

Details of Analyses: Sample, Method, and Results

	Analysis of the Top-Tier Consumer Behavior Journals' Publication Records	Analysis of Peer Publication Records
Sample	N = 1,418 unique authors, across 884 articles, published between 8/2014 ¹ -3/2019 in <i>Journal of Consumer Research</i> , <i>Journal of Consumer Psychology</i> , and <i>Journal of Marketing Research</i> were analyzed. The sample is conservative, as it includes all professors at all ranks, and focuses only on those that publish in these top-tier journals (a small minority of the field).	N = 373 scholars reported in the DocSig annual report of job placements for 2013 (n=127), 2014 (n=136), and 2015 (n=110) were analyzed. The sample is conservative, as reporting tends to be largely from research/research intensive schools (70%), with teaching loads below (46%) or equivalent (23%) to UCF. Approximately 47% of the sample includes scholars identifying as researching consumer behavior, 26% modeling, 22% strategy, and the remainder "other".
Method	I recorded all authors of each article, in each issue, of each journal, in the abovementioned time-period. First authorship for each paper was also recorded (1=yes, 0 = no).	I recorded the publication records of all scholars in each of the 25 journals identified in the top-three tiers of journals in the department/college journal list (see Appendix B). First authorship for each paper was also recorded (1=yes, 0=no).
Analysis	I tabulated for each author the total number of publications and the total number of first-authored publications in the abovementioned time-period. In this time-period, I have three first authored publications in these journals.	I tabulated for each author the total number of publications and the total number of first authored publications. In this time-period, I have seven first-authored publications across these three journal tiers.
Findings	A total of 120 authors (= 7.84%) had more than three publications in the top behavioral journals during this time-period. A total of 18 authors (= 1.1%) had more than three first-authored publications in the top-tier behavioral journals during this time period.	A total of 5 authors (= 1.34%) had more than 7 publications across these journals; only 3 authors (= 0.80%) had more than 7 first-authored publications. Of these, only one (Jordan Etkin, Duke University) simultaneously exceeded my record in top-tier (A+) publications (i.e., more than 3 first-authored, top-tier articles).
Robustness	<p>I redid the analysis for a +/- 2 year range. Results were similar.</p> <p>In the +2 year range (1/2012-3/2019) I had four, first-authored publications. Of the 1,868 authors publishing in this time-period, only 130 (= 6.95%) published more than four articles, and only 10 (= 0.53%) published more than four first-authored articles.</p> <p>In the -2 year range (1/2016-3/2019), I had three, first-authored publications. Of the 1,130 authors publishing in this time-period, only 56 (= 4.95%) published more than three articles, and only 3 (= 0.27%) published more than three first-authored articles.</p>	<p>I redid the analysis for each of the years separately.</p> <p>In the 2013 cohort, 3 authors (= 2.36%) had more than 7 articles published, and 2 (= 1.57%) had more than 7 first-authored publications. Only one of these simultaneously exceeded my record in top-tier publications.</p> <p>In the 2014 cohort, only 2 authors (= 1.47%) had more than 7 articles published, and only 1 author (= 0.73%) had more than 7 first-authored articles; the latter had not published any top-tier articles.</p> <p>In the 2015 cohort, no authors published more than 7 articles, 2 authors (= 1.81%) published 7 articles, and no authors published 7 or more first-authored articles (max: 5).</p>

¹My start date at UCF.