



CONTENT ANALYSIS OF MEA AUTHORS

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Since 1981, the best papers submitted to the Marketing Educators' Association (MEA; before 2001, the WMEA: Western Marketing Educators' Association) have been published either as full articles or abstracts in the conference proceedings. Bruce Stern (1992) did a content analysis of the first 11 volumes of the WMEA proceedings, covering a period from 1981 to 1991. He later followed up with an analysis of the first 20 years of the proceedings from 1981 to 2000 (Stern, *et al* 2001). In both studies, Stern looked at the contributions from both individuals and from institutions. A summary of his data is shown in Table 1 and 2. This study extends Stern's findings through 2009.

METHODOLOGY

All the MEA Proceedings from 2000 to 2009 were inspected. Only the competitive papers were analyzed. Every article was inspected at least twice on two separate occasions. Any article or author discrepancy was checked a third time, and the discrepancy rectified. Since MEA sponsors the *Journal of Marketing Education*, there was an opportunity to see if authors of the Proceedings were also contributing research to JME. To inspect the total contributions over the entire existence of the organization, data from Stern *et al* (2001) that covered the years from 1981 to 2000 were utilized.

RESULTS

The Last Decade

In the past ten years, 455 authors contributed competitive papers. Seventy percent of the authors had only one appearance in the Proceedings, 87% of these were from papers with multiple contributors. The authors with three or more appearances are listed alphabetically in Table 3. Table 4 shows the authors with the most appearances over the decade. Seventy-two of the 455 authors also published articles in JME. Tables 5 and 6 combine MEA Proceedings and JME appearances over the decade.

From the Beginning

Table 7 shows the top contributors by appearances, while Table 8 lists the same data arranged by contribution.

Institutions

The authors' institution affiliations are shown in Tables 9 and 10.



Top Twenty Contributing Schools 1981-1999 2000-2009

From CSU System	45%	30%
Pacific States	60%	55%
East of Rockies	10%	35%

Full Papers or Abstracts

Between 1981 and 1991, 59% of the articles in WMEA Proceedings were published as full papers. In the last decade, the percent of full papers published reached a high in 2001 of 68% and a low in 2009 of 28%. Inspection of Figure 1 shows a declining trend in the percent of full papers published in the Proceedings.

Trivia

- 1) The most common surname found among the 455 contributors to the Proceedings was Smith (4), followed by Jones (3), Williams (3), and Wright (3). According to the U.S. Census Bureau, the most common surname in America is Smith. Jones is number four while Williams is number three and Wright is number 31.
- 2) The percent of authors who have multiple contributions follow Latka's Law rather than the standard normal probability distribution.

DISCUSSION

There are several factors and trends that stand out in the data.

- 1) MEA appears to generate a certain amount of loyalty as measured by a willingness to submit competitive papers. While 70% of the contributors had only one appearance in the Proceedings, 87% of these were from papers with multiple authors. Only 9% of the authors from the last decade made only one appearance in the Proceedings with a sole-authored paper. Most top appearing authors, prior to 2000, who did not make the list in this decade, like Fred Morgan, Bruce Stern, and Robert Zimmer, are retired.
- 2) The leading institutions from which authors have come appear to be determined more by the number of authors from each institution rather than the frequency of contributions. In the last decade, 60% of the top ten contributing institutions are in the CSU system, but only 30% of the top ten contributing authors are from CSU schools. An inspection of the top 20 contributors shows that only 20% came from the same institutions. In fact, 45% of the top 20 authors come from institutions east of the Rocky Mountains.
- 3) Considering the historical roots of MEA within the Pacific and adjacent states, it is somewhat of a surprise to find such a heavy contribution of top twenty authors from institutions east of the Rocky Mountains. This either means that the organization has been successful in creating a larger base, or that those from outside the area are interested in MEA because they are proportionally more interested in marketing education scholarship, or both.



