

Appendix

This appendix offers additional analyses to the paper “Globalization of Authorship in the Marketing Discipline: Does It Help or Hinder the Field?” In particular, it offers all additional material that was discussed under the section “Country productivity”. We identified four issues of further investigation for Table 2A-C.

First, we did not illustrate the productivity of countries that did not belong to the 10 most productive countries. Table A1 provides the country shares over the entire time period our database covers.

Country	Share of journal publications at affiliation level	Share of journal publications at origin level	Share of conference publications at affiliation level
Australia	0.66%	0.55%	2.63%
Austria	0.13%	0.36%	0.66%
Belgium	0.81%	1.43%	1.37%
Brazil	0.04%	0.44%	0.00%
Bulgaria	0.00%	0.06%	0.00%
Canada	3.92%	3.94%	4.16%
China	0.08%	0.60%	0.21%
Croatia	0.00%	0.01%	0.00%
Czech Republic	0.00%	0.01%	0.00%
Denmark	0.23%	0.33%	0.89%
Egypt	0.02%	0.06%	0.00%
Finland	0.04%	0.03%	0.70%
France	1.11%	1.32%	2.07%
Germany	0.61%	1.02%	2.16%
Ghana	0.00%	0.01%	0.00%
Greece	0.02%	0.10%	0.61%
Hong Kong	0.44%	0.22%	0.97%
Hungary	0.00%	0.06%	0.00%
India	0.03%	15.03%	0.13%
Ireland	0.07%	0.06%	0.30%
Israel	0.86%	2.23%	0.57%
Italy	0.04%	0.06%	0.36%
Japan	0.17%	0.20%	0.70%
Lybia	0.01%	0.00%	0.00%
Malaysia	0.00%	0.03%	0.00%
Mexico	0.00%	0.01%	0.00%
Netherlands	2.03%	2.55%	4.74%
New Zealand	0.24%	0.79%	0.92%
North Korea	0.05%	0.00%	0.00%

Norway	0.19%	0.26%	1.10%
Pakistan	0.00%	0.03%	0.00%
Phillippines	0.00%	0.04%	0.00%
Poland	0.02%	0.01%	0.00%
Portugal	0.03%	0.07%	0.29%
Puerto Rico	0.00%	0.01%	0.00%
Romania	0.00%	0.09%	0.00%
Russia	0.00%	0.03%	0.03%
Singapore	0.11%	0.12%	0.44%
South African	0.01%	0.20%	0.16%
South Korea	0.23%	0.67%	0.59%
Spain	0.06%	0.04%	0.94%
Sri Lanka	0.00%	0.13%	0.00%
Sudan	0.00%	0.03%	0.00%
Sweden	0.29%	0.60%	0.60%
Switzerland	0.06%	0.01%	0.05%
Taiwan	0.01%	0.13%	0.14%
Thailand	0.02%	0.00%	0.02%
Trinidad	0.00%	0.04%	0.00%
Tunisia	0.00%	0.13%	0.00%
Turkey	0.04%	0.45%	0.15%
United Kingdom	1.74%	2.08%	7.89%
United States	85.54%	63.28%	63.43%
Zimbabwe	0.01%	0.00%	0.00%

Table A1: Country productivity shares for all three metrics of globalization

Second, we mentioned that our results are robust to the number of authors per article. The analysis we used to test this is the following. Let N_{prk} be the number of authors of article p of author r of country k , then the weight assigned to each author is simply $1/N_{prk}$ and:

$$\text{the weight (or corrected share) of a country } k = \sum_{r=1}^R \sum_{p=1}^P \frac{1}{N_{prk}} ; \quad (\text{A1})$$

Correlations between this measure and the measure we use to generate Table 2A-C, approximate 1 very closely.

Third, we discussed findings from a population corrected analysis of country productivity. We calculate the population-corrected output per period as follows:

$$PCO_k = \frac{1}{T} \sum_{t=1}^T \frac{MS_{kt}}{P_{kt}} \quad (\text{A2})$$

in which PCO_k represents the population-corrected output of country k , T represents the duration of the period under study, MS_{kt} represents the market share of authors of country k in year t within period T , and P_{kt} represents the population of country k in year t in hundreds of millions. The evolution of the PCO index for each of our country rankings, is displayed in Figures A1-A3.

