

## **Marketing, Tourism, and International Business Journal Rankings 2014: The Vox Populi Approach**

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### **Abstract**

The ranking of academic journals continues to be a contentious issue in the tertiary education environment. Academics dependency on journal ranking for tenure and promotion, based on perceived quality and prestige of journals, ensures debate over what constitutes a “good” journal publication. This study utilises the *vox populi* MAG score established in previous research in order to continue the assessment of journal ranking and impact in the field of marketing. The current findings are consistent with the previous 2009 and 2011 study; the top six journals remain the same, there is little variation within the top 30 journal rankings, although regional differences are apparent. The ranking results from a broad range of academics continue to provide a comprehensive measure of journal impact from the perspective of academics.

**Keywords:** *Journal Ranking, Impact Factor, Vox Populi, Marketing, Ranking Criteria*

## Introduction

Journal rankings and academic quality continues to attract attention from social science academics, education management and policy makers (Herndon 2016). Publishing in top journals have become synonymous for academic quality, reflecting the research value of academics, and representing institutional excellence. Fortunately, (or unfortunately), a number of “quality” journal lists exist (e.g., Scopus, SSCI, UTD, RAE/REF, ABDC) and continue to be used to influence academic hiring, tenure, promotion decisions, and individual evaluation (Saunders and Wong 2011).

This study is the third in a planned series of triennial longitudinal studies examining the ranking of journals by academics around the world, including the personal and career impact on academics of publishing in ranked journals. The current paper only presents the journal ranking data for discussion. As in the previous two studies (Fam, Shukla, Sinha, Parackel and Chai 2011; Richard, Fam, Plimmer and Gerschewski 2012), the research endeavours to understand the effect of journal ranking from the “contributor” perspective, using the *vox populi* approach. This approach attempts to address the direction suggested by Steward and Lewis (2010) that “...efforts aimed at creating new perspectives on appraising the quality of journals in Marketing should be encouraged”.

The study contributes to the ongoing discourse on business research quality assessment and journal ranking by examining marketing academic publication ranking across a representative academic spectrum (e.g., from lecturers to professors), not solely based on leading business schools or the academic elite (Theoharakis and Hirst 2002). In addition the study considers the relative impact of a number of journal ranking criteria, the journals in which academics actually publish, and identifies differences between regions. The *vox populi* approach, considering views from a wide range of academics from around the world provides a more balanced view of journal quality. The study compares the results against two other generally accepted impact factor based journal ranking lists, and suggest additional research.

## Methodology

Academics were asked to freely recall and nominate up to ten journals considered to be “A” grade (or higher). In the current case, this method was used to assess academics awareness (unaided recall) of top rated journals (Till and Baac 2005).

### Sampling

This study developed a sampling frame of academics by scanning marketing, tourism, and international business departmental web sites of universities across the five continents. In total, 11,117 potential respondents were identified from Shanghai Jiao Tong University Ranking 2010 List, Times Supplement University Ranking 2010 List (excluding academics not listed on the Shanghai Jiao Tong List), ANZMAC Conference Directory of Academics, and a further 300 universities located in South Africa, Asia/South Pacific, Australia, New Zealand, USA, Middle East, South America and Europe that were not present on any of the above lists. Respondents included academics from all levels (lecturers, senior lecturers, assistant

professors, associate professors, professors, and chair professors). Two weeks following the initial email invitation, a follow-up email was sent.

### **Survey Instrument**

The survey instrument asked respondents to recall and rank up to ten A-grade journals.

“List the journals you consider to be an “A” grade (including A+) in your research area”

In addition, the respondents were asked to list the journals they had published in since 2011.

“Please list the journals you have published in since 2011”

Respondents were also asked to indicate the importance of specific journal ranking criteria; perceptive studies, Citation, Impact Factor, Rejection rate, Contribution to knowledge, Contribution to career promotion/progression, Esteem, and Usefulness for research students.

Country, age and years as an academic information was also collected.

### **Result**

Of the 11,117 potential respondents contacted by email, 317 returned out of office auto-generated messages, 2,729 had “undeliverable” e-mails (e.g., invalid e-mail addresses), 30 others declined to participate and 6,857 provided no response to either email. In total there were 1,184 respondents giving an overall response rate of 10.7%. Following data cleaning and verification, 503 respondents did not provide journal rankings, the final sample size was 681 cases (6.1%). This number of respondents was a decrease from the previous study (Richard et al. 2012). The respondents were full-time academics from marketing, marketing tourism or international business.

The file was examined visually for appropriate journal names, standard journal names (from the journal site) were adopted, the data reviewed, and journal names revised to reflect the standard journal names. Formulas were created to sort the journals and the different ranking were calculated. The cleaned and verified data was then input into SPSS for analysis.

### **Survey Data Analysis**

Table 1 indicates that the single highest numbers of, 169 (36.3%), were late-career academics, with more than 20 years’ service, while 50.0% (233) were mid-career with 6 to 20 years’ service. The majority of the respondents 39.4% (267 aged 45 to 64) were well established in their academic career. There were 337 males (49.5%) and 127 females (18.6%), 217 respondents did not report their gender.

