

IDENTIFYING AND EVALUATING THE UNIVERSE OF OUTLETS FOR INFORMATION SYSTEMS RESEARCH: RANKING THE JOURNALS

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ABSTRACT

We use a survey instrument to identify the universe of journal publication outlets for information systems (IS) research, to identify the IS journals, and to observe the value of the outlets to IS researchers. In an online survey we asked IS researchers to rate the value of IS publication outlets and to categorize them into IS journals, allied discipline journals, and professional and managerial magazines and journals. 1129 validated and non-duplicate respondents rated 326 journals, which we present in three rank-ordered lists, one for each of IS journals, allied discipline journals, and professional and managerial magazines and journals. In addition, we graphically present trends in the ranking of five selected journals from 1991 through 2003. This is the first attempt to identify the universe of IS journal publishing outlets, the first to rank the value of IS journals separately, and the first attempt to rank the value of IS publication outlets without pre-selecting the set of journals to be ranked.

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INTRODUCTION

Motivation

At the time of the first *ICIS* conference, more than twenty years ago, information systems was an ill-defined research focus, with little disciplinary recognition and with few credible research publication outlets of its own. It included researchers from a variety of disciplines, such as strategic management, operations research, accounting, computer science, and engineering, who saw the need to work on problems related to computer information systems and organizations. Quite naturally, they published the results of their research in the journals of a variety of disciplines, not only because there were few credible IS journals, but also because the researchers themselves had ties to other disciplines.

Since then, IS has become an accepted discipline at most universities, albeit grudgingly at some, if for no other reason than because of the very substantial demand for teaching capacity in business schools for MIS major students and as part of the core curriculum for other business students.

In the subsequent two decades researchers in IS developed a large number of new journals that specifically focus exclusively on IS research issues. At the same time, IS researchers have continued the tradition of publishing articles that address IS research questions in the journals of allied disciplines. As a result, IS research has been published in a wide variety of journal outlets, both within and outside the IS discipline.

Over this period, there have been at least 15 published attempts to evaluate and rank journals in terms of their importance for IS research. Generally these attempts have been consistent with information system's origins as a multidisciplinary focus. In every case the articles have evaluated a mixed set of IS journals and journals from other disciplines. In addition, each of the prior studies has limited itself to a pre-selected set of journals. To date there has been no attempt,

- To identify the universe of publication outlets in which IS research is published,

- To identify all of the IS research journals, or
- To measure the value of the outlets to IS researchers and their audiences.

In consequence, researchers have made do with articles that identify and evaluate only a small part of the IS research publication capacity. The number of outlets identified in each article varied, but some of the articles identified and evaluated capacity for only a few dozen articles per year. For example, Shim, English, and Yoon (1991) identified eight journals, mostly from other disciplines, publishing approximately 100 MIS articles per year, as the most important IS research outlets. Other ranking articles have similarly rated a small number of research outlets. Since that time, however, the IS discipline has grown and matured substantially, such that today a small number of publication outlets can hardly serve the needs of 3000 or more IS researchers, who investigate problems in dozens of different research streams. The situation clearly points to a need to identify and evaluate the entire production capacity to publish IS research.

Objectives

To address this need, we have asked thousands of IS researchers to participate in a project to identify IS research publication

CONTRIBUTION

This is the first attempt, to our knowledge, to identify and evaluate the whole universe of IS research journal outlet capacity, both within IS and in other disciplines and the first attempt to sort these outlets into IS, other discipline, and professional categories. It is also the first attempt to evaluate IS journal outlets without pre-selecting the set of journals that are allowed to be considered by the raters.

We believe that the results can be extremely valuable for IS research producers and users. This is the first time that an exhaustive list of IS research outlets has been published. These results will be a resource for producers and users to identify outlets that suit particular needs for content, focus, quality, and audience position.

outlets, both within and outside of IS; to categorize them as IS research outlets, research outlets from other disciplines, or professional and managerial magazines and journals; and to evaluate them.

Results Summary

The result has been the broadest attempt yet, by far, to map out the whole of the IS research journal publication capacity. In brief,

- We have identified the twenty five IS research publication outlets that are most valued by respondents in an interdisciplinary list.
- We have identified 326 journals that publish IS research, both within IS and in other disciplines.
- We have classified journals as IS research journals, allied discipline research journals that publish IS research, and professional and managerial magazines and journals.
- We have evaluated the journals, displaying ratings and ranking for 110 of the journals in the three categories.

Outline of the Paper

In the next section, we briefly discuss prior attempts to value IS research outlets and then we develop our research questions. Next we describe the methods that we use to collect data for this study. This is followed by a section in which we integrate discussion of our analysis, with results and discussion of the results. Finally, we end the paper with concluding remarks.

VALUING IS RESEARCH OUTLETS

Prior efforts

A number of researchers have attempted to value, rate or rank IS research journals over the past 20 years. Table 1 summarizes 15 of the published efforts.

The rankings have sought to observe a variety of qualities about the journals, such as importance to IS faculty, frequency of use, quality, appropriateness, contribution, outlet preference, and influence. To observe these various qualities, the researchers in these

studies have used three kinds of measures: citations, the perceptions of an elite group of researchers, and the perceptions of a representative group. Five of the earlier studies used citations (Hamilton and Ives 1982; Vogel and Wetherbe 1984; Holsapple, Johnson, Manakyan and Tanner 1993; Cooper, Blair, and Pao 1993; and Holsapple, Johnson, Manakyan, and Tanner 1994), five used an elite sample of respondents (Hamilton and Ives 1983; Doke and Luke 1987; Gillenson and Stutz 1991; Shim, English and Yoon 1991; and Whitman, Hendrickson and Townsend 1999), and five of the more recent studies have used the perceptions of a representative group of IS researchers (Koong and Weistroffer 1989; Walstrom, Hardgrave and Wilson 1995; Hardgrave and Walstrom 1997; Walstrom and Hargrave 2001; and Mylonopoulos and Theoharakis 2001).

Each of the measures has substantial value, but also limitations. Citation studies helped to establish the value of our publication outlets when the IS discipline was immature. A persuasive argument could be made that they were “objective,” e.g., (Holsapple, Johnson, Manakyan, and Tanner 1993). As the number of journals increased, however, a limitation emerged: they do not result in unbiased rankings. Each of these studies used a small group of pre-selected journals from which to collect the citations. These pre-selected journals, not surprisingly, tended to become the top ranked journals in the resulting rankings, e.g., (Holsapple, Johnson, Manakyan, and Tanner 1994).

Studies that used an elite group of researchers to observe quality also made valuable contributions to the convergence of the discipline in its early years. Arguably when the definition of the discipline is fuzzy, an elite can better identify the core of quality research and outlets than can the mass of IS researchers, whose “qualifications to rank leading research journals...may be open to question (Shim, English, and Yoon 1991).”

In a diverse, maturing discipline, however, an elite group of researchers, just because it is small in number and unrepresentative, is likely to neglect substantial streams of research, in favor of research that is popular at the elite institutions

Table 1. Summary of prior studies that have evaluated IS research outlets.

