

## **HISTORICAL CRITERIA FOR JUDGING MARKETING CONCEPTS: SEMINALITY AND LONGEVITY**

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### **ABSTRACT**

The germinative power of an idea is called its seminality. The seminality of a marketing concept refers to the extent to which it leads to further extensions of marketing knowledge. For example, elaboration of the "marketing channel" concept into a myriad of related analytical tools indicates its germinative power. The length of time a marketing concept is applied by scholars also indicates its historical value. Faddy concepts soon disappear in citation listings. Hence frequency of citation must be augmented by time period citation analysis to measure its longevity. Seminality and longevity analyses can evaluate concepts whose visionary qualities cannot be measured directly. Vision is the quality of historical significance apparent in the writings of contributors to marketing literature such as Wroe Alderson, Kenneth Boulding, Peter Drucker and Arch Shaw, whose contributions can be traced through their seminality and longevity via citation analysis.