



Is all academic service distributed equally?

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Our editorials have promised data-driven and transparent ideas about various topics. For over 5 years, we have published about the importance of intersectional and diverse knowledge creation (Krishen and Petrescu 2020), the strength that lies in inclusivity of thought and leadership (Krishen and Petrescu 2021), and how data-driven and transparent academic cultures can lead to diversity of cognition and more creativity (Krishen and Petrescu 2019). In fact, like several streams of research, these editorials amplify essential messages that may otherwise not be centered in academic network discourse.

While academic service often occurs in a vacuum and constitutes a considerable load of work, editorship, especially of highly impactful journals, carries a significant amount of prestige and power. However, are these editorships distributed equally? Does the more silent service, such as reviewing papers, engaging in academic committees, writing letters of reference, and mentoring graduate students and junior faculty, get distributed equally? In our last editorial, we discussed the peer review process as an evolving crisis, and while we spoke about issues with service loads in academia (Petrescu and Krishen 2022), equitable distribution of service loads is yet another topic of interest. Service activities are essential for an equitable and inclusive academic ecosystem and contribute to the attractiveness and reputation of an institution in particular and an academic field overall (Armani et al. 2021).

New cross-disciplinary research finds that an unequal load of parenting in academia is shouldered by individuals identifying as women, ultimately impacting their productivity

(Morgan et al. 2021). Service and teaching loads are rarely tracked, compared, aggregated, or rewarded in business schools, and doing so could increase equitable faculty treatment (Balkin et al. 2022; Krishen et al. 2020). Research across academic disciplines and ranks finds that women perform uncompensated service work most often (Guarino and Borden 2017; Misra et al. 2011); women also dole out higher levels of emotional labor and powerful prosocial leadership (Vial and Cowgill 2022). Few existing studies account for an intersectional perspective of faculty service equity and transparency which would address differences in multiple identities such as race, gender, and sexuality (Crenshaw 1989; Misra et al. 2021).

What begins with data-driven findings, studies, and Netflix documentaries (e.g., *Picture a Scientist*) must move academia toward institutionally driven structuralized changes that address workload inequity, mobbing and bullying policies, and sexual and workplace harassment retaliation-free reporting mechanisms as driven by the #MeToo movement (e.g., Kachen et al. 2021). Researchers call for clearer evaluation criteria of academic service activities in many disciplines, emphasizing the need to clarify the type and scope of related activities, and establish meaningful ways to recognize them (Armani et al. 2021). Better metrics and quantitative indicators are starting in development for research activity evaluations, including additional algorithms and dashboards that reflect both quantitative and qualitative metrics (Tachibana 2017).

Here at the *Journal of Marketing Analytics*, we encourage research that uncovers analytics-based mechanisms and advances equity, fairness, and transparency. Academic service related to marketing analytics is housed in various disciplines, including data science, decision sciences, marketing, and management information systems (Iacobucci et al. 2019). As such, marketing analytics is one of the best positioned fields to study and formulate more comprehensive dashboards and metrics to evaluate academic service, encourage future engagement, and contribute to strategic decision-making. Moreover, the *JMA* encourages additional research studies on marketing analytics as practice,

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the effectiveness of collaboration with academia, as well as the overall dashboard of the marketing analytics profession, from market impact to equity and transparency.

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