

College of Business
Department of Marketing
Table 6: Faculty Productivity

Faculty Name	Rank	Degree Date	Articles (2017-20)	Citations (2016-20)	Books (2011-20)	Honorific Awards (no limit)	PI & Co-PI Proposals (2017-21 FYs)	PI Expenditures (2017-21 FYs)	Courses Taught (2020-21)	Enrolled Students (2020-21)
BOLANDER, WILLIAM C	Associate	2011	12	246	0	0	0	\$0	7	70
BONNEY, FREDERICK L	Associate	2008	4	24	0	1	0	\$0	8	311
BRADY, MICHAEL K	Professor	1997	9	687	0	1	0	\$0	10	3,931
CRONIN, JEROME J	Professor	1981	4	225	0	0	0	0	5	204
DEVER, JAMES	Teaching Faculty III 9 Mo SAL	2003	N/A	N/A	N/A	N/A	N/A	N/A	12	1,652
FAJARDO, TATIANA	Assistant	2015	1	64	0	1	0	\$0	4	115
FERGUSON, KEITH	Teaching Faculty I 9 Mo SAL	2014	N/A	N/A	N/A	N/A	N/A	N/A	12	359
HARMEILING, COLLEEN	Associate	2015	3	371	1	2	0	\$0	3	51
HOFACKER, CHARLES F	Professor	1982	11	558	1	2	0	\$0	3	84
HOPKINS, LUCAS	Teaching Faculty II 9 Mo SAL	2014	N/A	N/A	N/A	N/A	N/A	N/A	15	2,081
JACKSON, JONATHAN	Teaching Faculty I 9 Mo SAL	2011	N/A	N/A	N/A	N/A	N/A	N/A	6	147
KIM, DAEKWAN	Professor	2003	12	138	0	3	0	\$0	16	636
KINNEY, TIMOTHY	Teaching Faculty III 9 Mo SAL	1985	N/A	N/A	N/A	N/A	N/A	N/A	12	363
LEE, PUI WAN	Professor	2003	5	74	0	1	0	\$0	4	151
MCKAY, NANCY	Teaching Faculty I Adjunct	1978	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
MELE, TIMOTHY	Teaching Faculty I Adjunct	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
MENDE, MARTIN	Professor	2008	10	482	0	1	0	\$0	6	77
PALLETINO, PATRICK	Teaching Faculty III 9 Mo SAL	1982	N/A	N/A	N/A	N/A	N/A	N/A	8	227
SCOTT, MAURA L	Professor	2008	14	266	0	1	0	\$0	12	262
THOMAS, MEREDITH	Assistant	2018	2	20	0	1	0	\$0	4	106
VIOSCA, RENE	Teaching Faculty I 9 Mo SAL	2001	N/A	N/A	N/A	N/A	N/A	N/A	10	828
ZHANG, JIN	Teaching Faculty I Adjunct	N/A	N/A	N/A	N/A	N/A	N/A	N/A	2	46

Source: Academic Analytics 2020 Database; Office of Research for proposals/expenditures; Student Central - OBI Class Enrollment Subject area for Courses Taught.

Note: Academic Analytics and Office of Research data are not available for listed Postdoctoral Scholars/Teaching Faculty.