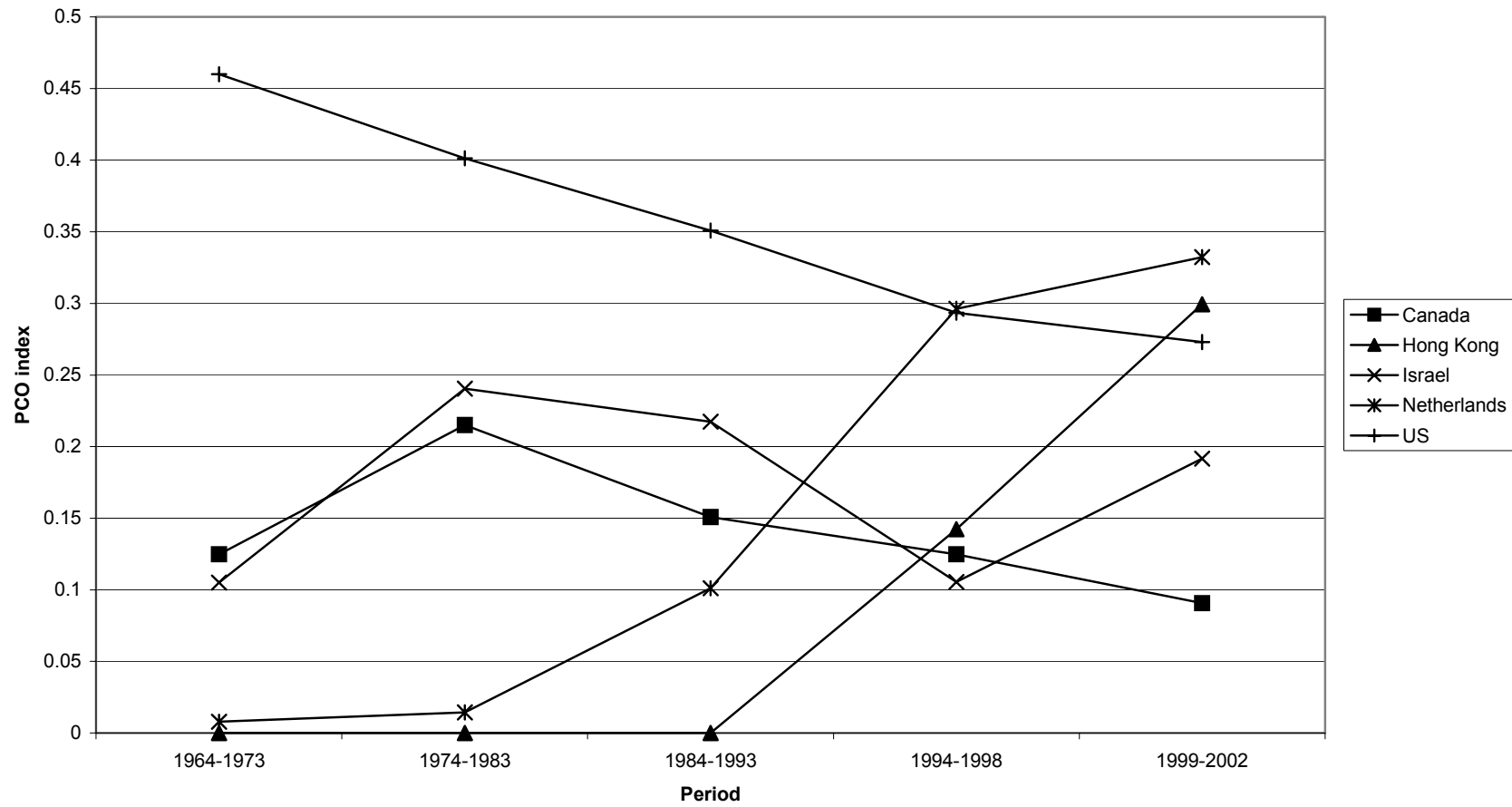


Fig. A1: PCO index for journal output (at affiliation level)

