Benchmarking Scholarship in Consumer Research:

The p-Index of Thought Leadership

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Abstract

The assessment of consumer scholarship must move beyond a mere counting of the number of "A"s on a researcher's CV to include at least some measure of impact. To facilitate a broader assessment of scholarship in consumer research, we provide detailed statistics on the productivity and citation impact of the main gatekeepers of the field: the 340 editors, associate editors, and editorial board members of *JCR* and *JCP*. In addition, we introduce a new metric, called the *p*-index, which can be interpreted as an indicator of thought leadership. Using this metric, we show that productivity and thought leadership do not necessarily go hand in hand in consumer research and that a combination of the two is a good predictor of the level of esteem that consumer scholars enjoy among their peers and of the receipt of major career awards. Our analyses provide greater transparency into how productivity, citation impact, and overall thought leadership are currently distributed among prominent consumer scholars. Furthermore, the detailed descriptive statistics reported can serve as useful benchmarks against which other consumer researchers' records may be meaningfully compared.

Keywords: Consumer research; Scientometric; Impact; Relevance; Thought leadership; Scholarship

As *JCR* celebrates its 50th anniversary, it is useful to reflect on how scholarship is assessed within our field. By far, the most common metric for gauging scholarship in consumer research (and in marketing as a whole) is the number of "A-level" articles that researchers have published. The pervasive use of this metric as a primary yardstick by which scholars are evaluated within our field is understandable: It is an objective measure of research productivity; and to the extent that publication in top-level journals is highly selective, it is also a reasonable indicator of the quality of the researcher's work. Moreover, it is simple and transparent and can easily be compared across researchers through a brief review of the CVs.

Yet, a simple count of the number of A's is clearly a reductionist way of judging a record of scholarship. The fact that a given article is published by a major journal, while suggestive of a certain level of "quality," as determined by the journal's review team, does not guarantee that this paper is actually a "good" based on general epistemic criteria such as generalizability, relevance, and insight (see Pham [2023], for a suggested list of epistemic criteria). Nor does a publication in a major journal guarantee that the paper has a significant "impact," however impact is defined. Another concern is that overemphasis on the number of A's as the primary metric of researcher evaluation encourages the pursuit of research that is methodologically tight but substantively and theoretically narrow, because this type of research has a better chance of surviving the rigor of our top journals' review process (Pham 2013).

The purpose of this paper is to promote and facilitate a broader assessment of scholarship in consumer research: one that is less narrowly fixated on a mere counting of the number of A's and more sensitive to evidence of scholarly impact, using citations as a basic measure of impact. To this end, we perform a scientometric study of the publication records of a large and important sample of consumer scholars: the current editors, associate editors (AEs), and editorial review

board (ERB) members of *JCR* and the *Journal of Consumer Psychology* (*JCP),* who are the primary gatekeepers of the field. These scholars' records are examined across a broad range of standard productivity and citation metrics such as the number of A's, the total number of citations, and the *h*-index. In addition, we propose a new citation metric, called the *p*-index, which can be seen as an indicator of a researcher's propensity for thought leadership. We show that this measure has desirable properties and has significant predictive validity as a complementary indicator of overall scholarship.

Our findings paint a more complete picture of the distribution of scholarship among a distinguished set of consumer scholars. This picture makes two kinds of contributions. From a "lay-of-the-land" perspective, our results provide a more balanced appreciation of these consumer scholars' respective contributions to knowledge, one that is less dominated by sheer productivity in terms of number of A's. For example, we recognize scholars whose citation impact has been outstanding even though they may not have published as many A-level articles as other researchers. Conversely, we show that consumer researchers can assemble impressive resumés with publications that consistently fail to attract significant attention, thereby documenting the importance of going beyond the simple counting of A's when evaluating consumer scholars. Through the *p*-index, we identify scholars with a sustained ability to attract other scholars' interest in their work, which is an indicator of thought leadership.

From a forward-looking perspective, the detailed descriptive statistics and the new index presented in this article serve as useful benchmarks against which other consumer researchers' records may be meaningfully compared. For example, an *h*-index of less than 8 would place a researcher's record below the 25th percentile of the editorial board members of *JCR* and *JCP*, whereas an *h*-index of more than 20 would place a researcher's record above the 75th percentile.

Similarly, a *p*-index of less than 41% would place a researcher's record below the 25th percentile of the editorial board members of *JCR* and *JCP*, whereas a *p*-index above 69% would place a researcher's record above the 90th percentile. Such benchmarks should facilitate the evaluation of scholarship in the field at a high level (a more precise evaluation would, of course, require a careful reading of the work). More generally, we hope that by sensitizing the field to a more multidimensional view of consumer scholarship that explicitly recognizes at least some dimensions of impact and thought leadership, this paper will encourage consumer scholars, present and future, to care more about the impact potential of their research than the mere publishability of their papers in major journals.

A SCIENTOMETRIC STUDY OF CONSUMER SCHOLARS

Our analysis focuses on an objective sample of consumer scholars of high relevance to the field: the 340 current (as of January 2022) editors, associate editors (AEs), and editorial review board members of *JCR* and *JCP* (hereafter, the "JCR/JCP editorial boards"). This sample encompasses a broad range of active consumer researchers of different levels of seniority (Web Appendix [WA] 1 for descriptive statistics). While this selective sample is clearly not representative of all consumer researchers, it nonetheless offers useful benchmarks for assessing any consumer researcher's record. Moreover, as the primary gatekeepers of the field's major publication outlets, this set of researchers is a population worthy of study in itself.

We compiled these scholars' research records by cross-referencing their publicly available CVs with the Web of Science's (WoS) Social Science Citation Index database. This database was preferred over Google Scholar because it is generally considered to be a more reliable source of bibliometric data (Martin-Martin et al. 2018). In early 2022, we assembled a comprehensive dataset of all journal articles published by this group of researchers in outlets indexed by WoS. Publications not indexed by WoS were excluded from the analyses. We further

excluded conference proceedings papers, book chapters, short editorial notes, tutorials, rejoinders, and corrections/errata. This resulted in a dataset of 8,552 relevant articles across the 340 researchers (M = 25.15 articles per researcher). For each article, we recorded (a) the journal in which it was published; (b) whether the journal is a "top four" marketing journal (*JCR, JMR, Journal of Marketing, Marketing Science*) or *JCP*, which we included as a top publication given our focus on consumer research (hereafter, we refer to this set of five journals as "top marketing publications"); (c) the year of publication; (d) the number of authors and the researcher's position on the author list; (e) the total number of WoS citations to date (as of January–March 2022); and (f) the rank of the article in terms of citations compared to other articles published by the same journal that year. These data were used to compute multiple measures of productivity and citation-based impact for each researcher, as detailed in subsequent sections.

In addition to these article-level measures, we collected several researcher-level measures such as (a) the year of PhD (to account for seniority effects); (b) the current university affiliation; and (c) the current professional rank (e.g., associate professor, chaired professor). The measures included the result of a brief survey conducted in March 2020 in which members of the *JCR* and *JCP* editorial boards were asked to identify "five scholars (excluding yourself) from the broader pool of consumer researchers who are still active…whose scholarly work you most admire…independent of their seniority and your personal affinity with them." Of the 289 editorial board members contacted, 157 (54.3%) provided usable responses to this question. The number of times that a researcher was mentioned in response to this question was used as a measure of peer esteem that served as an independent criterion for testing the predictive validity of the various productivity and impact metrics.

We next report an analysis of the sampled scholars' productivity and impact along

standard citation metrics and identify some limitations of these metrics. We then introduce the *p*-index and test its reliability and validity as an additional indicator of scholarship and impact, before assessing our sample of scholars on this new metric. We conclude with thoughts on the future assessment of consumer scholarship.

<div align="center">THE PRODUCTIVITY OF CONSUMER SCHOLARS</div>

Productivity Measures

We computed three basic measures of productivity for each researcher: (1) the total number of publications in WoS-indexed outlets (QT, for "quantity total"); (2) the number of top marketing publications (QM5, for "quantity top-5 marketing"); and (3) the number of *JCR* publications (QJCR, for "quantity JCR"). Two versions of each productivity measure were tabulated. The first was the raw, *unadjusted* productivity score (QT, QM5, or QJCR) in which authors are given full credit for every article they published, regardless of the number of co-authors and their authorship position. In a second version of the measures, authors received only fractional credit for any co-authored publication. Given that it is customary in consumer research to list authors in decreasing order of their respective contributions to the article, each co-authored publication was credited to researchers using the following formula (Abass 2011): $W = \frac{2(n-a+1)}{n(n+1)}$, where *n* is the total number of co-authors on the article, and *a* is the researcher's authorship rank. For instance, a solo-author article would be weighed 1, whereas a four-author article in which the researcher is the third author would receive a weight of 0.20. These authorship-adjusted scores are denoted OWQT, OWQM5, and OWQJCR (OW, for "order-weighted"). (An alternative approach would be to assume equal authorship for all co-authored articles and credit each publication by a fraction equal to 1/n. This approach would be more suitable in fields like economics where the order of authorship is purely alphabetical.)

Productivity Results

Table 1 presents summary statistics for our sample on each version of the productivity

metrics. In addition to the mean and standard deviation, the table provides the minimum and

Statistics	Total Number of Publications (QT)	Authorship-adjusted Number of Publications (OWQT)	Number of Top Marketing Publications (QM5)	Authorship-adjusted Number of Top Marketing Publications (OWQM5)	Number of JCR Publications (QJCR)	Authorship-adjusted Number of JCR Publications (OWQJCR)
Mean	25.11	9.93	11.58	4.97	5.58	2.53
S.D.	23.56	8.34	9.10	3.88	4.54	2.18
Skewness	4.32	3.26	2.04	1.92	2.30	2.65
Max	230.00	68.00	56.00	23.83	35.00	16.83
0.90	47.90	18.91	24.00	9.53	11.00	4.80
0.75	31.00	12.10	15.00	6.40	7.00	3.33
0.50	19.00	7.63	9.00	3.87	4.00	2.00
0.25	12.00	5.01	5.00	2.30	3.00	1.08
0.10	8.00	3.33	3.00	1.30	1.00	0.61
Min	1.00	0.33	1.00	0.33	1.00	0.10

Table 1. JCR/JCP ERB Members' Productivity Metrics (N = 340)

Top-10% scholars

QT		OWQT		QM5		OWQM5		QJCR		OWQJCR	
Petty, R.	230	Schwarz, N.	68.0	Lehmann, D. R.	56	Krishna, A.	23.8	Janiszewski, C.	35	Belk, R. W.	16.8
Schwarz, N.	208	Petty, R.	65.1	Dahl, D. W.	56	Janiszewski, C.	21.4	Belk, R. W.	29	Janiszewski, C.	15.0
Vohs, K.	137	Belk, R. W.	54.4	Krishna, A.	52	Simonson, I.	21.2	Lynch, J.	22	Thompson, C.	12.3
Lehmann, D. R.	121	Hill, R.	50.4	Janiszewski, C.	51	Chernev, A.	20.5	Bettman, J. R.	21	Chernev, A.	12.2
Belk, R. W.	109	Lehmann, D. R.	41.5	Dhar, R.	47	Bettman, J. R.	19.6	Thompson, C.	21	Bettman, J. R.	10.0
Hill, R.	99	Vohs, K.	37.5	Bettman, J. R.	44	Lehmann, D. R.	19.4	Dahl, D. W.	19	Lynch, J.	9.5
Rucker, D. D.	87	Krishna, A.	33.1	Simonson, I.	44	Belk, R. W.	18.8	Krishna, A.	18	Richins, M.	9.0
Dahl, D. W.	78	Bettman, J. R.	32.5	Inman, J. J.	38	Dhar, R.	17.4	Berger, J.	18	Berger, J.	8.0
Bettman, J. R.	74	Arnould, E. J.	32.4	Lynch, J.	34	Dahl, D. W.	16.1	Kahn, B.	17	Pham, M. T.	7.7
Krishna, A.	74	Rucker, D. D.	28.0	Berger, J.	33	Berger, J.	14.9	Shiv, B.	17	Krishna, A.	7.2
Netemeyer, R. G.	72	Simonson, I.	27.7	Roedder John, D.	33	Inman, J. J.	14.5	Dhar, R.	16	Kahn, B.	7.2
Tormala, Z.	66	Berger, J.	24.4	Alba, J. W.	32	Alba, J. W.	14.3	Pham, M. T.	16	Simonson, I.	7.2
Kardes, F. R.	64	Russell, C.	24.4	Belk, R. W.	31	Lynch, J.	14.1	Johar, G. V.	16	Mick, D. G.	6.8
Dhar, R.	61	Janiszewski, C.	24.1	Kahn, B.	31	Thompson, C.	13.8	Lehmann, D. R.	15	Roedder John, D.	6.8
Huber, J.	60	Iacobucci, D.	24.0	Morwitz, V. G.	30	Roedder John, D.	13.7	Roedder John, D.	15	Peracchio, L.	6.6
Hoyer, W. D.	59	Dahl, D. W.	24.0	Kardes, F. R.	29	Pham, M. T.	13.5	Sengupta, J.	15	Shiv, B.	6.4
Janiszewski, C.	59	Tormala, Z.	23.5	Haws, K. L.	29	Kahn, B.	13.3	Argo, J. J.	15	Alba, J. W.	6.3
Haws, K. L.	58	Raghubir, P.	23.1	Johar, G. V.	27	Huber, J.	12.5	Chernev, A.	14	Argo, J. J.	6.2
Russell, C.	58	Huber, J.	22.9	Hoyer, W. D.	27	Richins, M.	11.7	Alba, J. W.	14	Sengupta, J.	5.7
Simonson, I.	58	Chernev, A.	22.7	Shiv, B.	27	Kardes, F. R.	11.6	Peracchio, L.	14	Johar, G. V.	5.6
Arnould, E. J.	57	Dhar, R.	22.5	Schwarz, N.	26	Johar, G. V.	11.5	Maheswaran, D.	14	Etkin, J.	5.5
Morewedge, C. K.	55	Netemeyer, R. G.	21.8	Chernev, A.	26	Lamberton, C.	11.3	Morwitz, V. G.	13	Dahl, D. W.	5.5
Pandelaere, M.	55	Baumgartner, H.	21.7	Baumgartner, H.	26	White, K.	11.0	Nowlis, S. M.	13	Dhar, R.	5.5
Baumgartner, H.	54	Lynch, J.	21.3	Pham, M. T.	26	Baumgartner, H.	10.8	Simonson, I.	12	Kozinets, R. V.	5.5
Inman, J. J.	54	Shrum, L.J.	21.1	Argo, J. J.	26	Meyer, R. J.	10.7	Arnould, E. J.	12	Ahluwalia, R.	5.4
Newman, G.	54	Newman, G.	21.0	Sengupta, J.	26	Sengupta, J.	10.7	Mick, D. G.	12	Maheswaran, D.	5.3
Berger, J.	52	Thompson, C.	20.5	Maheswaran, D.	26	Schlosser, A.	10.6	Ahluwalia, R.	12	Yan, D.	5.2
Iacobucci, D.	52	Morewedge, C. K.	20.4	Rucker, D. D.	25	Shiv, B.	10.4	Inman, J. J.	11	Huber, J.	5.0
Lynch, J.	51	Estes, Z.	20.3	Huber, J.	25	Schwarz, N.	10.3	Huber, J.	11	Kardes, F. R.	4.9
Verlegh, P.	51	Pham, M. T.	20.2	Meyer, R. J.	25	Morwitz, V. G.	10.2	Kardes, F. R.	11	Arnould, E. J.	4.8
Alba, J. W.	49	Alba, J. W.	20.1	Nowlis, S. M.	25	Argo, J. J.	9.9	Van Osselaer, S. M.J.	11	Inman, J. J.	4.8
Kahn, B.	49	Kahn, B.	20.0	White, K.	24	Raghubir, P.	9.8	Bolton, L. E.	11	Lehmann, D. R.	4.8
Smidts, A.	48	Schmitt, B. H.	19.9	Lamberton, C.	24	Haws, K. L.	9.7	Price, L.	11	Gershoff, A. D.	4.7
Winer, R.	48	Winer, R.	18.9	Van Osselaer, S. M.J.	24	Peracchio, L.	9.5	McGill, A. L.	11	Aggarwal, P. J.	4.7

maximum values, as well as the 10th, 25th, 50th, 75th, and 90th percentiles, thereby giving a

comprehensive picture of the distribution of the metrics across the full set of 340 *JCR/JCP*

editorial board members. Percentile information is especially useful given the strong positive

skewness of the productivity metrics (see WA 3). The table also identifies the top 34 scorers (i.e., the top 10%) for each metric. Similar tables organized by seniority level are provided in WA 2.