Ranking Survey	# Journals	Respondent Characteristics	Sample/ Response (%)	Dependent Variable	Measure
Hamilton and Ives (1982)	20	n. a. (citations)	n. a.	Journal sources of information for MIS researchers	Number of references in 15 journals that publish IS research 1970-1979.
Hamilton and Ives (1983)	37	“Knowledgeable and recognized experts in the academic MIS community with doctorates and involved with MIS research”	291/110	Strata of journal importance to academic and practitioners	Number of MIS articles, perceived contribution to MIS, readership, citations, respondent characteristics
Vogel and Wetherbe (1984)	15	n. a. (citations)	n. a.	Preferences among journals for the publication of MIS research	Distribution of MIS research among journals for research from top institutions.
Doke and Luke (1987)	29	Deans of business school—listed in the 1985-86 AACSB membership directory	243/29 (11.9%)	Importance to IS faculty for publication	Top 10 journals in order of decreasing importance
Koong and Weistroffer (1989)	141	Sequential random sample of directory of MIS faculty	500/139 (27.8%)	Frequency as a source for acquiring and disseminating information	3 most journals acquiring information and 3 most journals disseminating knowledge
Gillenson and Stutz (1991)	38	All AACSB credited business schools	269/135 (50.2%)	Academic quality for MIS publications	Perception of journals rating as top, high, med, low and nil.
Shim, English, and Yoon (1991)	8	47 MIS researchers with 30 or more citations each	47/25 (53.2%)	Perceived importance for publishing MIS results likely to advance field.	Rank order journals in terms of importance
Cooper, Blair, and Pao (1993)	14	n.a. (citations)	n.a.	“...journal influence in communicating MIS research...”	Citations among the same 14 journals
Holsapple, Johnson, Manakyan, and Tanner (1993)	83	n.a. (citations)	n.a.	“...relative importance of journals used by academics for research and scholarly discourse.”	Citations in five base MIS journals, 1987-1991. Journals clustered into tiers.
Holsapple, Johnson, Manakyan, and Tanner (1994)	41	Citation in literature		Relative importance of journals to business computing field	Citation analysis for normalized journal longevity
Walstrom, Hardgrave and Wilson (1995)	27	Systematically selected from the directory of MIS faculty	304/46 (15.1%)	Appropriateness as an outlet for publication	Categorization as appropriate/misappropriate
Hardgrave and Walstrom (1997)	53	MIS Faculty members in US and Canada in the 1995 Directory of MIS Faculty	2070/352 (17%)	Appropriateness as publication outlets for MIS field	Categorical ratings as not appropriate, appropriate, significant, outstanding.
Whitman, Hendrickson and Townsend (1999)	81	Dean of departments of IS faculty listed in 1995 directory of MIS faculty in US and Canada	432/184 (43%)	Departmental impression of journal quality	Perception of journals rating as top, high, med, low and nil.
Walstrom and Hardgrave (2001)	146	Members in the US and Canada listed in directory of MIS Faculty	2147/364 (17%)	Appropriateness as an outlet for publication	Categorization as appropriate/misappropriate
Mylonopoulos and Theoharakis (2001)	87	Members of the ISWorld mailing list and IS faculty on ISWorld	2761/979 (35.45%)	Perception of IS journals by regions in terms of their contribution to IS	Number of respondents rating this journal

it represents. Consequently, to evaluate research outlets that represent the full range of IS research, collecting data from a representative sample of researchers is important. Authors of more recent studies, recognizing these needs, have tended to use representative samples of IS researchers, ranging in size from 304 to 2,761 researchers.

All of the prior studies have elicited ratings and rankings about a restricted subset of journals. The number of journals included in questionnaires ranged from 13 (Shim, English and Yoon 1991) to 87 (Mylonopoulos and Theoharakis 2001). Most often the researchers used a list of journals published in a prior study to create a questionnaire to collect responses in the next. For example, Walstrom and Hardgrave (2001) used the same questionnaire that they had used in 1991 and 1995, adding only one journal that was sponsored by a major professional organization.

In the past the use of a restricted set of journals was necessitated by the practice of using paper based questionnaires that couldn't be easily updated interactively with the names of new journals. A paper or email based survey is essentially a fixed instrument; it is impractical to dynamically update it. The past practice of basing each questionnaire on previous published rankings, however, limited researchers' ability to observe the increasing diversity and capacity of the discipline over time. Researchers have tried to resolve this problem by promising to include journals in the next study that achieved a threshold number of write in responses, e.g., (Walstrom and Hardgrave 2001). Unfortunately this required editors to mount unseemly 'write-in campaigns' for their journals as an alternative to being left permanently out of future studies.

In fairness to prior researchers, one must allow that no empirical ranking system can entirely eliminate bias and politically based ratings. We sought to reduce its impact by allowing survey participants to nominate journals in the data gathering instrument, so that, although journals added later might suffer some value bias, they would at least be included. Secondly, we sought to acquire responses from the largest sample of researchers that had ever been engaged. Our

assumption was that each researcher has a portfolio of personal interests in research outlets in which he/she has published, read, been cited, etc., so the largest possible sample will tend to wash away political responses, just as a narrow, unrepresentative one would tend to exaggerate them.

All, except one, of the prior studies have mingled IS research journals with journals published by researchers in other disciplines in single rankings. Walstrom and Hardgrave (2001) categorized 51 journals by discipline. The problem of mixed rankings is clear and it is material to the professional fortunes of IS researchers. To accommodate the culture of sister disciplines in the business school, IS researchers can only include a small number of journals as "A-level, B-level, etc." outlets. When journals from sister disciplines, such as Management Science and Harvard Business Review, that publish very few IS articles, are included in these lists, it creates a difficult standard for IS researchers for promotion and tenure because there isn't sufficient capacity in these journals for all of the IS research of high quality.

Furthermore, although IS researchers publish in these disciplines, there isn't a need to include outlets from these disciplines in IS journal rankings; they are already ranked by researchers in their own disciplines and are well respected around the academe.

RESEARCH QUESTIONS

In this study we sought to go well beyond producing yet another IS journal ranking, a ranking with 'better' measures, or an updated ranking. We had six objectives for the study, which are reflected in our research questions.

First, we wanted to develop a very broad-based observation of the value created by research outlets for author IS researchers and the IS research community.

Research Question 1. *Which publication outlets are seen to create the greatest value for IS researchers and the IS research community?*

Secondly, we wanted, for the first time, to identify as many as possible of the journals

in IS and other disciplines, in which IS research is published.

Research Question 2. *Can we identify the universe of journal outlets that are used to publish IS research?*

Thirdly, we wanted to differentiate among research journals in IS, journals in other disciplines, and practice journals. By doing so we could develop a list of high value IS journals to serve the community's professional needs that have sufficient publication capacity to handle all of the high quality IS research output. In addition, this would help to insure that IS research output isn't unfairly evaluated because highly ranked, but low (IS) capacity journals from other disciplines are included in the ranks of our journals.

Research Question 3. *Which of the journals used as outlets for IS research are seen by researchers as IS research journals, allied discipline research journals, and professional and managerial magazines and journals?*

Our fourth objective was to rate and rank journals in the three categories by the value that they create for IS researchers.

Research Question 4. *Which journals of each of the three types are perceived to create the most value for IS researchers and for IS research audiences?*

Fifth, we wanted to observe whether rankings of the top IS journals would be changed if we used average, rather than aggregated, weighted rankings.

Research Question 5. *Do average perceptions of the value of the top journals differ from aggregated perceptions?*

Finally, we wanted to observe if and how the ranking of leading journals have changed over the past dozen years.

Research Question 6. *How have perceptions of journal value changed over the past 12 years?*

To investigate these questions we sought to gather data from IS researchers to identify the universe of journals that publish IS research and to learn how they rated IS publication outlets in terms of their value to IS

researchers and the IS research community.

DATA COLLECTION

To collect data from IS researchers we developed an online survey instrument, shown in Appendix 1. In it, we asked respondents three types of questions:

Firstly, to insure integrity of the results, we asked respondents to provide us with data about themselves, including their surname, email address, (optionally) the URL of a website that identified them as an IS researcher, and the name of their institution. Respondents were told that we would use the data to remove duplicate responses and to remove responses from people that we could not identify as IS researchers. To identify respondents as IS researchers we told the respondents that we would check to see if they appeared in the ISWORLD Faculty Directory. If not, we would check the URL, if supplied, to see if the website identified them as an IS researcher. We also told respondents that, where there were duplicate responses from an individual, we would discard all but the last one. This would allow respondents to modify their entries, if they desired to do so.

Secondly, we provided the respondents with a list of journals and asked them to rate as many as they liked in terms of their relative value to the researcher and the audience as an outlet for IS research by placing them in a quintile among all journals. They were also invited to type in the name of any journal that they wanted to rate that didn't appear on the list. Journals so added would be automatically made available for later respondents to rate. The initial list of journals include all of the journals listed in the ISWORLD journals page (103), as well as any journals that we could identify that had been included in prior surveys, 211 in all. While the survey form was active, we monitored the form to correct misspellings of journals added and to remove duplicate journals entered by respondents, while aggregating the responses from these duplicates. Otherwise we did not censor the addition of journals.