**Table 1: Age and Years as an Academic**

Age	Frequency	Percent	Years as an academic				
			< 1	2 to 5	6 to 10	11 to 20	> 21
25 to 34	33	4.8	3	20	10	0	0
35 to 44	117	17.2	2	29	56	29	0
45 to 54	137	20.0	0	8	19	74	36
55 to 64	132	19.4	0	2	9	31	88
65 to 70	39	6.0	0	0	3	2	34
71 or over	11	1.6	0	0	0	0	11
Missing	212	31.0	-	-	-	-	-
	681	100	5	59	97	136	169

The majority of respondents are from the United States of America (34.0%), followed by Australia (9.0%), the United Kingdom (7.3%), New Zealand (4.0%) and Canada (2.2%), see Table 2. This compares favourably with the previous survey, although 219 (32.1%) respondents did not provide their country of residence.

**Table 2: Respondents by Country**

Country	Frequency	Percent	Country	Frequency	Percent
United States of America	230	34.0	Netherlands	2	0.3
Australia	58	9.0	Republic of Korea	2	0.3
United Kingdom	50	7.3	Singapore	2	0.3
New Zealand	27	4.0	Sweden	2	0.3
Canada	15	2.2	Albania	1	0.1
France	7	1.0	Brazil	1	0.1
Hong Kong	7	1.0	Egypt	1	0.1
China	6	0.9	Estonia	1	0.1
Denmark	6	0.9	Germany	1	0.1
Ireland	6	0.9	Hungary	1	0.1
United Arab Emirates	5	0.7	India	1	0.1
Finland	4	0.6	Lebanon	1	0.1
Malaysia	4	0.6	Qatar	1	0.1
South Africa	4	0.6	Thailand	1	0.1
Norway	3	0.4	Turkey	1	0.1
Indonesia	2	0.3	Uganda	1	0.1
Israel	2	0.3	United Republic of Tanzania	1	0.1
Jordan	2	0.3	Uruguay	1	0.1
Kuwait	2	0.3	Missing	219	32.1
<b>Total</b>			<b>681</b>	<b>100.0</b>	

## Journal Ranking

The six top rated journals included Journal of Marketing with the highest number of unaided recalls, 441 (64.8%), followed by *Journal of Marketing Research* with 388 (57.0%) unaided recalls, *Journal of Consumer Research* with 362 (53.2%), *Marketing Science* with 279 (41.0%), *Journal of Retailing* with 156 (22.9%), and the *Journal of Consumer Psychology* with 116 (17.0%).

Overall, the academics who responded indicated that they had published 2,166 articles in 823 journals over the last four years, from 2011 until 2014; an average of 3.18 publications per academic. Of these articles, 266 (12.3%) were published in the top ten ranked journals with 31 (1.4%) papers published in the *Journal of Marketing*, 26 (1.2%) papers in the *Journal of Marketing Research*, 24 (1.1%) papers in the *Journal of Consumer Research*, 19 (0.9%) papers in *Marketing Science*, 31 (1.4%) papers in the *Journal of Academy of Marketing Science* and 24 (1.1%) papers in the *Journal of Retailing*. A total of 155 papers were published in the six top-ranked journals, see Table 3.

**Table 3: Top 6 Journal Publications by Region**

Top Ranked Journals	Overall	NA	UK	ANZ	Asia	Europe	ROW	NK
Journal of Marketing	31	21	0	3	0	1	0	6
Journal of Marketing Research	26	16	0	1	2	0	0	7
Journal of Consumer Research	24	15	0	2	0	2	0	5
Marketing Science	19	12	0	2	0	0	0	5
Journal of Academy of Marketing Science	31	21	1	1	1	3	0	4
Journal of Retailing	24	14	2	0	0	1	0	7
Total Top Ranked journal publications	155	99	3	9	3	7	0	34
Total Publications	2,166	837	212	364	87	133	74	459

Note: See Appendix A for the list of countries included in each region. ROW = Rest of the World. NK = Not Known, region missing.

Regionally, US academics reported the highest number of publications in the *Journal of Marketing* (19, Canada with 2), and the highest number of top rated publications overall with 92, (Canada had 7 top rated publications).

Table 4 shows that although the top ten rankings are similar, there are some significant regional differences. Outside North America international and European related journals are ranked higher, especially by the UK respondents. The European Journal of Marketing is ranked highest by the UK, Australia and New Zealand, which may represent a shift in research toward a more European focus.

**Table 4: Top Ten Marketing Journals Ranked by Region**

Journal	Journal Rank by Region					
	NA	ANZ	UK	Eur	Asia	ROW
Journal of Marketing	1	1	1	1	1	3
Journal of Marketing Research	2	3	5	3	2	1
Journal of Consumer Research	3	2	2	2	5	1
Marketing Science	4	4	7	4	5	4
Journal of Retailing	5	6	5	7	5	7
Journal of Consumer Psychology	6	10	25	11	18	10
Management Science	7	23	34	40	19	14
Journal of Business Research	8	6	9	40	8	6
Journal of Advertising	9	10	34	-	17	9
Academy of Management Journal	10	15	54	9	15	14
European Journal of Marketing	39	4	3	12	19	14

International Journal of Research in Marketing	14	<b>8</b>	<b>10</b>	<b>5</b>	29	-
Journal of Marketing Management	55	<b>9</b>	<b>4</b>	21	29	14
Journal of Academy of Marketing Science	121	12	<b>8</b>	<b>6</b>	<b>3</b>	<b>4</b>
Journal of International Business Studies	13	15	25	<b>8</b>	<b>8</b>	14
Strategic Management Journal	11	-	34	<b>9</b>	<b>8</b>	-
Annals of Tourism Research	25	15	13	14	<b>4</b>	-
Marketing Letters	20	12	54	40	-	<b>8</b>
Journal of Service Research	18	23	11	21	19	<b>10</b>

Note: the relative position of journals outside of other region's top ten are shown in small italicised font. NA = North America, ANZ = Australia & New Zealand, UK = United Kingdom, Eur = Europe, ROW = Rest of the World.