As of early 2022, the editorial board members of *JCR* and *JCP* had published an average of 25.1 articles (QT; Mdn = 19), 11.6 of which appeared in the top five marketing journals (QM5; Mdn = 9), and 5.6 are *JCR* articles (QJCR; Mdn = 4). Adjusted for co-authorship, the weighted average number of publications per researcher drops to 9.9, assuming unequal contribution aligned with the order of authorship (OWQT; Mdn = 7.6). Therefore, on average, *JCR/JCP* editorial board members have published the equivalent of about 10 solo-authored articles, of which about 5 appeared in the top marketing journals (OWQM5; Mdn = 3.9), and 2.5 were *JCR* articles (OWQJCR; Mdn = 2). Across statistics, the ratio between each unadjusted publication metric (QT, QM5, QJCR) and its authorship-adjusted counterpart (OWQT, OWQM5, OWQJCR) typically ranges between 2.2 and 2.5. Therefore, a rule of thumb when evaluating the productivity of consumer researchers is to treat each solo-authored publication as equivalent to 2.2–2.5 co-authored publications.

The list of top scholars across productivity metrics is self-explanatory. In terms of total productivity across all journals (QT, OWQT), prominent social psychologists dominate the ranking, whereas in terms of productivity in top marketing journals only (QM5, OWQM5) or in JCR (QJC, OWQJCR), more "mainstream" senior consumer/marketing scholars dominate. The more useful statistics may be the percentile ranges provided for each metric, which can serve as a reference for evaluating the productivity of other consumer researchers, present or future. For example, a researcher with less than five publications in the top five marketing journals (QM5) would be in the bottom quartile relative to *JCR/JCP* editorial board members, whereas a

researcher who has published two solo-authored *JCR* articles (OWQJCR) would be comparable

to the median *JCR/JCP* editorial board member.

<div align="center">THE CITATION IMPACT OF CONSUMER SCHOLARS</div>

Citation-Impact Measures

We tabulated the total number of WoS citations garnered by each researcher across their

entire set of articles (CT, for "citation total"), which is the most common measure of impact. As

a second measure of citation impact, more focused on marketing and consumer research, we

tabulated the total number of WoS citations received by each researcher's top marketing

publications (CM5, for "citations marketing top 5"). As we did for the measures of productivity,

we computed two versions of each citation measure. The first was the unadjusted version (CT

and CM5), wherein authors are given full credit for the citations of every article they published,

regardless of the authorship structure. In a second version of the measures, denoted OWCT and

OWCM5, authors were credited with a fraction of the citations received by each article

proportional to $\frac{2(n-a+1)}{n(n+1)}$, as suggested by Abbas (2011), under the assumption that authors are

typically listed in order of their relative contributions.

A major limitation of total-number-of-citation metrics, such as CT or CM5, is that such

measures may be overly dependent on a single publication that receives an unusually high

number of citations and may not be representative of the researcher's overall body of work. As

an additional measure of impact that partly addresses this issue, we computed each researcher's

h-index (HI) based on the list of publications recorded in our dataset. A scientist has an index of

h if *h* of his or her papers have received at least *h* citations (Hirsh 2005). The *h*-index has a

number of desirable qualities, including its simplicity, objectivity, and insensitivity to a small

number of unusually highly cited papers. One drawback of this index is its sensitivity to

researchers' sheer productivity. Everything else being equal, researchers who publish many articles will tend to have higher *h*-indexes compared to researchers who publish fewer articles. For example, a researcher who published 20 articles with 20 citations each (400 citations in total) will have a higher *h*-index (HI = 20) than a researcher who published 10 articles with 100 citations each (HI = 10 with 1,000 citations in total). In addition, the *h*-index may obscure material differences between researchers' citations. For instance, a researcher whose five publications have 0, 1, 3, 4, and 4 citations, respectively, would have the same *h*-index (3) as a researcher whose five publications have 2, 2, 3, 20, and 40 citations. Moreover, the *h*-index does not correct for co-authorship, thereby exaggerating the impact of frequent minor contributors to multiple-author papers. Additional issues with the *h*-index and total citation measures are identified below.

Citation-Impact Results

Table 2 presents the editorial board members' statistics in terms of the above-described citation metrics and identifies the top 10% of scholars for each metric. Similar tables broken down by seniority are provided in WA 4. Like the productivity metrics summarized in Table 1, the citation-impact metrics summarized in Table 2 all have strongly skewed distributions (see WA 5), again underscoring the value of comprehensive quantile statistics for assessing consumer scholarship.

Whereas the average total number of citations (QT) of the sample is 2,071 (SD = 3,265), the median total number of citations is much lower at 1,014. This is because the distribution of total number of citations is very positively skewed (skewness = 4.40), with some extraordinarily high scorers with more than 15,000 WoS citations each. It is interesting to note that the top three scorers in terms of total number of citations (Petty, Schwarz, and Vohs) are also the top three

scorers in terms of total number of publications (see Table 1). Indeed, there is a very strong

correlation ($r = .88$) between researchers' total number of citations (CT) and their total number

of publications (QT; see WA 6a). This correlation remains strong even after controlling for

differences in seniority (partial $r = .82$; see WA 6b). Therefore, even though the total number of

citations is generally believed to provide added information over and above a researcher's sheer

number of publications, empirically the information provided by the total number of citations is

largely redundant with the level of productivity. When total citations are adjusted for authorship

(OWCT), the relative position of more "mainstream" consumer researchers (e.g., R. Belk, M.

Richins, J. Bettman) improves. With respect to the rest of the distribution, a consumer researcher

with 1,000 total citations would be comparable to the median JCR/JCP editorial board member,

whereas it would take more than 2,300 total citations to be in the top quartile of the distribution

and about 400 total citations to reach the 25th percentile.

A possibly more pertinent measure of citations is the total number of citations received

by articles published in top marketing journals (CM5). Among *JCR/JCP* editorial board

members, the median number of such citations is 539, the 25th percentile is 204, and the 75th

percentile is 1,456. Based on this metric, none of the social psychologists identified earlier

appears among the top 10% of scholars, indicating that these researchers' very high levels of

citations are mostly associated with publications outside consumer research. The most cited

consumer scholars based on their top marketing publications (CM5) include R. Belk, J. Lynch,

and D. Lehmann. The ranking changes somewhat if the citations are adjusted for co-authorship,

rewarding researchers who tend to occupy more senior authorship positions on highly cited

papers (e.g., M. Richins, C. Thompson) relative to researchers who tend to occupy more junior

authorship positions (e.g., D. Lehmann, Netemeyer). These ordered-authorship-weighted

measures of citation (OWCT and OWCM5) may provide a fairer and more accurate representation of the relative citation impact of consumer researchers than the unadjusted measure typically used in our field (CT). Moreover, the authorship-weighted measures of citations are somewhat less correlated with the sheer number of corresponding publications ($r_{\text{OWCT, QT}} = .79$; $r_{\text{OWCM5, QM5}} = .63$) than are the unadjusted measures of citations ($r_{\text{CT, QT}} = .87$; $r_{\text{CM5, QM5}} = .73$), thereby providing information that is less redundant.

Table 2. JCR/JCP ERB Members' Citation-Based Metrics (N = 340)

Statistics	Total Number of Citations (CT)	Authorship-adjusted Total Number of Citations (OWCT)	Number of Citations of Top Marketing Citations (CM5)	Authorship-adjusted Number of Citations of Top Marketing Citations (OWCM5)	H-Index
Mean	2069	898	1242	589	15.09
S.D.	3261	1421	1744	934	10.31
Skewness	4.41	4.33	2.60	4.18	2.18
Max	29786	12604	11964	9615	81.00
0.90	4837	2292	3559	1700	27.00
0.75	2383	935	1456	687	20.00
0.50	1014	430	539	241	12.00
0.25	389	177	204	94	8.00
0.10	186	79	86	38	5.00
Min	7	2	7	2	1.00

Top-10% scholars

CT		OWCT		CM5		OWCM5		H-Index	
Petty, R.	29786	Belk, R. W.	12604	Belk, R. W.	11964	Belk, R. W.	9615	Petty, R.	81
Schwarz, N.	26156	Petty, R.	10580	Lynch, J.	9961	Richins, M.	5308	Schwarz, N.	70
Vohs, K.	18923	Schwarz, N.	10505	Lehmann, D. R.	9014	Simonson, I.	4128	Vohs, K.	62
Belk, R. W.	16239	Vohs, K.	5886	Bettman, J. R.	7572	Thompson, C.	3824	Lehmann, D. R.	53
Lynch, J.	12725	Richins, M.	5622	Arnould, E. J.	7511	Lynch, J.	3748	Bettman, J. R.	45
Rucker, D. D.	12461	Bettman, J. R.	5201	Simonson, I.	7074	Bettman, J. R.	3617	Netemeyer, R. G.	44
Lehmann, D. R.	12014	Simonson, I.	5126	Alba, J. W.	6654	Arnould, E. J.	3395	Belk, R. W.	43
Netemeyer, R. G.	11804	Bhattacharya, C.	5094	Baumgartner, H.	6651	Kozinets, R. V.	3325	Simonson, I.	41
Bhattacharya, C.	11803	Lynch, J.	4767	Hoyer, W. D.	6481	Alba, J. W.	3143	Hoyer, W. D.	41
Bettman, J. R.	11735	Arnould, E. J.	4278	Bhattacharya, C.	6313	Dhar, R.	2891	Dahl, D. W.	40
Sen, S.	9997	Thompson, C.	4028	Richins, M.	6238	Berger, J.	2837	Dhar, R.	38
Simonson, I.	9515	Netemeyer, R. G.	3891	Thompson, C.	5932	Escalas, J. E.	2762	Rucker, D. D.	38
Arnould, E. J.	9274	Alba, J. W.	3799	Dhar, R.	5799	Bhattacharya, C.	2712	Krishna, A.	37
Hoyer, W. D.	8787	Kozinets, R. V.	3769	Netemeyer, R. G.	5238	Hoffman, D.	2598	Lynch, J.	36
Baumgartner, H.	8195	Rucker, D. D.	3733	Price, L.	5067	Lehmann, D. R.	2593	Arnould, E. J.	36
Alba, J. W.	8026	Sen, S.	3684	Hoffman, D.	4995	Baumgartner, H.	2472	Kahn, B.	36
Novak, T.	7067	Berger, J.	3493	Berger, J.	4951	Iacobucci, D.	2313	Inman, J. J.	36
Dhar, R.	6874	Lehmann, D. R.	3489	Batra, R.	4942	Sen, S.	2289	Janiszewski, C.	34
Richins, M.	6763	Dhar, R.	3387	Novak, T.	4886	Rindfleisch, A.	2224	Alba, J. W.	33
Batra, R.	6582	Hoffman, D.	3377	Kozinets, R. V.	4869	Roedder John, D.	2212	Huber, J.	33
Hoffman, D.	6526	Escalas, J. E.	3145	Rindfleisch, A.	4864	Fisher, R. J.	2154	Pauwels, K.	32
Thompson, C.	6356	Baumgartner, H.	3010	Dahl, D. W.	4748	Rao, A.	2073	Kardes, F. R.	31
Price, L.	6223	Fisher, R. J.	2789	Lutz, R. J.	4694	Mick, D. G.	2072	Hill, R.	31
Kardes, F. R.	6050	Iacobucci, D.	2672	Sen, S.	4681	Batra, R.	2062	Tormala, Z.	31
Kozinets, R. V.	5870	Batra, R.	2648	Janiszewski, C.	4347	Price, L.	1998	Schmitt, B. H.	30
Dahl, D. W.	5635	Hoyer, W. D.	2598	Rao, A.	4237	Novak, T.	1944	Price, L.	29
Kahn, B.	5617	Novak, T.	2597	Roedder John, D.	4178	Krishna, A.	1931	Pham, M. T.	29
Berger, J.	5599	Lee, A. Y.	2403	Iacobucci, D.	3995	Janiszewski, C.	1919	Shiv, B.	29
Lee, A. Y.	5454	Kahn, B.	2381	Escalas, J. E.	3805	Hoyer, W. D.	1916	Raghubir, P.	29
Rindfleisch, A.	5342	Rindfleisch, A.	2347	Inman, J. J.	3789	Kirmani, A.	1862	Shrum, L.J.	29
Iacobucci, D.	5083	Pham, M. T.	2341	Mick, D. G.	3620	Chernev, A.	1827	Berger, J.	28
Lutz, R. J.	5081	Price, L.	2339	Kahn, B.	3580	Huber, J.	1739	Newman, G.	28
Maheswaran, D.	4913	Mick, D. G.	2336	Kardes, F. R.	3580	Maheswaran, D.	1700	Thompson, C.	27
Pauwels, K.	4837	Maheswaran, D.	2294	Maheswaran, D.	3559	Netemeyer, R. G.	1700	Baumgartner, H.	27
								Roedder John, D.	
								Maheswaran, D.	
								Morwitz, V. G.	

Finally, the median *h*-index of *JCR*/*JCP* editorial board members is 12, the 25th percentile

is 8, and the 75th percentile is 20. The top 10% of scorers have *h*-indexes of 27 and above. A

majority of them, 62.2%, have received one or more of the following major career awards: ACR

Fellow, SCP Fellow, and SCP Distinguished Scientific Contributions. This supports the

predictive value of the *h*-index as an indicator of overall stature in the field, although the

prediction is far from perfect. An important caveat about the *h*-index is that it is strongly

correlated with the sheer productivity of the researcher. In our sample, there was a .93 correlation

between researchers' *h*-index (HI) and their total number of publications (QT; WA 6). There was

also a strong correlation of .68 between the *h*-index and the number of years since the PhD was

obtained. The *h*-index should therefore be interpreted with caution when comparing researchers

of different seniority. Finally, there was a strong correlation of .88 between the *h*-index (HI) and

the total number of citations (CT), which is expected given that both measures are indicators of

the cumulative impact of a researcher. Therefore, in practice, the two measures provide very

similar information as impact metrics.

THE PROPENSITY FOR THOUGHT LEADERSHIP: THE *p*-INDEX

The fact that the two most common measures of impact used in our field—the total

number of citations and the *h*-index—are both highly correlated with the number of publications,

which is mostly a measure of productivity, underlines the need for an alternative measure of

scholarship that would be less impacted by the researcher's sheer productivity. Ideally, such a

measure would have the following properties: (a) It would be objective, transparent, and easy to

compute; (b) it would provide information that is not redundant with the list of publications and

measures of productivity; (c) it would not be easy to "game"; (d) it would not be overly

dependent on a single publication; (e) it would allow comparisons of scholars of different

seniority; and (f) it would accommodate the fact that consumer researchers tend to publish across a broad variety of journals with distinct patterns of citations. As such a measure, we propose the *p*-index.

The p-Index

The *p*-index is the *average citation percentile rank of a researcher's published articles relative to other articles published the same year by the same journals.* For instance, suppose that one of Researcher A's articles was published in Journal X in 2015, receiving a total of 50 citations to date. If in 2015 Journal X published a total of 65 articles of which 42 have fewer than 50 citations to date, the percentile rank of that article in that journal that year (PR_j) would be $42/65 = 64.6\%$. Similar PR_j are computed for each of the researcher's publications, and the mean of the researcher's PR_j across all his or her publications is the researcher's *p*-index. (An alternative would be to define the p-index as the median PRj. However, as discussed in WA 13, additional analyses indicate that the mean PRj provides a more stable summary statistic than the median PR_j.) The *p*-index, hereafter denoted PI, thus reflects the tendency of a researcher's articles to relatively outperform, in terms of citations, other articles published in the same journals as those where this researcher published his or her work, controlling for year of publication and thereby for the effects of seniority. A researcher whose PI is substantially above 0.5 has publications that, on average, tend to be more cited relative to comparable publications, independent of where and when these articles were published. Conversely, a researcher whose PI is substantially below 0.5 has publications that, on average, tend to be less cited than comparable publications. Therefore, this measure can be regarded as an indicator of the relative interestingness of a researcher's body of work to other researchers, or the researcher's propensity for thought leadership as revealed by peer citations. As a variant of the *p*-index that is more

tailored to consumer researchers, we also propose the PIM5, which is the average PR_j of the

researcher's top five marketing publications only.

Although admittedly simple, the *p*-index, whether in its basic PI form or its PIM5 variant,

possesses many of the properties that one would want from a scholarship metric: It is simple,

transparent, objective, easy to calculate, not easy to game, not overly sensitive to a single article,

and comparable across scholars of different seniority who publish across a wide variety of

journals. In addition, as shall be shown, the *p*-index has a well-behaved, symmetric, quasi-

normal distribution (see WA 10), and it is largely orthogonal to the researcher's sheer

productivity, total number of citations, and *h*-index, thus conveying information over and above

these previously discussed metrics. As will be shown below, provided that the researcher has a

sufficient record of publications, the *p*-index is internally consistent and has good predictive

validity as an indicator of scholarship. However, the metric may not be as informative when the

number of publications is low, in which case focusing on individual article-level PRj's may be

preferable.