Thirdly, we asked respondents to categorize the journals as pure IS research journal, allied discipline research journal, or

professional or managerial magazine or journal. They could so categorize as many of the journals as they wished. The respondent's ability to categorize a journal was independent of the ability to rate its value, so that a respondent could rate the value of a journal, but not vote to categorize it, or vice-versa, if he/she chose.

We wanted to collect responses from a very broad sample of the IS community, so we pilot tested the online instrument first on IS faculty members at the Hong Kong University of Science and Technology and then on the 261 members of the IFIP WG 8.2 listserv. Next we distributed an invitation to participate in the survey by email to the 3069 members of the ISWORLD list serve and to as many of the editors-in-chief of the 103 journals listed on the ISWORLD Journals page as we could identify. In each message we included the URL to the online survey instrument. We also invited the message recipient to pass along the questionnaire URL to colleagues who might not have received it or noticed it on the listservs. As an incentive to participate, the participants were promised access to the preliminary results. These results included some initial automated analysis, where journals were rank-ordered by weighted ratings and sorted into journal categories; however, the data was not yet filtered to remove invalid and duplicate responses.

The online form was available to collect responses beginning October 29, 2002 and was deactivated January 15, 2003. We received 1533 responses, of which we discarded 348 duplicate responses, all but the last response from the same individual, and 56 invalid responses, including 32 for which we could not identify the respondent and 24 for which we could not verify that the respondent was an IS researcher. This left us with 1129 usable responses, a usable response rate of approximately 32.9% of the targeted sample. It should be noted, however, that this response rate is not precise, because some of the responses are likely to have come from individuals who are not members of any of the explicitly invited participant groups. The apparent response rate is sufficiently high to suggest that the results of the study do not suffer from response rate induced bias. It

might be noted that, insofar as we are aware, this is the first such survey in which the researchers have been able to validate the responses in this manner.

Our analysis of the responses revealed that participants were geographically distributed as follows: The Americas, 55.45%; Europe/Africa, 30.92%, Asia/Australia, 13.63%. We are not aware any definitive geographic distribution for the population of the IS research community that publishes in English, however, the distribution appears to be broadly representative globally and similar to other reported distributions, e.g., that of Mylonopoulos and Theoharakis (2001), at 61.8%, 22.9%, and 15.3% for the three regions.

Ten of the respondents were identified as research graduate students, although there may have been more of them. Eight were identified as employed by commercial firms, although more may have been so employed if some participants identified with academic institutions also were employed in commercial firms. The remainder were research and teaching faculty at tertiary academic organizations and research institutes.

ANALYSIS, RESULTS, AND DISCUSSION

Respondents identified 326 journals from a wide variety of disciplines in which IS research is published. To investigate research question 1, to ascertain which of these outlets are perceived to create the greatest value for researchers, we applied weights to respondents' ratings, such that for a rating that placed a journal in the highest quintile among journals, in terms of its value, we weighted the rating as 0.9, for the 2nd quintile, 0.7, for the 3rd, 0.5; for the 4th, 0.3, and for the lowest, 0.1, and summed these weighted ratings over the all of the responses that rated each journal.

Table 2 shows the 25 journals with the highest total weighted rating, the broadest measure of total value created by the outlets. Consistent with traditions in information systems research, as an applied and interdisciplinary research area, this list includes many journals in allied disciplines, such as computer science, management and decision sciences, organizational behavior,

engineering, and strategic management, as well as professional and managerial magazines and journals. A cursory examination of the list suggests that less than one half of them are likely to be regarded as IS research journals.

While this mix of journals provides a very positive view of IS, as an interdisciplinary area, it may be somewhat misleading and may create problems for IS researchers, who want recognition for their portfolio of work. Several of the journals in this list publish very few IS research articles. For example, *Management Science*, traditionally regarded as a premium outlet for

IS research, has published an average of just 4.5 IS articles per year over the fifteen year period, 1987-2002, according to Peffers and Hui (2003). Consequently, if we use a mixed disciplinary list, like Table 2, to define the set of “best” IS research outlets, we may be left with insufficient capacity in top-rated outlets to publish all of the highest quality research outputs from our discipline. As a result, IS researchers will appear to be less productive than they really are because the journals in which they publish don’t all appear among the highest ranked.

Table 2. Twenty five journals, ranked by total weighted perceived value rating as outlets for information systems research

Weighted Ranking ¹	Title	Total Weighted Rating ²
1	<i>Communications of the ACM</i>	504.6
2	<i>MIS Quarterly</i>	489.1
3	<i>Information Systems Research</i>	418.3
4	<i>Harvard Business Review</i>	350.8
5	<i>Decision Sciences</i>	317.5
6	<i>Journal of Management Information Systems</i>	317.4
7	<i>Management Science</i>	308.2
8	<i>European Journal of Information Systems</i>	303.8
9	<i>Information and Management</i>	303.8
10	<i>Communications of the AIS</i>	278.4
11	<i>Decision Support Systems</i>	264.1
12	<i>Academy of Management Journal</i>	259.1
13	<i>Academy of Management Review</i>	248.7
14	<i>Database</i>	248.3
15	<i>Administrative Science Quarterly</i>	246.4
16	<i>ACM Computing Surveys</i>	235.8
17	<i>Sloan Management Review</i>	223.5
18	<i>ACM Transactions on Database Systems</i>	219.6
19	<i>Computer (IEEE Computer Society)</i>	198.7
20	<i>Journal of the Association for Information Systems</i>	184.4
21	<i>California Management Review</i>	173.3
22	<i>Organization Science</i>	171.4
23	<i>Information Systems Journal</i>	168.0
24	<i>IEEE Transactions on Software Engineering</i>	154.8
25	<i>IEEE Transactions on Knowledge and Data Engineering</i>	149.7

¹ Weighted Ranking: rank-order of journal research outlets by total weighted ratings.

² Total Weighted Rating: rated by value quintile among journals as an outlet for IS research and assigned a value of 0.9 if in the highest quintile, 0.7 if quintile 2, 0.5 if quintile 3, 0.3 if quintile 4 and 0.1 if in the lowest quintile. Values totaled across respondents who rated each journal. Ratings resulted from 1129 responses from IS researchers to an online survey conducted from October 2002 through January 2003.

To investigate research question 2, to identify the journal outlets used to publish IS research, we name the 326 journals in tables 3, 4, and 5 that were identified as publication outlets for IS research by the survey respondents.

To investigate research question 3, to differentiate among IS research journals, allied discipline journals that publish IS research, and professional and managerial magazines and journals, we asked respondents to categorize journals among these three types. This helped us to identify the journals in our own discipline as well as to identify the specific elements of our discipline's publication capacity in our own journals, those of allied disciplines, and in professional and managerial magazines and journals. The results of this analysis are shown in Tables 3, 4 and 5.

To investigate research question 4, we rank-ordered 50 of the top rated journals in each of tables 3 and 4, as well as ten of the top rated journals in table 5, according to each journal's total weighted value rating.

Table 3 shows the 114 journals that are classified by respondents as IS research journals. In Part A of this table we included rating statistics for the 50 journals that are most highly rated in terms of their value to the IS researcher and the audience. The journals are rank-ordered by weighted value rating summed across all of the respondents who rated each journal. The table also shows the number of respondents who rated each journal as well as the journal's rank in terms of the number of respondents who rated it.

The right column of the table shows the percentage, from among those respondents who voted to categorize that particular journal, who categorized it as an IS research journal. Nearly all of the journals in this table are classified by strong majorities of the respondents. This suggests that a clear consensus is developing around an expanded core of IS journals to define the IS research discipline.

The remaining 64 journals in this table are listed in alphabetical order in Part B of the table. Among these 64 journals are newer journals and journals that publish research in

narrowly focused niches. Many of these journals, even though of high value to a small community of researchers, wouldn't highly ranked in this table because they aren't sufficiently well known or because they aren't known by a large portion of the IS community. Consequently, we concluded that it might be misleadingly disparaging for many of these journals to publish their ranking statistics here. We wanted to identify them, however, so that researchers could use this identification as a resource to identify potential outlet capacity for their research.