4) While the number of full papers as a percent of total papers in the Proceedings had remained rather constant over the first 20 years at about 60%, the trend in this decade has been toward publishing more abstracts in the Proceedings. There are a number of unexplored possibilities to explain this shift. Contributors may be feeling more time constraints than in the past. Authors may feel more pressure to find a home for their research in journals and therefore publish an abstract in the Proceedings, or perhaps, authors feel that their paper will not be read by enough people in the Proceedings to make the effort worthwhile.

5) Those most active in publishing in the MEA Proceedings are also involved in marketing education scholarship. While there are several journals that publish research in marketing education, the *Journal of Marketing Education* has been considered the premier journal in the field. The majority of the top 30 authors (53%) with the most appearances in the MEA Proceedings had also appeared in JME, with a total of 46 appearances over the same time period.

6) Stern noted that institutions which place emphasis on publication in top-tiered journals have declined in the number of appearances at WMEA. This has continued in the last decade. In the first 20 years of WMEA, the top contributing schools included Oregon State, Arizona State, and Colorado State, none of which are present in the top institutions during the last decade. To the writer's knowledge, not one school in the top 20 contributing schools from 2000 to 2009 offers a PhD in any business discipline.

7) Do top researchers in marketing education also tend to be active in MEA? Utilizing the MEA membership directory (2009-2010), and articles published in JME and the *Marketing Education Review* (MER) over the last ten years, the following was found:

29% of current members published in MER

31% of current members published in JME

21% of all articles in MRE and JME are from current MEA members.

8) Are marketing educators who have been recognized by their institutions and peers as master teachers more likely to participate in MEA?

REFERENCES

Stern, B.L. (1992). The WMEA proceedings: An eleven year retrospective. *Discovering New Frontiers in Marketing Education*, 1992 Western Marketing Educators' Association Conference Proceedings, edited by Craig A. Kelley and Gary Karns, 92-95.

Stern, B.L., Kelley, C.A., Hawkins, N., Sweeney, J., Cragg, A., Tran, N., & Stratton, M. (2001). Twenty years of advances in marketing education: A content analysis of papers published in WMEA proceedings. *Riding the Wave of Innovation in Marketing Education*, 2001 Marketing Educators' Association Conference Proceedings, edited by Stuart Van Auken and Regina P. Schlee, 35-40.



Table 1
Authors with Six or More Appearances in the WMEA Proceedings 1981-2000

Name	Appearances	Adjusted Score
Craig Kelley	17	10.05
Ferd Morgan	13	9.50
Stuart Van Auken	11	7.99
Bruce Stern	11	5.99
William G. Browne	10	5.49
Helena Czepiec	10	4.14
Sharyne Merritt	9	8.50
Regina Schlee	9	7.16
Curt Dommeyer	9	6.83
Joseph Orsini	8	7.00
Gary Karns	8	5.66
Charles Sherwood	8	4.33
John Gottko	8	4.33
David McNabb	8	3.99
Dennis Clayson	7	6.00
William Cohen	7	6.00
Kyung-Il Ghymn	7	5.50
Authur Salzman	7	4.58
Leon Winer	6	6.00
Nancy Frontczak	6	5.00
Bruce Walker	6	4.83
Nina Ray	6	3.49
Robert Zimmer	6	3.00
Michael Swenson	6	2.24
Denny McCorkle	6	1.74
Joe Alexander	6	1.74
Juanitia Roxas	6	1.59



Table 2
Frequency of Appearance by Institution (1981 – 2000)

Institution	Appearances	Adjusted Score
CSU, Fullerton	26	21.33
Oregon St. Univ.	24	21.16
CSU, Sacramento	24	19.80
CSU, Pomona	23	22.47
CSU, San Bernardino	22	16.88
CSU, Northridge	21	18.50
San Jose St. Univ.	18	17.50
Portland St. Univ.	18	16.85
Arizona St. Univ.	17	14.83
CSU, Chico	15	13.25
CSU, Hayward	15	12.00
CSU, Los Angeles	14	12.33
Seattle Pacific Univ.	15	12.50
Colorado St. Univ.	13	10.75
Metropolitan St. College of Denver	12	12.00
Boise St. Univ.	12	11.83
CSU, Long Beach	12	11.00
Seattle Univ.	12	8.76
CSU, Fresno	11	11.00
Univ. of Nevada, Reno	11	10.00
Wayne St. Univ.	11	10.00
Univ. of Nevada, Las Vegas	11	8.00
Brigham Young Univ.	11	7.83
New Mexico St. Univ.	10	9.66
San Diego St. Univ.	10	7.83



