



Rank	Worldwide					North America						Europe				
	Journal	Index	Familiarity (N=372)	Average Rank	% Top10	Journal	Index	Familiarity (N=211)	Average Rank	% Top10	Hult et. al. ^a	Journal	Index	Familiarity (N=108)	Average Rank	% Top10
1	JMR	86.7	349	2.52	97.7	JMR	93.2	208	2.09	99.5	2	JM	87.1	103	2.74	96.1
2	JM	82.6	350	3.45	92.9	JCR	83.3	197	3.16	96.4	3	JMR	73.9	89	3.06	95.5
3	JCR	75.9	321	3.41	96.3	JM	80.5	199	3.93	91.0	1	JCR	67.5	84	3.64	98.8
4	MkS	65.9	294	4.32	95.6	MkS	76.2	186	3.71	98.9	4	IJRM	47.4	77	7.70	71.4
5	MS	42.6	208	5.77	91.3	MS	53.8	145	5.33	93.8	8	MkS	46.8	65	5.45	90.8
6	IJRM	35.3	223	9.24	54.7	JCP	35.3	128	9.38	47.7	21	HBR	40.1	71	8.79	62.0
7	HBR	33.5	211	9.19	55.9	HBR	31.1	115	9.57	50.4	7	JAMS	36.6	62	8.24	71.0
8	JR	32.3	244	11.14	42.2	JR	30.9	143	11.89	32.2	5	JR	35.7	67	9.49	61.2
9	JAMS	27.5	179	9.56	57.5	IJRM	29.1	114	10.23	42.1	15	JBR	33.2	61	9.23	60.7
10	JCP	26.6	179	9.96	44.7	ML	27.0	135	12.56	23.7	23	EJM	31.5	64	10.38	40.6
11	ML	23.8	201	12.17	29.9	JPSP	21.7	68	7.53	83.8		MS	25.9	42	7.67	78.6
12	JBR	23.3	176	11.16	41.5	JAMS	20.9	86	10.74	47.7	6	JAR	22.5	48	10.90	45.8
13	JAR	19.4	156	11.74	30.8	JA	16.9	87	12.83	13.8	10	JA	19.3	38	10.05	50.0
14	EJM	18.4	134	10.81	35.1	JAR	16.2	78	12.24	20.5	11	IMM	18.3	43	11.81	25.6
15	JA	17.9	148	12.00	27.0	JBR	15.7	82	12.91	23.2	9	ACR	18.0	40	11.30	32.5
16	JPSP	15.7	89	7.89	80.9	SMR	12.1	67	13.37	26.9	13	ML	17.9	38	10.82	47.4
17	ACR	13.8	109	11.56	29.4	JB	11.6	51	11.43	35.3	14	SMJ	17.2	36	10.67	52.8
18	SMR	13.1	119	12.79	33.6	ACR	11.2	53	12.08	24.5	17	JMM	16.9	42	12.29	26.2
19	JPIM	12.2	113	12.95	28.3	OBHDP	11.2	40	9.20	77.5		SMR	16.9	39	11.67	43.6
20	JB	10.9	84	11.37	39.3	JPPM	11.1	63	13.59	23.8	12	JIBS	15.4	32	10.59	46.9
21	IMM	10.7	94	12.51	22.3	JPIM	10.4	56	13.14	25.0	25	CMR	15.0	38	12.50	28.9
22	CMR	10.6	99	13.03	20.2	DS	9.3	42	11.64	38.1	20	JPIM	14.6	38	12.68	31.6
23	SMJ	10.3	75	10.81	58.7	CMR	8.7	49	13.47	10.2	24	JCP	12.4	29	11.79	31.0
24	JIBS	10.1	82	11.85	37.8	EJM	8.4	42	12.57	16.7	27	PM	10.9	31	13.39	32.3
25	PM	9.1	99	14.18	23.2	PM	7.9	52	14.58	19.2	16	JB	10.2	21	10.48	52.4
26	DS	8.9	71	11.70	38.0	SMJ	7.7	33	11.12	63.6		JIM	8.2	22	12.91	27.3
27	JPPM	8.8	86	13.37	26.7	JEP	7.6	27	9.11	74.1		DS	7.9	15	9.60	46.7
28	OBHDP	8.3	56	10.00	67.9	JIBS	7.0	35	12.54	34.3	22	IJA	7.8	19	12.16	26.3
29	JMM	7.4	63	12.22	30.2	JPSSM	4.8	26	13.15	19.2	18	JMRS	7.7	22	13.41	31.8
30	JIM	6.1	56	12.91	28.6	IMM	4.5	29	14.48	6.9	19	BH	7.6	21	13.24	23.8
31	JEP	5.8	38	9.58	68.4	JSR	4.3	24	13.42	29.2		JCM	6.7	16	11.94	31.3
32	JPSSM	4.4	47	13.98	14.9	JIM	3.8	19	12.47	31.6	26	JPSP	6.7	13	9.85	61.5
33	BH	4.4	46	13.85	17.4	BH	2.5	18	15.06	5.6	34	JMFM	6.6	16	12.13	31.3
34	JSR	4.4	39	12.62	33.3	MM	2.5	9	9.33	66.7		JSM	5.4	16	13.69	25.0
35	JMRS	3.9	40	13.70	27.5	JMRS	2.2	13	13.92	15.4		JS	4.8	18	15.22	5.6
36	JCM	3.8	37	13.32	18.9	JCM	2.1	13	14.08	7.7	29	JPSSM	4.4	16	15.00	12.5
37	JS	3.8	47	14.98	8.5	JS	2.1	15	15.07	6.7	32	JPPM	4.2	11	12.82	27.3
38	IJA	3.5	34	13.26	17.6	JMFM	1.6	7	11.43	28.6		OBHDP	4.0	10	12.40	50.0
39	JMFM	3.2	27	12.15	33.3	JMM	1.5	11	15.36	9.1		JSR	3.6	8	11.25	50.0
40	IMR	2.6	23	12.57	30.4	IJA	1.2	8	14.50	0		IMR	3.5	12	14.75	16.7

