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Ranking marketing journals using the Google Scholar-based *hg*-index

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ABSTRACT

This paper provides a ranking of 69 marketing journals using a new Hirsch-type index, the *hg*-index which is the geometric mean of *hg*. The applicability of this index is tested on data retrieved from Google Scholar on marketing journal articles published between 2003 and 2007. The authors investigate the relationship between the *hg*-ranking, ranking implied by Thomson Reuters' Journal Impact Factor for 2008, and rankings in previous citation-based studies of marketing journals. They also test two models of consumption of marketing journals that take into account measures of citing (based on the *hg*-index), prestige, and reading preference.

1. Introduction

As the marketing discipline has developed, the number of its peer-reviewed journals has increased at a furious pace (Lehmann, 2005). Beginning in 1925 with only one journal (i.e., *Journal of Retailing*), there are currently 275 marketing and marketing-related journals listed in *Cabell's Directory of Publishing Opportunities in Marketing* (Cabell Publishing Inc., 2008) and each new year brings its share of new publication outlets along (e.g., *Journal of Historical Research in Marketing* is one of the fledglings of 2009). With the ever-increasing amount of marketing journals, gaining insight into their relative standing in the discipline has become a persistent quest for marketing scholars. As Guidry et al. (2004) have documented in their literature review, more than 14 journal ranking studies have been published between 1979 and 1999. Since then, there have been at least eight additional studies (Bauerly & Johnson, 2005; Baumgartner & Pieters, 2003; Guidry et al., 2004; Hofacker, Gleim, & Lawson, 2009; Mort, McColl-Kennedy, Kiel, & Soutar, 2004; Polonsky & Whitelaw, 2005; Polonsky & Whitelaw, 2006; Theoharakis & Hirst, 2002). This amount of research published on journal ranking mirrors its interest for a variety of parties including researchers, practitioners, authors, journal editors, educators, students, departments, libraries, tenure and promotion committees, and so forth.

Within marketing, journals have been ranked based on a wide array of criteria and indices most of which are subjective. Among these criteria and indices, we can mention the journal perceived quality among academics and practitioners (Fry, Walters, & Scheuermann, 1985), its accessibility (Polonsky, Jones, & Kearsley, 1999), its reading preference (Hofacker et al., 2009), its Popularity/Familiarity Index (PFI, Hult, Tomas, William, & Bashaw, 1997; Luke & Doke, 1987; Zinkhan & Leigh, 1999), its Importance/Prestige Index (IPI, Hult et al., 1997; Luke & Doke, 1987; Zinkhan & Leigh, 1999), and its Index of Familiarity

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and Rank (IFR, Theoharakis & Hirst, 2002). Far less common are journal ranking studies based on citation analysis. To the best of our knowledge, there are currently only four such studies two of which were conducted 20 years ago (Jobber & Simpson, 1988; Pecotich & Everett, 1989). The two more recent studies (Baumgartner & Pieters, 2003; Guidry et al., 2004) draw upon citations in journal articles that were published at best 8–13 years ago. Contributing to this stream of research, the study at hand provides an up-to-date ranking of 69 marketing journals using an objective measure of journal impact, the Google Scholar-based *hg*-index (Alonso, Cabrerizo, Herrera-Viedma, & Herrera, in press; see also Alonso, Cabrerizo, Herrera-Viedma, & Herrera, 2009).

2. The *h*-, *g*-, and *hg*-indices

2.1. Hirsch's h-index

Hirsch (2005, see also Hirsch, 2007) described the *h*-index as an indicator built to consider both the actual scientific productivity and the scientific impact of a scientist and defined it as follows: "A scientist has index *h* if *h* of his/her N_p papers have at least *h* citations each, and the other $(N_p - h)$ papers have $\leq h$ citations each." (Hirsch, 2005, p. 16569). For example, a scientist with an *h*-index of 10 has published 10 papers with at least 10 citations each. A zero *h*-index characterizes authors that have at best published papers that have had no visible impact. An author cannot have a high *h*-index without publishing a substantial number of papers. However, productivity — as measured by the number of publications — is not enough. These papers have to be cited in order to count for the *h*-index. Thus, the main advantage of the *h*-index is that it combines an assessment of both quantity (number of papers) and quality (impact, or citations to these papers). The second advantage associated with the *h*-index is that it is very easy to understand.

The proposed new measure of research performance has immediately received well-deserved attention in academia (e.g., Ball, 2005; Bornmann & Daniel, 2005; Egghe, 2006a). The editors of *Scientometrics* dedicated its April 2006 issue to the *h*-index. In 2007, *Journal of Informetrics* dedicated its July issue to the same topic. Since then, the *h*-index has generated tremendous interest in several disciplines, marketing included (e.g., Saad, in press, 2006; Uslay, Morgan, & Sheth, 2009). For instance, Saad (2006; see also Saad, in press) showed that the *h*-index of productive consumer researchers strongly correlates with their overall citation count. Uslay et al. (2009) reviewed Peter Drucker's contributions to marketing theory and practice and quantified his research output using the *h*-index.