Internal Consistency and Reliability of the p-Index

To verify that the *p*-index indeed captures a stable characteristic of researchers and is not

merely an aggregation of mostly chance effects, we examined the extent to which random sets of

each researcher's articles have PR_j that are internally consistent. For every researcher with at

least X publications published prior to 2020 (to focus on more stable citation data), we drew

5,000 random sets of X articles and computed the internal consistency of these publications' PR_j

using Cronbach's α. The size of these random sets (X) was varied from 5 to 20 for sensitivity

analysis. As summarized in WA 7, the results confirm that there is substantial internal

consistency in the relative citation rank (PR_j) of consumer researchers' articles. As would be

expected, the internal consistency increases with the number of articles sampled: With as few as 5 articles, the average Cronbach's α is .32; with 10 articles, the average α is .50; with 15 articles, the average α is .61; and with 20 articles, the average α reaches a plateau of .67. Therefore, if a researcher has a sufficient number of publications (say, 15 articles), one can be reasonably confident that his or her PI reflects something stable and systematic about the nature of his or her work. A researcher whose articles tend to rank relatively high (or low) in terms of citations in one journal is likely to have other articles that rank relatively high (or low) in other journals—at least among editorial board members of *JCR* and *JCP*. (As detailed in WA 13, we also observed substantial—but lower—internal consistency with 50 other consumer researchers who were randomly selected.)

As a more substantive test of the reliability of the *p*-index, we additionally examined whether the *p*-index of a researcher's first few articles is predictive of the *p*-index of the next few articles. Among researchers with 10 or more articles, the *p*-index of the first five articles had a correlation of $r = .42$ with the *p*-index of the next five articles, whereas among researchers with 20 or more articles, the *p*-index of the first ten articles had a correlation of $r = .54$ with the *p*-index of the next ten articles (see WA 8). This finding is further evidence that the *p*-index is a reliable indicator of a trait-like characteristic of researchers. The *p*-index of a researcher's early record of publications is substantially predictive of the relative citation performance of his or her subsequent publications, which is valuable information for evaluating the likely trajectory of a researcher's impact (e.g., in promotion decisions). We additionally found that the *p*-index of researchers' top marketing publications (PIM5) is strongly correlated with the *p*-index of their publications outside of marketing (e.g., psychology or economics, $r = .45$), which further

supports the notion that the *p*-index reflects something fundamental about researchers' ability to generate interest in their work.

Distribution of the p-Index across Consumer Scholars

Table 3 provides the PI and PIM5 statistics for all 340 ERB members, based on publications prior to 2020 (as more recent publications may have unstable PR_j). Similar tables broken down by seniority can be found in WA 9. As with the other metrics, we also computed an authorship-adjusted version, weighing each article's PR_j by the authorship-credit weights discussed earlier ($\frac{2(n-a+1)}{n(n+1)}$), then aggregating the weighted PR_j across the researcher's articles. The authorship-adjusted versions of the *p*-Index are denoted OWPI and OWPIM5. As shown in WA 10, unlike other scholarship metrics discussed so far, *p*-index scores have symmetric, normal-like distributions (skewness ≈ 0; Kolmogorov-Smirnov D = .05 or less), which makes them easy to interpret. Moreover, *p*-index measures are only weakly correlated with productivity measures such as the total number of publications (QT) and the number of top marketing

Table 3. JCR/JCP ERB Members' P-Index Statistics (N = 340) and Peer Esteem Scores (N = 157)

Statistics	P-Index (PI)	Authorship-adjusted P-Index (OWPI)	P-index of Top Marketing Publications (PIM5)	Authorship-adjusted P-Index of Top Marketing Publications (OWPIM5)	Frequency of Mentions in 2020 Esteem Survey
Mean	51.0	50.7	53.7	53.7	1.5
S.D.	14.0	14.9	17.1	17.9	4.1
Skewness	0.2	0.2	0.0	0.0	5.9
Max	97.0	97.0	98.6	98.6	46.0
0.90	68.7	70.1	76.0	77.2	4.0
0.75	60.1	60.8	65.5	66.3	1.0
0.50	50.6	50.0	53.0	53.2	0.0
0.25	41.6	40.5	43.5	42.5	0.0
0.10	32.7	31.7	30.8	31.0	0.0
Min	3.8	14.6	3.7	3.8	0.0

Top 15 of 191 Scholars with 15+ Total Publications				Top 15 of 144 Scholars with 10+ Top Marketing Publications					
PI		OWPI		PIM5		OWPIM5		Esteem Survey Mentions	
Richins, M.	81.8	Richins, M.	82.9	Richins, M.	84.1	Richins, M.	85.2	Lynch, J.	46
Schreier, M.	81.6	Schreier, M.	82.2	Stephen, A. T.	78.2	Stephen, A. T.	83.6	Belk, R. W.	22
Plassmann, H.	77.8	Plassmann, H.	78.4	Thompson, C.	77.7	Batra, R.	79.6	Dahl, D. W.	22
Bhattacharya, C.	76.3	Kozinets, R. V.	75.4	Batra, R.	77.0	Kozinets, R. V.	78.2	Bettman, J. R.	21
Canniford, R.	74.3	Price, L.	73.6	Kozinets, R. V.	76.9	Rindfleisch, A.	77.7	Pham, M. T.	20
Kozinets, R. V.	74.2	Bhattacharya, C.	73.4	Price, L.	75.8	Thompson, C.	77.6	Berger, J.	16
Thompson, C.	73.6	Escalas, J. E.	73.2	Rindfleisch, A.	74.6	Price, L.	76.6	Janiszewski, C.	15
Arnould, E. J.	71.0	Batra, R.	72.1	Holmes, C. M.	72.6	Escalas, J. E.	75.6	Simonson, I.	13
Batra, R.	70.9	Rindfleisch, A.	71.4	Peck, J.	72.5	Peck, J.	73.9	Rucker, D. D.	13
Campbell, M. C.	70.5	Thompson, C.	70.9	Kirmani, A.	71.5	Kirmani, A.	73.4	Inman, J. J.	12
Eckhardt, G.	70.5	Campbell, M. C.	70.7	Escalas, J. E.	70.0	Hoffman, D.	72.7	Alba, J. W.	11
Price, L.	70.3	Hoffman, D.	70.7	Hoffman, D.	69.9	Berger, J.	72.0	Lehmann, D. R.	10
Kirmani, A.	69.1	Kirmani, A.	69.7	Campbell, M. C.	69.8	Rucker, D. D.	71.7	Thompson, C.	9
Rindfleisch, A.	67.9	Peck, J.	69.2	Pauwels, K.	69.3	Campbell, M. C.	70.1	Schwarz, N.	8
Landwehr, J.	67.7	Landwehr, J.	68.5	Arnould, E. J.	69.0	Holmes, C. M.	69.7	Kahn, B.	8

publications (QM5) (largest *r* = .08; see WA 6a). Therefore, unlike total citation measures (e.g., CT, CM5) or the *h*-index, *p*-index scores provide information that is not confounded with the sheer productivity of the researcher.

Based on researchers' total set of publications, the median *p*-index was 50.6% when unadjusted for authorship (PI), and 49.9% when adjusted for authorship (OWPI). Therefore, on average, across all journals where they publish, *JCR/JCP* board members do not consistently outperform or underperform other authors in terms of citations. However, when only articles published in top marketing journals are considered, *JCR/JCP* board members do tend to outperform other authors who publish in the same journals. The median PIM5 was 53.0% and the median OWPIM5 was 53.4%, both significantly greater than 50% at *p* < .001. This is not surprising given that these editorial board members were presumably selected based on their marketing and consumer research credentials.

More informative is the substantial variance that this selective sample of consumer researchers exhibits in terms of their *p*-index scores (SD varying between 14.0% and 17.9%). Across the entire sample, the top quartile of researchers have *p*-indexes of 60–65% and higher, depending on the measure, whereas the bottom quartile have *p*-indexes of 40–43% and lower. Table 3 identifies the top 15 scorers for the various *p*-index measures. Given that a minimum number of articles is required for reliable *p*-index scores, the top scorers for the all-publication indexes (PI, OWPI) were identified from researchers with at least 15 publications in total (N = 193), whereas the top scorers for the top marketing-publication indexes (PIM5, OWPIM5) were identified from researchers with at least 10 top marketing publications (N = 144). The top *p*-index scorers are associated with a broad variety of research traditions and substantive areas, including consumer measurement (M. Richins), corporate responsibility and sustainability (C.

Bhattacharya), decision neuroscience (H. Plassmann), consumer culture theory (E. Arnould, R. Kozinets, C. Thomspon, L. Price), social media marketing (A. Stephen), marketplace technology (D. Hoffman), and sensory marketing (J. Peck), among others. The common trait shared by these high-*p*-index scholars appears to be a critical mass of publications with a distinct methodological or substantive emphasis that they have become strongly associated with.

Predictive Validity of the p-Index

The *p*-index (and its variants) is not meant to be interpreted in isolation as an all-encompassing single measure of scholarship. Instead, the index is meant to provide useful impact-related information that complements measures of productivity such as the number of A's. As a complementary indicator of scholarship beyond productivity, the *p*-index may be more useful than standard measures of impact such as the total number of citations or the *h*-index, which are too highly correlated with the sheer number of publications. To test the relative informativeness of the *p*-index, we examined how well different combinations of the metrics reported in Tables 1, 2, and 3 predict the frequency with which researchers were mentioned among those whose work is admired by other consumer scholars, which is a measure of peer esteem (last column of Table 3). We performed a series of negative binomial regressions across all researchers (N = 340), modeling peer esteem scores as a function of different pairs of predictors, controlling for seniority. Within each pair of predictors, one was a measure of productivity, QT or QM5, and the other was one of the measures of impact considered here (CT, CM5, HI, PI, PIM5). As summarized in WA 11, the results show a better overall model fit (lower BIC values) when the researcher's productivity is operationalized as the number of top marketing publications (QM5) rather than as the total number of publications (QT; see Models 1A–3A vs. Models 1B–3B). More importantly, when combined with the number of top

marketing publications (QM5), the *p*-index of the top marketing publications (PIM5; $\chi^2 = 6.94$, *p* = .008) is a somewhat stronger predictor than the total number of citations garnered by these publications (CM5; $\chi^2 = 5.3$, *p* = .021) or the researcher's *h*-index (HI; $\chi^2 = 4.44$, *p* = .035; see Model 3B vs. Models 1B & 2B). Furthermore, in regression models in which, in addition to QM5, PIM5 is entered in *conjunction* with CM5 (Model 4) or with HI (Model 5), PIM5 tends to be a more reliable predictor of the peer esteem scores. These results support the predictive validity of the *p*-index, especially when focused on top marketing publications.

Quadrant Analysis of Productivity vs. Thought Leadership

The preceding results suggest that it is useful to evaluate consumer researchers along two complementary dimensions that are largely independent: (a) the researcher's productivity in

Productivity vs. *p*-Index of JCR/JCP Board Members with 5+ Top Marketing Publications before 2020 (N = 250)
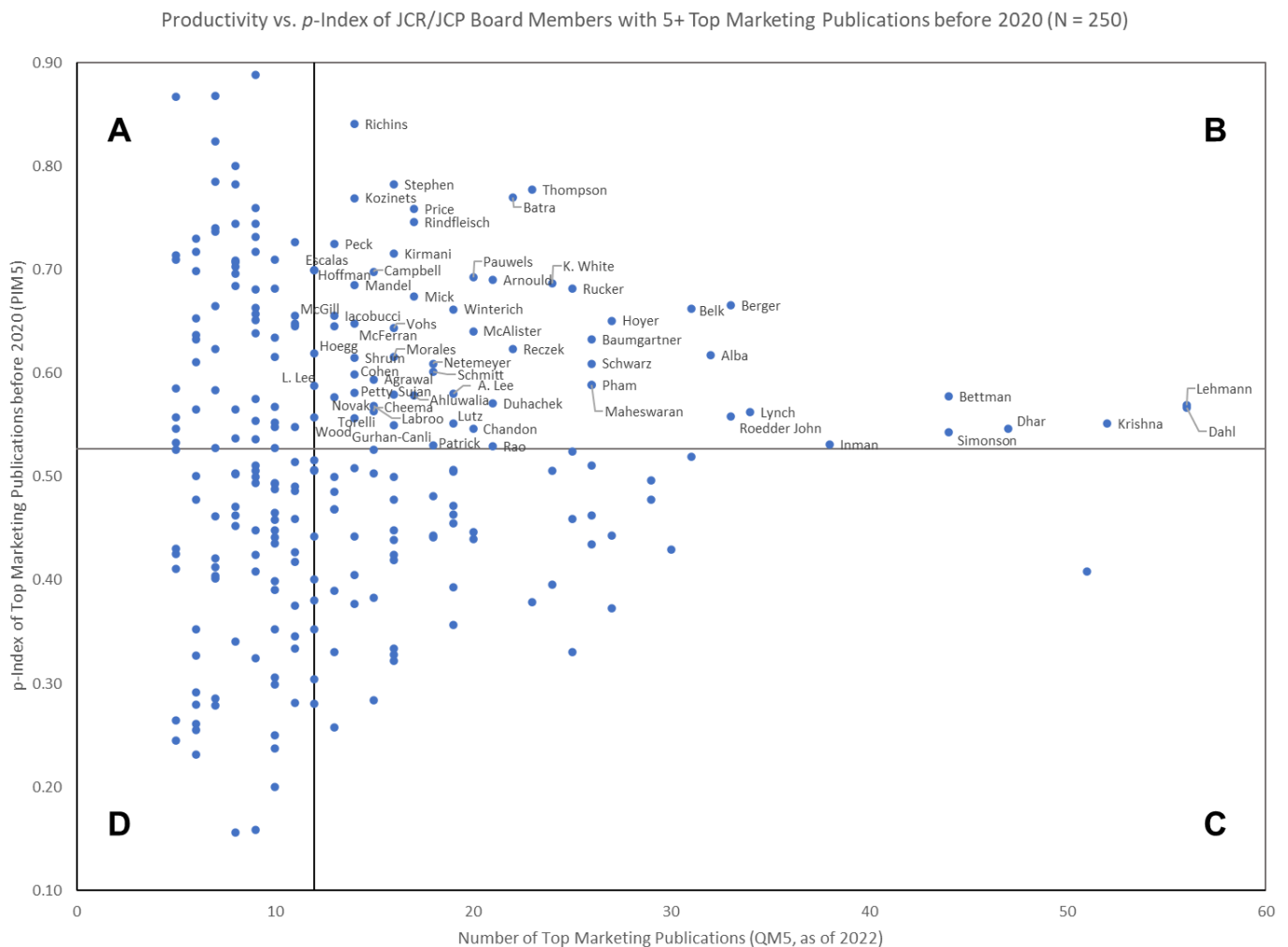
terms of top marketing publications (the number of A's; here QM5) and (b) the *p*-index of these

top marketing publications (PIM5). The figure below shows how the 250 *JCR/JCP* editorial

board members with at least five top marketing publications before 2020 are distributed along

these two complementary dimensions (see Baumgartner 2010, for a conceptually similar figure).

(We use a cutoff of five top marketing publications to strike a balance between a comprehensive

coverage of the sample and ensuring that the PIM5 scores are relatively stable. See WA 12 for an

equivalent chart with scores adjusted for authorship.) As one would expect, there is more

variability in *p*-indexes among researchers with fewer publications than among those with more

publications, as extreme averages become less likely when the number of observations increases.

More importantly, the figure clearly shows that consumer researchers' ability to publish in top

marketing journals is largely unrelated to their ability to consistently attract scholarly interest in

these publications. In other words, research productivity and thought leadership do not

necessarily go hand in hand in consumer research.

Markers for the medians on both dimensions are included, thus identifying four

quadrants. Quadrant A contains researchers with a relatively limited number of top marketing

publications thus far, but whose publications seem to generate a high level of interest (with the

caveat that their *p*-indexes are based on a limited number of articles). This set of researchers,

which includes a high concentration of Consumer Culture Theory (CCT) researchers, could be

seen as "potential thought leaders," if they are able to sustain a strong interest in their body of

work as their number of top marketing publications increases. By contrast, quadrant C consists of

researchers who have been very successful in terms of publishing in top marketing journals, but

whose publications generally fail to attract significant interest. While researchers in this quadrant

may have impressive resumés in terms of number of A's, many of them have PIM5 scores in the

bottom quartile of the 250 researchers compared in this analysis. With a high productivity but consistent inability to generate much interest in their publications, such researchers might be characterized as "productive incrementalists." An examination of these researchers' CVs reveals a high proportion of information-processing researchers with no well-defined substantive areas of interest whose questions tend to be narrow and disconnected from important consumption phenomena.