To explore whether the large number of US respondents biased the journal rankings, the data was analysed without the US data (n=230), see Appendix D for details of the top 100 journals. Five of the six top ranked journals are the same with and without the US data. The Journal of the Academy of Marketing Science is ranked above the Journal of Consumer Psychology when US data is not included. The US and non-US data is similar through the top 17 rankings; however, the journal ranking with US data includes the Journal of Marketing Management, and the Annals of Tourism Research in the top 20, which was not the case in the 2011 ranking data.

### Ranking Criteria

In addition to the journal ranking exercise, each respondent was also asked to indicate the relative importance (weighting) of eight factors in ranking journals, see Table 5. In order to ensure relative weighting was considered, each respondent provided a weighting for each of the eight factors which had to total to 100%.

**Table 5: Journal Ranking Criteria as Perceived by Respondents: Comparing 2011 and 2014 Results, and by Region**

Criteria	2011		2014		Criteria Rank by Region					
	Weight	Rank	Weight	Rank	NA	ANZ	UK	EUR	Asia	ROW
Citations	-	-	25.2	1	1	1	1	1	1	1
Impact factor	24.64	1	20.2	2	2	2	2	2	2	2
Perceptive studies	18.84	2	17.0	3	3	4	3	3	3	3
Contribution to knowledge	18.48	3	13.8	4	4	3	4	4	5	4
Contribution to career	10.87	4	7.2	5	6	8	5	6	4	5
Rejection rate	9.59	5	6.6	6	5	6	8	5	8	8
Esteem factors	8.68	7	5.6	7	7	5	6	7	7	7
Useful for research students	8.9	6	4.6	8	8	7	7	8	6	6

The results showed that across all regions, citations provide the greatest impact on perceived ranking, with a weighting of 25.2, followed by impact factor with a weighting of 20.2. Perceptive studies and contribution to knowledge were also major contributors to journal ranking. Regional differences are apparent from the third criteria onwards; Australia and New Zealand consider contribution to knowledge the third most important criteria, and contribution to career least important, while Asia

considered contribution to career the fourth most important criteria, rather than contribution to knowledge.

### **MAG Score**

MAG Scholar is the abbreviation for the Marketing in Asia Group ([www.magscholar.com](http://www.magscholar.com)) which initiated and supports the ongoing study. The study designed a formula to capture the relative standing of these journals. Since each journal has its own merits, the first unaided recalled journal is allocated more weight than the second, third, fourth, and so on, recalled journal, until the tenth position. The sum of each journal's value is labelled the MAG score, and this score is used to rank the journal relative to the others, see Appendix B for example.

$$\text{MAG score} = \sum_j ((R_{ij} / \sum T_j)) / \text{Rank}_j$$

Note:  $R_{ij}$  is the number of unaided recalls for the  $i^{\text{th}}$  journal ( $i = 1 - 632$ ) with  $j^{\text{th}}$  rank ( $j = 1, 2, 3, \dots, 10$ ), and  $T$  is the total number of unaided recalls for all journals with rank  $j$ .  $\text{Rank}_j$  represents the rank of the journal.

In addition, a MAG index was computed where a value of "100" was attributed to the number 1 journal. The indices for the remaining journals were calculated based on their respective MAG scores relative to the number 1 journal. Table 6 contains the top 50 MAG journals based on the number of journal recalls; the MAG scores combined with the MAG index was used to guide the rank separations. For comparative purposes, Table 6 also shows the 2009 and 2011 MAG journal ranking. The complete list of journal rankings can be found at [www.magscholar.com](http://www.magscholar.com).