Table 4 shows 187 journals from allied disciplines that publish IS research. These include a large number of disciplines in business, computer science, engineering, social science and public policy, library science, law, and the natural sciences. Consistent with what we did in table 3, we rank ordered the first 50 in terms of their total weighted value ranking and displayed the results in Part A. For the remaining 137, many of which are journals of very high quality and value, their ratings may, in part, be determined by the scope of their content and their relative distance from topics related to the core of IS research. Consequently, we listed them in alphabetical order in Part B of the table without publishing their ratings.

Table 5 shows 25 journals categorized as professional and managerial magazines and journals. The top ten are ranked according to their value ratings and the remaining 15 are listed alphabetically.

The *Communications of the ACM*, included in Table 5, represents an anomaly in this study. As the highest overall ranked journal, both in terms of the number of researchers rating it and in terms of its total weighted rating, its position is important to the results of this study. Respondents split almost evenly into thirds when categorizing this journal, 39.21% voting for IS research journal, 30.29% for allied discipline research journal, and 30.50% for professional and managerial magazines and journals. *CACM's* editorial policy, as explained on its own website (*Communications of the ACM* 2003), clearly describes its position as a magazine addressed primarily to the 85,000 members of the ACM, of which 80% are practicing computing

Table 3. Part A. IS Research journals, ranked by total weighted perceived value rating as outlets for information systems research

Weighted Ranking ¹	Title	Total Weighted Rating ²	n ³	n Ranking ⁴	Journal Type% ⁵
1	<i>MIS Quarterly</i>	489.1	550	1	88.55%
2	<i>Information Systems Research</i>	418.3	454	2	95.68%
3	<i>J. of Management Information Systems</i>	317.4	373	6	94.77%
4	<i>European J. of Information Systems</i>	303.8	386	5	91.26%
5	<i>Information and Management</i>	303.8	397	3	87.74%
5	<i>Communications of the AIS</i>	278.4	387	4	82.06%
7	<i>Decision Support Systems</i>	264.1	340	8	76.89%
8	<i>Database</i>	248.3	347	7	80.73%
9	<i>J. of the Association for Information Systems</i>	184.4	247	9	81.03%
10	<i>Information Systems J.</i>	168.0	224	10	91.86%
11	<i>Information Resources Management J.</i>	141.8	213	11	87.35%
12	<i>International J. of Electronic Commerce</i>	140.3	191	15	72.18%
13	<i>J. of Computer Information Systems</i>	132.8	203	12	75.48%
14	<i>J. of Database Management</i>	131.1	193	14	79.17%
15	<i>Information Technology & People</i>	130.4	196	13	81.76%
16	<i>J. of Strategic Information Systems</i>	130.2	184	17	87.41%
17	<i>J. of the ACM</i>	125.1	171	22	51.59%
18	<i>Information Systems Frontiers</i>	115.3	168	23	93.33%
19	<i>J. of Global Information Management</i>	115.1	189	16	85.81%
20	<i>MISQ Discovery</i>	112.6	161	24	67.83%
21	<i>Information Systems</i>	108.7	148	26	83.33%
22	<i>J. of End-User Computing</i>	106.7	180	19	85.00%
23	<i>J. of Global Information Technology Management</i>	105.6	179	20	86.99%
24	<i>Informing Science</i>	104.6	173	21	62.50%
25	<i>Australian J. of Information Systems</i>	101.1	183	18	84.62%
26	<i>JITTA</i>	99.9	160	25	81.65%
27	<i>Information Technology and Management</i>	92.7	146	28	77.78%
28	<i>Information and Organization</i>	91.5	128	31	76.53%
29	<i>Electronic Markets</i>	89.3	142	29	52.14%
30	<i>Behavior and Information Technology</i>	87.5	148	26	55.05%
31	<i>J. of Information Systems Education</i>	86.6	136	30	62.50%
32	<i>Wirtschaftsinformatik</i>	83.4	106	41	55.56%
33	<i>J. of IT Cases & Applications (JITCA)</i>	78.7	121	32	80.43%
34	<i>Journal of Organizational Computing and EC</i>	76.0	110	37	65.12%
35	<i>Journal of Information Systems Management</i>	75.6	118	33	84.34%
36	<i>Computer Supported Cooperative Work</i>	74.7	116	35	48.89%
37	<i>International Journal of Information Management</i>	74.0	116	35	65.82%
38	<i>Information Systems Management</i>	68.9	96	46	70.31%
39	<i>ACM Transactions on Information Systems</i>	68.8	92	49	58.46%
40	<i>Journal of Information Technology</i>	68.0	108	40	68.00%
41	<i>Electronic Commerce Research and Application</i>	67.6	110	37	66.67%
42	<i>International Journal of Human Computer Study</i>	67.0	106	41	60.76%
43	<i>Information Research</i>	66.1	103	43	76.32%
44	<i>Scandinavian Journal of Information Systems</i>	64.3	117	34	77.65%
45	<i>e-Service Journal</i>	61.5	100	44	60.71%
46	<i>Information Processing & Management</i>	61.2	99	45	66.67%
47	<i>ACM SIGecom Exchanges</i>	59.2	109	39	58.11%
48	<i>Journal of Information Technology Education</i>	58.7	92	49	55.36%
49	<i>The Information Society</i>	55.7	88	52	61.02%
50	<i>Journal of Management</i>	55.2	81	57	46.15%

Table 3. Part B. Additional IS Research Journals in Alphabetical Order

<i>ACM SIGMOD Record</i>	<i>J. of Cases and Application</i>
<i>Annals of Cases on Information Technology (ACIT)</i>	<i>J. of Computer Mediated Communication</i>
<i>Applied Artificial Intelligence</i>	<i>J. of Creative Behavior</i>
<i>Communications of the ICISA</i>	<i>J. of Decision Systems</i>
<i>Communications of the International Information Management</i>	<i>J. of E-commerce in Organizations</i>
<i>Computer Personnel</i>	<i>J. of Electronic Commerce in Organizations</i>
<i>Data & Knowledge Engineering</i>	<i>J. of Electronic Commerce Research</i>
<i>EDP Auditing</i>	<i>J. of Experimental Software Engineering</i>
<i>Electronic Commerce Research J.</i>	<i>J. of Healthcare Information Management</i>
<i>Electronic J. of Information Systems in Developing Country</i>	<i>J. of Industrial Technology</i>
<i>Ethics and Information Technology</i>	<i>J. of Informatics Education Research</i>
<i>Foundations of IS</i>	<i>J. of Information Management</i>
<i>INFOR</i>	<i>J. of Information Science</i>
<i>Informatica</i>	<i>J. of Information Technology Management</i>
<i>Information & Software Technology</i>	<i>J. of Intelligent Systems</i>
<i>Information Management and Computer Security</i>	<i>J. of International Technology and Info Management</i>
<i>Information Security Management</i>	<i>J. of Internet Commerce</i>
<i>Information system security</i>	<i>J. of Network and Computer Applications</i>
<i>Information Systems and e-Business Management</i>	<i>J. of Software Maintenance</i>
<i>Information Systems Review</i>	<i>J. of Systems and Information Technology</i>
<i>Information Technology for Development</i>	<i>J. of Systems and Software</i>
<i>Information, Communication and Society</i>	<i>J. of Systems Management</i>
<i>Informatik Spektrum</i>	<i>J. of the American Society for Info. Science (JASIS)</i>
<i>International J. of Cooperative Information Systems</i>	<i>Künstliche Intelligenz (KI)</i>
<i>International J. of Distance Technologies</i>	<i>Medinfo</i>
<i>International J. of Electronic Business</i>	<i>Quarterly J. of Electronic Commerce</i>
<i>International J. of Information Technology and Management</i>	<i>Requirements Engineering</i>
<i>International J. of Networking and Virtual Organization</i>	<i>Review of Business Information Systems</i>
<i>International J. of Services, Technology and Management</i>	<i>Software and Systems Modeling</i>
<i>International J. of Software Engineering and Knowledge</i>	<i>Software Process Improvement</i>
<i>Internet Research</i>	<i>Telematics and Informatics</i>
<i>J. of Non-Crystalline Solids(JNCS)</i>	<i>The Computer J.</i>

¹ Weighted Ranking: rank outlets by total weighted ratings.