Table 3

Authors with Three or More Appearances in the Proceedings 2000-2009

Name	Appearances	Name	Appearances
David Ackerman	13	Jie (Annie) Liu	3
Praveen Aggarwal	7	Mark Ligas	3
Beverlee Anderson	7	Douglas Lincoln	8
Catherine Atwong	3	Robert A. Lupton	18
Donald Bacon	5	Christina McCale	7
Gregory Black	3	Denny McCorkle	4
Thomas Boyd	4	Matthew Meuter	3
Lori Braunstein	8	Chip Miller	4
Glen Brodowsky	8	Skekhar Misra	5
Kenneth Chapman	5	Sandra Mottner	4
Earl Chrysler	5	Joseph Orsini	5
Dennis Clayson	10	Janice Payan	4
Howard Combs	3	Lars Perner	3
Chuck Comegys	5	Ed Petkus	6
James Cross	3	David Rawlinson	8
Helena Czepiec	5	James Reardon	5
Clayton Daughtrey	10	Linda Rochford	8
Richard Davis	4	Juanita Roxas	7
William Dodds	6	William Rudelius	3
Nancy Frontczak	11	Pookie Sautter	3
Neil Granitz	6	Regina Schlee	6
Scott Greene	3	Michael Swenson	5
Barbara Gross	8	Hideki Takei	3
Debra Haley	4	Ruth Taylor	3
Gerald Hampton	3	Dan Toy	5
Katrin Harich	7	Rajiv Vaidyanathan	7
Patricia Hopkins	3	Jaani Vaisanen	4
Mick Jackowski	5	Stuart Van Auken	14
Gary Karns	9	Franck Vigneron	3
Craig Kelley	12	Ludmilla Wells	8
Jerry Kirkpatrick	3	Wendy Wilhelm	6
Nathan Kling	3	Leon Winer	3
Stephen Koernig	5	Lauren Wright	5
Kathleen Krentler	4		
Matthew Lancellotti	4		



Table 4
Authors with Most Appearances in the MEA Proceedings 2000-2009

Name	Appearances	Adjusted Score
Robert Lupton	18	7.20
Stuart Van Auken	14	5.33
David Ackerman	13	6.00
Craig Kelley	12	7.19
Nancy Frontczak	11	6.67
Dennis Clayson	10	8.50
Clayton Daughtrey	10	4.67
Gary Karns	9	6.33
Douglas Lincoln	8	7.50
Glen Brodowsky	8	4.08
Lori Braunstein	8	4.00
Barbara Gross	8	3.50
Linda Rochford	8	3.83
Ludmilla Wells	8	2.83
David Rawlinson	8	2.53
Christina McCale	7	4.83
Beverlee Anderson	7	4.33
Praveen Aggarwal	7	2.83
Rajiv Vaidyanathan	7	2.83
Katrin Harich	7	2.33
Juanita Roxas	7	2.33
Ed Petkus	6	5.00
Wendy B. Wilhelm	6	4.83
William Dodds	6	4.50
Regina Schlee	6	4.17
Neil Granitz	6	2.50
Joseph Orsini	5	4.50
Donald Bacon	5	4.25
Skekhar Misra	5	2.67
Mick Jackowski	5	2.17
Stephen Koernig	5	2.17
Earl Chrysler	5	2.00
Michael Swenson	5	1.83
Helena Czepiec	5	1.62
Kenneth Chapman	5	1.45
James Reardon	5	1.28
Dan Toy	5	1.15
Lauren Wright	5	1.15