**Table 6: Top 50 Ranked Marketing Journals, Based on Recall, and Calculated MAG Scores**

Ranking				2014			
2009	2011	2014	Journal	Total Recalls	MAG Score	MAG Index	$\Delta$
1	1	1	Journal of Marketing	441	0.499	100	219.31
2	2	2	Journal of Marketing Research	388	0.280	56.02	25.65
3	3	3	Journal of Consumer Research	362	0.254	50.88	107.21
4	4	4	Marketing Science	279	0.147	29.39	76.84
6	6	5	Journal of Retailing	156	0.070	13.99	5.20
5	5	6	Journal of The Academy of Marketing Science	104	0.065	12.95	6.42
16	9	7	Journal of Consumer Psychology	116	0.058	11.66	3.14
14	7	8	Academy of Management Journal	70	0.055	11.03	1.68
7	8	9	Journal of International Business Studies	69	0.053	10.70	3.43
9	10	10	Journal of Business Research	100	0.050	10.01	0.42
8	13	11	European Journal of Marketing	89	0.050	9.92	3.32
11	11	12	Management Science	84	0.046	9.26	1.61
23	12	13	Strategic Management Journal	68	0.045	8.94	0.95
12	17	14	Annals of Tourism Research	40	0.044	8.74	3.91
10	15	15	International Journal of Research in Marketing	87	0.040	7.96	4.16
13	16	16	Journal of Advertising	66	0.036	7.13	0.22
15	14	17	Academy of Management Review	58	0.035	7.08	4.01
18	22	18	Tourism Management	39	0.031	6.28	1.21
26	18	19	Administrative Science Quarterly	39	0.030	6.04	5.64
28	24	20	Journal of Marketing Management	44	0.024	4.91	0.38
33	23	21	Journal of Public Policy and Marketing	46	0.024	4.83	0.83
25	20	22	Industrial Marketing Management	38	0.023	4.67	4.07
27	19	23	Journal of Service Research	36	0.019	3.85	0.34
20	25	24	Marketing Letters	32	0.019	3.78	0.52
41	28	25	Psychology & Marketing	36	0.018	3.68	0.81
29	29	26	Journal of Travel Research	26	0.018	3.52	0.05
40	31	27	Journal of Business Ethics	24	0.017	3.51	0.04
87	42	28	Journal of Management	35	0.017	3.50	0.39
88	43	29	Journal of Management Studies	28	0.017	3.42	0.54
46	32	30	Organization Science	34	0.017	3.31	0.44
21	21	31	Journal of Advertising Research	32	0.016	3.22	1.41
77	45	32	American Economic Review	16	0.015	2.94	0.03
30	26	33	Journal of International Marketing	27	0.015	2.94	1.13
60	39	34	Journal of Consumer Behaviour	27	0.014	2.71	0.80
95	35	35	Journal of Business Venturing	15	0.013	2.55	0.44
79	46	36	Journal of World Business	21	0.012	2.46	0.51
62	40	37	Journal of Personal Selling and Sales Management	22	0.012	2.36	0.30
24	27	38	Harvard Business Review	26	0.011	2.30	0.17
36	30	39	Journal of Product Innovation Management	18	0.011	2.26	0.16
128	36	40	Journal of Operations Management	16	0.011	2.23	0.10
45	34	41	Journal of Personality and Social Psychology	21	0.011	2.21	0.32
17	58	42	International Marketing Review	20	0.011	2.14	0.19
67	61	43	Marketing Theory	18	0.011	2.11	0.95
113	44	44	Organization Studies	14	0.010	1.92	0.04
90	48	45	Journal of Sustainable Tourism	18	0.010	1.91	0.28
86	65	46	International Business Review	14	0.009	1.85	0.03
89	49	47	Quantitative Marketing and Economics	20	0.009	1.85	0.53
109	33	48	Entrepreneurship Theory & Practice	11	0.009	1.74	0.53
150	56	49	Organizational Behavior and Human Decision Processes	19	0.008	1.63	0.31
NR	152	50	Journal of Hospitality and Tourism Research	13	0.008	1.57	0.52

Note:  $\Delta$  = difference between journal adjacent MAG scores multiplied by 1000. For example, JM – JMR = .499-.280 = .219 x 1000 = 219.31. NR = not ranked



## Validation

To further validate the MAG score, correlation analysis of the top 100 MAG score journals was undertaken against the SSCI and Scopus indices (Fam et al. 2011; Steward and Lewis 2010), see Appendix C. In total 97 of the top 100 MAG Scholar journals are included in the SCOPUS index, while 87 are included in the SSCI database. As shown in Table 7, the MAG Scholar ranking is significantly correlated with the Scopus Impact per Publication (IPP),  $r(97) = .215$ ,  $p < .05$ , and the SSCI Impact Factor (IF),  $r(87) = .261$ ,  $p < .01$ . This indicates that the MAG Scholar list is broadly similar to both the Scopus and SSCI indices.

**Table 7: Correlation Matrix: MAG, Scopus and SSCI Ranking**

	MAG	Scopus	SSCI
MAG	1		
Scopus IPP	.215*	1	
SSCI IF	.261**	.810**	1

\* Correlation is significant at the 0.05 level (2-tailed).

\*\* Correlation is significant at the 0.01 level (2-tailed).

## Conclusion

In an educational environment that considers performance on the basis of objective measures, publishing in highly ranked journals are an important indicator of perceived quality. The key question is not; are the rankings valid or without bias? but “are there other valid measures of journals rankings?” and “do the rankings indicate quality?” (Lee 2011). This study used the *vox populi* approach, in addition to self-report publications, in order to introduce an element of crowd sourcing from which to enhance and augment the spectrum of academically ranked journals in the marketing domain.

## Journal Ranking

The top ranked six journals, regardless of region, continue to include: Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Marketing Science, Journal of Academy of Marketing Science, and the Journal of Retailing. The contribution from this study is the use of a wide spectrum of academics across multiple countries to gather the ranking data; thus the ranking provides an international perspective by design. In addition, the high correlation results with Scopus and SSCI provides evidence that the MAG rankings are reliable when compared against other ranking indices.

The results also demonstrate that the six top ranked journals remain the most highly ranked even when the US data is removed. This implies a uniform and consistent perception internationally, although this measure of quality may not be well-founded (Herndon 2016). More interestingly is the divergence of journal rankings below the top six. The data set without US data indicates an emphasis on international marketing journals, while the data set including US data rank general management journals higher.

