Correction to: selling, general, and administrative expense (SGA)-based metrics in marketing: conceptual and measurement challenges

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The original version of this article unfortunately contained mistakes in Table 10. Data entries were incorrectly aligned under “Benchmark variables” and “Empirical test for SGA or modifications” columns. Please see below correct Table 10.

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Table 10 Summary of construct validation

Construct category	Construct and operationalization	Benchmark variables	Empirical test for SGA or modifications ^a
Spending	Construct: Marketing Spending (Subconstructs: Advertising Spending; Promotional Spending)		
	1. SGA	Measured media spending,	MTMM 1
	2. SGA – ADV	Estimated unmeasured spending	MTMM 2
	3. SGA – R&D		MTMM 3
	Robustness check SGA – ADV – R&D		MTMM 4
	Construct: Sales Force Spending		
	1. SGA	Number of salespeople	Bivariate correlations
Assets	2. SGA – ADV – R&D		Bivariate correlations
	Robustness check SGA – ADV		Bivariate correlations
	Construct: Marketing Assets (Subconstructs: Perceptual assets; Intellectual assets)		
	1. SGA	Goodwill, other intangible assets	MTMM 5
	2. SGA – R&D		MTMM 6
	3. SGA; ADV ^b		MTMM 5
	Robustness Check SGA – ADV		MTMM 7
Efficiency	Construct: Marketing Efficiency (based on Marketing Spending)		
	1. SGA; ADV ^b		MTMM 1
Intensity	Construct: Marketing Intensity (Subconstruct: Advertising intensity) (based on Marketing Spending)		
	1. SGA		MTMM 1
	2. SGA – R&D		MTMM 3
	Construct: Sales Intensity (based on Sales Force Spending)		
	1. SGA		Bivariate correlations

For each construct, we show only subconstructs or measures that have been employed in previous literature. If an operationalization had been expressed as a ratio, our analysis focuses only on the component (numerator or denominator) that explicitly includes the measure of interest

^a Only MTMM matrices under scenario 1 have been depicted. There are 4 matrices under scenario 2 for marketing spending and 3 matrices under scenario 2 for marketing assets which have not been included in the table

^b We used SGA along with ADV to measure a specific construct in this case