yale	9	4.00	3.89	Stanford	10	9.50	9.30
Stanford	10	5.50	6.00	Penn State	14	3.50	3.64	Yale	7	8.00	10.00
Yale	7	5.00	5.43	Colorado	10	3.50	3.40	Wash U StL	6	8.00	8.33
Columbia	13	5.00	5.31	Wash U StL	8	3.50	3.13	Columbia	13	8.00	8.15
Wash U StL	6	5.00	5.00	Minnesota	13	3.00	4.46	Minnesota	10	7.00	8.20
Pittsburgh	6	4.50	4.67	UBC	9	3.00	4.00	MIT	9	7.00	7.78
Minnesota	10	4.00	4.60	Chicago	7	3.00	4.00	Maryland	11	7.00	7.09
MIT	9	4.00	4.44	MIT	9	3.00	3.33	Cornell	8	7.00	6.63
Penn	18	4.00	4.28	Columbia	17	3.00	3.18	Wisconsin	8	7.00	5.63
UBC	8	3.50	4.50	Stanford	12	3.00	3.17	UBC	8	6.50	9.00
HKUST	8	3.50	3.88	Cornell	8	3.00	2.88	Penn State	10	6.50	6.90
Wisconsin	8	3.50	3.50	Maryland	14	2.50	3.21	Chicago	5	6.00	10.60
Florida	8	3.00	4.75	Florida	10	2.50	3.20	Tilburg	10	6.00	8.10
Northwestern	17	3.00	4.24	Carnegie_M	8	2.50	3.00	Colorado	6	6.00	7.00
USCalifornia	15	3.00	4.20	Penn	20	2.50	2.90	Penn	18	6.00	6.78
Colorado	6	3.00	3.83	Indiana	16	2.50	2.13	Pittsburgh	6	5.50	7.17
Maryland	11	3.00	3.82	Indiana	16	2.50	2.13	Florida	8	5.00	7.63
Cornell	8	3.00	3.75	Tilburg	11	2.00	3.45	Northwestern	17	5.00	6.24
Penn State	10	3.00	3.50	UCLA	13	2.00	2.77	Northwestern	17	5.00	6.24
UCLA	9	3.00	3.44	Wisconsin	11	2.00	2.64	Toronto	12	5.00	5.92
Texas-Austin	13	3.00	2.69	Toronto	15	2.00	2.53	Michigan	13	5.00	5.77
Indiana	13	3.00	2.62	Michigan	14	2.00	2.36	UCLA	9	5.00	5.22
Toronto	12	2.50	3.00	Northwestern	22	2.00	2.18	Indiana	13	5.00	4.62
Tilburg	10	2.00	4.40	NYU	17	2.00	2.12	Texas-Austin	13	5.00	4.46
Michigan	13	2.00	3.31	USCalifornia	18	2.00	2.11	HKUST	8	4.50	5.63
NYU	15	2.00	2.13	Erasmus	10	2.00	2.10	USCalifornia	15	4.00	6.27
Carnegie_M	4	1.50	3.25	Texas-Austin	16	1.50	1.69	Carnegie_M	4	4.00	6.25
Erasmus	6	1.50	1.83	Pittsburgh	9	1.00	2.89	NYU	15	3.00	3.93
Harvard	12	0.00	2.33	HKUST	11	1.00	1.91	Erasmus	6	2.00	3.33
				Harvard	15	0.00	2.40	Harvard	12	0.50	4.58
Total	304	3.00	4.02		382	2.00	2.90		304	6.00	6.79

Note. ^a Only faculty with PhD prior to 2007. ^b Median number of publications per faculty member. ^c Mean number of publications per faculty member. ^d Only faculty with PhD prior to 2012.