

(1) TOP TIER JOURNAL LIST

Marketing

General

Journal of Marketing

Journal of Marketing Research

Behavioral

Journal of Consumer Research

Journal of Consumer Psychology

Quantitative

Marketing Science

Quantitative Marketing and Economics

General Science / Multi-Disciplinary

Management Science

Nature

Proceedings of the National Academy of Sciences (PNAS)

Science

Psychology

General Psychology

Annual Review of Psychology

Journal of Experimental Psychology: General

Perspectives on Psychological Science

Psychological Bulletin

Psychological Review

Psychological Science

Social Psychology

Journal of Experimental Social Psychology

Journal of Personality and Social Psychology

Cognitive Psychology

Trends in Cognitive Sciences

Psychometrics

Psychometrika

Other fields:

In the fields of Economics, Finance, Management, and Accounting, we will adopt the list of top-tier journals that those respective Stern departments decide on.

In the fields of Computer Science, Information Systems, Operations Research, and Statistics, we will adopt the list of journals selected by the TOPS department.

(2) TOP TIER JOURNAL LIST- SUMMARY METRICS

Metrics of impact:

- SJR (Scimago Journal Rank): The most commonly used weighted citation rank.
- Web of Science 5-year impact factor

Measures of popularity:

- Number of faculty at the marketing departments of 15 top business schools who published in the journal during the last 10 years. More information on this measure can be found in the next section (the description of the selection process).

	SJR (Scimago Journal Rank - weighted citation rank)	Web of Science 5- year impact factor	Top School Faculty who published in the journal in last 10 years
MARKETING			
Journal of Consumer Psychology	3.7	5.1	58
Journal of Consumer Research	7.6	7.4	83
Journal of Marketing	8.6	9.9	46
Journal of Marketing Research	7.3	6.5	141
Marketing Science	7.2	4	113
Quantitative Marketing and Economics	1.2	1.3	41

	SJR (Scimago Journal Rank - weighted citation rank)	Web of Science 5- year impact factor	Top School Faculty who published in the journal in last 10 years
<i>PSYCHOLOGY</i>			
Annual Review of Psychology	10.2	26.3	8
Journal of Experimental Psychology: General	2.7	5.2	35
Journal of Experimental Social Psychology	2.5	3.8	30
Journal of Personality and Social Psychology	4.5	7.7	44
Perspectives on Psychological Science	5.3	11	16
Psychological Bulletin	9.2	24.6	2
Psychological Review	4.8	8.7	6
Psychological Science	3.3	7.1	53
Psychometrika	2.6	2.5	3
Trends in Cognitive Sciences	6.9	19	4
<i>MULTI-DISCIPLINARY</i>			
Management Science	5.4	5.5	84
Nature	14	46.5	6
Proceedings of the National Academy of Sciences (PNAS)	5.2	10.6	28
Science	13.1	44.4	13

(3) SELECTION PROCESS

Committee

A committee was formed to propose a list of top-tier journals, consisting of: Bryan Bollinger, Andrea Bonezzi, Minah Jung, Xiao Liu, Tom Meyvis (chair), Eitan Muller

The committee collected data and proposed a preliminary set of top-tier journals which was then further adjusted in two consecutive meetings with the full marketing tenure track faculty.

Data Collection Process

Our selection decisions were primarily guided by our collective knowledge of the quality of the work published in these outlets, rather than a blind application of quantitative criteria (which are informative but not without flaws).

In addition to our (qualitative) knowledge, we did also collect additional metrics to test whether our impressions converge with measures of impact on the field and adoption by top schools.

The full data can be viewed in the spreadsheet that is included with this report.

Specifically, we collected the following metrics:

Indicators of impact

- Scimago Journal Rank (SJR). This is a commonly used weighted citation rank (the number of citations is weighted by the prestige of the journals the work is cited in). It uses a 3-year citation period.
- 2 Year Impact Factor (Web of Science)
- 5 Year Impact Factor (Web of Science)
- 2 Year Impact Factor without self citations (Web of Science)
- Whether the journal is included in the Financial Times top 50

Indicators of adoption by top schools

For these measures, we put together a list of 15 top business schools. Any such list is bound to be somewhat arbitrary, but the main goal was to give some rough indication of popularity of the journals among faculty in top marketing departments. This is the list:

- 1 University of Pennsylvania
- 2 Harvard University
- 3 Columbia University
- 4 INSEAD
- 5 Stanford University
- 6 Cornell University
- 7 University of Chicago
- 8 Duke University
- 9 Massachusetts Institute of Technology
- 10 Yale University
- 11 Northwestern University
- 12 University of California at Los Angeles
- 13 London Business School
- 14 Carnegie Mellon University
- 15 University of California at Berkeley

Based on this list, we collected the following data:

Editorial Board Representation:

- How many of these 15 schools are represented on the ERB (including Editor and AEs)?
- Many faculty from these 15 schools are represented on the ERB?
- What is the proportion of the ERB that belongs to these 15 schools?

Publications by faculty at these 15 schools during the last 10 years. For each Journal, we calculated:

- The number of faculty members at these 15 schools who have published in that journal in the last 10 years.
- The number of publications in that journal listed on the CVs of faculty members at these 15 schools in the last 10 years. *(Note that this metric will suffer from some double counting)*

The Journals - Marketing

We started out with a focus on the 6 marketing journals that were listed on the most recent A-journal list:

- Journal of Marketing Research (JMR)
- Journal of Consumer Research (JCR)
- Marketing Science (MS)
- Journal of Consumer Psychology (JCP)
- Quantitative Marketing & Economics (QME)
- Journal of Marketing (JM)

Based on our qualitative assessment, these are indeed still the top journals in our field. However, we were open to changing this assessment if the metrics strongly suggested otherwise.

