





























**75 Influential Marketing Professors to Follow on LinkedIn®\***







Ranking	Name	Photo	Primary University Affiliation	Country	LinkedIn URL	Number of Followers
1.	<a href="#">Anita Elberse</a>		Harvard University	USA	<a href="https://www.linkedin.com/in/anitaelberse/">https://www.linkedin.com/in/anitaelberse/</a>	344,580 followers
2.	<a href="#">Dan Ariely</a>		Duke University	USA	<a href="https://www.linkedin.com/in/danariely/">https://www.linkedin.com/in/danariely/</a>	330,837 followers
3.	<a href="#">David Aaker</a>		University of California, Berkeley	USA	<a href="https://www.linkedin.com/in/davidaaker/">https://www.linkedin.com/in/davidaaker/</a>	268,459 followers
4.	<a href="#">Jonah Berger</a>		University of Pennsylvania	USA	<a href="https://www.linkedin.com/in/j1berger/">https://www.linkedin.com/in/j1berger/</a>	195,219 followers
5.	<a href="#">Scott Galloway</a>		New York University	USA	<a href="https://www.linkedin.com/in/profgalloway/">https://www.linkedin.com/in/profgalloway/</a>	192,694 followers

6.	<a href="#">Dominique Turpin</a>		IMD Business School	Switzerland	<a href="https://www.linkedin.com/in/dominiqueturpin/">https://www.linkedin.com/in/dominiqueturpin/</a>	85,148 followers
7.	<a href="#">Mark Ritson</a>		Marketing Week Mini MBA, formerly Melbourne Business School	Australia	<a href="https://www.linkedin.com/in/markritson/">https://www.linkedin.com/in/markritson/</a>	81,992 followers
8.	<a href="#">Néstor Márquez</a>		Instituto Tecnológico y de Estudios Superiores de Monterrey	Mexico	<a href="https://www.linkedin.com/in/nestormarquez/">https://www.linkedin.com/in/nestormarquez/</a>	36,183 followers
9.	<a href="#">Andrés Silva Arancibia</a>		Universidad Adolfo Ibáñez	Chile	<a href="https://www.linkedin.com/in/andressilvaarancibia/">https://www.linkedin.com/in/andressilvaarancibia/</a>	31,367 followers
10.	<a href="#">Varsha Jain</a>		MICA	India	<a href="https://www.linkedin.com/in/prof-varsha-jain-91a6a22b/">https://www.linkedin.com/in/prof-varsha-jain-91a6a22b/</a>	31,193 followers
11.	<a href="#">Ali Asgari</a>		Islamic Azad University	Iran	<a href="https://www.linkedin.com/in/asgariali/">https://www.linkedin.com/in/asgariali/</a>	30,150 followers

12.	<a href="#">Chuck Hermans</a>		Missouri State University	USA	<a href="https://www.linkedin.com/in/chuckhermans/">https://www.linkedin.com/in/chuckhermans/</a>	29,925 followers
13.	<a href="#">Luciana de Araujo Gil</a>		Universidad Diego Portales	Chile	<a href="https://www.linkedin.com/in/luciana-de-araujo-gil/">https://www.linkedin.com/in/luciana-de-araujo-gil/</a>	29,602 followers
14.	<a href="#">Ajit Patil</a>		ICFAI Business School	India	<a href="https://www.linkedin.com/in/prof-dr-ajit-patil-mumbai-india-56281b1a/">https://www.linkedin.com/in/prof-dr-ajit-patil-mumbai-india-56281b1a/</a>	28,780 followers
15.	<a href="#">Russell Walker</a>		University of Washington	USA	<a href="https://www.linkedin.com/in/russellwalker/">https://www.linkedin.com/in/russellwalker/</a>	27,370 followers
16.	<a href="#">Philip Kotler</a>		Northwestern University	USA	<a href="https://www.linkedin.com/in/philipkotler/">https://www.linkedin.com/in/philipkotler/</a>	27,308 followers
17.	<a href="#">Svend Hollensen</a>		University of Southern Denmark	Denmark	<a href="https://www.linkedin.com/in/hollensen/">https://www.linkedin.com/in/hollensen/</a>	27,225 followers