² Total Weighted Rating: rated by value quintile among journals as an outlet for IS research and assigned a value of 0.9 if in the highest quintile, 0.7 if quintile 2, 0.5 if quintile 3, 0.3 if quintile 4 and 0.1 if in the lowest quintile. Values totaled across respondents who rated each journal.

³ n: number of respondents rating the value of this title.

⁴ n ranking: rank of journal outlets by n.

⁵ Journal Type %: proportion of survey participants categorizing this publication as a "pure IS research journal."

Ratings resulted from 1129 responses from IS researchers to an online survey conducted from October 2002 through January 2003.

Table 4 Part A. Allied Discipline Research Journals, ranked by total weighted perceived value rating as outlets for information systems research.

Weighted Ranking ¹	Title	Total Weighted Rating ²	n ³	n Ranking ⁴	Journal Type% ⁵
1	<i>Decision Sciences</i>	317.5	413	1	72.45%
2	<i>Management Science</i>	308.2	375	2	71.86%
3	<i>Academy of Management J.</i>	259.1	344	3	80.14%
4	<i>Academy of Management Review</i>	248.7	330	5	78.49%
5	<i>Administrative Science Quarterly</i>	246.4	319	6	84.34%
6	<i>ACM Computing Surveys</i>	235.8	332	4	50.38%
7	<i>ACM Trans on Database Systems</i>	219.6	285	7	51.53%
8	<i>Computer (IEEE Computer Society)</i>	198.7	279	8	48.17%
9	<i>Organization Science</i>	171.4	216	9	87.03%
10	<i>IEEE Trans on Software Engineering</i>	154.8	187	14	60.74%
11	<i>IEEE Trans on Knowledge and Data Engineering</i>	149.7	190	13	58.90%
12	<i>IEEE Trans on Engineering Management</i>	146.7	209	10	76.58%
13	<i>IEEE Software</i>	144.5	197	11	46.58%
14	<i>European J. of Operational Research</i>	132.8	192	12	82.73%
15	<i>Marketing Science</i>	127.5	166	15	53.85%
16	<i>Operations Research</i>	118.8	164	16	88.19%
17	<i>IEEE Trans on Systems, Man & Cybernetics</i>	117.4	147	19	59.46%
18	<i>Human Computer Interaction</i>	101.7	147	19	51.43%
19	<i>Interfaces (INFORMS)</i>	98.6	157	17	52.94%
20	<i>OMEGA</i>	96.8	154	18	73.04%
21	<i>International J. of Human-Computer Interaction</i>	92.5	136	22	61.11%
22	<i>Am. Economic Review</i>	91.3	131	24	75.00%
23	<i>Artificial Intelligence</i>	90	134	23	52.81%
24	<i>AI Expert</i>	76.3	144	21	38.53%
25	<i>Group Decision and Negotiation</i>	74.9	117	25	57.65%
26	<i>INFORMS J. on Computing</i>	72.5	108	27	54.43%
27	<i>IEEE Trans on SMC</i>	70.2	90	36	56.90%
28	<i>Organizational Behavior & Human Decision</i>	67.8	114	26	68.75%
29	<i>Strategic Management J.</i>	66.6	94	33	76.12%
30	<i>J. of Knowledge Management</i>	63.6	100	30	42.86%
31	<i>J. of Operation Research</i>	60.7	96	32	84.29%
32	<i>IEEE Intelligent Systems</i>	60.3	90	36	56.25%
33	<i>Computers and Operation Research</i>	59.4	104	28	81.43%
34	<i>J. of Consumer Research</i>	59.2	87	39	68.18%
35	<i>Computers in Human Behavior</i>	58.9	102	29	38.57%
36	<i>Industrial Management and Data Systems</i>	57.1	87	39	38.03%
37	<i>Management Learning</i>	55.5	79	46	57.14%
38	<i>IEEE Multimedia</i>	55	82	43	50.85%
39	<i>Expert Systems</i>	54.6	97	31	48.53%
40	<i>IEEE Trans on Professional Communication</i>	54.4	87	39	72.31%
41	<i>Expert Systems with Applications</i>	53.5	94	33	37.68%
42	<i>J. of the Am. Society for Info. Science & Technology (JASIST)</i>	53	89	38	52.73%
43	<i>Communication Research</i>	47.6	83	42	81.82%
44	<i>Computers & Security</i>	46.1	81	44	39.62%
45	<i>Business Process Re-engineering & Management J.</i>	43.3	91	35	38.46%
46	<i>J. of Management Systems</i>	43	77	47	62.50%
47	<i>J. of Information Systems (Acct.)</i>	42.4	72	51	45.45%
48	<i>Simulation</i>	41	70	52	63.27%
49	<i>Small Group Research</i>	40.3	73	50	74.51%
50	<i>International J. of Accounting Information Systems</i>	38.8	80	45	71.43%

¹ Weighted Ranking: rank outlets by total weighted ratings.

² Total Weighted Rating: rated by value quintile among journals as an outlet for IS research and assigned a value of 0.9 if in the highest quintile, 0.7 if quintile 2, 0.5 if quintile 3, 0.3 if quintile 4 and 0.1 if in the lowest quintile. Values totaled across respondents who rated each journal.

³ n: number of respondents rating the value of this title.

⁴ n ranking: rank of journal outlets by n.

⁵ Journal Type %: proportion of survey participants categorizing this publication as an “allied discipline research journal.”

Ratings resulted from 1129 responses from IS researchers to an online survey conducted from October 2002 through January 2003.