Additionally, it was rapidly suggested that the *h*-index can be usefully applied to the ranking of journals as well (Braun, Glänzel, & Schubert, 2005; Braun, Glänzel, & Schubert, 2006; Schubert & Glänzel, 2007). Furthermore, several authors (Schubert & Glänzel, 2007; Miller, 2007; Vanclay, 2007) have suggested that the *h*-index is a reliable, robust and easily computed alternative to the ubiquitous yet controversial Journal Impact Factor provided by the Institute for Scientific Information (JIF, Garfield, 1955). Perhaps the ever strongest indication that the *h*-index is becoming a generally accepted measure is that the ISI has now included it as part of its new citation reports featured in ISI's Web of Science (WoS). Elsevier's Scopus has also recently integrated the *h*-index in its author search features (Bar-Ilan, 2008).

However, the major weakness of the *h*-index is that it ignores the number of citations to each individual article above and beyond what is needed to achieve a certain *h*-index. Therefore, an author with an *h*-index of 6 could theoretically have a total of 36 citations (i.e., 6 for each paper), but could also have more than 6.000 citations (i.e., 6 papers with 1.000 citations each and one paper with 6 citations). In reality, these extremes are unlikely. But, it is true that once a paper belongs to the top *h* papers (also called the *h* core papers), its subsequent citations no longer "count". In order to give more weight to highly cited articles, Egghe (2006b) proposed the *g*-index.

2.2. Egghe's g-index

Egghe (2006b) defines the *g*-index for a set of articles as follows: "If this set is ranked in decreasing order of the number of citations that they received, the *g*-index is the (unique) largest number such that the top *g* articles received (together) at least g^2 citations" (p. 131). Therefore, the *g*-index considers both over-cited outliers and overall citation consistency. Egghe (2006b) has shown that $g \geq h$ and that a large difference between these indexes indicates that the top *h* papers were cited way more than the cut-off of *h* citations.

Though the *g*-index has not attracted (out of scientometrics and informetrics) too much attention as was the case with the *h*-index, a growing number of empirical verifications and generalizations suggests that these two indices do not substitute each other and that the *g*-index would seem to be a very valuable supplement (Costas & Bordons, 2008; Van Eck & Waltman, 2008; Woeginger, 2008). In addition, the *g*-index was recently applied as a complement to the *h*-index for ranking journals in disciplines such as management, knowledge management, and business ethics and proved to be highly useful (Bontis & Serenko, 2009; Harzing & van der Wal, 2008; Serenko & Bontis, 2009).

Alonso et al. (in press) however indicate that the *g*-index suffers from one major problem. If a journal's articles usually receive few cites, but it achieves a big-hit article with an extremely huge citation count (a successful literature review paper or a thought provocative article for example), the *g*-index could grow a lot in comparison with other journals with a much higher average of cites in their articles (Alonso et al., in press). To alleviate this limitation, Alonso et al. (in press) presented a new index labeled the *hg*-index.

2.3. Alonso et al.'s hg-index

As its name indicates, the *hg*-index is based on both *h*-index and *g*-index. It tries to keep a balance between the advantages of both measures as well as to minimize their disadvantages. The *hg*-index of a journal is computed as the geometric mean of its *h* and *g* indices, that is: $hg = \sqrt{h \cdot g}$. It is easy to demonstrate that $h \leq hg \leq g$ and that $hg - h \leq g - hg$, that is, the *hg*-index corresponds to a value nearer to *h* than to *g*. This property can be seen as a penalization of the *g*-index in the cases of a very low *h*-index, thus avoiding the problem of the big influence that a very successful article can introduce in the *g*-index (Alonso et al., in press).

Just like journals in other social sciences, marketing journals are replete with thought provocative and literature review articles that usually receive a large number of citations. Thus, the *hg*-index could be a very functional option. Another advantage of the *hg*-index is that it provides more granularity than the *h*- and *g*-indices. This is especially interesting since it is common to find that many different journals have the same *h*- or *g*-indices (see Bontis & Serenko, 2009; Harzing & van der Wal, 2008; Serenko & Bontis, 2009; Vanclay, 2008).

3. Methodology

3.1. Journal selection

The journal selection procedure was as follows: In the first stage, a list of journals was sourced from a recent perceptual (i.e., subjective) journal ranking study by Polonsky and Whitelaw (2006). This list was picked out because it includes 64 "pure" marketing journals and not marketing-related journals. In addition to North American journals, this list includes international journals (e.g., *International Journal of Research in Marketing*) as well as journals from various regions of the world (e.g., *European Journal of Marketing*, *Australasian Marketing Journal*). However, Polonsky and Whitelaw (2006) included in their rankings "journals" that are not journals in the narrow sense (*Advances in Consumer Research* and *Advances in International Marketing*). Given that this study aims to evaluate marketing journals and not conference proceedings, these two publication outlets were discarded. In the second phase, the list of the remaining 62 journals was brought up-to-date. In deed, three of these 62 journals have changed their names, two have merged together, and one journal has simply ceased to exist. After careful examinations, it turns out that all these changes happened before 2003. Therefore, they have not any deteriorating effect on our results for the period under scrutiny (i.e., 2003–2007). In the third and final stage, we added journals that met at least one of the two following criteria: (1) the journal is currently indexed in ISI's *Social Sciences Citation Index* (SSCI) and/or (2) the journal is listed both in Harzing's (2009a), *Journal Quality List* and Lehmann's (2005) inventory of journals that contribute to the marketing discipline. To keep with Baumgartner and Pieters (2003) and Hofacker et al. (2009), the *Journal of Consumer Policy* was also retained. Following this procedure, our final list contained, all in all, 69 pure marketing (i.e., not marketing-related) journals. Among these, *Journal of Retailing* (created in 1925) is the oldest and *Quantitative Marketing and Economics* (established in 2003) is the youngest.