18.	<a href="#">Jonathan A.J. Wilson</a>		Regent's University London	United Kingdom	<a href="https://www.linkedin.com/in/drjonwilson/">https://www.linkedin.com/in/drjonwilson/</a>	25,367 followers
19.	<a href="#">Yong Wang</a>		West Chester University of Pennsylvania	USA	<a href="https://www.linkedin.com/in/yongjwang/">https://www.linkedin.com/in/yongjwang/</a>	24,710 followers
20.	<a href="#">Waldemar Pfoertsch</a>		Pforzheim University of Applied Science	Germany	<a href="https://www.linkedin.com/in/waldemar-pfoertsch-1b41b94/">https://www.linkedin.com/in/waldemar-pfoertsch-1b41b94/</a>	22,437 followers
21.	<a href="#">Siva K. Balasubramanian</a>		Illinois Institute of Technology	USA	<a href="https://www.linkedin.com/in/sivakbalasubramanian/">https://www.linkedin.com/in/sivakbalasubramanian/</a>	21,972 followers
22.	<a href="#">Yalçın Kirdar</a>		Maltepe Üniversitesi	Turkey	<a href="https://www.linkedin.com/in/prof-dr-yal%C3%A7%C4%B1n-kirdar-1134b143/">https://www.linkedin.com/in/prof-dr-yal%C3%A7%C4%B1n-kirdar-1134b143/</a>	21,442 followers
23.	<a href="#">Erdogan Koc</a>		Bahcesehir Üniversitesi	Turkey	<a href="https://www.linkedin.com/in/erdogan-koc-0a04961/">https://www.linkedin.com/in/erdogan-koc-0a04961/</a>	20,456 followers

24.	<a href="#">Daniel Korschun</a>		Drexel University	USA	<a href="https://www.linkedin.com/in/danielkorschun/">https://www.linkedin.com/in/danielkorschun/</a>	20,420 followers
25.	<a href="#">Andreas Herrmann</a>		University of St. Gallen	Switzerland	<a href="https://www.linkedin.com/in/andreas-herrmann-4053541/">https://www.linkedin.com/in/andreas-herrmann-4053541/</a>	20,190 followers
26.	<a href="#">Peter Fader</a>		University of Pennsylvania	USA	<a href="https://www.linkedin.com/in/peterfader/">https://www.linkedin.com/in/peterfader/</a>	19,712 followers
27.	<a href="#">Nancy Richmond</a>		Florida International University	USA	<a href="https://www.linkedin.com/in/nancyrichmond/">https://www.linkedin.com/in/nancyrichmond/</a>	19,329 followers
28.	<a href="#">Nicholas G. Paparoidamis</a>		Ecole de Management Léonard De Vinci	France	<a href="https://www.linkedin.com/in/paparoidamis/">https://www.linkedin.com/in/paparoidamis/</a>	19,004 followers
29.	<a href="#">Nirmalya Kumar</a>		Singapore Management University	Singapore	<a href="https://www.linkedin.com/in/nirmalyakumar/">https://www.linkedin.com/in/nirmalyakumar/</a>	18,985 followers