Quadrant D encapsulates researchers whose limited number of top marketing publications thus far have gained relatively little traction. These researchers might be characterized as "likely incrementalists," unless their future publications show a dramatic improvement in citation impact. Researchers in quadrant B have the most compelling profile: their many top marketing publications tend to generate relatively strong scholarly interest. This select set of scholars is identified by name. They could be viewed as "established thought leaders." Of the 36 scholars represented in the figure who received a major career award in consumer research (ACR Fellow, SCP Fellow, SCP Distinguished Scientific Contribution), 25 (69.4%) are in the "established thought leaders" quadrant, compared to nine (25%) in the "productive incrementalists" quadrant, one (2.8%) in the "potential leaders" quadrant, and one in the "likely incrementalists" quadrant (χ^2 (3) = 46.9, ϕ = .43, p < .0001). This result adds face validity to this quadrant analysis, and further supports the diagnosticity of the *p*-index.

CONCLUSIONS

On the 50th anniversary of JCR's founding, as we consider the future of consumer research, it is important to revisit how we evaluate scholarship in our growing field. Too much of our emphasis is on the mere counting of the number of A's on researchers' CV, thus tacitly encouraging sheer productivity, and not enough is on the recognition and promotion of actual impact. It is rather telling that, of the 340 scholars examined in our study, only 24 (7.1%)

provided any indication of the level of citation received by their research in their publicly available CVs. Moving forward, there should be greater overall transparency as to how consumer scholars balance the sheer quantity of their publications with accepted indicators of scholarly impact. Our analyses contribute to this transparency by reporting detailed statistics on how an important sample of consumer researchers, the primary gatekeepers of the field, are distributed along a variety of scholarship metrics. Unlike other bibliometric analyses, which often focus on "top performers" along particular metrics, our analyses' detailed descriptive statistics cover the *full* distribution of scholars in our broad sample. For this reason, the statistics offer objective benchmarks for evaluating not just the researchers in our sample but other researchers as well. For example, if a given researcher has total citations, or an *h*-index, that would place him or her near the top quartile of the distribution of *JCR/JCP* editorial board members, this information would be useful for a faculty promotion committee. The benchmarks provided here may also be useful to academics putting together their promotion dossier, to editors assembling their editorial boards, to career award selection committees, and more generally, to any consumer researchers interested in assessing their own record of scholarship and that of others.

Besides offering extensive benchmarks for the evaluation of scholarship in consumer research, our findings provide insights into how such benchmarks should be interpreted. Results suggest that the most common measures of impact—the total number of citations and the *h*-index—may not provide that much incremental information over and above the sheer number of publications because these measures are highly correlated (i.e., confounded) with the sheer number of publications (i.e., productivity). This empirical finding demonstrates the value of an impact-related metric such as the *p*-index that is less sensitive to the sheer productivity of the researcher and hence genuinely provides complementary information over and above the number

of A's that researchers have. Given a minimum number of publications, the *p*-index is (a)

internally consistent, (b) predictive of the relative citation impact of subsequent publications, and

(c) in our study, predictive of the degree of esteem that consumer scholars enjoy from their peers

when combined with the number of top marketing publications. This index can be viewed as an

indicator of a researcher's propensity for thought leadership.

Through the *p*-index, our findings reveal that productivity and thought leadership do not

necessarily go hand in hand among consumer scholars. While some, who could be seen as

established thought leaders, combine high productivity with a consistent ability to generate

substantial interest in their work, others with impressive publication records produce research

that routinely fails to generate much interest and could be regarded as more incremental. Such

low *p*-indexes are more common among traditional information-processing researchers with no

well-defined substantive areas of interest. It is the *combination* of high productivity in top

marketing journals *with* thought leadership—not productivity alone—that seems to guide

consumer scholars' esteem for other scholars and the likelihood that scholars will receive major

career awards. If, as we hope, the *p*-index becomes widely accepted in the academic community,

its predictive validity will further increase.

To avoid a pattern of incrementalism that characterizes much of the research published in

our journals, consumer researchers are encouraged to focus on more important substantive issues

and expand their theoretical toolkit beyond standard information processing theory. In addition,

researchers and reviewers should beware of so-called "theories of studies," which refer to

technically competent but artificial demonstrations of psychological phenomena that are devoid

of substantive relevance (Pham 2013). Such studies typically have very limited impact—

justifiably so. As a caveat, one should keep in mind that the *p*-index also depends on the mixture

of papers in a researcher's portfolio. A high proportion of review articles, methodological overviews, or CCT papers, all of which tend to be more highly cited, will naturally elevate a researcher's *p*-index.

While the *p*-index is computed across a researcher's entire set of publications, or across their top marketing publications, there are alternative ways of using the percentile rank scores (PRj) that are the basis of the index. One way is to focus on the PRj at the individual paper level. Indeed, compared to raw citation counts, PRj have several desirable properties: they have an intuitive scale between 0 and 1; and they can be compared across papers from different journals and of different ages. Focusing on individual PRj's makes sense when evaluating individual articles or when a researcher's number of publications is limited. Another approach (suggested by a reviewer) is to record only the top five PRj's that a researcher has for their A-level publications, based on the rationale that researchers' reputations are mostly driven by their best papers, not their entire set of publications. Such a metric would indeed provide useful information. However, as explained in WA 13, it would be more akin to the *h*-index and would tend to favor researchers who publish a lot (by virtue of a selection effect). Regardless, we hope that the present paper will prompt a more widespread reporting and consideration of citation impact in evaluating consumer scholarship. Over time, this practice will encourage a more selective pursuit of research with greater potential for impact and greater substantive relevance— research that *JCR* and other major journals will happily publish.

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Benchmarking Scholarship in Consumer Research: The p-Index of Thought Leadership

WEB APPENDICES

Table of Contents

Web Appendix 1: Sample Composition (as of January-March 2022)

Characteristic	Sample Breakdown			
Sex	Men: 181	Women: 159		
Editorial board membership	JCR & JCP: 120	JCR only: 127	JCP only: 93	
Institution location	US: 246	Outside US: 94		
Professorial rank	Assistant Professor: 28	Associate Professor/Senior Lecturer: 115	Full & Chaired Professors: 197	
Seniority (years post PhD)	≤ 10 Years: 52	11-20 Years: 157	21-30 years: 77	≥ 31 years: 54

Distribution of the JCR/JCP ERB Members in terms of Seniority (Years since PhD) (N = 340)

Histogram

Mean = 20.01
Std. Dev. = 10.418
N = 340
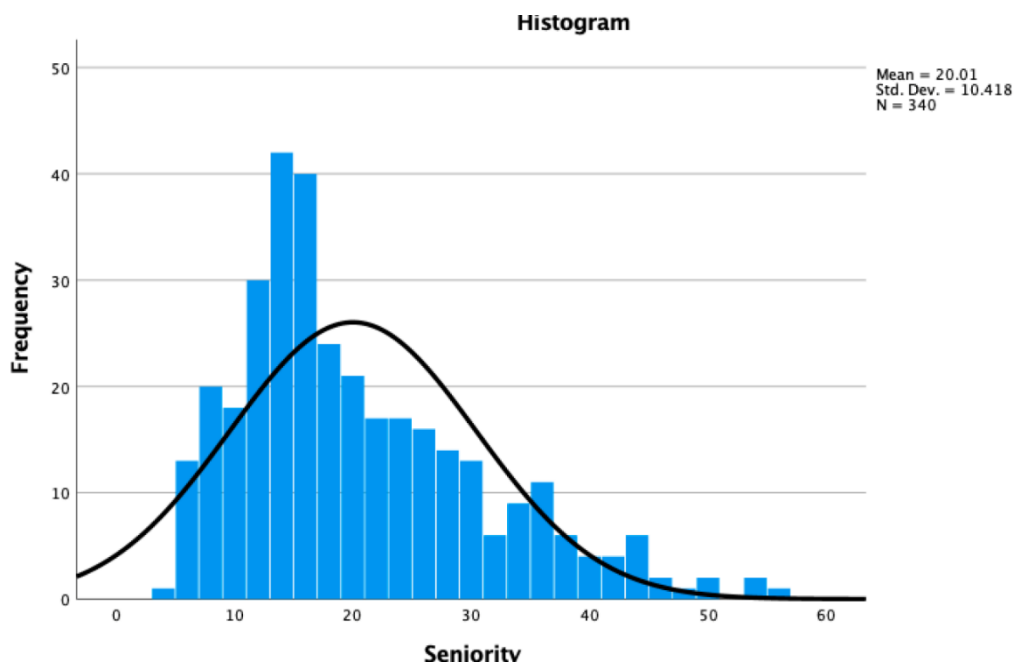
Web Appendix 2: Table 1'— JCR/JCP Board Members' Productivity Metrics by Cohort

Seniority Level 1: 10 years and below

Table 1. JCR/JCP ERB Members' Productivity Metrics (N = 52)

Statistics	Total Number of Publications (QT)	Authorship-adjusted Number of Publications - Assuming Ordered Authorship (OWQT)	Number of Top Marketing Publications (QM5)	Authorship-adjusted Number of Top Marketing Publications - Assuming Ordered Authorship (OWQM5)	Number of JCR Publications (QJCR)	Authorship-adjusted Number of JCR Publications - Assuming Ordered Authorship (OWQJCR)
Mean	10.38	4.57	5.60	2.62	2.89	1.39
S.D.	6.31	2.83	3.60	1.84	1.68	1.10
Skewness	1.41	1.23	1.67	1.57	1.43	2.24
Max	33.00	13.24	19.00	8.03	9.00	5.53
0.90	19.40	9.60	9.70	4.64	5.00	2.41
0.75	13.75	5.33	7.00	3.47	4.00	1.57
0.50	8.00	3.77	5.00	2.02	3.00	1.10
0.25	6.00	2.67	3.00	1.33	2.00	0.70
0.10	3.60	1.93	2.00	0.83	1.00	0.33
Min	1.00	0.33	1.00	0.33	1.00	0.17

		Top-10% scholars									
QT		OWQT		QM5		OWQM5		QJCR		OWQJCR	
Liu, P.	33	Liu, P.	13.2	Noseworthy, T.	19	Noseworthy, T.	8.0	Etkin, J.	9	Etkin, J.	5.5
Hamby, A.	25	Hamby, A.	10.7	Liu, P.	16	Etkin, J.	8.0	Yan, D.	7	Yan, D.	5.2
Noseworthy, T.	24	Sussman, A.	10.1	Etkin, J.	14	Liu, P.	7.4	Kupor, D.	6	Kupor, D.	3.7
Sussman, A.	22	Noseworthy, T.	10.0	Yan, D.	11	Yan, D.	7.3	Noseworthy, T.	5	Rahinel, R.	2.7
Kupor, D.	20	Woolley, K.	9.7	Huang, S.	10	Sevilla, J.	4.7	Huang, S.	5	Woolley, K.	2.3
								Steffel, M.		Chen, Z.	
								Rahinel, R.		Bellezza, S.	

Seniority Level 2: 11 – 20 years

Table 1. JCR/JCP ERB Members' Productivity Metrics (N = 157)

Statistics	Total Number of Publications (QT)	Authorship-adjusted Number of Publications - Assuming Ordered Authorship (OWQT)	Number of Top Marketing Publications (QM5)	Authorship-adjusted Number of Top Marketing Publications - Assuming Ordered Authorship (OWQM5)	Number of JCR Publications (QJCR)	Authorship-adjusted Number of JCR Publications - Assuming Ordered Authorship (OWQJCR)
Mean	19.23	7.47	8.92	3.73	4.37	1.94
S.D.	12.27	4.33	5.61	2.28	2.82	1.25
Skewness	2.31	2.04	1.54	1.62	1.51	1.36
Max	87.00	28.05	33.00	14.92	18.00	7.97
0.90	34.00	12.60	16.00	6.35	8.00	3.70
0.75	23.00	8.49	11.00	4.80	6.00	2.50
0.50	16.00	6.38	8.00	3.22	4.00	1.67
0.25	12.00	4.87	5.00	2.17	2.00	1.00
0.10	8.80	3.44	3.00	1.25	1.00	0.53
Min	4.00	1.63	1.00	0.50	1.00	0.10

		Top-10% scholars									
QT		OWQT		QM5		OWQM5		QJCR		OWQJCR	
Rucker, D. D.	87	Rucker, D. D.	28.0	Berger, J.	33	Berger, J.	14.9	Berger, J.	18	Berger, J.	8.0
Tormala, Z.	66	Berger, J.	24.4	Haws, K. L.	29	Lamberton, C.	11.3	Argo, J. J.	15	Argo, J. J.	6.2
Haws, K. L.	58	Tormala, Z.	23.5	Argo, J. J.	26	White, K.	11.0	Lamberton, C.	10	Aggarwal, P. J.	4.7
Morewedge, C. K.	55	Newman, G.	21.0	Rucker, D. D.	25	Argo, J. J.	9.9	Haws, K. L.	10	Lamberton, C.	4.6
Pandelaere, M.	55	Morewedge, C. K.	20.4	White, K.	24	Haws, K. L.	9.7	Rucker, D. D.	10	Lalwani, A.	4.3
Newman, G.	54	Haws, K. L.	18.1	Lamberton, C.	24	Rucker, D. D.	8.9	Holmes, C. M.	10	Hamilton, R.	4.2
Berger, J.	52	White, K.	17.5	Reczek, R. W.	22	Hamilton, R.	8.3	White, K.	9	Holmes, C. M.	4.0
White, K.	44	Alter, A.	16.2	Duhachek, A.	21	Duhachek, A.	8.2	Mukhopadhyay, A.	9	Wan, E. W.	4.0
John, L.	43	Pandelaere, M.	15.8	Hamilton, R.	20	Schweidel, D.	7.6	Bagchi, R.	9	Haws, K. L.	4.0
Lamberton, C.	38	Lamberton, C.	14.8	Winterich, K. P.	19	Cheema, A.	7.5	Wan, E. W.	9	Labroo, A. A.	3.8
Patrick, V.	37	John, L.	14.6	Schweidel, D.	19	Labroo, A. A.	7.5	Jiang, Y.	9	Bagchi, R.	3.8
Redden, J.	36	Hamilton, R.	14.0	Patrick, V.	18	Winterich, K. P.	7.4	Keinan, A.	9	Sela, A.	3.8
Reczek, R. W.	35	Patrick, V.	13.5	Kramer, T.	16	Patrick, V.	7.3	Hamilton, R.	8	White, K.	3.8
Chen, H. A.	35	Torelli, C.	13.5	Stephen, A. T.	16	Reczek, R. W.	6.9	Winterich, K. P.	8	Redden, J.	3.7
Andrade, E. B.	34	Argo, J. J.	12.8	Mukhopadhyay, A.	16	Sela, A.	6.4	Sela, A.	8	Mukhopadhyay, A.	3.7
Argo, J. J.	34	Gal, D.	12.5	Morales, A.	16	Kramer, T.	6.3	Aggarwal, P. J.	8	Rucker, D. D.	3.6
						Aggarwal, P. J.		Agrawal, N.			
						Hagtvedt, H.		Redden, J.			
								Morales, A.			