3.2. Approach to analysis

3.2.1. Google Scholar as a citation source

Harzing's (2009b) Publish or Perish (PoP Version 2.7.3499) computer program was utilized in this study. PoP exploits the advanced search features of Google Scholar to retrieve and analyze academic citations. Google Scholar (GS) is the specialized Internet search engine restricted to scholarly documents by Google—the world's largest and most powerful search engine (Harzing & van der Wal, 2008; Noruzi, 2005; Pauly & Stergiou, 2005; Walters, 2007). We use GS rather than Thomson Reuters' SSCI because the latter covers only a small subset of the journals published in the marketing discipline. As of September 2009, only 29 of the 69 marketing journals here evaluated were SSCI-indexed three of which entered the SSCI in 2008 (i.e., *European Journal of Marketing*, *International Journal of Advertising*, and *Quantitative Marketing and Economics*) and one in 2009 (i.e., *Journal of Services Marketing*). Additional indication on SSCI's lack of coverage of the marketing discipline comes from Harzing and van der Wal (2009). According to these authors, only 25 of the 65 marketing journals listed in Harzing's *Journal Quality List* were SSCI-indexed in 2008 (Harzing & van der Wal, 2009, p. 43). SSCI's lack of coverage is also an issue for marketing's sister disciplines (i.e., management, finance, and accounting) and the social sciences in general (see Cameron, 2005; Harzing & van der Wal, 2009; Klein & Chiang, 2004). Instead, GS identifies citations of marketing journals not solely in journals that are SSCI-indexed but also in a wide rang of journals not recognized by Thomson Reuters. Furthermore, GS stands out in its coverage of international non-English language journals as well as conference proceedings (Meho & Yang, 2007; Noruzi, 2005). GS also identifies citations in books, book chapters, book reviews, working papers, conference presentations and posters, and any other searchable scholarly documents (Belew, 2005; Google, 2009; Harzing & van der Wal, 2009; Jacsó, 2008b; Meho & Yang, 2007). As such, though it still in beta testing, GS may provide a more comprehensive citation coverage and a much more realistic picture of a marketing journal's real influence.

However, earlier studies have highlighted a number of shortcomings associated with GS. Limitations of GS mainly revolve around: (a) its inclusion of "non-scholarly" citations, (b) double counting of citations, (c) less frequent updating, (d) less comprehensive coverage of older publications/citations, and (e) its inability to always correctly identify the publication year

of the item (i.e., article) (for more detailed discussions on these limitations readers are directed to Bar-Ilan, 2008; Belew, 2005; Harzing & van der Wal, 2008; Jacsó, 2005, 2006, 2008a, 2008b, 2008c, 2008d; Meho & Yang, 2007; Noruzi, 2005; Pauly & Stergiou, 2005; Walters, 2007). The first limitation associated with GS comes from its comprehensive nature as a citation source. In a citation analysis of a publication set Meho and Yang (2007, p. 2115) found that approximately 10% of the citations were from sources that most would agree should not be included in citation studies, including Master's theses, Bachelor's theses, research reports, technical reports, and editorial materials. But, we agree with Harzing and van der Wal (2008) that even a citation in Bachelor's theses, technical report, or an editorial note shows that the journal has an impact on the field. Moreover, as Harzing and van der Wal (2008) argue, "Incidental problems in this regard are unlikely to distort citation metrics, especially robust ones such as the *h*-index" (p. 65). The problem of redundant citation noise was also found to be fairly limited and attenuated by the use of robust citation metrics such as the *h*- and *g*-indices (see Harzing & van der Wal, 2008; Harzing & van der Wal, 2009; Vanclay, 2007). Further, a study by Belew (2005) has clearly demonstrated that GS has lower citation noise than ISI'WoS. In the WoS, only 60% of the 203 sampled articles were listed as unique entries (i.e., no citation variations), while for GS this was 85%. None of the 203 publications in Belew's (2005) sample had more than 5 separate listings within GS, while 13% had 5 or more entries in the WoS. These results go entirely against the common belief that GS is a very noisy citation counting source. A third limitation is that GS is not updated as often as WoS (see Jacsó, 2005). Whereas GS does not provide information about its update frequency, Harzing and van der Wal (2008) speculate that it is updated at least every 2–3 months, while more recently minor updates seem to have occurred more frequently. The lack of daily updating might be problematic for accessing the latest research information in fields that change quickly (e.g., microbiology). But, for the purpose of our citation analysis this should be not be a very important problem as many marketing journals only have four to six issues a year and hence GS would generally not be more than one or at worst two issues behind. A fourth limitation is that GS does not perform as well for older publications, as these publications and/or the sources citing them have not yet been posted on the World Wide Web. Several studies concur however that GS performs as well as ISI's WoS for materials published during the last two decade (see Belew, 2005; Meho & Yang, 2007; Pauly & Stergiou, 2005; Walters, 2007). Consequently, this limitation is not relevant for this paper as our analysis focus on actual cites (September 2009) of articles that were published between 2003 and 2007. A fifth and final limitation is that GS occasionally incorrectly identifies the publication year of the article (Bar-Ilan, 2008; Jacsó, 2005, 2006, 2008d). As Jacsó (2005) indicates, "many records may not have the publication year, and for many others the page numbers and other 4-digit numbers seem often interpreted by GS as publication year" (p. 1541). Bar-Ilan (2008) also notes that "neither the Boolean operators nor the range operator (for limiting the date of publication) work properly in GS" (p. 260). The strategy here adopted to deal with this problem is as follows: First, we have cautiously scrutinized the PoP search results for each journal to make sure that the listed articles have actually publication dates and that these dates fall into the period under examination (i.e., 2003–2007). We then visited each journal's Web site and consulted its tables of contents to check whether the journal's *h*- and *g*-core papers were in reality published in its 2003–2007 issues. When this was not the case, the article in question was manually excluded.