Table 1 Worldwide, North American and European Journal Rankings

^a Hult et. al. (1997) Doctoral Institution Ranking



Rank	Asia					Australia/NZ				
	Journal	Index	Familiarity (N=30)	Average Rank	%Top10	Journal	Index	Familiarity (N=23)	Average Rank	%Top10
1	JMR	86.2	29	3.17	93.1	JM	87.6	22	2.68	95.5
2	JM	77.0	26	3.23	92.3	JMR	87.2	23	3.57	95.7
3	MkS	68.5	24	3.88	95.8	JCR	65.0	18	4.39	88.9
4	JCR	62.7	22	3.91	90.9	MkS	58.0	19	6.95	78.9
5	MS	43.7	16	4.63	100.0	IJRM	49.1	16	6.88	81.3
6	HBR	32.8	14	6.93	78.6	JBR	43.0	17	9.35	58.8
7	JAMS	31.0	16	9.38	50.0	JAMS	40.9	15	8.47	66.7
8	JR	29.0	18	11.33	38.9	JAR	38.7	18	11.11	38.9
9	EJM	28.0	14	9.00	64.3	EJM	35.4	14	9.36	35.7
10	JCP	25.8	16	11.31	43.8	JR	34.4	16	11.13	56.3
11	JBR	25.5	16	11.44	43.8	IMM	25.9	13	11.85	30.8
12	IJRM	24.2	16	11.94	37.5	HBR	24.6	11	10.73	45.5
13	ML	23.2	16	12.31	31.3	JA	23.9	11	11.00	45.5
14	ACR	18.7	9	8.56	55.6	ML	23.7	12	11.92	41.7
15	JAR	16.5	12	12.75	25.0	JPIM	17.0	10	13.20	40.0