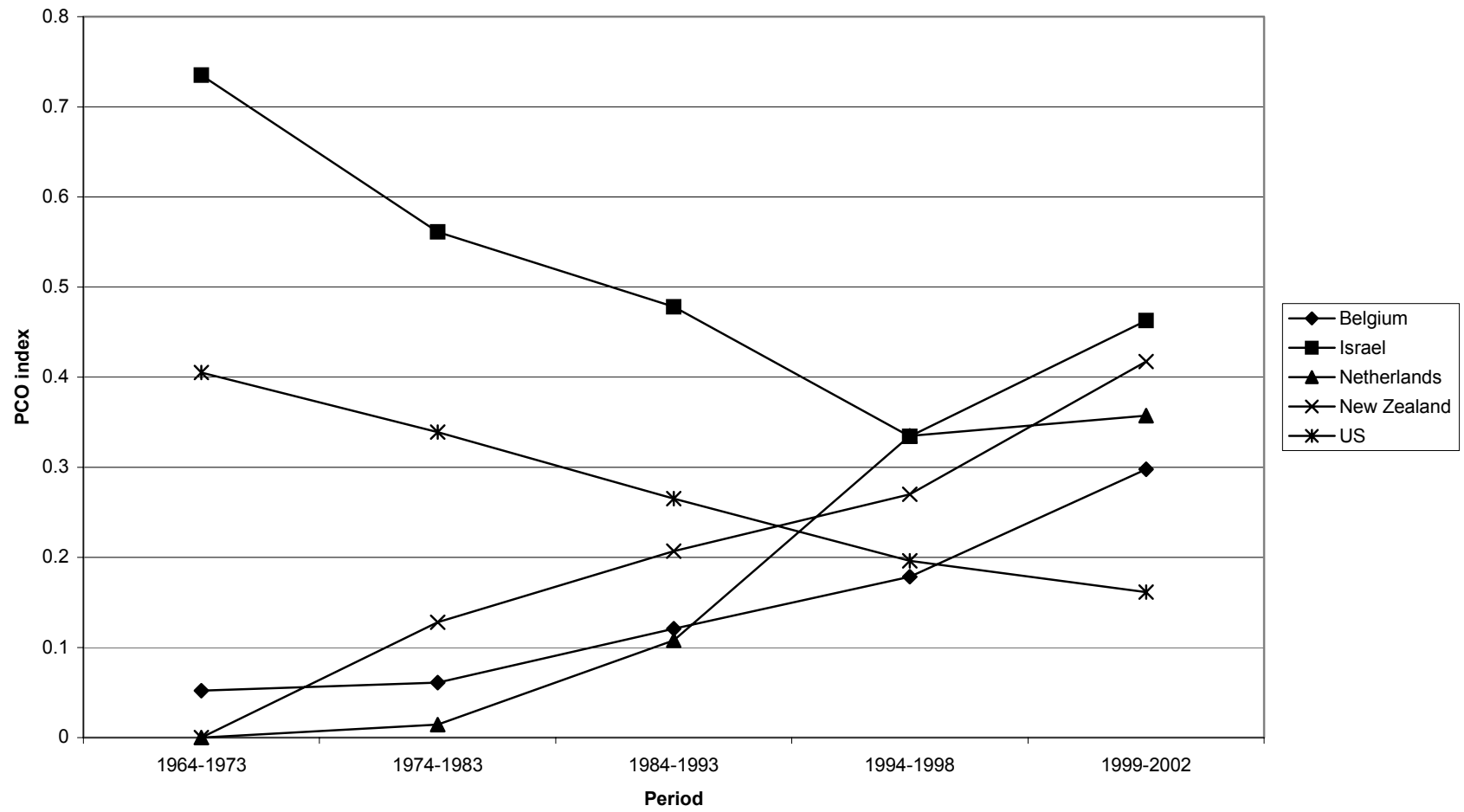


Fig. A2: PCO index for journal output (at origin level)