3.2.2. PoP queries

All citation analyses with PoP were conducted during the first week of September 2009. As previously stated, PoP queries included citations to articles published between 2003 and 2007 in the 69 retained journals. Consequently, the citation window covers the period from 2003 to the earliest day of September 2009. We have to indicate that most previous citation analysis used 2 (Baumgartner & Pieters, 2003) to 5 years (Guidry et al., 2004) as a citation collection period. Here, we choose a 5-year citation coverage to ensure a current yet stable and representative sample of articles. The PoP queries were performed using the journal's full name putted inside quotes (i.e., "·"). The results of all automatic search queries have then undergone a careful visual inspection to detect false hits (i.e., an article in a look-alike journal). For instance, the search "Marketing Science" returns articles in *Marketing Science* (i.e., which is the intended journal) but also articles in *Journal of the Academy of Marketing Science* and *Academy of Marketing Science Review*. When this was the case, we have manually excluded all the false hits. Though time consuming, this approach was preferred to queries using journals' print International Standard Serial Numbers (ISSN[1]) because earlier studies have suggested that results for ISSN searches seem to be rather incomplete and erratic (Harzing & van der Wal, 2008; Harzing & van der Wal, 2009). For our citation analysis, ISSN queries returned no results for five of the 69 journals under examination. Additionally, the findings of a comparative investigation that applied both approaches (i.e., full-name queries and ISSN queries) to the remaining 64 journals showed that ISSN queries tend to produce citation metrics that are relatively smaller than those provided by full-name queries. The *h*- and *g*-indices based on the two approaches were however strongly and significantly correlated (all Spearman's rank order correlations, used because of the non-normal distribution of the indices, were higher than 0.97 and significant at a 0.001 level).[2]

It should be also recognized that for some journals our analysis might have ignored occasional missing articles, but this is unlikely to impact much on robust measures such as the *h*- and *g*-indices unless they happen to be highly cited (see Rousseau, 2007). We have no reason to believe that this was the case. Quite the opposite, highly cited articles appear to be less likely to be missing from the GS database than lowly cited or non-cited articles.

[1] The ISSN is a unique eight-digit number used to identify a print or electronic periodical publication.

[2] We think an anonymous reviewer for suggesting the comparison between the two approaches. Results for the ISSN queries are available upon request.

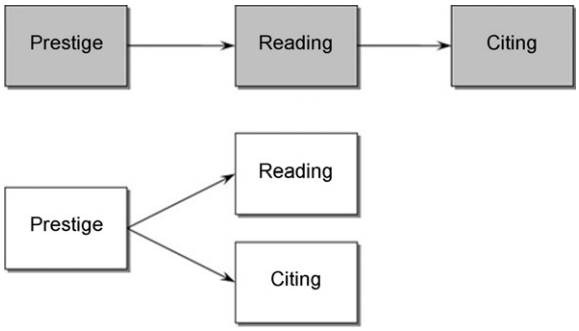

Fig. 1. Hofacker et al.'s (2009) models for marketing journal consumption.

Another analysis' aspect worth mentioning is that the PoP queries were carried out simultaneously within two GS search domains: (1) Business, Administration, Finance, and Economics; and (2) Social Sciences, Arts, and Humanities. As such, the current study examines these journals influence not solely in the marketing discipline but also in marketing's sister disciplines and social sciences in general. Harzing's (2009b) PoP computer program returns a wide array of indices. Those most relevant to our investigation are the *h*- and *g*-indices. The *hg*-index was manually computed. The findings reported in this paper are based on 126,710 citations.

3.2.3. Additional analyses

For the sake of comparison, we used the 2009 Journal Citation Reports (accessed via ISI's WoS on September 2nd, 2009) to collect the 2008 JIFs for the 28 SSCI-indexed marketing journals. ISI's JIF measures the number of citations received by the average article in a journal 2 years after publication. It is a measure that is calculated in a year y (e.g., 2008) for a journal j by dividing the number of citations in the year y to articles published in the journal j in the previous 2 years $(y-1)$ and $(y-2)$ (e.g., 2006 and 2007) by the number of articles published in that journal j in those two preceding years, i.e., $(y-1)$ and $(y-2)$. As such, the 2008 JIFs are published in 2009, those for 2009 appear in 2010, and so on (Testa, 2008).

The *hg*-index scores for the period under examination (i.e., 2003–2007) could also be contrasted with the 2008 5-year JIFs provided in the 2009 *Journal Citation Reports*. The 2008 5-year JIFs (available for only 23 marketing journals) refer to cites in 2008 to articles published between 2003 and 2007 (Jacsó, 2009).