We also collected metrics for other journals in marketing, working off a list of marketing journals as classified by Scimago (note: we did remove some obscure journals to make the data collection more manageable):

Journal of the Academy of Marketing Science
Journal of Advertising
Journal of Interactive Marketing
Journal of Retailing
International Journal of Research in Marketing
Journal of International Marketing
Journal of Business Research
Journal of Advertising Research
Journal of Public Policy and Marketing
Marketing Letters
Psychology and Marketing
Journal of Marketing Management
Journal of Services Marketing
European Journal of Marketing
Journal of Marketing Behavior (relatively new)
Journal of the Association for Consumer Research (relatively new)

The Journals – Outside Marketing

For fields corresponding to departments at Stern (Economics, Finance, Management, Accounting, Information Systems, Operations Research, and Statistics), we propose to adopt the list of field-specific journals selected by those departments.

For Computer Science, we propose to adopt the journals specified by the TOPS department.

This left us with the need to select Psychology journals and Multi-Disciplinary journals (in the absence of a corresponding Stern department).

To select those journals, we started with the list of journals in which marketing faculty in the 15 top schools had published in the last 10 years and further narrowed down the selection based on our perceptions of journal quality and the same impact metrics mentioned above.

(4) RATIONALE FOR THE SELECTED JOURNALS

Marketing Journals

Journal of Marketing Research

Journal of Consumer Research

Marketing Science

These journals are firmly established as top marketing journals for behavioral research (JCR), quantitative research (Mkt Sci) or both (JMR). This is also reflected in all the metrics. These journals have high impact factors (WoS: 4-7.4; SJR: 7.2-7.6), have most of the selected top schools serving on their boards (11-15 out of 15 schools; 35-48 faculty members of those schools on their ERB), and are popular outlets for many of the marketing faculty at these top schools (83-141 faculty at these schools have published in them in the last 10 years). They are all also in the FT top-50 journal rankings.

Journal of Consumer Psychology

This is also a very respected outlet for behavioral research in marketing. It has a respectable but lower SJR (3.7), a relatively high WoS impact factor (5.1), and a decent representation of the 15 top schools on its ERB (9 schools on ERB; 29 top school faculty on ERB) and in its publications (58 top school faculty published in it in the last 10 years). It is also in the FT top-50 journal rankings.

Journal of Marketing

This journal is the most prestigious marketing journal with a managerial/strategy perspective. It has the highest impact metrics of any marketing journal (Wos: 9.9, SJR: 8.6), has a decent representation of the 15 top schools on its ERB (11 schools on ERB; 32 top school faculty on ERB), though top school faculty are somewhat less likely to publish in it relative to the other journals (46 faculty published in it in the last 10 years), mostly due to its more managerial perspective (which is less represented in the selected schools). It is also in the FT top-50 journal rankings.

Quantitative Marketing and Economics

This journal is a very respected quantitative marketing journal. It currently scores quite low on impact metrics (Wos: 1.3; SJR: 1.2) and is not in the FT top-50 journal rankings. However, we

decided to include it in the list as it is widely regarded as a high quality outlet for quantitative marketing research, as demonstrated by the representation of the 15 top schools on its ERB (9 schools on ERB; 20 top school faculty on ERB; which comprises 56% of its ERB, the highest of any marketing journal) and in its publications (41 top school faculty published in it in the last 10 years, although it only publishes less than a third of the number of articles of the other journals).

Note that one marketing journal, *Journal of the Academy of Marketing Science*, has a higher WoS impact factor than any of the journals we selected (though a lower SJR than most). However, it publishes less fundamental, more applied research, which also explains why it is substantially less likely to be published in by marketing faculty at the top business schools (only 10 top school faculty published in it in the last 10 years). As such, we do not include it in our top-tier list.

Psychology Journals

Psychological Science (PS)

Perspectives on Psychological Science (PPS)

Journal of Personality and Social Psychology (JPSP)

Journal of Experimental Psychology: General (JEP:G)

Journal of Experimental Social Psychology (JESP)

These journals publish rigorous research in general psychology (PS, PPS, JEP:G) or social psychology (JPSP, JESP), with respectable impact factors (SJR: 2.5-5.3; WoS: 3.8-11). They are influential (often cited) in marketing research and are often published in by marketing faculty at the 15 top schools we selected (16-53 faculty published in them in the last 10 years).

Psychological Review (PR)

Psychological Bulletin (PB)

Annual Review of Psychology (ARP)

Trends in Cognitive Sciences (TiCS)

These journals are not frequently published in by marketing faculty, but they are highly respected outlets in the foundational areas of general psychology (PR, PB, ARP) and cognitive

psychology (TiCS, currently arguably the most influential general cognitive psychology outlet), as evidenced by the very high impact factors (SJR: 4.8-10.2; WoS: 8.7-26.3).

Psychometrika

This journal has a more modest impact factor (SJR: 2.6; WoS: 2.5) and is only published in by a small subset of marketing researchers, but it has been traditionally regarded as the premier outlet for statistical research on survey scales and scale development, an area of key importance in marketing research.

Multi-Disciplinary Journals

Management Science

An FT top-50 journal with a high impact factor (SJR: 5.4; WoS: 5.5) that is a very popular outlet for marketing faculty at the 15 top schools (84 faculty at those schools published in it in the last 10 years) and has a dedicated marketing sub-section.

Nature

Science

Proceedings of the National Academy of Sciences (PNAS)

Highly influential journals (SJR: 5.2-14; WoS: 10.6-46.5) with an excellent quality reputation. Less commonly published in by marketing academics (though more so in PNAS), but relevant articles can have high impact within the marketing field.