Table 4 Part B. Additional Allied Discipline Journals in Alphabetical Order

<i>Academy of Information and Management Sciences J.</i>	<i>J. of Biomedical Informatics</i>
<i>ACTA Cybernetica</i>	<i>J. of Business Strategies</i>
<i>Am. J. of Distance Education</i>	<i>J. of Consumer Behavior</i>
<i>Audit and Control J.</i>	<i>J. of Distance Education</i>
<i>Automated Software Engineering</i>	<i>J. of Ed., Community, and Values: Interface on the Internet</i>
<i>Business Process Management J.</i>	<i>J. of Educational Computing Research</i>
<i>Canadian J. of Learning and Technology</i>	<i>J. of Educational Technology Systems</i>
<i>Case Research J.</i>	<i>J. of Experimental Psychology: Applied</i>
<i>Complexity</i>	<i>J. of Int'l Studies</i>
<i>Computational and Mathematical Organization Theory</i>	<i>J. of Management Studies</i>
<i>Computer Simulation: Modeling & Analysis</i>	<i>J. of Managerial Issues</i>
<i>Computers & Industrial Engineering</i>	<i>J. of Marketing</i>
<i>Computers and Automation</i>	<i>J. of Marketing Research</i>
<i>Computers in Industry</i>	<i>J. of Operations Management</i>
<i>Control and Cybernetics</i>	<i>J. of Organizational Behavior</i>
<i>Distance Education</i>	<i>J. of Organizational Change Management</i>
<i>DSI J. of Innovative Education</i>	<i>J. of Political Economy</i>
<i>E-Business Strategy Management</i>	<i>J. of Relationship Marketing</i>
<i>e-J. of Instructional Science and Technology</i>	<i>J. of Research on Computing in Education</i>
<i>Empirical Software Engineering</i>	<i>J. of SMET Education: Innovations and Research</i>
<i>European Management J.</i>	<i>J. of Telemedicine and Telecare</i>
<i>Expert Systems Review</i>	<i>J. of the Am. Society for Information Science and Technology</i>
<i>Federal Communications Law J.</i>	<i>J. of the Operational Research Society</i>
<i>Fuzzy Sets and Systems</i>	<i>J. of the Operational Research Society (JORS)</i>
<i>Government Information Quarterly</i>	<i>J. of the Society for Chaos in Psychology and the Life Sci.</i>
<i>Group Facilitation</i>	<i>J. of Universal Computer Science</i>
<i>Human Factors</i>	<i>J. of World Business</i>
<i>Human Relations</i>	<i>Knowledge and Information Systems</i>
<i>Human Systems Management</i>	<i>Knowledge and Process Management</i>
<i>IBSCUG Quarterly</i>	<i>Knowledge Based Systems</i>
<i>IEEE Computer Graphics & Applications</i>	<i>Kybernetes</i>
<i>IEEE Trans on Education</i>	<i>Linux J.</i>
<i>IEEE Trans on Neural Networks</i>	<i>Logistics Information Management</i>
<i>Information Technology Learning & Performance</i>	<i>Long Range Planning</i>
<i>Intelligent Data Analysis</i>	<i>Machine Learning</i>
<i>Interacting with Computers</i>	<i>Malaysian J. of Computer Science</i>
<i>Interactions (ACM)</i>	<i>Malaysian J. of Library Science and Information Systems</i>
<i>Internal Auditing</i>	<i>Mobile Networks & Applications J.</i>
<i>Internal Auditor</i>	<i>Nature Genetics</i>
<i>Internal Controls (ICAEW)</i>	<i>NETNOMICS: Econ. Res. and Electronic Networking</i>
<i>Int'l J. of Advertising</i>	<i>New Review of Applied Expert Systems</i>
<i>Int'l J. of Auditing</i>	<i>New Zealand J. of Computing</i>
<i>Int'l J. of Computer Vision</i>	<i>Open Learning</i>
<i>Int'l J. of Healthcare Tech. and Management</i>	<i>Organization</i>
<i>Int'l J. of Innovation and Learning</i>	<i>Organization Studies</i>
<i>Int'l J. of Intelligent Sys in Acc, Fin & Mgmt</i>	<i>Organizational Dynamics</i>
<i>Int'l J. of IT Standards & Standardization Research</i>	<i>Quality Progress</i>
<i>Int'l J. of Management Literature</i>	<i>Rand J. of Economics</i>
<i>Int'l J. of Media Management</i>	<i>Research Policy</i>
<i>Int'l J. of Medical Informatics</i>	<i>Scandinavian J. of Management</i>
<i>Int'l J. of Medical Internet Research</i>	<i>SIGART Bulletin</i>
<i>Int'l J. of Mobile Communications</i>	<i>SIS-EJ.</i>
<i>Int'l J. of Operations & Production Management</i>	<i>Software Quality J.</i>
<i>Int'l J. of Production Economics</i>	<i>Software Quality Professional</i>
<i>Int'l J. of Technology Management</i>	<i>Supply Chain Management</i>
<i>Int'l Rev. of Res. in Open and Distance Learning</i>	<i>System Dynamics</i>
<i>Int'l Trans in Operational Research</i>	<i>Systemic Practice and Action Research</i>
<i>it-Information Technology</i>	<i>Systems Research and Behavioral Science</i>
<i>ITORMS J. Economic Dynamics and Control</i>	<i>Telecommunication J.</i>
<i>J. of AI Research</i>	<i>Telemedicine J. and E-Health</i>
<i>J. of Am. Academy of Business</i>	<i>The 21st Century Engineer</i>
<i>J. of Am. Medical Informatics Association (JAMIA)</i>	<i>The Int'l J. of Geographical Information Science</i>
<i>J. of Applied Management Studies</i>	<i>Topics in Health Information Management</i>
<i>J. of Applied Psychology</i>	<i>Virtual Organization Net</i>
<i>J. of Artificial Societies and Social Simulation (JASSS)</i>	<i>VLDB J.</i>
<i>J. of Automated Reasoning</i>	<i>WebNET J.</i>
	<i>Wireless Networks</i>

Table 5. Professional /Managerial Journals or Magazines, ranked by total weighted perceived value rating as outlets for information systems research.

Weighted Ranking ¹	Title	Total Weighted Rating ²	n ³	n Ranking ⁴	Journal Type % ⁵
1	<i>Communications of the ACM</i> ⁶	504.6	632	1	30.50%
2	<i>Harvard Business Review</i>	350.8	466	2	70.57%
3	<i>Sloan Management Review</i>	223.5	304	3	63.64%
4	<i>California Management Review</i>	173.3	264	4	60.10%
5	<i>MISQ Executive</i>	141.0	202	7	62.89%
6	<i>Academy of Management Exec.</i>	128.1	235	5	63.59%
7	<i>CIO Magazine</i>	85.2	209	6	93.29%
8	<i>Datamation</i>	82.1	196	8	72.44%
9	<i>AI Magazine</i>	60.0	131	11	51.02%
10	<i>Fortune</i>	58.4	146	10	91.84%
Additional Professional and Managerial Journals and Magazines in Alphabetical Order					
<i>Business Horizons</i>		<i>Parallel Computing</i>			
<i>C/C++ Users Journal</i>		<i>PC World</i>			
<i>DM Review</i>		<i>PIK - Praxis der Informationsverarbeitung und Kommunikation</i>			
<i>End User Magazine</i>		<i>SC Magazine</i>			
<i>European Business Forum</i>		<i>Simulation and Gaming</i>			
<i>First Monday</i>		<i>The McKinsey Quarterly</i>			
<i>Forbes ASAP</i>		<i>Total Quality Management</i>			
<i>HMD - Praxis der Wirtschaftsinformatik</i>					

¹ Weighted Ranking: rank outlets by total weighted ratings.

² Total Weighted Rating: rated by value quintile among journals as an outlet for IS research and assigned a value of 0.9 if in the highest quintile, 0.7 if quintile 2, 0.5 if quintile 3, 0.3 if quintile 4 and 0.1 if in the lowest quintile. Values totaled across respondents who rated each journal.

³ n: number of respondents rating the value of this title.

⁴ n ranking: rank of journal outlets by n.

⁵ Journal Type %: proportion of survey participants categorizing this publication as a "professional or managerial journal or magazine."

⁶ The respondent vote to categorize Communications of ACM was 39.21% as a "pure IS research journal, 30.29% as an "allied discipline research journal," and 30.50% as a "professional or managerial journal or magazine."

Ratings resulted from 1129 responses from IS researchers to an online survey conducted from October 2002 through January 2003.

professionals. For this reason we placed the journal in Table 5.

If *CACM* is so clearly a professional magazine, why did so many respondents vote to categorize it as an IS research journal? There are probably two good reasons. First, *CACM* publishes far more IS research than any other journal. As Peffers and Hui (2003) noted, in the last 15 years it has published nearly 2600 articles, of which, a substantial number are IS related. This, considering *CACM*'s very large reader audience, including 85,000 subscribers plus indirect subscribers through libraries and firms, creates a lot of value for researchers as research published in the journal receives a lot of exposure. Secondly, *CACM* also creates audience value for researchers, as *CACM* has become a popular vehicle for IS researchers to browse current IS research quickly, its articles are short and 'to the point.' Twenty percent of *CACM*'s large audience is

in government and academia. During our data collection, several researchers expressed a wish to know if the top journals would be ranked differently, if we used average weighted ratings rather than total weighted ratings. Average weighted ratings represent an indication of the relative value of the outlets as perceived by the researchers that rated each of them, without regard to the number of researchers who rated them. To investigate this research question 5, we calculated average weighted ratings for the highest ranked IS research journals.

Unfortunately this statistic is very subject to apparent "research clan" behavior, where a very small number of researchers rank little known, new, or narrow niche journals very highly. To avoid this problem we included in this ranking only journals that were rated by at least 10% of the total respondents, from which we display the ten journals with

the highest average rating in table 6. If we compare this ranking to that of the top ranked journals in Table 3 we find that, although the rank-order of the top ten journals is slightly different, membership is very similar, as eight of the ten journals in Table 6 also fall in the top ten ranks of Table 3.

To address research question 6, how have perceptions of journal value changed over the last 12 years, we plotted the ranking of selected highly rated journals over the period 1991-2003, and show them in Figure 1. These journals were selected because they each are or were at one time considered by many as the top rated journal for IS research. As the plot shows, each has been ranked at least third, at one point in the last 12 years. Except for *JMIS*, they are each the flagship publication of a major discipline's professional research organization.

For the three IS research journals, *MISQ*, *ISR*, and *JMIS*, there is no discernable trend. Each has ended the twelve year period exactly or very nearly where it started. For the two journals from outside IS, however, there appear to be decided trends. *Management Science* started the twelve year period as the

number one ranked journal in information systems, clearly "the most prestigious and the one that most counts towards getting tenure (Keen 1991)." By the end of the period, in this survey (using the results in Table 2), it has slipped to seventh. *Communications of the ACM*, on the other hand, has steadily improved its position in recent rankings until, in spite of a clear editorial policy positioning it as a professional magazine, it is ranked first in this survey.