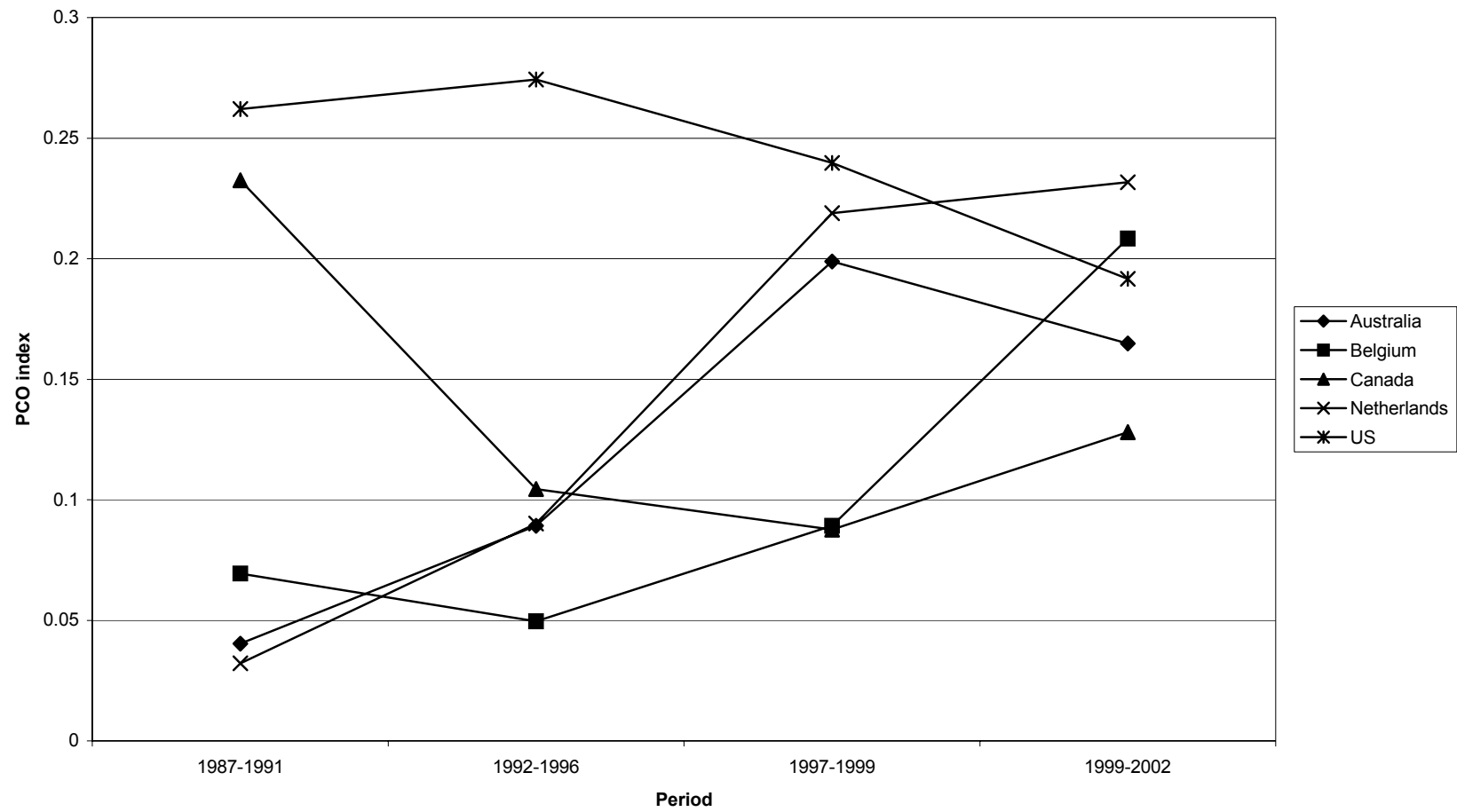


Fig. A3: PCO index for conferences (at affiliation level)

Fourth, we discussed to what extent the performance of countries other than the US on the journal publication ranking (at the affiliation level) is driven by a few outliers, i.e. a few very productive researchers that may push a country up or down in the ranking. Table A2 presents the average number of publications per author per country (at the affiliation level), the standard deviation around the average, and the total number of authors in our database.

Country	Average # publications per author	Standard deviation	Number of authors
Australia	1.52	1.3	42
Belgium	2.16	2.7	38
Canada	1.93	2.2	201
France	1.65	1.4	66
Germany	1.50	1.3	40
Hong Kong	1.80	1.0	25
Israel	2.69	2.9	32
Netherlands	2.34	3.7	86
UK	1.99	2.4	83
USA	2.76	3.9	3074

Table A2: Average number of publications per author per country