Although there are strong correlations between the MAG method, Scopus, and SSCI, there are large differences in underlying philosophy and in statistical variance. Both

Scopus and SSCI are actuarial counting of citation rates, and are based on the logical inference that the more a journal's articles are cited, the more prestigious the journal. In contrast, the *vox populi* method used here captures a broader range of the uses to which published articles are used – such as teaching, consultancy, and contributions to public issues. A case could be made that a focus on research citations too narrowly represents the usefulness of academic research. A sole focus on high citation rates risks becoming a self-fulfilling prophecy, and opens a doorway to academic fraud, where publication in top journals is pursued as an outcome in itself rather than as a marker for practical usefulness or genuine contribution to knowledge. As universities are often subject to publish or perish cultures, and are also sometimes accused of failing to do research that is relevant, a broader means of valuing journals may lead to improved organizational research support, less publish or perish behavior and improved academic well-being (Richard, Plimmer, Fam and Campbell 2015).

There appears to be an increased move toward using and reporting SSCI Impact Factor (IF) to rank the value of the journals. Unfortunately relatively few marketing journals are listed in SSCI, and even fewer have an IF rating greater than 1. Table 8 shows the IF factors for the top twenty business journals published in, as reported by marketing academics.

**Table 8: SSCI Impact Factor of Journals that Marketers Publish In**

Journal	SSCI IF	Pubs	%
Journal of Marketing	3.885	26	1.20%
Journal of Academy of Marketing Science	3.744	27	1.25%
Journal of Consumer Research	3.187	19	0.88%
Tourism Management	3.140	15	0.69%
Journal of Marketing Research	3.109	19	0.88%
Journal of Business Research	2.129	69	3.19%
Journal of Retailing	2.014	17	0.78%
Journal of Consumer Psychology	2.009	20	0.92%
Industrial Marketing Management	1.930	31	1.43%
Journal of Business Ethics	1.837	17	0.78%
International Journal of Research in Marketing	1.833	13	0.60%
Marketing Science	1.647	14	0.65%
Marketing Letters	1.508	19	0.88%
Psychology & Marketing	1.367	20	0.92%
European Journal of Marketing	1.088	37	1.71%
Journal of Consumer Behavior	1.022	19	0.88%
Journal of Services Marketing	1.021	14	0.65%
Journal of Business and Industrial Marketing	0.973	16	0.74%
Journal of Advertising Research	0.825	13	0.60%
Journal of Marketing Management	NR	33	1.52%
Journal of Consumer Marketing	NR	18	0.83%
Journal of Marketing Theory and Practice	NR	15	0.69%
Australasian Marketing Journal	NR	13	0.60%

SSCI IF = SSCI Impact factor, Pubs = reported marketing publications,  
NR = not ranked, % reports the percentage of the 2,166 publications  
published in SSCI listed journals.

As indicated in Table 5, seven factors are considered important to the ranking of academic research journals, but vary widely in the extent to which they are valued by

academics. The current study shows that citation counts are critical, but account for slightly less than 25% of a journal's perceived ranking value.

### **Journal Publications**

The data supplied from respondents with respect to what journals they publish in indicate that UK academics do not publish in top ranked journal publications as often as the USA, Australia, New Zealand and Europe. Referring to Table 3, as a percentage of publications UK academics have a 1.4% (3/212) publication rate in the top six journals; Australia and New Zealand have a 2.4% publication rate, Asia has a 3.4% rate and Europe has a 5.7% publication rate. Given that the top six journals remain relatively stable across regions and over time this should be a concern to UK, Australian and New Zealand researchers and institutions.

### **Future Research**

Future research should investigate regional differences more fully, including examining the influence of career duration, age and family-life balance. Regional differences are apparent from the journal ranking criteria considered by the respondents. The determination of journal quality, outside of citation and impact continues to come under scrutiny, it is therefore important that additional research explore quality criteria from both a wider academic perspective, and a business impact perspective.

The high drop-out (42.5%) and non-response rate for a journal ranking survey is a concern, and needs to be investigated more fully. Considering that publishing in highly ranked journals is generally conducive to academic success, one would think that academics would be interested in such a survey and the results (Rynes 2007). Do marketing academics find a survey on journal rankings too mundane? Of little value? Or is assessment and recall of journal ranking too difficult? A number of participants emailed the researchers to indicate they do not agree with journal rankings, and therefore did not participate in the survey.

### **Limitations**

The sample consisted of 681 self-selected respondents, which may not be representative of all academics. This is a decrease in respondents from 2011. Surveys in which respondents are self-selected will contain an element of bias, especially when the data collected have potential personal and career impact; the results from this survey are no different. However, utilising the *vox populi* approach and continuing to conduct the survey every three years should build a substantial longitudinal data set.

The importance of emerging journals and attempting to rank them continues to be an issue (Fam et al. 2011). A second concern is finding an acceptable method to capture the dynamic nature of journal rankings, as marketing priorities and activities move forward (Steward and Lewis 2010).

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## Appendix A: List of Countries Included in Each Region

**North America** (NA, 247) includes USA (232) and Canada (15).

**UK** (50).

**ANZ** (85) includes Australia (58) and New Zealand (27).

**Asia** (25) includes China (7), Hong Kong (7), India (1), Indonesia (2), Malaysia (4), Republic of Korea (2), Singapore (2), and Thailand (1).

**Europe** (36) includes Albania (1), Denmark (6), Estonia (1), Finland (4), France (7), Germany (1), Hungary (1), Ireland (6), Netherlands (2), Norway (3), Sweden (2), and Turkey (2).