We might infer from these trends that, for IS researchers, value is related to the amount of IS research that a journal publishes in addition to its importance. While *CACM* has published many more IS research articles than any other journal, *MS* has published very few IS articles in this period, averaging just 4.5 per year over the last 15 years, according to Peffers and Hui (2003). This disparity has probably, over this long period taken its toll in the number of IS researchers who subscribe to, browse, and submit papers to this journal. Of course, *MS* is as much an excellent journal as it was 12 years ago, it just isn't an IS journal and, as such, may have become less central to a core of IS researchers.

Table 6. Ten top ranked journals, ranked by average weighted perceived value rating as outlets for information systems research

Average Weighted Ranking ¹	Title	Average Weighted Rating ²	n ³
1	<i>Information Systems Research</i>	0.921	454
2	<i>MIS Quarterly</i>	0.889	550
3	<i>Journal of Management Information Systems</i>	0.851	373
4	<i>European Journal of Information Systems</i>	0.787	386
5	<i>Decision Support Systems</i>	0.777	340
6	<i>Information and Management</i>	0.765	397
7	<i>Information Systems Journal</i>	0.750	224
8	<i>Journal of the Association for Information Systems</i>	0.747	247
9	<i>International Journal of Electronic Commerce</i>	0.735	191
10	<i>Information Systems</i>	0.734	148

¹ Average Weighted Ranking: rank of journal outlet by average weighted value ratings.

² Total Weighted Rating: rated by value quintile among journals as an outlet for IS research and assigned a value of 0.9 if in the highest quintile, 0.7 if quintile 2, 0.5 if quintile 3, 0.3 if quintile 4 and 0.1 if in the lowest quintile. Values averaged across respondents who rated each journal.

³ n: number of respondents rating this title.

Ratings resulted from 1129 responses from IS researchers to an online survey conducted from October 2002 through January 2003. Journals selected for inclusion in this table only if rated by at least 10% of the respondents.

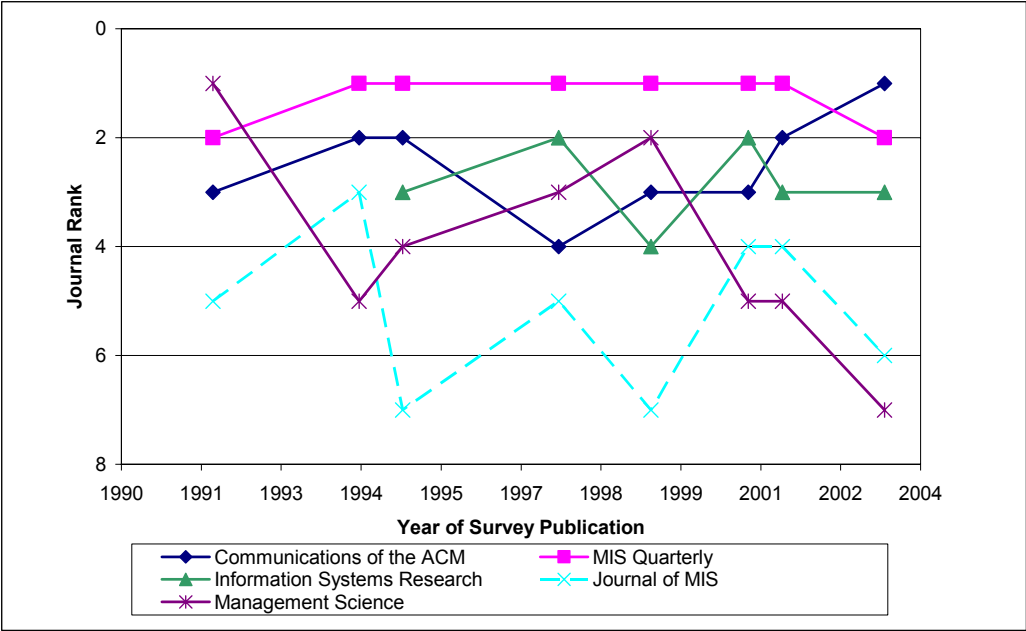


Figure 1. Rankings of five selected journals in eight studies of journal value, 1991-2002.

The datapoints in the horizontal axis are based on Gillenson & Stutz (1991), Holsapple, Johnson, Manakyan, Tanner (1994), Walstrom, Hardgrave & Wilson (1995), Walstrom & Hardgrave (1997), Whitman, Hendrickson & Townsend (1999), Walstrom & Hardgrave (2001), Mylonopoulos & Theoharakisv (2001), and this study (from Table 2).

CONCLUSIONS AND LIMITATIONS

This study makes several important contributions to the literature about IS research outlets. First, it identifies 326 journals in a variety of fields that publish IS research. The results of this paper can be used by IS researchers to identify potential research outlets for their research. This has the potential to help IS researchers to position research for optimum value.

Secondly, it's the broadest, most representative study of IS publication outlets to date. The participant group came closer to being a population sample than for any prior study. It is likely that this helped us to collect data that better represents the diversity IS research. It also likely meant that this survey resulted in less political behavior than previous studies. In addition, the data collection in this study didn't pre-select a small number of journals for inclusion. This resulted in a far

larger journal list than prior studies.¹

Thirdly, it categorizes the journals to differentiate between IS research journals, research journals from other disciplines, and practitioner journals. This will be very helpful for IS researchers who want to showcase the IS journals in which they publish because IS journals are ranked higher here in Table 3 than in previous rankings. Here we do what every other discipline has long ago done, provide a journal ranking that includes only journals in our own discipline. The results that we present can be used to present a more favorable picture of the research output for most researchers than any previous such study.

Table 3 is likely to be most useful for IS researchers seeking to provide evidence of journal value in tenure and promotion cases. This is because the production capacity for IS

¹ Since the data for this paper was collected we have noticed the launch of several new IS journals.

articles of the top ranked journals is far higher than those in prior studies. Of course, many, if not most, of the best IS researchers will continue to publish research in journals from other disciplines. There is no need for the IS community to rank these journals, however. Journals such as *Accounting Review*, *Decision Sciences*, *Organization Science*, and *Management Science* are highly ranked in their own disciplines and well respected across the business school.

The measure of interest in this study is “value to the IS researcher and the audience.” We think that “value” is a broader concept and perhaps more relevant to an applied field of research like IS than other measures, such as quality, rigor, relevance or status. IS researchers have a variety of audiences and purposes in mind when publishing research. Aggregate value is a concept that allows us to summarize the benefit that comes from publication. It is implicit in this measure that value can be affected by a journal’s quality, novelty, audience size, and audience profile. A journal may also be more valuable if it is more

respected or considered to be of higher quality by researchers. Value can also aggregate, such that larger audiences create more value than smaller ones. Likewise a journal might create more value by publishing more papers, either at a faster rate, e.g., *CACM*, or over a longer period, e.g., *I & M*. In this way value subsumes all of the narrower concepts that have been used to rank journals.

This study will be extended to increase its value to the IS research community. One of the authors is working on a followup paper, a research note that provides information for authors on all of the outlets that we identified in this study. This paper will be an invaluable tool for researchers who want to find just the right journal to optimize the value of a research study.

Disclosure. The first author of this paper is the founder and publisher of *JITTA*, one of the journals evaluated in this study. He did not participate, however, in activities to implement data collection or analysis in this study.

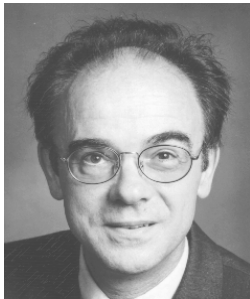
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APPENDIX 1

[Online instrument page 1]

IS Research Journal Ranking Survey

Aims

This survey will be used to produce a set of journal rankings. These rankings may be helpful to support claims for the quality and value created by IS journals. With this survey we aim to improve upon earlier rankings in three ways,

1. **Reduced bias.** Journals haven't been prescreened for inclusion in the survey. Every journal included in previous ranking articles has been included, plus all of the journals listed in the ISWORLD journals list. In addition, any respondent may nominate a journal for inclusion in the survey. The nominated journal is then included in the survey for subsequent respondents.
2. **Focus.** Based on survey responses the survey analysis sorts and ranks separately, **IS research journals, allied discipline journals that publish IS research, and professional and managerial practice magazines and journals.** This provides a cleaner, more valuable ranking for IS researchers.