Table 5
Authors with Most Appearances in the MEA Proceedings and JME: 2000-2009

Name	MEA		JME		Total	
	App	AdjSc	App	AdjSc	App	AdjSc
Robert Lupton	18	7.20	0	0	18	7.20
David Ackerman	13	6.00	4	1.83	17	7.83
Stuart Van Auken	14	5.33	3	1.17	17	6.50
Craig Kelley	12	7.19	4	2.17	16	9.36
Dennis Clayson	10	8.50	4	3.50	14	12.00
Barbara Gross	8	3.50	4	1.83	12	5.33
Gary Karns	9	6.33	2	2.00	11	8.33
Nancy Frontczak	11	6.67	0	0	11	6.67
Donald Bacon	5	4.25	5	2.75	10	7.00
Clayton Daughtrey	10	4.67	0	0	10	4.67
Linda Rochford	8	3.83	2	0.67	10	4.50
Praveen Aggarwal	7	2.83	3	1.17	10	4.00
Douglas Lincoln	8	7.50	1	1.00	9	8.50
Ed Petkus	6	5.00	3	3.00	9	8.00
Rajiv Vaidyanathan	7	2.83	2	0.67	9	3.50
Neil Granitz	6	2.50	3	0.83	9	3.33
Katrin Harich	7	2.33	2	0.67	9	3.00
James Reardon	5	1.28	4	1.08	9	2.36
Wendy Wilhelm	6	4.83	2	2.00	8	6.83
Regina Schlee	6	4.17	2	1.33	8	5.50
Glen Brodowsky	8	4.08	0	0	8	4.08
Lori Braunstein	8	4.00	0	0	8	4.00
Stephen Koernig	5	2.17	3	1.67	8	3.84
Ludmilla Wells	8	2.83	0	0	8	2.83
David Rawlinson	8	2.53	0	0	8	2.53
Kenneth Chapman	5	1.45	3	0.95	8	2.40



Table 6
**Top 15 Authors with Most Adjusted Contributions Between 2000-2009
 MEA Proceedings and JME**

Name	MEA		JME		Total	
	App	AdjSc	App	AdjSc	App	AdjSc
Dennis Clayson	10	8.50	4	3.50	14	12.00
Craig Kelley	12	7.19	4	2.17	16	9.36
Douglas Lincoln	8	7.50	1	1.00	9	8.50
Gary Karns	9	6.33	2	2.00	11	8.33
Ed Petkus	6	5.00	3	3.00	9	8.00
David Ackerman	13	6.00	4	1.83	17	7.83
Robert Lupton	18	7.20	0	0	18	7.20
Donald Bacon	5	4.25	5	2.75	10	7.00
Wendy Wilhelm	6	4.83	2	2.00	8	6.83
Nancy Frontczak	11	6.67	0	0	11	6.67
Stuart Van Auken	14	5.33	3	1.17	17	6.50
Regina Schlee	6	4.17	2	1.33	8	5.50
Barbara Gross	8	3.50	4	1.83	12	5.33
Christina McCale	7	4.83	0	0	7	4.83
Clayton Daughtrey	10	4.67	0	0	10	4.67



Table 7
Totals: Authors with Most Appearances in the Proceedings 1981-2009

Name	Appearances	Adjusted Score
Craig A. Kelley	26	15.38
Stuart Van Auken	23	12.49
Robert A. Lupton	22	9.20
Dennis E. Clayson	17	14.50
Nancy T. Frontczak	17	11.67
Gary L. Karns	16	11.50
Regina P. Schlee	14	10.33
Fred W. Morgan	14	10.00
Helena Czepiec	14	5.55
Joseph L. Orsini	13	11.50
David S. Ackerman	13	6.00
Bruce L. Stern	12	6.49
Juanita Roxas	12	3.68
Curt J. Dommeyer	11	8.33
William G. Browne	11	5.75
Rajiv Vaidyanathan	11	4.41
Michael J. Swenson	11	4.08
Douglas J. Lincoln	10	8.83
Charles S. Sherwood	10	5.83
Clayton Daughtrey	10	4.67
Katrin R. Harich	10	4.67
Linda Rochford	10	4.58
Denny E. McCorkle	10	2.83
Sharyne Merritt	9	8.50
Leon Winer	8	8.00
William (Bill) Dodds	8	6.50
John Gotto	8	4.33
Glen H. Brodowsky	8	4.08
David E. McNabb	8	4.00
Lori A. Braunstein	8	4.00
Barbara L. Gross	8	3.50
Ludmilla G. Wells	8	2.83
David R. Rawlinson	8	2.53