Seniority Level 3: 21 – 30 years

Table 1. JCR/JCP ERB Members' Productivity Metrics (N = 77)

Statistics	Total Number of Publications (QT)	Authorship-adjusted Number of Publications - Assuming Ordered Authorship (OWQT)	Number of Top Marketing Publications (QM5)	Authorship-adjusted Number of Top Marketing Publications - Assumping Ordered Authorship (OWQM5)	Number of JCR Publications (QJCR)	Authorship-adjusted Number of JCR Publications - Assuming Ordered Authorship (OWQJCR)
Mean	29.86	11.83	13.97	6.08	6.64	2.98
S.D.	17.92	5.80	8.83	3.71	4.52	2.27
Skewness	3.19	1.64	2.16	1.50	1.22	1.94
Max	137.00	37.50	56.00	20.50	21.00	12.33
0.90	47.00	20.65	25.20	10.65	14.50	5.50
0.75	36.50	13.91	17.50	7.70	8.00	3.94
0.50	27.00	10.55	13.00	5.57	5.50	2.68
0.25	18.50	7.90	9.00	3.53	3.75	1.43
0.10	13.00	6.20	5.00	2.20	1.50	0.55
Min	11.00	3.97	2.00	0.80	1.00	0.17

Top-10% scholars

QT		OWQT		QM5		OWQM5		QJCR		OWQJCR	
Vohs, K.	137	Vohs, K.	37.5	Dahl, D. W.	56	Chernev, A.	20.5	Thompson, C.	21	Thompson, C.	12.3
Dahl, D. W.	78	Russell, C.	24.4	Dhar, R.	47	Dhar, R.	17.4	Dahl, D. W.	19	Chernev, A.	12.2
Dhar, R.	61	Dahl, D. W.	24.0	Johar, G. V.	27	Dahl, D. W.	16.1	Shiv, B.	17	Pham, M. T.	7.7
Russell, C.	58	Raghubir, P.	23.1	Shiv, B.	27	Thompson, C.	13.8	Dhar, R.	16	Shiv, B.	6.4
Verlegh, P.	51	Chernev, A.	22.7	Chernev, A.	26	Pham, M. T.	13.5	Pham, M. T.	16	Sengupta, J.	5.7
Estes, Z.	47	Dhar, R.	22.5	Pham, M. T.	26	Johar, G. V.	11.5	Johar, G. V.	16	Johar, G. V.	5.6
Pauwels, K.	47	Shrum, L.J.	21.1	Sengupta, J.	26	Sengupta, J.	10.7	Sengupta, J.	15	Dahl, D. W.	5.5
Shiv, B.	47	Thompson, C.	20.5	Nowlis, S. M.	25	Schlosser, A.	10.6	Chernev, A.	14	Dhar, R.	5.5
Shrum, L.J.											

Seniority Level 4: 31 years and above

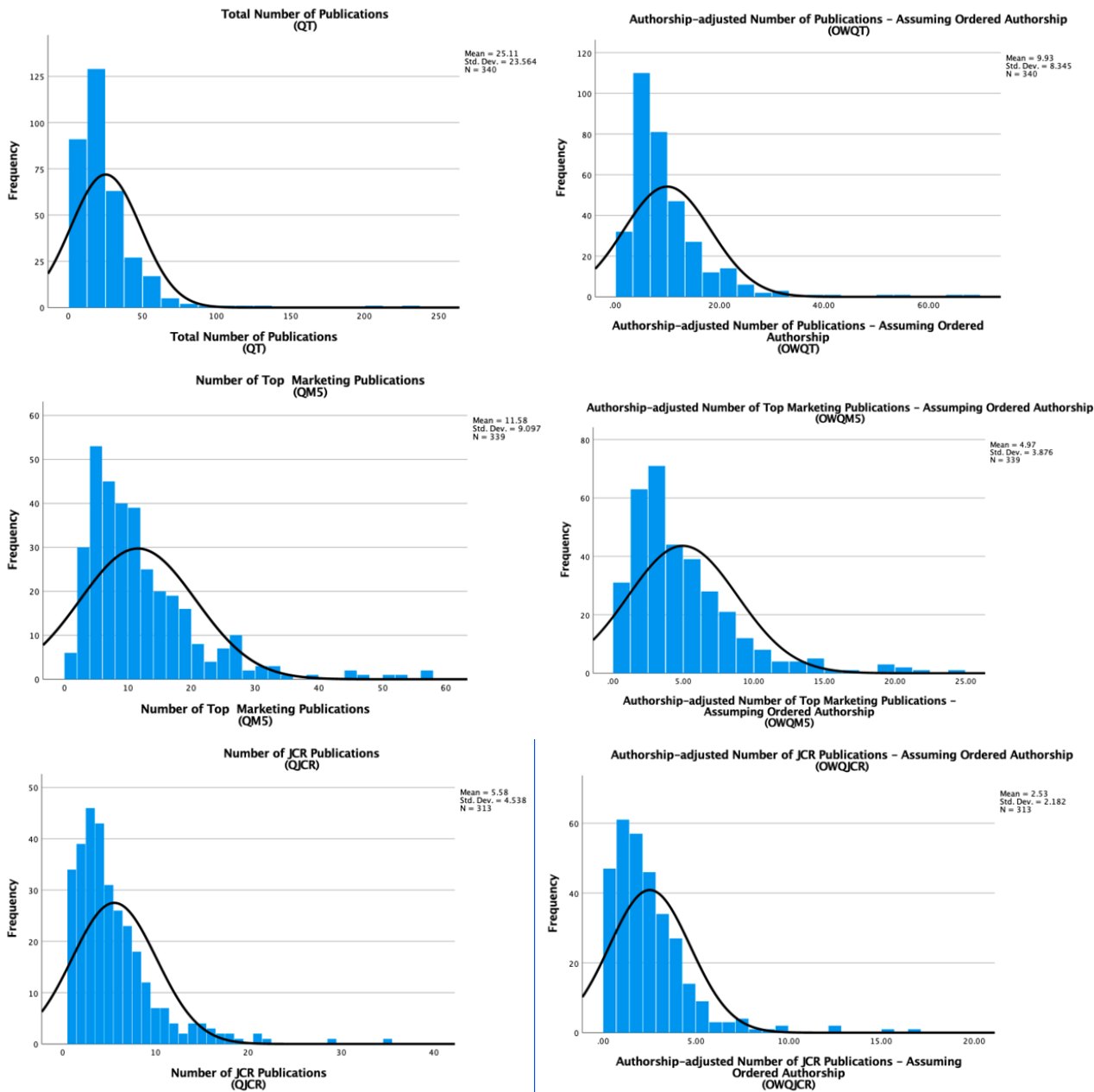### Table 1. JCR/JCP ERB Members' Productivity Metrics (N = 54)

Statistics	Total Number of Publications (QT)	Authorship-adjusted Number of Publications - Assuming Ordered Authorship (OWQT)	Number of Top Marketing Publications (QM5)	Authorship-adjusted Number of Top Marketing Publications - Assuming Ordered Authorship (OWQM5)	Number of JCR Publications (QJCR)	Authorship-adjusted Number of JCR Publications - Assuming Ordered Authorship (OWQJCR)
Mean	49.63	19.51	21.57	9.26	9.68	4.44
S.D.	40.60	13.77	12.05	5.21	6.49	3.16
Skewness	2.97	2.07	1.08	1.03	1.80	2.04
Max	230.00	68.00	56.00	23.83	35.00	16.83
0.90	86.50	37.29	41.00	19.14	17.60	8.28
0.75	57.25	21.74	27.50	11.62	12.00	5.14
0.50	40.00	15.72	19.00	7.93	7.00	3.57
0.25	25.50	10.84	12.75	5.86	6.00	2.73
0.10	18.50	8.37	9.50	3.80	4.00	1.85
Min	13.00	4.03	1.00	0.40	1.00	0.17

Top-10% scholars

QT		OWQT		QM5		OWQM5		QJCR		OWQJCR	
Petty, R.	230	Schwarz, N.	68.0	Lehmann, D. R.	56	Krishna, A.	23.8	Janiszewski, C.	35	Belk, R. W.	16.8
Schwarz, N.	208	Petty, R.	65.1	Krishna, A.	52	Janiszewski, C.	21.4	Belk, R. W.	29	Janiszewski, C.	15.0
Lehmann, D. R.	122	Belk, R. W.	54.4	Janiszewski, C.	51	Simonson, I.	21.2	Lynch, J.	22	Bettman, J. R.	10.0
Belk, R. W.	111	Hill, R.	50.4	Bettman, J. R.	44	Bettman, J. R.	19.6	Bettman, J. R.	21	Lynch, J.	9.5
Hill, R.	99	Lehmann, D. R.	41.5	Simonson, I.	44	Lehmann, D. R.	19.4	Krishna, A.	18	Richins, M.	9.0

Web Appendix 3: Distributions of Main Productivity Metrics across JCR/JCP Board Members (N = 340)

Total Number of Publications (QT) — Mean = 25.11, Std. Dev. = 23.564, N = 340

Authorship-adjusted Number of Publications – Assuming Ordered Authorship (OWQT) — Mean = 9.93, Std. Dev. = 8.345, N = 340

Number of Top Marketing Publications (QM5) — Mean = 11.58, Std. Dev. = 9.097, N = 339

Authorship-adjusted Number of Top Marketing Publications – Assuming Ordered Authorship (OWQM5) — Mean = 4.97, Std. Dev. = 3.876, N = 339

Number of JCR Publications (QJCR) — Mean = 5.58, Std. Dev. = 4.538, N = 313

Authorship-adjusted Number of JCR Publications – Assuming Ordered Authorship (OWQJCR) — Mean = 2.53, Std. Dev. = 2.182, N = 313

Web Appendix 4: Table 2'—JCR/JCP Board Members' Citation-based Metrics by Cohort

Seniority Level 1: 10 years and below

Table 2. JCR/JCP ERB Members' Citation-Based Metrics (N = 52)

Statistics	Total Number of Citations (CT)	Authorship-adjusted Total Number of Citations, Assuming Ordered Authorship (OWCT)	Number of Citations of Top Marketing Publications (CM5)	Authorship-adjusted Number of Citations of Top Marketing Publications, Assuming Ordered Authorship (OWCM5)	H-Index
Mean	247	107	142	69	6.15
S.D.	185	68	119	57	2.87
Skewness	1.72	0.58	1.66	1.38	0.39
Max	901	264	538	236	13.00
0.90	551	209	330	152	10.00
0.75	286	157	184	85	8.00
0.50	211	94	105	52	6.00
0.25	115	48	60	25	4.00
0.10	78	31	36	19	2.00
Min	7	2	7	2	1.00

Top-10% scholars

CT		OWCT		CM5		OWCM5		H-Index	
Packard, G.	901	Noseworthy, T.	264	Noseworthy, T.	538	Chen, Z.	236	Noseworthy, T.	13
Liu, P.	771	Barasch, A.	252	Bonezzi, A.	522	Etkin, J.	220	Liu, P.	13
Noseworthy, T.	657	Chen, Z.	242	Etkin, J.	356	Noseworthy, T.	217	Barasch, A.	12
Barasch, A.	619	Etkin, J.	227	Babic Rosario, A.	348	Packard, G.	160	Etkin, J.	10
Bonezzi, A.	611	Liu, P.	214	Chen, Z.	333	Barasch, A.	155	Huang, S.	10
								Steffel, M.	

Seniority Level 2: 11 – 20 years

Table 2. JCR/JCP ERB Members' Citation-Based Metrics (N = 157)

Statistics	Total Number of Citations (CT)	Authorship-adjusted Total Number of Citations, Assuming Ordered Authorship (OWCT)	Number of Citations of Top Marketing Publications (CM5)	Authorship-adjusted Number of Citations of Top Marketing Publications, Assuming Ordered Authorship (OWCM5)	H-Index
Mean	1401.09	430.85	571.09	262.08	11.93
S.D.	1237.22	468.14	595.04	307.31	5.62
Skewness	5.65	4.32	3.36	4.49	1.46
Max	12461.00	3732.79	4951.00	2837.01	38.00
0.90	2267.80	857.60	1250.20	597.84	19.20
0.75	1249.00	519.47	722.75	317.22	14.00
0.50	728.00	317.13	383.00	173.48	11.00
0.25	413.00	169.60	204.75	94.17	8.00
0.10	219.20	99.05	107.40	49.37	6.00
Min	64.00	25.33	9.00	3.50	3.00

Top-10% scholars

CT		OWCT		CM5		OWCM5		H-Index	
Rucker, D. D.	12461	Rucker, D. D.	3733	Berger, J.	4951	Berger, J.	2837	Rucker, D. D.	38
Berger, J.	5599	Berger, J.	3493	White, K.	2333	White, K.	1226	Tormala, Z.	31
White, K.	3731	White, K.	1564	Reczek, R. W.	2194	Thomson, M.	1098	Berger, J.	28
Tormala, Z.	3453	Alter, A.	1306	Rucker, D. D.	2106	Aggarwal, P. J.	995	Newman, G.	28
Schreier, M.	3114	Tormala, Z.	1282	Thomson, M.	1960	Rucker, D. D.	892	White, K.	26
Plassmann, H.	2886	Thomson, M.	1152	Stephen, A. T.	1834	Lamberton, C.	828	Morewedge, C. K.	25
John, L.	2769	Morewedge, C. K.	1101	Duhachek, A.	1813	Stephen, A. T.	781	Pandelaere, M.	24
Morewedge, C. K.	2714	Plassmann, H.	1037	Argo, J. J.	1726	Bardhi, F.	749	Haws, K. L.	23
Reczek, R. W.	2697	Aggarwal, P. J.	1034	Lamberton, C.	1721	Giesler, M.	739	Reczek, R. W.	22
Stephen, A. T.	2572	John, L.	1009	Morales, A.	1650	Reczek, R. W.	720	Argo, J. J.	22
Newman, G.	2548	Schreier, M.	978	Winterich, K. P.	1589	Argo, J. J.	695	Stephen, A. T.	21
Mead, N.	2485	Newman, G.	955	Grohmann, B.	1405	Winterich, K. P.	690	Winterich, K. P.	21
Cheema, A.	2477	Stephen, A. T.	932	Labroo, A. A.	1321	Duhachek, A.	689	Duhachek, A.	21
Alter, A.	2410	Lamberton, C.	873	Aggarwal, P. J.	1310	Humphreys, A.	687	Alter, A.	21
Grohmann, B.	2311	Bardhi, F.	866	Haws, K. L.	1260	Labroo, A. A.	616	Patrick, V.	20
Duhachek, A.	2257	Reczek, R. W.	855	Arsel, Z.	1246	Haws, K. L.	590	Plassmann, H.	19
								Schreier, M.	

Seniority Level 3: 21 – 30 years

Table 2. JCR/JCP ERB Members' Citation-Based Metrics (N = 77)

Statistics	Total Number of Citations (CT)	Authorship-adjusted Total Number of Citations, Assuming Ordered Authorship (OWCT)	Number of Citations of Top Marketing Publications (CM5)	Authorship-adjusted Number of Citations of Top Marketing Publications, Assuming Ordered Authorship (OWCM5)	H-Index
Mean	2703.38	1194.66	1648.22	799.53	18.53
S.D.	2770.43	1112.59	1456.84	792.98	8.52
Skewness	3.47	2.23	1.52	1.91	2.08
Max	18923.00	5885.58	6313.00	3824.50	62.00
0.90	5490.20	2551.39	3980.20	1906.00	29.00
0.75	3149.00	1406.02	2265.50	1062.40	23.00
0.50	1878.00	802.60	1150.00	499.97	17.00
0.25	1270.50	526.13	562.00	274.67	13.00
0.10	603.40	305.94	286.20	153.63	9.80
Min	380.00	175.83	69.00	25.60	7.00

Top-10% scholars

CT		OWCT		CM5		OWCM5		H-Index	
Vohs, K.	18923	Vohs, K.	5886	Bhattacharya, C.	6313	Thompson, C.	3824	Vohs, K.	62
Bhattacharya, C.	11803	Bhattacharya, C.	5094	Thompson, C.	5932	Kozinets, R. V.	3325	Dahl, D. W.	40
Sen, S.	9997	Thompson, C.	4028	Dhar, R.	5799	Dhar, R.	2891	Dhar, R.	38
Dhar, R.	6874	Kozinets, R. V.	3769	Kozinets, R. V.	4869	Escalas, J. E.	2762	Pauwels, K.	32
Thompson, C.	6356	Sen, S.	3684	Rindfleisch, A.	4864	Bhattacharya, C.	2712	Pham, M. T.	29
Kozinets, R. V.	5870	Dhar, R.	3387	Dahl, D. W.	4748	Sen, S.	2289	Shiv, B.	29
Dahl, D. W.	5635	Escalas, J. E.	3145	Sen, S.	4681	Rindfleisch, A.	2224	Raghubir, P.	29
Lee, A. Y.	5454	Lee, A. Y.	2403	Escalas, J. E.	3805	Chernev, A.	1827	Shrum, L.J.	29

