

## Correction To

# The Impact of the Academy of Marketing Science on Marketing Scholarship: An Analysis of the Research Published in *JAMS*

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Due to an error in analysis, an omission was made in recognizing the most prolific authors in *JAMS* from 1973 to 1995. A. Coskun Samli's work was omitted from Table 7 on page 297. The corrected table follows, indicating Professor Samli's 3.75 adjusted publications and 10 total publications.

We want to extend our deepest appreciation to A. Coskun Samli and all the marketing academicians whose contributions over the years have made the *Journal of the Academy of Marketing Science* one of the leading journals in the marketing field.

**TABLE 7**  
**Most Prolific Authors in *JAMS*: 1973-1995**

<i>Author<sup>a</sup></i>	<i>Adjusted Publications</i>	<i>Total Publications</i>
Malhotra, Naresh K.	6.16	8
Enrick, Norbert L.	5.83	8
Lusch, Robert F.	4.66	8
Lamb, Charles W., Jr.	4.58	10
Bagozzi, Richard P.	4.50	5
Futrell, Charles M.	4.50	5
Varadarajan, P. Rajan	4.08	6
Hunt, Shelby D.	4.00	6
Sheth, Jagdish N.	4.00	5
Teas, R. Kenneth	4.00	5
Samiee, Saeed	3.83	6
Berkman, Harold	3.75	6
Samli, A. Coskun	3.83	10
Sirgy, M. Joseph	3.75	5
Ferrell, O. C.	3.66	8
Akaah, Ishmael P.	3.50	4
Dubinsky, Alan J.	3.50	7
Peterson, Robert A.	3.50	5

a. Authors are ranked by adjusted publications where adjustments are made for multiauthorships. Only authors with 3.5 or more adjusted publications during 1973-1995 are reported.