

SCOTT B. MACKENZIE

In 1983, Scott B. MacKenzie arrived at Indiana University's Kelley School of Business to begin a nearly four-decade career as a nationally renowned researcher, esteemed teacher, and valued colleague. Scott moved to Bloomington from California after receiving his Ph.D. from UCLA. Prior to that, he received M.B.A. and B.A. degrees from UCLA, graduating magna cum laude and Phi Beta Kappa. Scott's national recognition for research excellence and prolific contributions to several knowledge areas led to his appointment as the Neal Gilliatt Chair of Marketing, which he currently holds. Previously, he was honored as the Edgar G. Williams Faculty Fellow, and then with the Indiana University Foundation Professorship.

During his academic career, Scott has authored or co-authored approximately 80 publications, including more than 50 articles appearing in highly respected, refereed professional journals and two scholarly books. Scott's research contributions span several marketing and business-related disciplines, including advertising effectiveness, organizational citizenship behavior, sales performance, leadership, retailing, customer satisfaction, and research methods.

Beyond the impressive number of publications, the widespread influence of Scott's work (with his co-authors) is evident from nearly 60 conference and symposium presentations and from objective measures such as citation counts and prestigious research awards. According to Google Scholar, Scott's body of research has accumulated more than 104,000 citations, and 19 of his publications have been cited more than 1,000 times each. Indeed, one of the many papers he co-authored with his colleague and friend Phil Podsakoff is the most-cited article ever published in the highly esteemed *Journal of Applied Psychology*. Thus it is not surprising that Scott has been recognized by the Institute of Scientific Information as one of the "most highly cited authors" in the economics/business category every year since this designation started (2003); or that a number of Scott's publications have received national awards for their contributions to marketing theory (Maynard Award), consumer research (Ferber Award—Honorable Mention), retailing theory and practice (Davidson



Award—Honorable Mention), leadership (Decennial Influential Article Award), and industrial and organizational psychology (Owens Scholarly Achievement Award).

Scott also has an outstanding record of service to the academic marketing discipline, as shown by his chairing of several national conferences and serving on the editorial boards of many of its top journals, including the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Retailing*, and *Business Horizons*. In addition, he has reviewed for several marketing award selection committees. This impressive record of scholarly reviewing attests to the esteem and respect in which Scott is held by his peers.

Scott has also received several awards for teaching excellence from the Kelley School. For many years, he taught popular courses on advertising, promotion, and consumer behavior. Scott has served as teacher, mentor, and role model to scores of doctoral students. In particular, his expertise in research methodology, including in esoteric topics such as structural equation modeling, made Scott's advanced doctoral courses a "must take" on the schedules of Kelley doctoral students. He was highly sought after for participation on doctoral committees, having served as chair or member of 34 dissertation committees.

Upon hearing about Scott's upcoming retirement, several colleagues commented on his outstanding character, accomplishments, and impact. Professor Rich Lutz, Scott's dissertation advisor, expressed his admiration for Scott's "off-the-charts niceness" and myriad scholarly achievements and contributions. He writes, "I have chaired more than 20 doctoral dissertations, and I consider Scott to be the most successful. He is especially near and dear to my heart since I was the one who 'rescued' him from the UCLA M.B.A. program. His scholarly talent was obvious even in that context, and he has never disappointed."

His former colleague and frequent collaborator Professor Phil Podsakoff notes that Scott is leaving a legacy at IU that will be difficult, if not impossible, to equal. "Most academics recognize Scott as a consummate methodologist who strives for excellence in everything he does, and as the most highly cited scholar in the field of marketing. However, his influence on the Kelley School, his colleagues, and his family and friends goes well beyond this recognition. First, he is a person of the highest integrity who will not compromise on his values. Second, he is a devoted husband, father, and grandfather who has tried throughout his career to maintain an effective work-life balance. Finally, he has been a role model to others in the way he lives his faith. He will surely be missed by his colleagues at Kelley."

Along with the entire marketing faculty, I view Scott with heartfelt respect, admiration, and affection. For more than 35 years, he has demonstrated his expertise in research design and methodology, his knowledge of behavioral issues in marketing and management, and his uncompromising standards of excellence in conducting and reporting his research. He has an endearing sense of humor and an unwavering commitment to Indiana University, the Kelley School, and our students. Scott has truly been a stellar exemplar of what it means to be an academic as well as an excellent and valued colleague.

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