Table 8
Top Ten Authors
Totals: Unique Contributions in the Proceedings 1981-2009

Name	Appearances	Adjusted Score
Craig A. Kelley	26	15.38
Dennis E. Clayson	17	14.50
Stuart Van Auken	23	12.49
Nancy T. Frontczak	17	11.67
Gary L. Karns	16	11.50
Joseph L. Orsini	13	11.50
Regina P. Schlee	14	10.33
Fred W. Morgan	14	10.00
Robert A. Lupton	22	9.20
Douglas J. Lincoln	10	8.83



Table 9
Frequency of Appearance by Institution (2000 – 2009)

Institution	Appearances	Adjusted Score
CSU, Fullerton	24	20.33
CSU, Northridge	23	19.68
Metropolitan St. College of Denver	20	18.84
CSU, Sacramento	19	16.03
Central Washington Univ.	17	13.41
CSU, Pomona	15	13.47
Seattle Pacific Univ.	15	12.50
CSU, San Marcos	14	12.75
Florida Gulf Coast Univ.	13	8.68
CSU, Chico	12	10.67
Brigham Young Univ.	11	10.50
Western Washington Univ.	11	10.00
Univ. of Northern Iowa	11	8.83
Univ. of Minnesota, Duluth	9	8.00
Boise St. Univ.	8	7.50
San Diego St. Univ.	8	6.25
New Mexico St. Univ.	7	6.50
San Jose St. Univ.	7	5.33
Univ. of Northern Colorado	7	5.19
Fort Lewis College	6	6.00
Regis Univ.	6	4.83
Univ. of Denver	6	4.67
CSU, Fresno	5	5.00
Ramapo College	5	4.50
Northern Arizona Univ.	5	4.00
Univ. of La Verne	5	3.83
Merrimack College	5	3.40
Queensland Univ. of Tech	4	4.00
Texas A&M Univ.	4	4.00
CSU, Long Beach	4	3.50
Univ. of Nevada	4	3.33
UNLV	4	3.00
Tampere Univ. of Tech	4	2.03
St. Thomas Univ.	4	2.17
Black Hills St. Univ.	4	1.67
DePaul Univ.	4	1.92
Drake Univ.	4	1.12



Table 10
Totals: Frequency of Appearance by Institution (1981 – 2009)

Institution	Appearances	Adjusted Score
CSU, Fullerton	49	40.66
CSU, Northridge	44	37.18
CSU, Sacramento	40	33.63
CSU, Pomona	37	35.14
Metropolitan St. College of Denver	32	30.84
CSU, Chico	29	21.92
Seattle Pacific Univ.	27	22.50
San Jose St. Univ.	25	22.83
Oregon St. Univ.	24	21.16
CSU, San Bernardino	23	17.55
Brigham Young Univ.	22	18.33
Central Washington Univ.	21	16.41
Boise St. Univ.	20	19.33
Portland St. Univ.	20	18.35
Univ. of Northern Iowa	20	17.33
San Diego St. Univ.	18	14.08
Arizona St. Univ.	17	14.83
New Mexico St. Univ.	16	15.16
CSU, Long Beach	15	13.50
CSU, Hayward	15	12.00
CSU, San Marcos	14	12.75
Univ. of Northern Colorado	14	10.68
UNLV	14	10.68
Univ. of Nevada	13	11.33
Colorado St, Univ.	13	10.75
Northern Arizona Univ.	13	10.33
Florida Gulf Coast Univ.	13	8.68
Univ. of Minnesota, Duluth	12	8.75
Wayne St. Univ.	11	10.00
Western Washington Univ.	11	10.00 ¹



Figure 1
Percent of Full Papers to Total