**Rest of the world** (ROW, 22) includes Brazil (1), Egypt (1), Israel (2), Jordan (2), Kuwait (2), Lebanon (1), Qatar (1), South Africa (4), Uganda (1), United Arab Emirates (5), United Republic of Tanzania (1), and Uruguay (1).

## Appendix B: Example of the MAG score calculation Journal MAG score =

$$\sum_j ((R_{ij} / \sum T_j)) / \text{Rank}_j$$

Note: =  $R_{ij}$  is the number of unaided recalls for the  $i^{\text{th}}$  journal ( $i = 1 - 632$ ) with  $j^{\text{th}}$  rank ( $j = 1, 2, 3, \dots, 10$ ), and  $T$  is the total number of unaided recalls for all journals with rank  $j$ .  $\text{Rank}_j$  represents the rank of the journal.

Example: MAG score for Journal of Marketing

$$(276/676/1) + (58/676/2) + (43/673/3) + (35/602/4) + (11/541/5) + (10/535/6) + (3/308/7) + (4/207/8) + (0/155/9) + (1/121/10) = 0.536$$

Original source: Fam et al. (2011)

## Appendix C: MAG Scholar journal ranking compared to Scopus and SSCI rankings

MAG Rank	Journal	Scopus IPP	Scopus Rank	SSCI IF	SSCI Rank	MAG Score
1	Journal of Marketing	5.20	12	3.885	14	0.536
2	Journal of Marketing Research	3.59	29	3.109	30	0.330
3	Journal of Consumer Research	3.40	32	3.187	28	0.272
4	Marketing Science	2.33	59	1.647	67	0.161
5	Journal of Academy of Marketing Science	2.48	53	3.744	19	0.109
6	Journal of Retailing	2.85	40	2.014	54	0.080
7	Academy of Management Journal	6.99	5	6.233	2	0.067
8	Journal of International Business Studies	4.51	20	3.620	20	0.059
9	Journal of Consumer Psychology	2.72	46	2.009	55	0.057
10	Journal of Business Research	2.64	47	2.129	50	0.051
11	Management Science	3.17	37	2.741	37	0.050
12	European Journal of Marketing	1.85	73	1.088	79	0.045
13	Academy of Management Review	7.22	3	7.288	1	0.044
14	International Journal of Research in Marketing	2.46	55	1.833	61	0.040
15	Strategic Management Journal	4.45	21	3.380	24	0.040
16	Journal of Advertising	2.12	66	2.288	46	0.037
17	Annals of Tourism Research	2.93	39	2.275	47	0.027
18	Journal of Service Research	3.49	31	2.462	44	0.026
19	Administrative Science Quarterly	4.61	19	5.316	7	0.025
20	Industrial Marketing Management	2.58	50	1.930	58	0.023
21	Journal of Advertising Research	1.10	90	0.825	85	0.022
22	Tourism Management	3.99	26	3.140	29	0.021
23	Journal of Public Policy and Marketing	1.72	77	1.150	77	0.020
24	Journal of Marketing Management	1.62	81	NR	99	0.019

25	Marketing Letters	1.49	83	1.508	69	0.017
26	Journal of International Marketing	3.28	35	3.250	27	0.016
27	Harvard Business Review	NR	99	2.249	48	0.016
28	Psychology & Marketing	1.72	77	1.367	74	0.016
29	Journal of Travel Research	3.50	30	2.905	32	0.015
30	Journal of Product Innovation Management	2.78	42	2.086	53	0.015
31	Journal of Business Ethics	2.35	58	1.837	60	0.015
32	Organization Science	3.93	27	3.360	25	0.014
33	Entrepreneurship, Theory and Practice	4.22	22	3.414	23	0.014
34	Journal of Personality and Social Psychology	5.29	10	4.736	9	0.013
35	Journal of Business Venturing	5.66	8	4.204	12	0.013
36	Journal of Operations Management	5.49	9	4.000	13	0.012
37	Journal of Business Logistics	2.56	51	NR	99	0.012
38	Journal of Applied Psychology	4.78	16	3.810	16	0.011
39	Journal of Consumer Behavior	1.42	85	1.022	82	0.010
40	Journal of Personal Selling and Sales Management	1.68	80	NR	99	0.010
41	Journal of Macromarketing	1.51	82	1.429	72	0.010
42	Journal of Management	6.65	6	6.051	3	0.010
43	Journal of Management Studies	4.95	15	4.260	11	0.010
44	Organization Studies	3.39	33	2.798	36	0.009
45	Journal of Strategic Management	NR	99	NR	99	0.009
46	American Economic Review	4.12	23	3.833	15	0.009
47	Journal of World Business	3.19	36	2.811	34	0.008
48	Journal of Services Marketing	1.82	74	1.021	83	0.008
49	Journal of Sustainable Tourism	2.73	45	2.480	42	0.008
50	Quantitative Marketing and Economics	1.02	92	NR	99	0.008
51	Research Policy	4.70	18	3.470	22	0.007
52	Management International Review	1.41	86	1.076	80	0.007
53	Psychological Science	5.29	10	5.476	5	0.006
54	Consumption, Markets & Culture	2.23	64	2.659	39	0.006
55	MIS Quarterly	7.05	4	5.384	6	0.006
56	Organizational Behavior and Human Decision Processes	2.85	40	2.805	35	0.006
57	Journal of Interactive Marketing	5.09	13	3.256	26	0.006
58	International Marketing Review	2.25	63	1.588	68	0.006
59	Journal of Finance	6.00	7	5.105	8	0.006
60	International Journal of Market Research	0.74	95	0.697	86	0.006
61	Marketing Theory	2.21	65	2.673	38	0.006
62	British Journal of Management	2.77	43	2.188	49	0.005
63	Journal of Supply Chain Management	4.71	17	4.571	10	0.005
64	Environment and Planning	1.77	76	1.460	70	0.005
65	International Business Review	2.28	61	1.669	66	0.005
66	Journal of Marketing Theory and Practice	1.18	88	NR	99	0.004
67	Transportation Research	2.48	53	3.769	17	0.004
68	Journal of Business and Industrial Marketing	1.35	87	0.973	84	0.004
69	Decision Sciences	1.87	71	1.418	73	0.004
70	Journal of Travel and Tourism Marketing	2.42	57	1.741	64	0.004
71	Sloan Management Review	1.95	68	2.114	51	0.004
72	Journal of Consumer Affairs	1.43	84	1.053	81	0.004
73	International Journal of Physical Distribution & Logistics Management	NR	99	2.101	52	0.004
74	Organization	2.33	59	1.777	63	0.003