Furthermore, we undertake here a comparison of our ranking (based on the *hg*-index) and rankings in the most recent citation-based studies of marketing and marketing-related journals (i.e., Baumgartner & Pieters, 2003; Guidry et al., 2004).

Finally, this study re-examines Hofacker et al.'s (2009) models of consumption of marketing journals. Fig. 1 shows the two possible ways to model the marketing journal consumption process. The upper model posits that reading behavior mediates the relationship between prestige and citing behavior, while according to the lower model the relationship between reading and citing is spurious as both are dependent on prestige. To test these models, we used published data from two previous studies. The study by Polonsky and Whitelaw (2006) provides a measure on journal prestige. The study by Hofacker et al. (2009) provides a measure on journal reading preference (here after readingness). The *hg*-index will be here used as a measure of citing (here after citedness).

4. Results and discussion

4.1. Overall findings

Table 1 lists the 69 selected marketing journals (ranked by the *hg*-index 2003–2007). We report for each journal its *h*-index, *g*-index, *hg*-index, and number of citations for the period under inspection (i.e., 2003–2007). The number of citations is the total number of occasions an article appeared in the reference list of journal articles, conference papers, books, book chapters, and other scholarly documents visible to GS. For each metric we also report how the journal ranks on this measure. As previously stated, given that the *hg*-index provides more granularity than the *h*- and *g*-indices, we base our interpretation only on this index. The Spearman's rank-order correlations between the various indices as well as with the number of citations are shown at the bottom of Table 1. We report Spearman's rank-order correlation coefficients (here after ρ) instead of Pearson's coefficients because of the skewed distribution of the indices.

4.2. The top 20 marketing journals

As Table 1 indicates, the top four marketing journals are *Journal of Marketing* (*JM*), *Journal of Consumer Research* (*JCR*), *Journal of Marketing Research* (*JMR*), and *Marketing Science* (*MS*). This first result is consistent with prior citation-based rankings (Guidry et al., 2004) and most of the recent survey-based studies (Mort et al., 2004; Polonsky & Whitelaw, 2006; Theoharakis & Hirst, 2002), although the order varied. We would like to point out here that there is a sharp drop-off between

Table 1
Ranked list of 69 selected marketing journals.

