Marking Seminar Series
Marketing Academics’ Research Impact: An International Comparison

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Abstract: The method(s) used to evaluate the research performance of marketing academics is a controversial issue, as they can lead to different rankings. Here we use citation metrics to measure research impact, updating and extending earlier research (Razzaque and Wilkinson, 2007; Soutar 2013a) and providing research impact benchmarks based on a study of marketing academics from the top 500 global research universities in Australia, New Zealand, Canada, the UK and the USA that teach marketing.

Presenter: Geoff graduated in economics from UWA and undertook doctoral training at Cornell University before returning to Australia in 1973. He has taught at UWA, Curtin and ECU and has published widely since then. He has had a long-term interest in research productivity issues, dating back to his membership of an ARC committee that examined management research in the 1990s and the research he undertook for ANZAM after that. The present research sprang from these experiences.

Date: Wednesday, 12th November 2014
Time: 11:00am—12:00pm
Venue: BUSN201 (Case Study Room)
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