

2007 Google Scholar Cites in Marketing

Google Scholar Citations in Marketing, June 2007

| Rank | Name | Rank | GS Cites '07 | % of Unit Total |
|------|----------------------|--------|--------------|-----------------|
| 1 | Tony L. Henthorne | Full | 184 | 53.2 |
| 2 | Alvin J. Williams | Full | 67 | 19.4 |
| 3 | C. Michael Wittmann | Assist | 42 | 12.1 |
| 4 | Talai Osmonbekov | Assist | 26 | 7.5 |
| 5 | Elizabeth K. LaFleur | Full | 17 | 4.9 |
| 6 | William C. Smith | Assist | 10 | 2.9 |

The table above presents 2007 Google Scholar citations data for the CoB's six marketing faculty. At the top of the list is Tony Henthorne, who has 184 citations, accounting for 53.2 percent of the unit's total count (of 346). Henthorne is currently serving as Chair of Management & Marketing, as well as Chair of Tourism Management. Alvin Williams, the CoB's Interim Dean, has produced 19.4 percent of the unit's citations, even though he represents only 16.7 percent of the unit. Inexplicably, Elizabeth LaFleur, another full, has contributed only 4.9 percent of the unit's Google Scholar cites, or less than one-third of her share (of 346) for the department and only about 40 percent of Michael Wittmann's production level.

Like ECO, everyone in MKT has produced at least one Google Scholar cite. In MKT, the minimum number is 10 (William Smith), which is twice the minimum number in ECO. This is commendable, and another indication that ECO is no longer the CoB's "pride and joy." However, MKT is like some other units in that there is no natural progression by rank. Somehow Elizabeth LaFleur finds herself at 40 percent and 65 percent of two *assistant professors* in MKT.