Full title (acronym)	*h*-index 2003–2007		*g*-index 2003–2007		*hg*-index 2003–2007		Citations 2003–2007	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank
Journal of Marketing (*JM*)*[a]	63	1	100	1	79.37	1	12,595	1
Journal of Consumer Research (*JCR*)*	48	2	75	2	60.00	2	9,432	2
Journal of Marketing Research (*JMR*)*	46	3	69	3	56.34	3	7,435	3
Marketing Science (*MS*)*	43	4	63	4	52.05	4	6,307	5
Industrial Marketing Management (*IMM*)*	38	5	57	5	46.54	5	7,151	4
Journal of the Academy of Marketing Science (*JAMS*)*	35	6	55	6	43.88	6	4,259	7
Journal of Product Innovation Management (*JPIM*)*	33	7	46	8	38.96	7	3 487	9
European Journal of Marketing (*EJM*)*	31	8	45	10	37.35	8	5,077	6
Journal of Consumer Psychology (*JCP*)*	31	8	45	10	37.35	8	3,345	10
Journal of Service Research (*JSR*)*	27	11	47	7	35.62	10	3,014	11
Psychology and Marketing (*PM*)*	28	10	44	13	35.10	11	3,565	8
Journal of Retailing (*JR*)*	27	11	45	10	34.86	12	2,912	12
International Journal of Research in Marketing (*IJRM*)*	27	11	44	13	34.47	13	2,590	14
Journal of Interactive Marketing (*JIM*)*	27	11	44	13	34.47	13	2,387	17
Journal of Advertising Research (*JAR*)*	23	17	46	8	32.53	15	2,878	13
International Journal of Service Industry Management (*IJSIM*)*	24	16	37	16	29.80	16	2,108	19
Journal of Services Marketing (*JSM*)*	25	15	34	18	29.16	17	2,580	15
Managing Service Quality (*MSQ*)	23	17	33	19	27.55	18	2,225	18
Journal of Advertising (*JA*)*	23	17	32	21	27.13	19	2,063	21
International Journal of Retail &Distribution Management (*IJRDM*)	21	20	33	19	26.33	20	2,416	16
Journal of Consumer Marketing (*JCM*)	21	20	32	21	25.92	21	2,104	20
Quantitative Marketing and Economics (*QME*)*	19	26	32	21	24.66	22	1,288	32
International Marketing Review (*IMR*)*	20	22	28	25	23.66	23	1,740	22
Journal of International Marketing (*JITM*)*	20	22	28	25	23.66	23	1,339	31
Journal of Macromarketing (*JMacroM*)	15	39	37	16	23.56	25	1,532	25
Journal of Product & Brand Management (*JPBM*)	20	22	26	30	22.80	26	1,532	25
Marketing Theory (*MT*)	20	22	26	30	22.80	26	1,215	34
Journal of Consumer Affairs (*JCA*)*	19	26	27	28	22.65	28	1,243	33
Journal of Business &Industrial Marketing (*JBIM*)*	17	33	30	24	22.58	29	1,660	24
Journal of Retailing and Consumer Services (*JRCS*)	18	29	28	25	22.45	30	1,690	23
Journal of Brand Management (*JBM*)	17	33	27	28	21.42	31	1,396	30
Journal of Public Policy & Marketing (*JPPM*)*	17	33	25	32	20.62	32	1,024	38
Journal of Marketing Management (*JMM*)	19	26	22	37	20.45	33	1,509	27
Marketing Intelligence and Planning (*MIP*)	18	29	23	35	20.35	34	1,415	29
Journal of Marketing Education (*JME*)	18	29	23	35	20.35	34	1,087	37
Qualitative Market Research (*QMR*)	17	33	24	34	20.20	36	963	39
Marketing Letters (*ML*)*	16	37	25	32	20.00	37	1,128	35
Journal of Consumer Behaviour (*JCB*)	18	29	22	37	19.90	38	1,095	36
International Journal of Market Research (*IJMR*)*	16	37	22	37	18.76	39	935	40
Journal of Consumer Policy (*JCPol*)	15	39	22	37	18.17	40	748	45
Service Industries Journal (*SIJ*)*	15	39	21	42	17.75	41	1,451	28
International Journal of Bank Marketing (*IJBM*)	14	44	22	37	17.55	42	720	46
Journal of Personal Selling and Sales Management (*JPSSM*)	15	39	20	43	17.32	43	903	41
Journal of Marketing Theory and Practice (*JMTP*)	15	39	20	43	17.32	43	763	44
International Journal of Advertising (*IJA*)*	14	44	19	48	16.31	45	700	47
Journal of Financial Services Marketing (*JFSM*)	13	46	20	43	16.13	46	796	42
International Review of Retail, Distribution, and Consumer Research (*IRRDCR*)	13	46	20	43	16.13	46	796	42
Academy of Marketing Science Review (*AMSR*)	13	46	20	43	16.13	46	515	49
Journal of Strategic Marketing (*JStrM*)	13	46	19	48	15.72	49	654	48
Journal of Database Marketing & Customer Strategy Management (*JDMCSM*)	12	50	16	50	13.86	50	490	50
Consumption, Markets, & Culture (*CMC*)	10	52	16	50	12.65	51	471	51
Journal of Marketing Communications (*JMC*)	11	51	13	52	11.96	52	430	52
Journal of Business to Business Marketing (*JBBM*)*	9	53	13	52	10.82	53	295	56
Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior (*JCSDCB*)	9	53	13	52	10.82	53	243	58
Marketing Education Review (*MER*)	9	53	11	57	9.95	55	353	53
Journal of Nonprofit &Public Sector Marketing (*JNPPSM*)	8	56	12	55	9.80	56	315	55
Journal of Current Issues and Research in Advertising (*JCIRA*)	8	56	12	55	9.80	56	267	57
Asia Pacific Journal of Marketing and Logistics (*APJML*)	8	56	11	57	9.38	58	320	54
Journal of Promotion Management (*JPM*)	8	56	10	60	8.94	59	219	59
Australasian Marketing Journal (*AMJ*)	8	56	10	60	8.94	59	205	63
Journal of Relationship Marketing (*JRM*)	7	61	11	57	8.78	61	214	61

Table 1 (*Continued*)

Full title (acronym)	*h*-index 2003–2007		*g*-index 2003–2007		*hg*-index 2003–2007		Citations 2003–2007	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank
Journal of Global Marketing (*JGM*)	7	61	9	62	7.94	62	192	64
Services Marketing Quarterly (*SMQ*)	7	61	9	62	7.94	62	209	62
Journal of International Consumer Marketing (*JICM*)	6	64	8	65	6.93	64	218	60
Journal of Marketing Channels (*JMChan*)	5	65	9	62	6.71	65	159	65
Journal of Euromarketing (*JE*)	5	65	6	66	5.48	66	113	67
Marketing Management Journal (*MMJ*)	5	65	5	68	5.00	67	135	66
Journal of Direct, Data and Digital Marketing Practice (*JDDDMP*)	4	68	6	66	4.90	68	85	68
Asian Journal of Marketing (*AJM*)	2	69	2	69	2.00	69	10	69
Mean	18.492		27.623		22.561		1,836.376	
Standard deviation	11.335		18.090		14.265		2,271.906	
Median	17		23		20.34699		1,128	
Skewness	1.457		1.463		1.475		2.669	
Spearman's rank-order correlation coefficients (all correlations are significant at a 0.01 level)								
h-index 2003–2007	1							
g-index 2003–2007	0.971		1					
hg-index 2003–2007	0.990		0.992		1			
Citations 2003–2007	0.977		0.978		0.984		1	

[a] Journals with an asterisk (*) are the ones indexed in the SSCI.

the *JM*'s *hg*-index and the *hg*-index scores for *JCR* and *JMR* demonstrating that *JM* includes much more highly influential (i.e., cited) articles than *JCR* or *JMR*. This result is in line with Baumgartner and Pieters (2003) findings on *JM*'s exemplary role in the marketing discipline and its high position among marketing's most elite academic journals.

This study also provides additional and supportive evidence on the high status of journals such as *Journal of the Academy of Marketing Science* (6th), *Psychology and Marketing* (11th), and *International Journal of Research in Marketing* (13th).