Seniority Level 4: 31 years and above

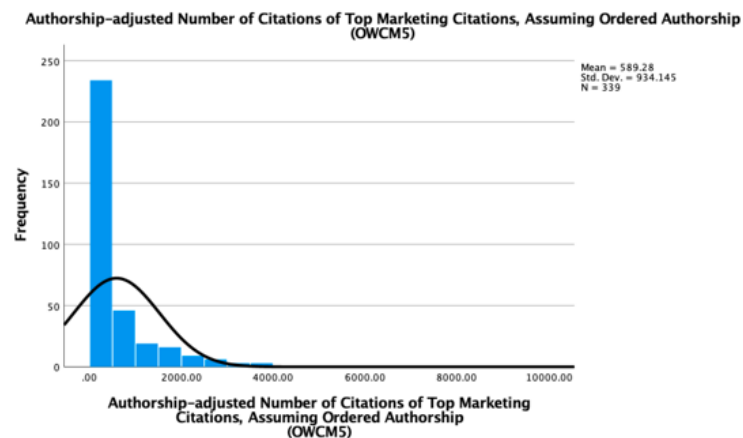### Table 2. JCR/JCP ERB Members' Citation-Based Metrics (N = 54)
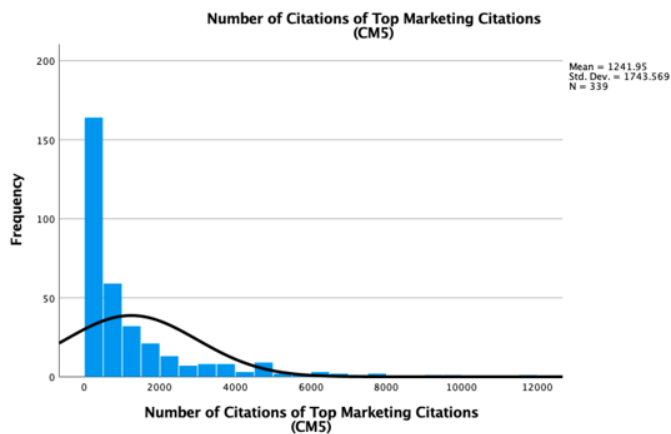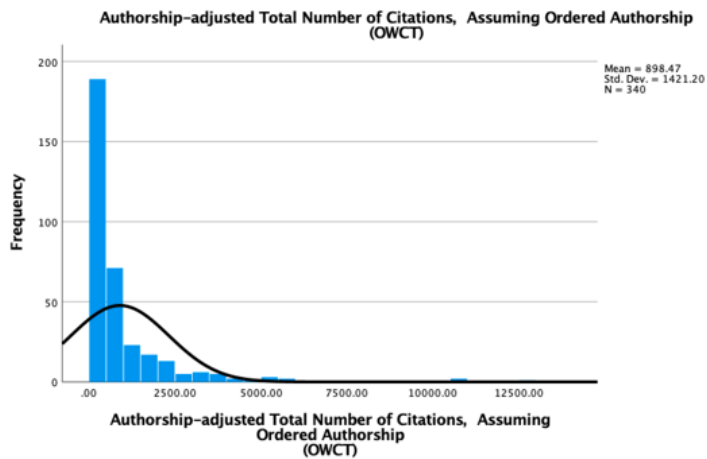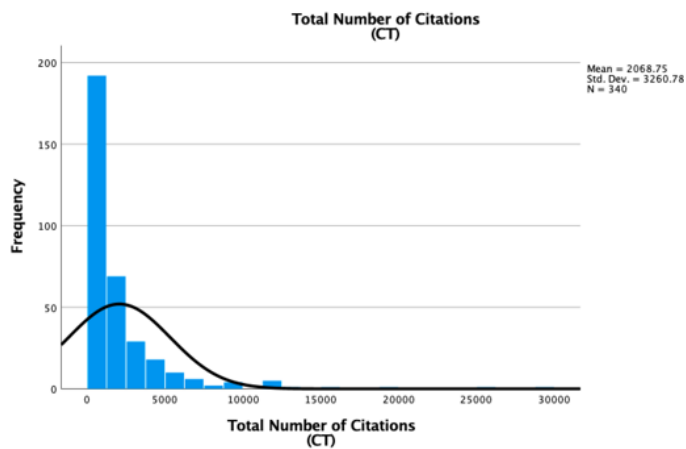
Statistics	Total Number of Citations (CT)	Authorship-adjusted Total Number of Citations, Assuming Ordered Authorship (OWCT)	Number of Citations of Top Marketing Publications (CM5)	Authorship-adjusted Number of Citations of Top Marketing Publications, Assuming Ordered Authorship (OWCM5)	H-Index
Mean	5906.04	2598.10	3660.04	1735.65	27.94
S.D.	5521.97	2482.18	2566.20	1549.28	13.47
Skewness	2.66	2.53	1.05	2.81	1.80
Max	29786.00	12603.52	11964.00	9615.17	81.00
0.90	11909.00	5163.77	7292.50	3505.87	43.50
0.75	6839.00	2844.63	4955.25	2093.37	34.50
0.50	4370.00	2017.47	3470.50	1522.37	25.00
0.25	2801.75	1074.08	1599.50	706.25	18.00
0.10	1489.00	701.02	794.00	278.62	13.50
Min	756.00	302.23	127.00	50.80	11.00

Top-10% scholars

CT		OWCT		CM5		OWCM5		H-Index	
Petty, R.	29786	Belk, R. W.	12604	Belk, R. W.	11964	Belk, R. W.	9615	Petty, R.	81
Schwarz, N.	26156	Petty, R.	10580	Lynch, J.	9961	Richins, M.	5308	Schwarz, N.	70
Belk, R. W.	16239	Schwarz, N.	10505	Lehmann, D. R.	9014	Simonson, I.	4128	Lehmann, D. R.	53
Lynch, J.	12725	Richins, M.	5622	Bettman, J. R.	7572	Lynch, J.	3748	Bettman, J. R.	45
Lehmann, D. R.	12014	Bettman, J. R.	5201	Arnould, E. J.	7511	Bettman, J. R.	3617	Netemeyer, R. G.	44

Note: Most of the data were recorded between January and March 2022, except for 23 of the 340 researchers whose data were recorded in Spring 2023. For these researchers, the citation counts as of March 2022 were approximated retrospectively by taking one quarter of their total citations for 2022.

Web Appendix 5: Distributions of Citation-based Metrics across JCR/JCP Board Members (N = 340)

Total Number of Citations (CT)

Mean = 2068.75
Std. Dev. = 3260.78
N = 340

Authorship-adjusted Total Number of Citations, Assuming Ordered Authorship (OWCT)

Mean = 898.47
Std. Dev. = 1421.20
N = 340

Number of Citations of Top Marketing Citations (CM5)

Mean = 1241.95
Std. Dev. = 1743.569
N = 339

Authorship-adjusted Number of Citations of Top Marketing Citations, Assuming Ordered Authorship (OWCM5)

Mean = 589.28
Std. Dev. = 934.145
N = 339

H_index_calculated (H-index)

Mean = 15.09
Std. Dev. = 10.31
N = 340

Web Appendix 6a: Raw Correlations among Metrics

Correlations among Main Productivity and Citation Metrics (unadjusted for authorship)

	QT	QM5	QJCR	CT	CM5	PI	MPI	PIM5	MPIM5	H-index	Peer Esteem	Seniority
Total Number of Publications (QT)	1	.594***	.476***	.874***	.538***	.110*	.123*	0.067	0.096+	.930***	.410***	.546***
Total Number of Top-5 Marketing Publications (QM5)		1	.829***	.533***	.729***	0.051	0.072	-0.019	0.004	.735***	.624***	.599***
Total Number of JCR Publications (QJCR)			1	.465***	.672***	0.062	0.073	-0.002	0.013	.615***	.676***	.531***
Total Number of Citations (CT)				1	.738***	.287***	.306***	.209***	.244***	.877***	.476***	.591***
Total Number of Top-5 Marketing Citations (CM5)					1	.309***	.331***	.240***	.273***	0.698***	.619***	.703***
P-index (PI)						1	.951***	.881***	.851***	.199***	.098+	0.088
P-Index median (MPI)							1	.820***	.830***	.219***	.116*	0.121*
P-index of Top-5 Marketing Publications (PIM5)								1	.956***	.124*	0.073	0.018
P-index median of Top-5 Marketing Publications (MPIM5)									1	.158**	0.096+	0.051
H-index										1	.495***	.682***
Peer Esteem											1	.353***
Seniority												1

Note. + p < .10, * p < .05, ** p < .01, *** p < .001

Correlations among Main Productivity and Citation Metrics (adjusted for authorship)

	OWQT	OWQM5	OWQJCR	OWCT	OWCM5	OWPI	OWPIM5	H-index	Peer Esteem	Seniority
Authorship-adjusted Number of Publications (OWQT)	1	.641***	.523***	.825***	.593***	.105+	0.062	.905***	.472***	.602***
Authorship-adjusted Number of Top Marketing Publications (OWQM5)		1	.829***	.574***	.714***	0.07	-0.008	.673***	.611***	.608***
Authorship-adjusted Number of JCR Publications (OWQJCR)			1	.551***	.727***	0.093	0.019	.510***	.610***	.510***
Authorship-adjusted Total Number of Citations, (OWCT)				1	.832***	.309***	.225***	.812***	.519***	.608***
Authorship-adjusted Number of Citations of Top Marketing Citations (OWCM5)					1	.316***	.251***	0.601***	.578***	.635***
Authorship-adjusted P-Index, (OWPI)						1	.880***	.200***	.115*	0.092+
Authorship-adjusted P-Index of Top Marketing Publications (OWPIM5)							1	.124*	0.091+	0.019
H-index								1	.495***	.682***
Peer Esteem									1	.353***
Seniority										1

Note. + p <.10, * p < .05, ** p < .01, *** p < .001

Web Appendix 6b: Partial Correlations among Metrics, Controlling for Seniority

Correlations Among Main Productivity and Citation Metrics (unadjusted for authorship)

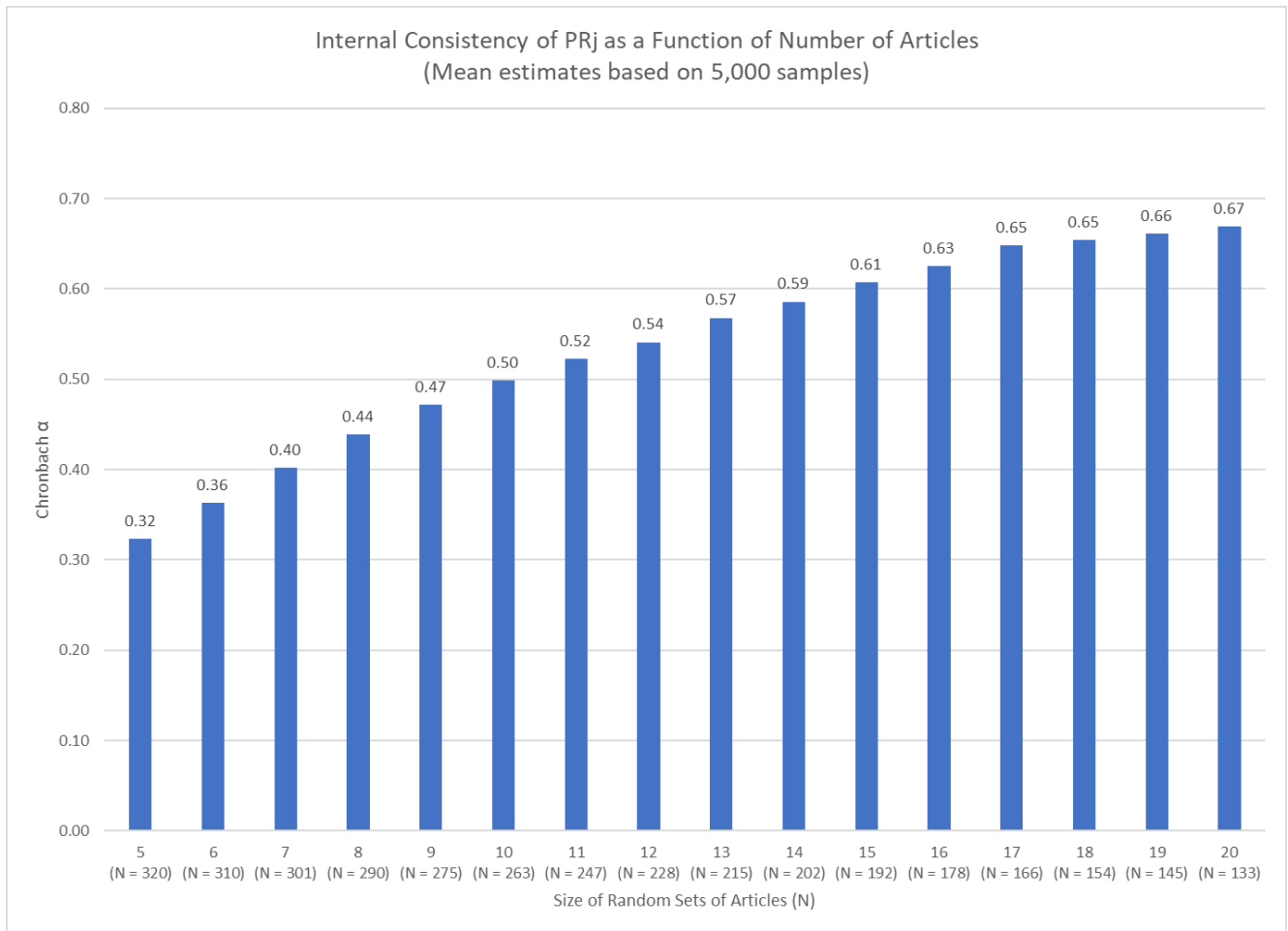|	QT	QM5	QJCR	CT	CM5	PI	MPI	PIM5	MPIM5	H-index	Peer Esteem
Total Number of Publications (QT)	1	.396***	.265***	.817***	.251***	0.069	0.061	0.062	0.075	.912***	.279***
Total Number of Top-5 Marketing Publications (QM5)		1	.753***	.274***	.540***	-0.016	-0.01	-0.035	-0.029	.558***	.556***
Total Number of JCR Publications (QJCR)			1	.223***	.497***	0.007	0.003	-0.015	-0.017	.408***	.619***
Total Number of Citations (CT)				1	.559***	.293***	.291***	.251***	.269***	.807***	.356***
Total Number of Top-5 Marketing Citations (CM5)					1	.360***	.356***	.338***	.348***	.416***	.563***
P-index (PI)						1	.948***	.889***	.854***	.179**	0.081
P-Index median (MPI)							1	.819***	.826***	.175**	0.088
P-index of Top-5 Marketing Publications (PIM5)								1	.954***	.143*	0.084
P-index median of Top-5 Marketing Publications (MPIM5)									1	.161**	0.095+
H-index										1	.380***
Peer Esteem											1

Note. + $p < .10$, * $p < .05$, ** $p < .01$, *** $p < .001$

Correlations among Main Productivity and Citation Metrics (adjusted for authorship)

	OWQT	OWQM5	OWQJCR	OWCT	OWCM5	OWPI	OWPIM5	H-index	Peer Esteem
Authorship-adjusted Number of Publications (OWQT)	1	.433***	.318***	.726***	.336***	0.067	0.059	.852***	.350***
Authorship-adjusted Number of Top Marketing Publications (OWQM5)		1	.760***	.332***	.535***	0.017	-0.024	.445***	.538***
Authorship-adjusted Number of JCR Publications (OWQJCR)			1	.356***	.607***	0.043	0.012	.259***	.537***
Authorship-adjusted Total Number of Citations, (OWCT)				1	.726***	.332***	.278***	.687***	.410***
Authorship-adjusted Number of Citations of Top Marketing Citations (OWCM5)					1	.355***	.326***	0.295***	.492***
Authorship-adjusted P-Index (OWPI)						1	.890***	.178**	.100+
Authorship-adjusted P-Index of Top Marketing Publications (OWPIM5)							1	.140*	0.102+
H-index								1	.380***
Peer Esteem									1

Note. + p <.10, * p < .05, ** p < .01, *** p < .001

Web Appendix 7: Internal Consistency of PRj Scores

Internal Consistency of PRj as a Function of Number of Articles
(Mean estimates based on 5,000 samples)

Size of Random Sets of Articles (N)	Chronbach α
5 (N = 320)	0.32
6 (N = 310)	0.36
7 (N = 301)	0.40
8 (N = 290)	0.44
9 (N = 275)	0.47
10 (N = 263)	0.50
11 (N = 247)	0.52
12 (N = 228)	0.54
13 (N = 215)	0.57
14 (N = 202)	0.59
15 (N = 192)	0.61
16 (N = 178)	0.63
17 (N = 166)	0.65
18 (N = 154)	0.65
19 (N = 145)	0.66
20 (N = 133)	0.67

Web Appendix 8: Correlation between *p*-Index of First k Publications and p-Index of Next k Publications

	N	*p*-Index (based on mean PR$_j$)	Alternative *p*-Index (based on median PR$_j$)
First 5 publications vs. Next 5	263	.420***	.331***
First 6 publications vs. Next 6	228	.434***	.379***
First 7 publications vs. Next 7	202	.428***	.323***
First 8 publications vs. Next 8	178	.507***	.419***
First 9 publications vs. Next 9	154	.498***	.400***
First 10 publications vs. Next 10	133	.543***	.436***

Web Appendix 9: Table 3'—JCR/JCP ERB Members' P-Index Statistics and Peer Esteem Scores by Cohort

Seniority Level 1: 10 years and below

Table 3. JCR/JCP ERB Members' P-Index Metrics, TOP MKT P-Index Metrics, and Peer Esteem Scores (N = 52)

Statistics	P-Index (PI)	Authorship-adjusted P-Index, Assuming Ordered Authorship (OWPI)	P-index of Top Marketing Publications (PIM5)	Authorship-adjusted P-Index of Top Marketing Publications, Assuming Ordered Authorship (OWPIM5)	Frequency of Mentions in 2020 Esteem Survey
Mean	51.01	50.97	54.75	55.22	0.38
S.D.	18.47	19.16	21.25	21.26	0.80
Skewness	0.58	0.55	0.26	0.19	2.09
Max	97.01	97.01	97.01	97.01	3.00
0.90	79.24	78.86	87.80	88.15	2.00
0.75	61.71	64.89	68.55	69.86	0.00
0.50	46.88	45.51	50.09	52.76	0.00
0.25	39.07	37.31	42.95	41.27	0.00
0.10	29.44	29.23	30.19	29.37	0.00
Min	16.46	16.46	15.65	14.35	0.00

				Top-10% scholars					
	PI		OWPI		PIM5		OWPIM5		Esteem Survey Mentions
Babic Rosario, A.	97.0	Babic Rosario, A.	97.0	Babic Rosario, A.	97.0	Babic Rosario, A.	97.0	Melumad, S.	3
Ward, A.	89.1	Ward, A.	89.6	Dolbec, P.	94.5	Dolbec, P.	94.5	Huang, S.	3
Kristofferson, K.	88.2	Kristofferson, K.	89.0	Wang, Y.	89.6	Wang, Y.	90.6	Barasch, A.	2
Luangrath, A.	83.0	Wang, Y.	84.3	Woolley, K.	88.6	Kristofferson, K.	89.0	Sussman, A.	2
Wang, Y.	79.7	Dolbec, P.	79.0	Kristofferson, K.	88.2	Woolley, K.	88.6	Liu, P.	2
								Tully, S.	