The best journals in allied disciplines are still ranked highly, but separately, and more IS journals are ranked more highly because journals from other disciplines are not intermingled in the same ranking.

3. **Integrity.** To our knowledge this is the first such survey to provide integrity checks to help insure that responses come from the IS research community and do not represent "ballot stuffing" efforts.

After you complete the survey, you can immediately view the results to date.

[Participate in the survey](#)

[Online instrument page 2]

IS Journal Ranking Survey

We endeavor to insure that the data collected for this survey is as fair and valid as is practically possible, without inconveniencing you as the survey participant. To do this we ask you to provide three pieces of data, your surname, email address, and institution name. This data will be used only to validate that each response comes from a member of the IS research community and that each respondent has participated just once.

1. Surname, email, and institution will be compared with known data, including the ISWORLD faculty list and, if necessary, the institutional or personal web site, to ascertain that the respondent is a IS researcher or professional. Respondents' URL will only be used to verify attachment to the IS research community if the email given is not listed in the ISWORLD faculty directory.

2. The listed email addressee will be mailed an acknowledgement.

3. The email address will be checked against prior responses for duplicate responses. In the event that two responses are received from respondents with the same email address, the first response will be deleted after notice.

The personal data collected will not be used for any other purpose and will not be connected with the responses, except to remove invalid responses.

Authenticating Information

Surname: _____

Email: _____

URL: (optional) _____

Institution name: _____

[\[submit\]](#) [\[reset\]](#)

[Online instrument page 4]

Survey Instructions

1. **Rank as few or as many journals as you like.** Suggestion: rank journals that you know and that you think have value; ignore the others.

2. If you don't find the name of a journal in the list and you would like to rank that journal, you may key in the journal's name in the space provided at the bottom of the page. This journal will be added to the list for subsequent participants. Add individual journals only, please, no group of journals.

3. First rank the journal according to its value to the researcher and the audience as an outlet for information systems research. Choose the radio button to rank the journal in the 1st quintile if it is among the top 20% of all journals in value. Choose 2nd if it is in the second 20% in value, and so forth. You may use your own criteria to evaluate the journals, but you should not consider prior rankings or your own publication history.

4. Next, choose a label to categorize the journal. Choose "Pure IS research journal" if the journal publishes only IS research or primarily IS research. Choose "Allied discipline research journal" if the journal publishes IS research, but is primarily associated with another discipline. Choose "Professional/managerial journal or magazine" if the journal is positioned as an outlet for practitioners.

Journal Name	Highest	Quintile	Lowest	Journal Type		
Academy of Information and Management Sciences Journal	<input type="radio"/> 1st	<input type="radio"/> 2nd	<input type="radio"/> 3rd	<input type="radio"/> 4th	<input type="radio"/> 5th	Please choose type for this Journal
Academy of Management Executive	<input type="radio"/> 1st	<input type="radio"/> 2nd	<input type="radio"/> 3rd	<input type="radio"/> 4th	<input type="radio"/> 5th	Please choose type for this Journal
Academy of Management Journal	<input type="radio"/> 1st	<input type="radio"/> 2nd	<input type="radio"/> 3rd	<input type="radio"/> 4th	<input type="radio"/> 5th	Please choose type for this Journal
Academy of Management Review	<input type="radio"/> 1st	<input type="radio"/> 2nd	<input type="radio"/> 3rd	<input type="radio"/> 4th	<input type="radio"/> 5th	Please choose type for this Journal
ACM Computing Surveys	<input type="radio"/> 1st	<input type="radio"/> 2nd	<input type="radio"/> 3rd	<input type="radio"/> 4th	<input type="radio"/> 5th	Please choose type for this Journal
ACM SIGecom Exchanges	<input type="radio"/> 1st	<input type="radio"/> 2nd	<input type="radio"/> 3rd	<input type="radio"/> 4th	<input type="radio"/> 5th	Please choose type for this Journal
ACM SIGMOD RECORD	<input type="radio"/> 1st	<input type="radio"/> 2nd	<input type="radio"/> 3rd	<input type="radio"/> 4th	<input type="radio"/> 5th	Please choose type for this Journal
ACM Transactions on Database Systems	<input type="radio"/> 1st	<input type="radio"/> 2nd	<input type="radio"/> 3rd	<input type="radio"/> 4th	<input type="radio"/> 5th	Please choose type for this Journal
ACM Transactions on Information Systems	<input type="radio"/> 1st	<input type="radio"/> 2nd	<input type="radio"/> 3rd	<input type="radio"/> 4th	<input type="radio"/> 5th	Please choose type for this Journal
Administrative Science Quarterly	<input type="radio"/> 1st	<input type="radio"/> 2nd	<input type="radio"/> 3rd	<input type="radio"/> 4th	<input type="radio"/> 5th	Please choose type for this Journal
AI Expert	<input type="radio"/> 1st	<input type="radio"/> 2nd	<input type="radio"/> 3rd	<input type="radio"/> 4th	<input type="radio"/> 5th	Please choose type for this Journal
AI Magazine	<input type="radio"/> 1st	<input type="radio"/> 2nd	<input type="radio"/> 3rd	<input type="radio"/> 4th	<input type="radio"/> 5th	Please choose type for this Journal
American Economic Review	<input type="radio"/> 1st	<input type="radio"/> 2nd	<input type="radio"/> 3rd	<input type="radio"/> 4th	<input type="radio"/> 5th	Please choose type for this Journal

[298 journal titles not shown here for brevity]

Telematics and Informatics	<input type="radio"/> 1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/> 4th <input type="radio"/> 5th	Please choose type for this Journal
Telemedicine Journal and E-Health	<input type="radio"/> 1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/> 4th <input type="radio"/> 5th	Please choose type for this Journal
The 21st Century Engineer	<input type="radio"/> 1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/> 4th <input type="radio"/> 5th	Please choose type for this Journal
The Computer Journal	<input type="radio"/> 1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/> 4th <input type="radio"/> 5th	Please choose type for this Journal
The Information Society	<input type="radio"/> 1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/> 4th <input type="radio"/> 5th	Please choose type for this Journal
The International Journal of Geographical Information Scienc	<input type="radio"/> 1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/> 4th <input type="radio"/> 5th	Please choose type for this Journal
The McKinsey Quarterly	<input type="radio"/> 1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/> 4th <input type="radio"/> 5th	Please choose type for this Journal
Topics in Health Information Management	<input type="radio"/> 1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/> 4th <input type="radio"/> 5th	Please choose type for this Journal
Total Quality Management	<input type="radio"/> 1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/> 4th <input type="radio"/> 5th	Please choose type for this Journal
Virtual Organization Net	<input type="radio"/> 1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/> 4th <input type="radio"/> 5th	Please choose type for this Journal
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Wirtschaftsinformatik	<input type="radio"/> 1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/> 4th <input type="radio"/> 5th	Please choose type for this Journal

If you are going to rank a journal not listed above, please enter this journal name in the box below and enter your ranking.

Journal Name	Highest	Quintile	Lowest	Journal Type		
<input type="text"/>	<input type="radio"/> 1st	<input type="radio"/> 2nd	<input type="radio"/> 3rd	<input type="radio"/> 4th	<input type="radio"/> 5th	Please choose type for this Journal
<input type="text"/>	<input type="radio"/> 1st	<input type="radio"/> 2nd	<input type="radio"/> 3rd	<input type="radio"/> 4th	<input type="radio"/> 5th	Please choose type for this Journal
<input type="text"/>	<input type="radio"/> 1st	<input type="radio"/> 2nd	<input type="radio"/> 3rd	<input type="radio"/> 4th	<input type="radio"/> 5th	Please choose type for this Journal

continue

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[continue button submitted form and took respondent to page to see preliminary results]