Collaborations with other disciplines most often involve researchers in Management where they account for 17.3% of all co-authored journal publications. The next frequent collaborative field, Marketing, accounts for 8.2% of the total co-authored journal publications for Business Administration. Do you know who are the top potential collaborators in these fields that best complement your research and where they are located?

According to the data captured in the Academic Analytics database, 37% of Business Administration faculty have received a national honorific award. The American Marketing Association provides the most honorific awards for the discipline, accounting for 10% of all recorded awards. Of the faculty population for whom we can infer gender, the distribution of awards granted by the American Marketing Association is 72.5% going to male scholars and 27.5% going to female scholars.