Seniority Level 2: 11 – 20 years

Table 3. JCR/JCP ERB Members' P-Index Metrics, TOP MKT P-Index Metrics, and Peer Esteem Scores (N = 157)

Statistics	P-Index (PI)	Authorship-adjusted P-Index, Assuming Ordered Authorship (OWPI)	P-index of Top Marketing Publications (PIM5)	Authorship-adjusted P-Index of Top Marketing Publications, Assuming Ordered Authorship (OWPIM5)	Frequency of Mentions in 2020 Esteem Survey
Mean	49.90	49.34	52.97	52.74	0.79
S.D.	14.31	15.17	17.78	18.85	2.03
Skewness	0.03	0.18	-0.17	-0.09	4.66
Max	86.73	91.35	98.63	98.63	16.00
0.90	68.05	69.55	74.57	77.16	3.00
0.75	59.29	59.97	66.05	68.04	1.00
0.50	50.40	48.29	53.14	53.10	0.00
0.25	40.90	38.44	42.26	40.86	0.00
0.10	31.36	27.90	28.42	26.75	0.00
Min	13.33	14.59	3.72	3.83	0.00

				Top-10% scholars					
	PI		OWPI		PIM5		OWPIM5		Esteem Survey Mentions
Arsel, Z.	86.7	Arsel, Z.	91.4	Mead, N.	98.6	Mead, N.	98.6	Berger, J.	16
Bardhi, F.	82.0	Bardhi, F.	86.5	Scaraboto, D.	96.3	Scaraboto, D.	94.4	Rucker, D. D.	13
Schreier, M.	81.6	Giesler, M.	83.1	Grohmann, B.	93.7	Arsel, Z.	91.4	Lamberton, C.	6
Giesler, M.	80.1	Schreier, M.	82.2	Bardhi, F.	92.9	Bardhi, F.	90.3	White, K.	5
Li, Y.	79.4	Li, Y.	79.1	Plassmann, H.	92.9	Canniford, R.	87.6	Winterich, K. P.	5
Plassmann, H.	77.8	Dubois, D.	79.0	John, L.	91.2	Plassmann, H.	84.7	Keinan, A.	5
Dubois, D.	77.6	Plassmann, H.	78.4	Arsel, Z.	90.7	John, L.	84.4	Spiller, S.	5
Canniford, R.	74.3	Luedicke, M.	77.1	Dubois, D.	89.7	Basil, D.	83.8	Botti, S.	5
Fuchs, C.	73.7	Williams, L.	75.7	Stephen, A. T.	88.3	Stephen, A. T.	83.6	Argo, J. J.	4
Williams, L.	72.9	Fuchs, C.	73.2	Canniford, R.	88.3	Giesler, M.	83.2	Urminsky, O. W.	4
Deng, X.	69.8	Humphreys, A.	71.8	Thomson, M.	86.3	Gneezy, A.	81.0	Hamilton, R.	4
Luedicke, M.	69.6	Scaraboto, D.	70.9	Newman, G.	86.3	Dubois, D.	80.7	Stephen, A. T.	3
Humphreys, A.	69.2	Deng, X.	70.8	Chaplin, L. N.	85.5	Grohmann, B.	80.0	Ordabayeva, N.	3
Ferraro, R.	68.7	Ferraro, R.	70.1	Bollinger, B.	84.4	Bollinger, B.	79.3	Reczek, R. W.	3
Keinan, A.	68.3	Keinan, A.	69.7	Giesler, M.	84.3	Mende, M.	77.2	Tormala, Z.	3
Mead, N.	68.0	Aggarwal, P. J.	69.5	Basil, D.	83.8	Thomson, M.	77.1	Puntoni, S.	3

Seniority Level 3: 21 – 30 years

Table 3. JCR/JCP ERB Members' P-Index Metrics, TOP MKT P-Index Metrics, and Peer Esteem Scores (N = 77)
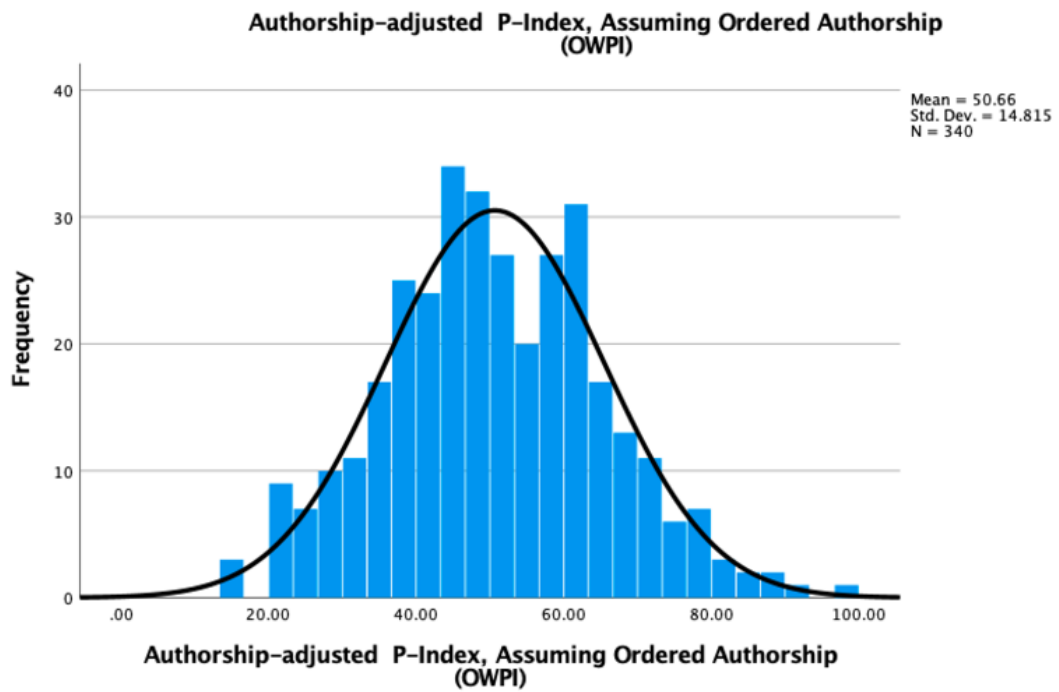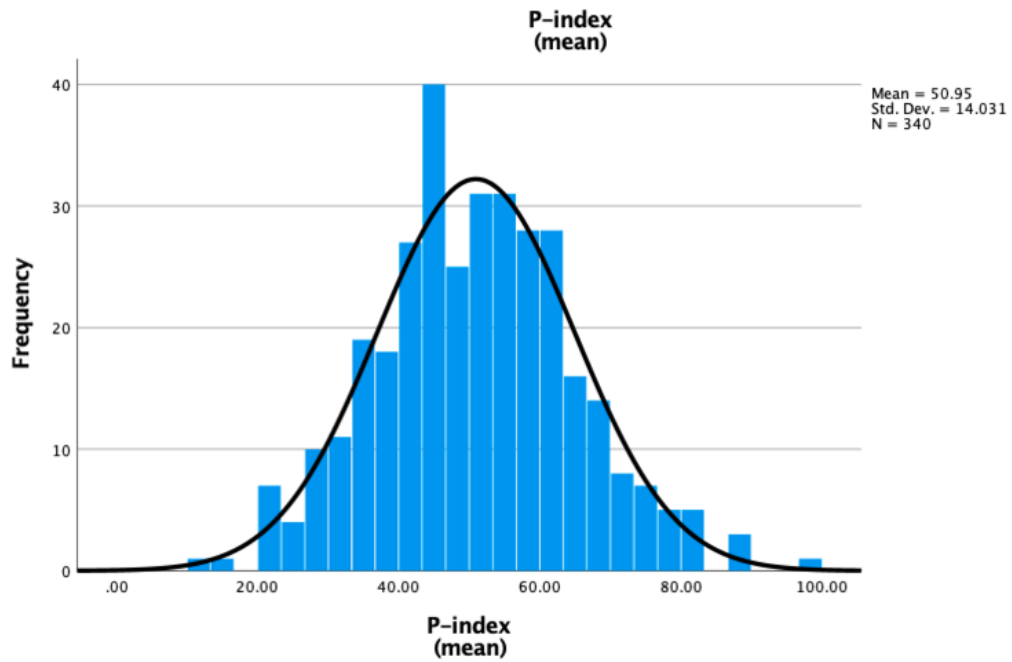
Statistics	P-Index (PI)		Authorship-adjusted P-Index, Assuming Ordered Authorship (OWPI)		P-index of Top Marketing Publications (PIM5)		Authorship-adjusted P-Index of Top Marketing Publications, Assuming Ordered Authorship (OWPIM5)		Frequency of Mentions in 2020 Esteem Survey	
Mean	50.41		50.35		52.57		52.59		1.68	
S.D.	11.67		12.42		15.34		16.12		3.73	
Skewness	0.23		0.09		0.08		0.10		4.00	
Max	76.28		75.40		88.84		89.72		22.00	
0.90	66.52		67.03		72.58		74.68		4.20	
0.75	59.78		60.83		64.55		62.49		2.00	
0.50	48.57		49.36		50.81		51.53		0.00	
0.25	41.61		40.60		42.18		42.10		0.00	
0.10	34.92		34.60		32.66		30.67		0.00	
Min	29.25		26.35		15.84		15.33		0.00	
			Top-10% scholars							
	PI		OWPI		PIM5		OWPIM5		Esteem Survey Mentions	
	Bhattacharya, C.	76.3	Kozinets, R. V.	75.4	Eckhardt, G.	88.8	Brakus, J.	89.7	Dahl, D. W.	22
	Kozinets, R. V.	74.2	Bhattacharya, C.	73.4	Brakus, J.	85.0	Eckhardt, G.	88.7	Pham, M. T.	20
	Thompson, C.	73.6	Escalas, J. E.	73.2	Bhattacharya, C.	78.5	Bhattacharya, C.	84.5	Thompson, C.	9
	Campbell, M. C.	70.5	Rindfleisch, A.	71.4	Thompson, C.	77.7	Kozinets, R. V.	78.2	Chandon, P.	8
	Eckhardt, G.	70.5	Thompson, C.	70.9	Kozinets, R. V.	76.9	Rindfleisch, A.	77.7	Dhar, R.	7
	Rindfleisch, A.	67.9	Campbell, M. C.	70.7	Rindfleisch, A.	74.6	Thompson, C.	77.6	Johar, G. V.	6
	Wong, N.	67.3	Peck, J.	69.2	Wong, N.	73.0	Escalas, J. E.	75.6	Meyvis, T.	5
	Wertenbroch, K.	66.3	Crockett, D.	66.5	Peck, J.	72.5	Wertenbroch, K.	74.5	Campbell, M. C.	4
									Lee, A. Y.	
									Van Osselaer, S. M.J.	

Seniority Level 4: 31 years and above

Table 3. JCR/JCP ERB Members' P-Index Metrics, TOP MKT P-Index Metrics, and Peer Esteem Scores (N = 54)

Statistics	P-Index (PI)		Authorship-adjusted P-Index, Assuming Ordered Authorship (OWPI)		P-index of Top Marketing Publications (PIM5)		Authorship-adjusted P-Index of Top Marketing Publications, Assuming Ordered Authorship (OWPIM5)		Frequency of Mentions in 2020 Esteem Survey	
Mean	54.70		54.68		56.49		56.62		4.28	
S.D.	10.73		11.41		12.76		13.21		7.76	
Skewness	-0.43		-0.38		-0.33		-0.12		3.51	
Max	81.79		82.94		84.11		84.80		46.00	
0.90	68.34		68.07		73.68		74.36		12.50	
0.75	61.00		61.87		65.19		63.52		5.25	
0.50	56.84		55.17		57.31		57.98		1.00	
0.25	48.61		47.40		50.27		46.63		0.00	
0.10	39.27		38.71		39.36		38.73		0.00	
Min	26.75		25.84		23.78		27.74		0.00	
			Top-10% scholars							
	PI		OWPI		PIM5		OWPIM5		Esteem Survey Mentions	
	Richins, M.	81.8	Richins, M.	82.9	Richins, M.	84.1	Richins, M.	85.2	Lynch, J.	46
	Arnould, E. J.	71.0	Price, L.	73.6	Batra, R.	77.0	Batra, R.	79.6	Belk, R. W.	22
	Batra, R.	70.9	Batra, R.	72.1	Goulding, C.	76.3	Price, L.	76.6	Bettman, J. R.	21
	Price, L.	70.3	Hoffman, D.	70.7	Fischer, E.	76.0	Goulding, C.	76.3	Janiszewski, C.	15
	Kirmani, A.	69.1	Kirmani, A.	69.7	Price, L.	75.8	Fischer, E.	74.6	Simonson, I.	13

Web Appendix 10: Distribution of p-Index Scores

Distribution of p-Index for all Publications (PI) across all JCR/JCP Board Members (N = 340)

P-index (mean)

Mean = 50.95
Std. Dev. = 14.031
N = 340

Authorship-adjusted P-Index, Assuming Ordered Authorship (OWPI)

Mean = 50.66
Std. Dev. = 14.815
N = 340

Distribution of p-Index for Top Marketing Publication (PIM5) across all JCR/JCP Board Members (N = 340)

P–index of Top Marketing Publications
(mean)

Mean = 53.71
Std. Dev. = 17.131
N = 339

Authorship–adjusted P-Index of Top Marketing Publications, Assuming Ordered Authorship
(OWPIM5)

Mean = 53.70
Std. Dev. = 17.869
N = 339

Web Appendix 11: Negative Binomial Regressions of Peer Esteem as a Function of Productivity and Impact (N = 340)

Model 1A

Parameter	DF	Estimate	Standard Error	Wald Chi-Square	Pr > ChiSq
Intercept	1	-1.3428	0.2756	23.74	<.0001
QT	1	0.0277	0.0095	8.54	0.0035
CT	1	0.0001	0.0001	4.67	0.0308
Seniority	1	0.0099	0.0138	0.51	0.4746
Dispersion	1	2.4977	0.3728		
				BIC	921.4334

Model 1B

Parameter	DF	Estimate	Standard Error	Wald Chi-Square	Pr > ChiSq
Intercept	1	-1.381	0.2424	32.46	<.0001
QM5	1	0.0942	0.0145	42.02	<.0001
CM5	1	0.0002	0.0001	5.3	0.0214
Seniority	1	-0.0123	0.012	1.05	0.3046
Dispersion	1	1.4478	0.275		
				BIC	871.7016

Model 2A

Parameter	DF	Estimate	Standard Error	Wald Chi-Square	Pr > ChiSq
Intercept	1	-1.8231	0.2275	64.21	<.0001
QT	1	-0.0317	0.0118	7.18	0.0074
HI	1	0.1773	0.0295	36.23	<.0001
Seniority	1	-0.0165	0.0128	1.66	0.1981
Dispersion	1	1.9100	0.3199		
				BIC	895.8894