Nevertheless, some surprising results that sharply deviate from former rankings, especially those based on citation analysis, emerged. They are as follows:

- *Industrial Marketing Management* (5th) and *Journal of Product Innovation Management* (7th) ranked higher than previous studies.
- *Journal of Consumer Psychology* (*JCP*) ranked 8th although it never made it higher than top 20 in previous citation-based rankings.
- *European Journal of Marketing* (*EJM*) placed here 8th. Previously, *EMJ* placed 17th in Baumgartner and Pieters (2003) and 18th in Guidry et al. (2004).
- *Journal of Service Research* ranked 10th. *JSR* was never assessed using a citation analysis.
- *Journal of Interactive Marketing* (*JIM*) placed 13th tying with *International Journal of Research in Marketing* and outranking many well respected journals that have been published much longer (e.g., *Journal of Advertising Research*). That position was particularly unanticipated given that *JIM* placed 36th in Baumgartner and Pieters (2003), 38th in Hofacker et al. (2009), and even 54th in Polonsky and Whitelaw (2006).
- Three services marketing journals made the top 20 journals. Two of which were not ranked in previous citation-based studies.
- The *International Journal of Retail and Distribution Management* (*IJRDM*) finished 20th. *IJRDM* was never assessed using a citation analysis.

Before closing this subsection, we should indicate that among the top 20 marketing journals, there are:

- Four international journals (non-U.S.-based journals).
- Two non-SSCI-indexed journals.
- Two newly SSCI-indexed journals (*European Journal of Marketing* was indexed in 2008 and *Journal of Services Marketing* entered the SSCI in 2009).

Thus, it seems that the SSCI do not cover well the marketing discipline. In addition, although marketing as a discipline may have been based in the U.S., our findings strongly suggest that "neither marketing nor all the best work in the field is confined to North America" (Lehmann, 2005, p. 137).

4.3. The relationship between hg-ranking and 2008 JIF rankings

Though they are reasonably correlated ($\rho = 0.663$, $p < 0.01$, $n = 28$), the *hg*-ranking differed greatly to that implied by the 2008 2-year JIF for many journals. For instance, the *hg*-ranking places *Journal of Retailing* (*JR*) at the 12th spot but the 2008 JIF

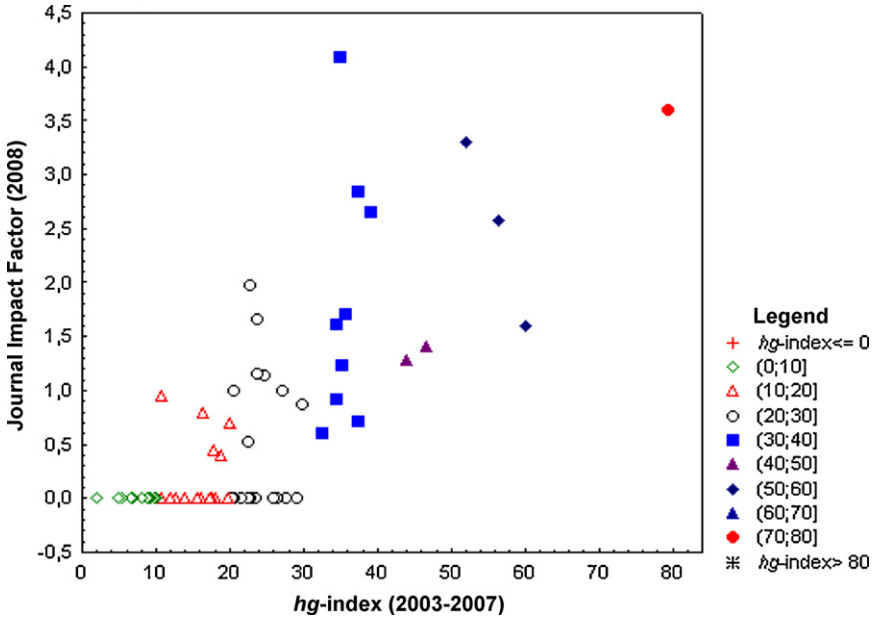

Fig. 2. The relationship between the 2008 2-year JIF and the Google Scholar *hg*-index (based on all citations accruing to journal publications during 2003–2007). The filled square near the top of the figure is *Journal of Retailing*; *Journal of Marketing* is at the top right. Journals not recognized by Thomson Reuters are shown with a zero JIF.

gives *JR* the first position (Fig. 2). Other journals with conflicting rankings are *JCR*, *IMM*, and *MS*, to name just a few (Table 2). These inconsistent rankings are due to the fact that they are based on different metrics (a mean citations-per-paper count for the JIF and a combined quantity/quality measure for the *hg*-index), different data sources (SSCI for the JIF and GS for the *hg*-index), and different citation windows (2 years for the JIF and 5 years for the *hg*-index).

The Spearman's correlation between the 2008 5-year JIF ranking and the *hg*-index ranking is strong and very significant: $\rho = 0.872$ ($p < 0.01$). Given that these rankings are based on two different metrics that have different data sources, such a strong correlation is quite remarkable. This substantial agreement between these two impact metrics suggests that, for the marketing discipline, the GS-based *hg*-index could provide an excellent alternative for the journals not covered by Thomson Reuters.

