



The Top 10 Journals in Marketing

Beyond the Financial Times Big 6 - i.e., JCR, JCP, JM, JMR, JAMS, & MS

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Executive Summary

As part of *Contribution Continuum Revisited* (2019) research project*, authors David Stewart and Daniel Ladik asked reviewers their views on the Top 10 Journals in Marketing (beyond the traditional Financial Times Big 6).

Interestingly, the results presented here are not from a random set of reviewers. Instead, we asked the strongest, most experienced reviewers their thoughts on common pitfalls in the manuscript creation process. With this objective, we first approached editors from the 39 marketing and marketing related journals ranked by SSCI. We then described our project and asked the editors for a list of their strongest reviewers like those who had won awards for their efforts, as well as, reviewers who earned their way to associate or area editor positions. In total, we received 249 nominations from the editors, and we are thankful to the 104 reviewers who responded to our request.

Methodology

The exact question asked to the expert reviewers was:

Beyond these six journals (i.e., JCR, JCP, JM, JMR, JAMS, & MS), what do you think are the next top 10 journals for young scholars to target their research?

The 104 reviewers provided 868 votes of which the Top 10 received 441 of those votes or 51% of the total. The data collected has been broken down in three different ways in order to understand the fullest picture possible. Please note the yellow and green shaded boxes. A green box indicates the highest vote count for that journal. *Journal of Retailing*, for instance, had the highest number of votes in the second rank at 14. A yellow box indicates the rank a particular journal received the most votes in. For example, *Journal of Business Research* received the most votes in the 4th position out of all other possible positions. If there is no yellow box, the journal had also received the most votes out of all other journals in that particular position. Please note that some journals received the same number of votes in different positions, thus leading to a tie.

We provided an additional 6 publications in the table below as there was a sharp drop off after these 16 journals. In the end, the Top 16 publications received 577 votes or 67% of the total.

The Data

Journals	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8	Rank 9	Rank 10	Total
JR	12	14	12	9	4	2	2	3	0	1	59
IJRM	14	11	11	6	3	4	5	1	2	0	57
JA	8	7	7	2	2	9	3	6	10	2	56
JBR	7	7	6	9	6	2	3	5	3	4	52
JSR	11	7	5	5	5	5	3	1	1	2	45
JPPM	6	5	6	6	2	3	4	2	2	4	40
ML	0	2	3	6	6	4	7	4	6	2	40
JIM	1	2	3	2	4	6	4	5	3	4	34
EJM	0	0	4	6	8	3	4	3	1	2	31
JPIM	4	2	3	3	4	3	3	1	3	1	27

Table 1: A full picture of all the data collected through this study.

Based on the afore mentioned data the following breakdowns have been complied to provide a more concise view which can be examined.

	Journal	Votes
Journal 1	Journal of Retailing	59
Journal 2	Int. Journal of Research in Marketing	57
Journal 3	Journal of Advertising	56
Journal 4	Journal of Business Research	52
Journal 5	Journal of Service Research	45
Journal 6	Journal of Public Policy & Marketing	40
Journal 7	Marketing Letters	40
Journal 8	Journal of Interactive Marketing	34
Journal 9	European Journal of Marketing	31
Journal 10	Journal of Product Innovation Management	27

Table 2: Journals ranked in order beyond the Financial Times Top 6. Determined by calculating the journals with the most overall votes between all positions.

	Journal	Votes
Journal 11	Psychology and Marketing	26
Journal 12	Industrial Marketing Management	25
Journal 13	Management Science	23
Journal 14	Marketing Theory	21
Journal 15	Journal of International Marketing	21
Journal 16	Quantitative Marketing and Economics	20

Table 3: Journals ranked in order by most votes, following the Top 10 list.

Final Note

As a final note, if one were to ask, “What are the Top 10 Journals in Marketing,” given the data presented here, one could argue that the Financial Times Big 6 (JCR, JCP, JM, JMR, JAMS, & MS) plus the Top 4 presented here (JR, IJRM, JA, and JBR) make a good case for which journals should be included on a Top 10 list.

If there are any questions about the information presented above, please contact me directly.

Daniel M. Ladik, Ph.D.,
Associate Professor of Marketing
Stillman School of Business
Seton Hall University
<https://www.shu.edu/profiles/danielladik.cfm>
Daniel.ladik@shu.edu

Contribution Continuum Revisited (2019) research project*

David Stewart and Daniel Ladik, eds (2019), *How to Publish in the Best Marketing Journals*, Eldgar Publishing, London.