Table 2 Journal Rankings for Asia and Australia/New Zealand

Worldwide (N=311)			North America (N=177)			Europe (N=90)		
	Journal	Readership		Journal	Readership		Journal	Readership
1	JM	71.06%	1	JMR	80.23%	1	JM	78.89%
2	JMR	70.10	2	JM	68.36	2	JMR	52.22
3	JCR	49.84	3	JCR	57.06	3	JCR	38.89
4	MkS	28.30	4	MkS	33.33	4	HBR	27.78
5	HBR	25.40	5	HBR	23.73	5	EJM	25.56
6	JAMS	14.47	6	JCP	19.21	6	IJRM	20.00
7	MS	13.83	7	MS	18.64		MkS	20.00
8	JCP	12.22	8	JAMS	10.73	8	JBR	18.89
9	EJM	9.32	9	JPSP	9.04		JMM	18.89
10	IJRM	8.68	10	ML	7.34	10	JAMS	15.56
11	JBR	8.04	11	JR	5.65	11	SMR	10.00
12	ML	6.75	12	JPPM	4.52	12	SMJ	8.89
13	JPSP	6.11	13	JSR	3.95	13	ML	7.78
14	JMM	6.11	14	IJRM	3.39		JIBS	7.78
15	JR	5.79		JA	3.39	15	IMM	6.67
							MS	6.67

Table 3 Journal Readership

Rank	Consumer Behavior				Marketing Mgmt/Strategy				Marketing Research Modeling				Channels Retailing/Sales Mgmt				Services Marketing				Innovation New Product Development			
	Journal	Index	Familiarity (N=108)	Average Rank	Journal	Index	Familiarity (N=81)	Average Rank	Journal	Index	Familiarity (N=54)	Average Rank	Journal	Index	Familiarity (N=41)	Average Rank	Journal	Index	Familiarity (N=16)	Average Rank	Journal	Index	Familiarity (N=15)	Average Rank
1	JCR ⁺⁺	90.3	104	2.25	JM ⁺⁺	86.6	76	2.54	JMR	90.3	51	1.88	JMR ⁺	88.4	38	1.92	JM ⁺⁺	92.2	15	1.33	JM ⁺	86.0	14	2.57
2	JMR	90.0	104	2.32	JMR	82.8	74	2.88	MkS ⁺⁺	84.2	50	2.82	JM	84.9	39	3.15	JMR	90.6	16	2.88	JCR	74.3	13	3.85
3	JM	82.5	106	4.19	JCR	67.2	64	4.00	JCR	76.4	48	3.81	JCR	71.0	34	3.88	JCR	77.2	14	3.36	JMR	74.0	12	2.50
4	MkS	65.1	84	4.26	MkS	67.0	66	4.55	JM	76.1	50	4.56	MkS	61.1	30	4.30	JAMS ⁺⁺	60.0	14	7.29	MkS	60.3	11	4.55
5	JCP ⁺⁺	48.8	87	8.90	HBR ⁺	46.7	56	7.50	MS ⁺	65.6	43	4.53	JR ⁺⁺	56.5	39	9.13	MkS	57.2	13	6.92	JPIM ⁺⁺	55.3	14	9.14
6	MS	41.8	61	6.21	MS	44.0	46	5.52	IJRM	46.2	40	8.53	MS	33.4	18	5.78	JR ⁺	54.4	13	7.62	MS	45.3	9	5.89
7	JPSP ⁺⁺	35.3	56	7.38	JAMS ⁺⁺	39.0	48	7.83	JR	33.5	39	11.7	HBR	31.1	21	8.86	JBR ⁺⁺	52.5	15	9.80	HBR	44.7	13	10.7
8	IJRM	31.7	62	9.97	IJRM	29.3	39	8.85	ML ⁺	33.2	39	11.8	ML ⁺	29.2	24	11.0	IJRM	48.1	12	8.17	IJRM	41.7	10	8.50
9	ML	25.7	66	12.6	JR	28.3	48	11.5	JCP	26.9	30	11.3	JAR	26.1	19	9.74	HBR	47.5	12	8.33	ML	29.7	9	11.1
10	JA ⁺⁺	25.2	57	11.4	SMR ⁺⁺	24.3	38	10.5	HBR	21.7	22	10.4	JAMS	26.1	18	9.11	JSR ⁺⁺	33.4	10	10.3	JAMS	29.7	7	8.29
11	HBR	25.2	53	10.7	JBR	23.5	38	11.0	JBR	21.0	24	11.5	IJRM	25.1	22	11.6	EJM	26.6	9	11.3	IMM	26.7	9	12.1
12	JR	24.5	64	12.7	EJM	19.3	31	10.9	JB	20.3	20	10.1	EJM	24.4	18	9.89	SMR ⁺	23.8	7	10.1	JR	25.7	11	14.0
13	JAR	22.8	52	11.5	ML	19.0	37	12.5	JAR	16.7	22	12.8	JA	22.8	19	11.2	PM	21.9	9	13.2	EJM	22.7	6	9.67
14	JAMS	21.4	45	10.7	IMM	18.3	32	11.8	DS	15.4	17	11.2	JBR	22.2	16	9.63	JAR	21.9	8	12.3	SMJ	19.7	5	9.20
15	OBHDP	20.7	38	9.21	SMJ	17.5	24	9.17	JAMS	15.2	23	13.9	JCP	16.3	14	11.4	JIBS	19.4	5	8.60	JBR	17.3	6	12.3