75	Tourism Analysis	0.60	96	NR	99	0.003
76	Journal of International Management	2.44	56	1.982	56	0.003
77	Journal of Small Business Management	2.50	52	1.937	57	0.003
78	Human Resource Management Journal	2.12	66	1.845	59	0.003
79	Operations Research	2.27	62	1.777	63	0.003
80	Information Systems Research	3.38	34	3.047	31	0.003
81	Journal of Marketing Education	0.93	93	NR	99	0.003
82	Public Opinion Quarterly	1.95	68	1.429	72	0.003
83	California Management Review	1.86	72	1.109	78	0.003
84	Journal of Political Economy	4.01	25	3.750	18	0.003
85	International Review of Retail Distribution and Consumer Research	0.79	94	NR	99	0.003
86	Industrial and Corporate Change	1.92	70	1.327	75	0.003
87	Journal of Experimental Social Psychology	2.61	49	2.500	41	0.003
88	Quarterly Journal of Economics	8.27	2	5.538	4	0.003
89	Current Issues in Tourism	1.09	91	1.733	65	0.003
90	Business History Review	0.50	97	0.634	87	0.003
91	Science	26.39	1	NR	99	0.002
92	International Journal of Advertising	1.13	89	1.169	76	0.002
93	Journal of Consumer Culture	1.80	75	2.816	33	0.002
94	IEEE Transactions on Engineering Management	1.72	77	1.454	71	0.002
95	American Journal of Sociology	4.03	24	2.574	40	0.002
96	Small Business Economics	2.64	47	1.795	62	0.002
97	Journal of Experimental Psychology	2.76	44	2.355	45	0.002
98	Accounting, Organizations and Society	3.60	28	2.464	43	0.002
99	Journal of Financial Economics	5.07	14	3.541	21	0.002
100	European Journal of Operational Research	3.11	38	NR	99	0.002

**Notes:** SSCI: Business, Management; Scopus: Business, Management and Accounting. NR = Not ranked

### Appendix D: MAG scholar journal ranking comparing with and without US data

Journal with US data		Total	Journal without US data		Total
1	Journal of Marketing	441	Journal of Marketing		168
2	Journal of Marketing Research	388	Journal of Marketing Research		163
3	Journal of Consumer Research	362	Journal of Consumer Research		144
4	Marketing Science	279	Marketing Science		119
5	Journal of Retailing	156	Journal of the Academy of Marketing Science		97
6	Journal of Consumer Psychology	116	Journal of Retailing		56
7	Journal of The Academy of Marketing Science	104	Journal of Consumer Psychology		52
8	Journal of Business Research	100	Management Science		40
9	European Journal of Marketing	89	Journal of Advertising		28
10	International Journal of Research in Marketing	87	Journal of Business Research		28
11	Management Science	84	Academy of Management Journal		24
12	Academy of Management Journal	70	Academy of Management Review		20
13	Journal of International Business Studies	69	Strategic Management Journal		20
14	Strategic Management Journal	68	International Journal of Research in Marketing		19
15	Journal of Advertising	66	Journal of International Business Studies		19
16	Academy of Management Review	58	Journal of Public Policy and Marketing		19
17	Journal of Public Policy and Marketing	46	Administrative Science Quarterly		15
18	Journal of Marketing Management	44	Quantitative Marketing and Economics		12
19	Annals of Tourism Research	40	Journal of Personal Selling and Sales Management		11
20	Administrative Science Quarterly	39	Journal of Service Research		11
21	Tourism Management	39	Marketing Letters		11
22	Industrial Marketing Management	38	Harvard Business Review		10
23	Journal of Service Research	36	Journal of Management		10
24	Psychology & Marketing	36	Decision Sciences		9
25	Journal of Management	35	Journal of Advertising Research		9
26	Organization Science	34	Journal of International Marketing		9
27	Journal of Advertising Research	32	Journal of Operations Management		9
28	Marketing Letters	32	Tourism Management		9
29	Journal of Management Studies	28	Annals of Tourism Research		8
30	Journal of Consumer Behaviour	27	Journal of Business Logistics		8
31	Journal of International Marketing	27	Journal of Marketing Education		8
32	Harvard Business Review	26	Journal of Personality and Social Psychology		8
33	Journal of Travel Research	26	Organization Science		8
34	Journal of Business Ethics	24	Journal of Consumer Behavior		7
35	Journal of Personal Selling and Sales Management	22	Organizational Behavior and Human Decision Processes		7
36	Journal of Personality and Social Psychology	21	American Economic Review		6
37	Journal of World Business	21	European Journal of Marketing		6
38	International Marketing Review	20	Industrial Marketing Management		6
39	Quantitative Marketing and Economics	20	Journal of Academy of Marketing Science		6