30.	<a href="#">Jochen Wirtz</a>		National University of Singapore	Singapore	<a href="https://www.linkedin.com/in/jochenwirtz/">https://www.linkedin.com/in/jochenwirtz/</a>	18,515 followers
31.	<a href="#">Mansur Khamitov</a>		Nanyang Technological University/Indiana University incoming	Singapore/USA	<a href="https://www.linkedin.com/in/mansurkhamitov/">https://www.linkedin.com/in/mansurkhamitov/</a>	18,321 followers
32.	<a href="#">Dimitrios Buhalis</a>		Bournemouth University	United Kingdom	<a href="https://www.linkedin.com/in/dimitriosbuhalis/">https://www.linkedin.com/in/dimitriosbuhalis/</a>	17,982 followers
33.	<a href="#">Andreas Kaplan</a>		ESCP Business School	Germany	<a href="https://www.linkedin.com/in/andreaskaplan/">https://www.linkedin.com/in/andreaskaplan/</a>	17,552 followers
34.	<a href="#">Amandeep Dhir</a>		University of Agder	Norway	<a href="https://www.linkedin.com/in/amandeeep-dhir-phd-dsc-msc-96619821/">https://www.linkedin.com/in/amandeeep-dhir-phd-dsc-msc-96619821/</a>	17,352 followers
35.	<a href="#">Jose Luis Munuera-Alemán</a>		University of Murcia	Spain	<a href="https://www.linkedin.com/in/jose-luis-munuera-alem%C3%A1n-6562005/">https://www.linkedin.com/in/jose-luis-munuera-alem%C3%A1n-6562005/</a>	17,302 followers







36.	<a href="#">Mark DeFanti</a>		Providence College	USA	<a href="https://www.linkedin.com/in/markdefanti/">https://www.linkedin.com/in/markdefanti/</a>	17,057 followers
37.	<a href="#">Byron Sharp</a>		University of South Australia	Australia	<a href="https://www.linkedin.com/in/professorbyronsharp/">https://www.linkedin.com/in/professorbyronsharp/</a>	16,121 followers
38.	<a href="#">Scott Davis</a>		University of Houston-Downtown	USA	<a href="https://www.linkedin.com/in/scottwdavis/">https://www.linkedin.com/in/scottwdavis/</a>	15,987 followers
39.	<a href="#">Jagdish Sheth</a>		Emory University	USA	<a href="https://www.linkedin.com/in/jagdishsheth/">https://www.linkedin.com/in/jagdishsheth/</a>	15,889 followers
40.	<a href="#">Utpal Dholakia</a>		Rice University	USA	<a href="https://www.linkedin.com/in/utpaldholakia/">https://www.linkedin.com/in/utpaldholakia/</a>	15,273 followers















41.	<a href="#">Robert Cialdini</a>		Arizona State University	USA	<a href="https://www.linkedin.com/in/robertcialdini/">https://www.linkedin.com/in/robertcialdini/</a>	15,101 followers
42.	<a href="#">Rajendra Srivastava</a>		Indian School of Business	India	<a href="https://www.linkedin.com/in/rajendra-srivastava-816643118/">https://www.linkedin.com/in/rajendra-srivastava-816643118/</a>	14,868 followers
43.	<a href="#">Philip M. Parker</a>		INSEAD	Singapore	<a href="https://www.linkedin.com/in/philip-m-parker-873a8a1b/">https://www.linkedin.com/in/philip-m-parker-873a8a1b/</a>	14,573 followers
44.	<a href="#">Sunil Gupta</a>		Harvard University	USA	<a href="https://www.linkedin.com/in/sunil-gupta-7a8b7412/">https://www.linkedin.com/in/sunil-gupta-7a8b7412/</a>	14,344 followers
45.	<a href="#">Fernando Pinto S.</a>		IPAM	Portugal	<a href="https://www.linkedin.com/in/fernando-pinto-s-46410b92/">https://www.linkedin.com/in/fernando-pinto-s-46410b92/</a>	14,103 followers
46.	<a href="#">Jean-Claude Larreche</a>		INSEAD	France	<a href="https://www.linkedin.com/in/jclarreche/">https://www.linkedin.com/in/jclarreche/</a>	14,068 followers