⁺⁺ Differs significantly from the rest of the population with $\alpha < .01$

⁺ Differs significantly from the rest of the population with $\alpha < .05$

Table 5 Journal Rankings Based on Research Interest Area

Appendix

Journal Name	Acronym	Journal Name	Acronym
Advances in Consumer Research	ACR	Journal of Marketing Management	JMM
Australasian Marketing Journal	AMJ	Journal of Marketing Research	JMR
Business Horizons	BH	Journal of Marketing Theory and Practice	JMTP
California Management Review	CMR	Journal of Personal Selling & Sales Management	JPSSM
Decision Sciences	DS	Journal of Personality & Social Psychology	JPSP
European Journal of Marketing	EJM	Journal of Product and Brand Management	JPBM
Harvard Business Review	HBR	Journal of Product Innovation Management	JPIM
Industrial Marketing Management	IMM	Journal of Public Policy and Marketing	JPPM
International Journal of Advertising	IJA	Journal of Retailing	JR
International Business Review	IBR	Journal of Service Research	JSR
International Journal of Research in Marketing	IJRM	Journal of Services Marketing	JS
International Marketing Review	IMR	Journal of Strategic Marketing	JSM
Journal of Advertising	JA	Journal of the Academy of Marketing Science	JAMS
Journal of Advertising Research	JAR	Journal of the Market Research Society	JMRS
Journal of Brand Management	JBM	Management Science	MS
Journal of Business	JB	Marketing Education Review	MER
Journal of Business and Industrial Marketing	JBIM	Marketing Letters	ML
Journal of Business Ethics	JBE	Marketing Management	MM
Journal of Business Research	JBR	Marketing Science	MkS
Journal of Consumer Marketing	JCM	Organizational Behavior & Human Decision Processes	OBHDP
Journal of Consumer Psychology	JCP	Psychology and Marketing	PM
Journal of Consumer Research	JCR	Sloan Management Review	SMR
JEP - Learning Memory & Cognition	JEP	Strategic Management Journal	SMJ
Journal of Global Marketing	JGM	Zeitschr. für betr. Forschung	ZFBF
Journal of Health Care Marketing	JHCM	Zeitschr. für Betriebswirtsch	ZFB
Journal of International Business Studies	JIBS		
Journal of International Marketing	JIM		
Journal of Market Focused Management	JMFM		
Journal of Marketing	JM		
Journal of Marketing Education	JME		