40	Organizational Behavior and Human Decision Processes	19	Journal of Applied Psychology	6
41	Journal of Product Innovation Management	18	Journal of Supply Chain Management	6
42	Journal of Sustainable Tourism	18	Journal of Travel Research	6
43	Marketing Theory	18	Production and Operations Management	6
44	American Economic Review	16	Psychology & Marketing	6
45	Journal of Operations Management	16	International Journal of Hospitality Management	5
46	Psychological Science	16	Journal of Business Ethics	5
47	Journal of Business Venturing	15	Operations Research	5
48	Journal of Macromarketing	15	International Journal of Contemporary Hospitality Management	4
49	Management International Review	15	Journal of Hospitality and Tourism Research	4
50	International Business Review	14	Journal of Marketing Theory and Practice	4
51	Organization Studies	14	Manufacturing and Service Operations Management	4
52	Decision Sciences	13	Psychology and Marketing	4
53	Journal of Applied Psychology	13	Quarterly Journal of Economics	4
54	Journal of Hospitality and Tourism Research	13	Rand Journal of Economics	4
55	Transportation Research	13	Cornell Hospitality Quarterly	3
56	International Journal of Hospitality Management	12	Econometrica	3
57	British Journal of Management	11	Entrepreneurship, Theory and Practice	3
58	Entrepreneurship Theory & Practice	11	European Journal of Operational Research	3
59	International Journal of Contemporary Hospitality Management	11	International Marketing Review	3
60	International Journal of Tourism Research	11	Journal of Business and Industrial Marketing	3
61	Journal of Marketing Education	11	Journal of Consumer Marketing	3
62	Journal of Marketing Theory and Practice	11	Journal of Ecotourism	3
63	Journal of Political Economy	11	Journal of Interactive Marketing	3
64	Journal of Services Marketing	11	Journal of Macromarketing	3
65	Journal of Services Research	11	Journal of Management Studies	3
66	Current Issues in Tourism	10	Journal of Product Innovation Management	3
67	Human Relations	10	Journal of Sustainable Tourism	3
68	Journal of Business and Industrial Marketing	10	Journal of World Business	3
69	Journal of Business Logistics	10	Marketing Education Review	3
70	Journal of Interactive Marketing	10	Psychological Science	3
71	Journal of Supply Chain Management	10	Sloan Management Review	3
72	Quarterly Journal of Economics	10	Academy of Management Learning and Education	2
73	Tourism Analysis	10	Academy of Management Perspectives	2
74	Journal of Experimental Psychology	9	Academy of Marketing Science Review	2
75	Journal of International Management	9	Business History	2
76	Manufacturing and Service Operations Management	9	Business Horizons	2
77	Operations Research	9	Current Issues in Tourism	2

78	Production and Operations Management	9	Event management An International journal	2
79	Consumption, Markets & Culture	8	Global Strategy Journal	2
80	Cornell Hospitality Quarterly	8	International Journal of Logistics Management	2
81	Research Policy	8	Journal of Accounting and Economics	2
82	Australasian Marketing Journal	7	Journal of Accounting Research	2
83	Econometrica	7	Journal of American Statistical Association	2
84	Journal of Finance	7	Journal of Business Venturing	2
85	Sloan Management Review	7	Journal of Consumer Affairs	2
86	Advances in Consumer Research	6	Journal of Current Issues and Research in Advertising	2
87	Business History	6	Journal of Experimental Psychology	2
88	Environment and Planning	6	Journal of Finance	2
89	Journal of Strategic Marketing	6	Journal of Financial Economics	2
90	Business Ethics Quarterly	5	Journal of International Management	2
91	European Journal of Information Systems	5	Journal of Marketing Management	2
92	European Journal of Operational Research	5	Journal of Personal Selling & Sales Management	2
93	Journal of Brand Management	5	Journal of Political Economy	2
94	Journal of Consumer Marketing	5	Journal of Public Policy & Marketing	2
95	Journal of Ecotourism	5	Journal of Services Marketing	2
96	Journal of Organizational Behavior	5	Review of Economics and Statistics	2
97	Journal of Retailing and Consumer Services	5	Strategic Entrepreneurship Journal	2
98	Journal of Travel and Tourism Marketing	5	The Accounting Review	2
99	Management Information Systems Quarterly	5	Tourism Analysis	2
100	Service Industries Journal	5	Transportation Research	2

Note: The highlighted listings indicate journals either ranked outside the top 50, or not ranked within the 100 journal listed, (e.g., Journal of Personality and Social Psychology is ranked #31 with US data included, but is not ranked in the top 100 when US data is not included).