47.	<a href="#">Paul A. Pavlou</a>		University of Houston	USA	<a href="https://www.linkedin.com/in/paul-a-pavlou-6003a16/">https://www.linkedin.com/in/paul-a-pavlou-6003a16/</a>	13,827 followers
48.	<a href="#">Jim Lecinski</a>		Northwestern University	USA	<a href="https://www.linkedin.com/in/jimlecinski/">https://www.linkedin.com/in/jimlecinski/</a>	13,718 followers
49.	<a href="#">Jose Mendoza</a>		Sacred Heart University	USA	<a href="https://www.linkedin.com/in/jrmendoza/">https://www.linkedin.com/in/jrmendoza/</a>	13,231 followers
50.	<a href="#">Mohanbir Sawhney</a>		Northwestern University	USA	<a href="https://www.linkedin.com/in/mohanbir-sawhney-1b505832/">https://www.linkedin.com/in/mohanbir-sawhney-1b505832/</a>	13,223 followers
51.	<a href="#">Ajit Upadhyaya</a>		Prestige Institute of Management and Research	India	<a href="https://www.linkedin.com/in/prof-dr-ajit-upadhyaya-a70b9940/">https://www.linkedin.com/in/prof-dr-ajit-upadhyaya-a70b9940/</a>	13,204 followers
52.	<a href="#">Sudhir Rana</a>		Fortune Institute of International Business	India	<a href="https://www.linkedin.com/in/dr-sudhir-rana-4b243924/">https://www.linkedin.com/in/dr-sudhir-rana-4b243924/</a>	13,009 followers

53.	<a href="#">Vikas Mittal</a>		Rice University	USA	<a href="https://www.linkedin.com/in/vikas-mittal-aab48410/">https://www.linkedin.com/in/vikas-mittal-aab48410/</a>	12,939 followers
54.	<a href="#">Merlin Stone</a>		Apsley Business School	United Kingdom	<a href="https://www.linkedin.com/in/merlinstone/">https://www.linkedin.com/in/merlinstone/</a>	12,686 followers
55.	<a href="#">DD Swain</a>		Institute of Management and Information Science	India	<a href="https://www.linkedin.com/in/dr-dd-swain-phd-llb-mba-mcom-expdm-1a379119/">https://www.linkedin.com/in/dr-dd-swain-phd-llb-mba-mcom-expdm-1a379119/</a>	12,669 followers
56.	<a href="#">Jennifer Aaker</a>		Stanford University	USA	<a href="https://www.linkedin.com/in/jaaker/">https://www.linkedin.com/in/jaaker/</a>	12,586 followers
57.	<a href="#">Stefano Puntoni</a>		Erasmus University	Netherlands	<a href="https://www.linkedin.com/in/stefano-puntoni-7117908/">https://www.linkedin.com/in/stefano-puntoni-7117908/</a>	12,135 followers
58.	<a href="#">Joaquin Fernandez Presas</a>		UniBrasil Centro Universitário	Brazil	<a href="https://www.linkedin.com/in/joaquin-fernandez-presas/">https://www.linkedin.com/in/joaquin-fernandez-presas/</a>	11,962 followers

59.	<a href="#">Joël Le Bon</a>		Johns Hopkins University	USA	<a href="https://www.linkedin.com/in/lebonjoel/">https://www.linkedin.com/in/lebonjoel/</a>	11,777 followers
60.	<a href="#">Juan Carlos Sosa Varela</a>		Universidad Ana G. Méndez	Puerto Rico	<a href="https://www.linkedin.com/in/juan-carlos-sosa-varela-2598a316/">https://www.linkedin.com/in/juan-carlos-sosa-varela-2598a316/</a>	11,775 followers
61.	<a href="#">Adilson Borges</a>		Neoma Business School	France	<a href="https://www.linkedin.com/in/borgesadilson/">https://www.linkedin.com/in/borgesadilson/</a>	11,648 followers
62.	<a href="#">Anthony Miyazaki</a>		Florida International University	USA	<a href="https://www.linkedin.com/in/anthonymiyazaki/">https://www.linkedin.com/in/anthonymiyazaki/</a>	11,557 followers
63.	<a href="#">Osama Abdelkader</a>		Imam Abdulrahman Bin Faisal University	Saudi Arabia	<a href="https://www.linkedin.com/in/prof-osama-abdelkader-42b0b269/">https://www.linkedin.com/in/prof-osama-abdelkader-42b0b269/</a>	11,536 followers
64.	<a href="#">Marla Spergel</a>		Ryerson University	Canada	<a href="https://www.linkedin.com/in/marla-spergel-m-a-ed-certified-emotional-intelligence-b108604/">https://www.linkedin.com/in/marla-spergel-m-a-ed-certified-emotional-intelligence-b108604/</a>	11,398 followers

