

Slipstreaming Away

Another Look at John Clark's Marketing Research

Within-field slipstreaming, or drafting, is becoming more and more of a problem for CoB administrators with the 2003-present mass exodus of quality CoB faculty. With EFIB Chair George Carter's failure to properly enforce his own *literature presence* standard, a new and perhaps greater problem -- cross discipline slipstreaming -- is now beginning to creep into the CoB lexicon. Given the evidence found to date, no one in the CoB comes close to associate professor of finance John Clark in terms of cross discipline slipstreaming. Table 1 below, which looks at Clark's journal publications in marketing, shows the magnitude of his cross discipline drafting.

Table 1: Cross Discipline Slipstreaming, Clark Style

Year	Journal	1st Author	2nd Author	3rd Author
2008	Journal of Marketing Theory & Practice	Clark	Ward	
2005	Journal of the Academy of Marketing Science	Cornwell	Pruitt	Clark
2004	Journal of Advertising Research	Pruitt	Cornwell	Clark
2002	Journal of Advertising Research International Journal of Electronic Commerce	Clark Ward	Cornwell Clark	Pruitt

As Table 1 above indicates, even though Clark would have been the first author, if listed alphabetically, in all five of his marketing (journal) articles, he managed that result *only two out of five times*. On average, Clark is second out of the 2.6 authors (per journal publication). As far as the only A-level marketing publication on Clark's c.v. -- the 2005 piece in the *JAMS* -- Clark is the third of three authors. On the *JAMS* piece, Clark is listed behind authors whose last names begin with "Co" and "Pr." Finally, as far as the two A-level journal publications Clark has produced in his academic career (1 finance, 1 marketing), which spans about one decade thus far, Clark's average position (order) on the by-line 2.5. And, these two journal publications have, on average, 2.5 authors.

Look for more reporting in the coming days and weeks on both in-field and cross discipline drafting in USM's College of Business.