Model 2B

Parameter	DF	Estimate	Standard Error	Wald Chi-Square	Pr > ChiSq
Intercept	1	-1.7146	0.2142	64.06	<.0001
QM5	1	0.0925	0.0159	33.9	<.0001
HI	1	0.0321	0.0152	4.44	0.0351
Seniority	1	-0.0089	0.0116	0.59	0.4415
Dispersion	1	1.4798	0.2742		
				BIC	872.0386

Model 3A

Parameter	DF	Estimate	Standard Error	Wald Chi-Square	Pr > ChiSq
Intercept	1	-2.215	0.4732	21.91	<.0001
QT	1	0.0406	0.0078	27.41	<.0001
PI	1	0.0117	0.0083	1.96	0.1618
Seniority	1	0.023	0.0125	3.4	0.0651
Dispersion	1	2.5638	0.3799		
				BIC	924.5272

Model 3B

Parameter	DF	Estimate	Standard Error	Wald Chi-Square	Pr > ChiSq
Intercept	1	-2.5434	0.3963	41.18	<.0001
QM5	1	0.1149	0.0127	81.48	<.0001
PIM5	1	0.0162	0.0061	6.94	0.0084
Seniority	1	-0.0004	0.0104	0	0.9696
Dispersion	1	1.4440	0.27		
				BIC	870.4553

Model 4

Parameter	DF	Estimate	Standard Error	Wald Chi-Square	Pr > ChiSq
Intercept	1	-2.4426	0.3954	38.15	<.0001
QM5	1	0.099	0.0155	40.97	<.0001
HI	1	0.0245	0.0143	2.92	0.0873
PIM5	1	0.0139	0.0062	4.96	0.026
Seniority	1	-0.009	0.0114	0.62	0.4306
Dispersion	1	1.3851	0.2638		
				BIC	872.9417

Model 5

Parameter	DF	Estimate	Standard Error	Wald Chi-Square	Pr > ChiSq
Intercept	1	-2.1304	0.4738	20.22	<.0001
QM5	1	0.1016	0.015	45.76	<.0001
CM5	1	0.0001	0.0001	2.14	0.1435
PIM5	1	0.0123	0.0066	3.48	0.0619
Seniority	1	-0.0095	0.012	0.64	0.4245
Dispersion	1	1.3896	0.2671		
				BIC	874.0307

Web Appendix 12: Authorship-adjusted Quadrant Analysis of Marketing Productivity vs. *p*-Index

Productivity vs. *p*-Index of JCR/JCP Board Members with 5+ Top Marketing Publications before 2020 (N = 250)
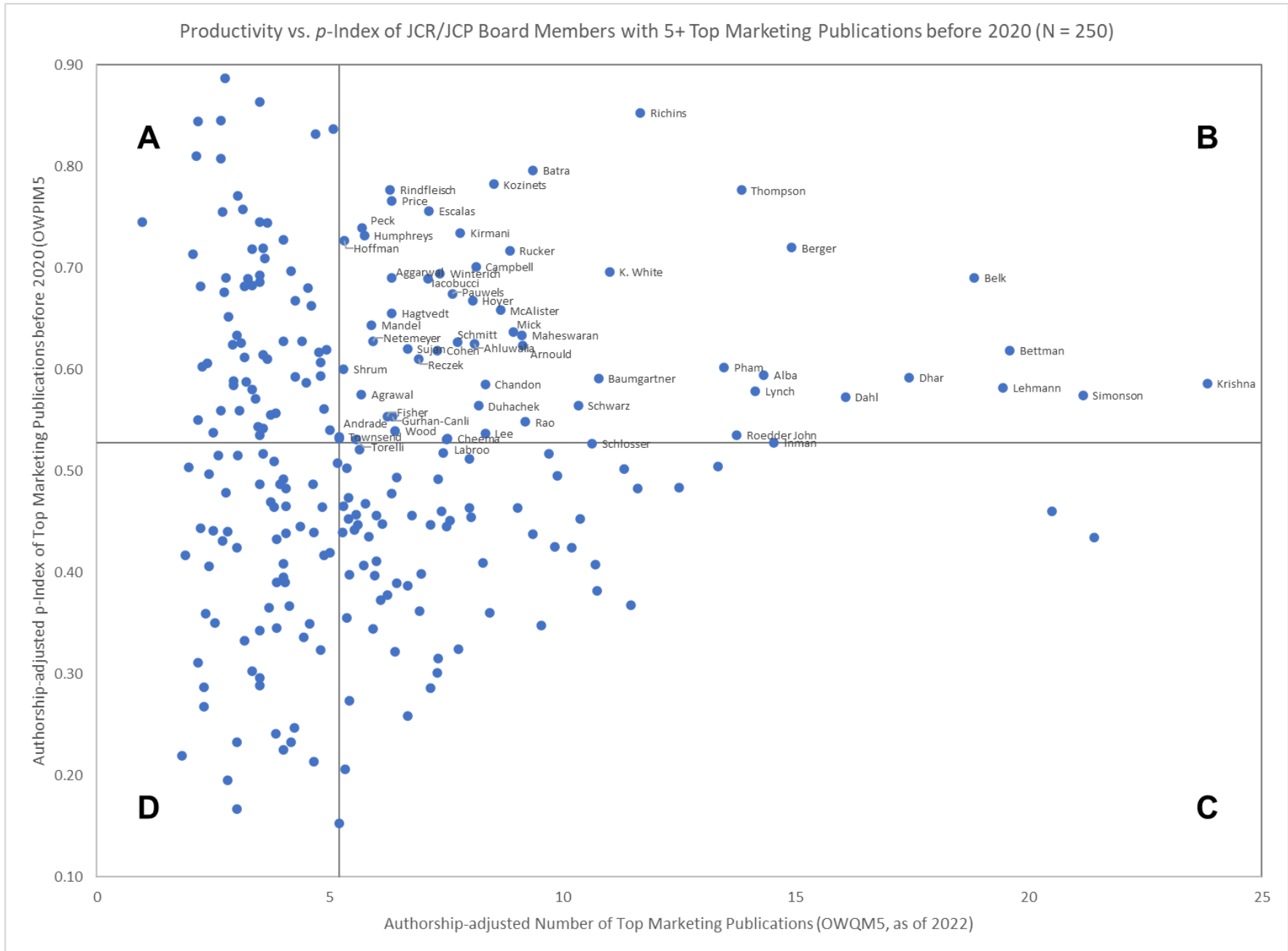
Web Appendix 13: Miscellaneous Questions and Answers about the *p*-Index

1. Should the p-Index be based on the mean or median percentile rank? Does is make much difference?

Both the mean and the median percentile rank of a researcher's articles make sense as a summary of the researcher's profile of scholarship. In theory, one advantage of using the median over the average is that it should make the measure less sensitive to outlier publications with extremely low or extremely high rank. In addition, the median is a more appropriate summary statistic if distribution is significantly skewed. In practice, however, we found that a large majority of the researchers in our sample have symmetric distributions of percentile ranks (PRjs), with 70.2% having skewness coefficients between -0.50 and +0.50. Of the rest, 20% had negatively skewed distributions of PRjs and 9.7% had positively skewed distributions. Moreover, because PRjs are naturally bounded between 0 and 1, outliers do not distort as much as they do for measures such as citation counts that are unbounded.

On the other hand, the median PRj can be unstable if the number of publications is limited. It is generally accepted that if a parent population is normally distributed, sample means should have smaller standard errors than sample medians. Given that most researchers in our sample have symmetric rather than skewed distributions of percentile ranks, one might expect that this principle would generally apply to the researchers' PRjs. To test this, we estimated the standard errors of median PRjs and mean PRjs by conducting a bootstrapping analysis of every researcher's distribution of PRjs. Consistent with the above-mentioned theoretical principle, we found that, on average, mean PRjs have standard errors that are 30–40% smaller than median PRjs. Therefore, the mean PRj generally provides a more stable estimate of the central tendency of a researcher's distribution of PRjs across articles. This is the reason why, in the paper, we present the *p*-index based on the mean PRj.

In our data, there was a .95 correlation between the mean-based and median-based versions of the p-index both for total publications (PI) and top marketing publications (PIM5). Most of the results reported in the paper were essentially the same with the two versions of the index. However, when using the PI of the first X publications to predict the PI of the next X publications, the mean-based version of the index was a stronger predictor, most likely because a median-based PI tends to be less stable, especially with a limited number of publications.

2. Is the p-Index reliable for consumer researchers who are more representative than those appointed to the editorial boards of JCR and JCP?

To investigate this issue, we conducted a small follow-up study (N = 50). As the primary conference in the field, the annual *Association for Consumer Research* conference attracts a broad representation of consumer researchers. The 2019 ACR conference in Atlanta—the last in-person conference before the pandemic—attracted more than 1,200 participants from 41 different countries and featured the work of more than 1,500 researchers (including co-authors). From this list of 1,500 researchers, we randomly selected 50, excluding current members of the editorial boards of *JCR/JCP* and researchers who were graduate students at the time. We then created a dataset of these researchers' publications using the same criteria as in the main study (e.g., publications indexed by WoS, excluding errata). Our analyses

show that more "representative" consumer researchers also exhibit PR_j that are internally consistent. However, their overall level of internal consistency is somewhat lower than that of the *JCR/JCP* board members in our sample, in part because they have fewer publications on average. As shown in the figure below, among the 30 researchers in this control sample with 5 or more publications, the average

Internal Consistency of PRj as a Function of Number of Articles
(Mean estiames based on 1,000 samples)
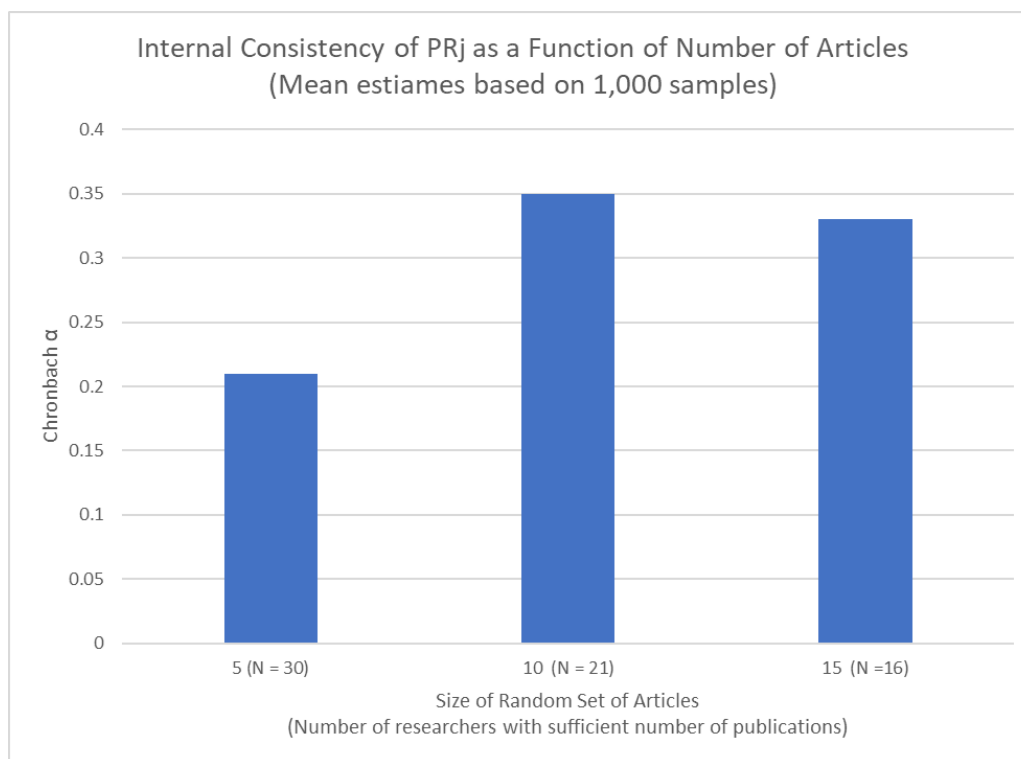
Cronbach's α for 5 publications was .21; among the 21 researchers with 10 or more publications, the average Cronbach's α for 10 publications was .35; and among the 16 researchers with 15 or more publications, the average Cronbach's α for 10 publications was .33. Therefore, the PI still picks up something stable among consumer researchers who are less selected than those in our main sample. However, the signal provided by the PI for more "regular" consumer researchers may be noisier, possibly because "average" researchers may have less defined research approaches than researchers who serve on major editorial boards.

3. **The *p*-Index is based on percentile ranks among articles published the same year. Wouldn't it be better to extend the window to, for example, three years?**

We believe that, conceptually, using a 1-year window is the preferable approach. Expanding the window to, say, 3 years (e.g., 2013–2015) introduces a bias whereby the more recent articles in a 3-year window (e.g., 2015) tend to be penalized in terms of citation rank relative to older articles (e.g., 2013). The bias is not necessarily strong but can be significant, especially with respect to more recent articles for which 1 or 2 years of citations can make a substantial difference. We investigated this issue by performing the following analysis.

We randomly selected a set of 200 articles published in *JCR* prior to 2020 (*JCR* being the primary outlet in which our sample published their work). The selection criteria were the same as for the dataset analyzed in the paper (e.g., we excluded editorials, errata, rejoinders, etc.). For each article selected (e.g., an article published in 2004), we tabulated the percentile rank of its WoS citations: (a) compared to other *JCR* articles published within the same year (2004, as in the standard *p*-index); (b) compared to articles

published in a 3-year window starting with the year of the article's publication (e.g., 2004-2005-2006); (c) compared to articles published in a 3-year window ending with the year of the article's publication (e.g., 2002-2003-2004); and (d) compared to articles published in a 3-year window balanced around the year of the article's publication (2003-2004-2005). We then performed a mixed-model analysis of (b), (c), and (d) in which the three percentile ranks per article were modeled as a function of a window-position fixed effect (beginning year, middle year, final year) and an article-specific random intercept.

The model confirmed that there was a significant effect of window position ($t = 9.70$, $p < .0001$), whereby, as one would expect, percentile ranks tended to be lower when the articles were compared to articles published in previous years than when they were compared to articles published in subsequent years. Within a 3-year window, each year of seniority had an average impact of 2.4 percentile points. Still, most of the variance was accounted for by the articles' random intercepts (intraclass correlation = .97). In other words, the article effect was much stronger than the time-window effect, the former accounting for almost all the variance. Our analyses additionally show that there is a .988 correlation between the percentile ranks computed based on same-year articles (as done in the paper) and the estimated article intercepts pooled across the three comparison windows, which could be regarded as a more accurate estimate of each article's "true" percentile value. In other words, even though we prefer to use a 1-year window in our analyses, using a 3-year window would likely not make much of a difference, provided that the relative seniority of the articles is adjusted, which complicates the computations considerably.

4. **Should the p-index be computed across all publications (or all top marketing publications), as reported in the article, or instead only across the researcher's top publications?**

There is logical merit to operationalizing the index based on a researcher's top publications. Such an operationalization would parallel what faculty promotion committees often do when they focus only on a candidate's best papers. However, computing the index only across the researcher's top publications produces a metric with a slightly different meaning than that of the standard *p*-index. The meaning of the alternative index is more akin to that of the *h*-index in that it is a measure of the cumulation of relatively highly cited articles. Moreover, the alternative index has its own problems. The first is that this creates a selection bias that favors researchers who publish a lot because the "top 5" papers of a researcher who has many publications (e.g., 40 publications in total) are bound to be more cited (and ranked higher) on average than the "top 5" papers of a researcher who has fewer publications (e.g., 15 publications in total). At the extreme, one could imagine a prolific researcher who publishes 100 articles, from which only 5 are real "hits" in terms of PRjs. This researcher would score high on the alternative index but would likely be unimpressive on the standard *p*-index, which would be a better reflection of this researcher's true propensity for thought leadership.

In our data, whereas the standard PI has a .11 correlation with the total number of publications (QT), we found that an index based on the researcher's five highest PRj in top marketing publications has a correlation of .40 with QT, which shows that the latter is more sensitive to the sheer productivity of the researcher. A related issue is that computing the index based only on the researcher's top publications creates a bias that favors more senior scholars who tend to have longer publication records. To illustrate: whereas the standard PI has a correlation of .09 with the number of years post PhD, the alternative index based on researchers' top 5 marketing publications has a correlation of .44 (almost five times as high). Finally, this alternative way of computing the index results in a metric that is understandably strongly correlated with the *h*-index (r = .54), whereas we intend the *p*-index to corral information that goes beyond that already provided by the *h*-index.