65.	<a href="#">Stefan Michel</a>		IMD Business School	Switzerland	<a href="https://www.linkedin.com/in/stefan-michel%E2%9C%85-a63b61/">https://www.linkedin.com/in/stefan-michel%E2%9C%85-a63b61/</a>	11,391 followers
66.	<a href="#">Prasad A. Naik</a>		University of California, Davis	USA	<a href="https://www.linkedin.com/in/prasad-a-naik-a868a459/">https://www.linkedin.com/in/prasad-a-naik-a868a459/</a>	11,219 followers
67.	<a href="#">Oğuzhan Aygören</a>		Bogazici University	Turkey	<a href="https://www.linkedin.com/in/oguzhanaygoren/">https://www.linkedin.com/in/oguzhanaygoren/</a>	11,154 followers
68.	<a href="#">Anindya Ghose</a>		New York University	USA	<a href="https://www.linkedin.com/in/anindya-ghose/">https://www.linkedin.com/in/anindya-ghose/</a>	11,075 followers
69.	<a href="#">Michael Solomon</a>		Saint Joseph's University	USA	<a href="https://www.linkedin.com/in/michaelsolomon/">https://www.linkedin.com/in/michaelsolomon/</a>	11,072 followers
70.	<a href="#">Tim Calkins</a>		Northwestern University	USA	<a href="https://www.linkedin.com/in/tim-calkins/">https://www.linkedin.com/in/tim-calkins/</a>	10,737 followers

71.	<a href="#">Detlev Remy</a>		Singapore Institute of Technology	Singapore	<a href="https://www.linkedin.com/in/dr-detlev-remy-65886315/">https://www.linkedin.com/in/dr-detlev-remy-65886315/</a>	10,509 followers
72.	<a href="#">Joerg Niessing</a>		INSEAD	France	<a href="https://www.linkedin.com/in/joergniessing/">https://www.linkedin.com/in/joergniessing/</a>	10,334 followers
73.	<a href="#">Maik Hammerschmidt</a>		University of Göttingen	Germany	<a href="https://www.linkedin.com/in/dr-maik-hammerschmidt-15703910/">https://www.linkedin.com/in/dr-maik-hammerschmidt-15703910/</a>	10,205 followers
74.	<a href="#">Nathan Yang</a>		Cornell University	USA	<a href="https://www.linkedin.com/in/nathan-yang-b535665b/">https://www.linkedin.com/in/nathan-yang-b535665b/</a>	10,083 followers
75.	<a href="#">Julio Viskovich</a>		Thompson Rivers University	Canada	<a href="https://www.linkedin.com/in/socialselling/">https://www.linkedin.com/in/socialselling/</a>	9,914 followers

\*ranked by the number of LinkedIn followers.

A brief note on methodology:

These are 75 Influential Marketing Professors around the world who were active on LinkedIn as of September 21, 2020. Professors represent five continents and 21 countries. Although the list is organized by number of followers with a minimum number/cutoff of 9,914 followers, an algorithm I developed might have overlooked certain Professors whose profile is not open or closed/restricted. I plan to update this list every now and then so please reach out in case of additions or removals.

All are Professors affiliated with and actively researching and/or teaching at an accredited university.

All aforementioned Marketing Professors are active on LinkedIn, regularly posting marketing or marketing-related insights and engaging with the LinkedIn audience.