4.4. Consistency among citation-based rankings of marketing journals

We undertake now a comparison of our ranking (based on the *hg*-index) and rankings in two earlier citation-based studies (i.e., Baumgartner & Pieters, 2003; Guidry et al., 2004). We used Spearman's rank-order correlation coefficient (ρ) to determine whether the degree of relationship between the *hg*-ranking and the rankings in these studies were significantly related. There were 20 journals common to the three rankings. After adjusting the rankings for journals that were not common to the three studies, Spearman's rho was computed and tested for statistical significance. Results show that our ranking was moderately correlated with the rankings in Baumgartner and Pieters (2003) ($\rho = 0.691$, $p < 0.01$) and Guidry et al. (2004) ($\rho = 0.604$, $p < 0.01$). Because the three studies listed *JM*, *JMR*, and *JCR* as the top three journals, although the order varied, we removed the three first journals and computed Spearman's rho for the remaining 17 journals (i.e., journals 4–20). Results show that the *hg*-ranking is still significantly correlated with the ranking in Baumgartner and Pieters (2003) ($\rho = 0.499$, $p < 0.05$) but not with the ranking in Guidry et al. (2004) ($\rho = 0.362$, $p > 0.10$). It should be indicated that the differences between the *hg*-ranking and those in the previous citation-based studies may be explained by something other than a difference in the sources employed. The differences found here may be due to actual changes in the status of the journals.

4.5. Testing models of consumption of marketing journals

One simple way to test the two models in Fig. 1 is to use partial correlations. For example, in the top model where there is no direct path between prestige and citation, the partial correlations between prestige and citation, with reading measure partialed out, should be zero. Conversely, in the bottom model, the partial correlation between reading and citation behaviors, with prestige partialed out, should be zero. Because of the skewed distribution of the *hg*-index (i.e., citedness) and the measures in Polonsky and Whitelaw (2006) (i.e., prestige) and Hofacker et al. (2009) (i.e., readingness), we use once again rank order correlations.

Table 2
Journal impact factors for 2008 contrasted with *hg*-index 2003–2007.

Full title (acronym)	Two-year JIF 2008		Five-year JIF 2008		*hg*-index 2003-2007	
	Score	Rank	Score	Rank	Score	Rank
Journal of Marketing (*JM*)	3.598	2	7.092	1	79.373	1
Journal of Consumer Research (*JCR*)	1.592	11	3.444	6	60.000	2
Journal of Marketing Research (*JMR*)	2.574	6	3.558	5	56.338	3
Marketing Science (*MS*)	3.309	3	3.868	3	52.048	4
Industrial Marketing Management (*IMM*)	1.403	12	2.206	11	46.540	5
Journal of the Academy of Marketing Science (*JAMS*)	1.289	13	2.635	8	43.875	6
Journal of Product Innovation Management (*JPIM*)	2.650	5	3.607	4	38.962	7
European Journal of Marketing (*EJM*)	0.712	23	–	–	37.350	8
Journal of Consumer Psychology (*JCP*)	2.841	4	2.766	7	37.350	8
Journal of Service Research (*JSR*)	1.714	8	–	–	35.623	10
Psychology and Marketing (*PM*)	1.232	14	1.833	14	35.100	11
Journal of Retailing (*JR*)	4.095	1	4.978	2	34.857	12
International Journal of Research in Marketing (*IJRM*)	1.611	10	2.619	9	34.467	13
Journal of Interactive Marketing (*JIM*)	0.914	20	2.240	10	34.467	13
Journal of Advertising Research (*JAR*)	0.612	25	1.254	20	32.527	15
International Journal of Service Industry Management (*IJSIM*)	0.865	21	1.659	15	29.799	16
Journal of Advertising (*JA*)	1.000	17	1.909	13	27.129	17
Quantitative Marketing and Economics (*QME*)	1.133	16	–	–	24.658	18
International Marketing Review (*IMR*)	1.164	15	1.587	16	23.664	19
Journal of International Marketing (*JITM*)	1.667	9	2.139	12	23.664	19
Journal of Consumer Affairs (*JCA*)	1.969	7	1.526	17	22.650	21
Journal of Business & Industrial Marketing (*JBIM*)	0.527	26	0.797	21	22.583	22
Journal of Public Policy & Marketing (*JPPM*)	1.000	17	1.439	18	20.616	23
Marketing Letters (*ML*)	0.698	24	1.346	19	20.000	24
International Journal of Market Research (*IJMR*)	0.394	28	0.601	23	18.762	25
Service Industries Journal (*SIJ*)	0.452	27	0.648	22	17.748	26
International Journal of Advertising (*IJA*)	0.791	22	–	–	16.310	27
Journal of Business to Business Marketing (*JBBM*)	0.957	19	–	–	10.817	28
Mean	1.527		2.423		33.474	
Standard deviation	0.994		1.504		15.162	
Median	1.198		2.139		33.497	
Skewness	1.186		1.515		1.185	
Spearman's rank-order correlation coefficients (all correlations are significant at a 0.01 level)						
Two-year JIF 2008	1					
Five-year JIF 2008	0.883		1			
hg-index 2003–2007	0.663		0.872		1	

Zero-order correlations indicate that our citedness measure is strongly correlated with prestige ($\rho = 0.783$, $p < 0.001$, $n = 60$) and reading ($\rho = 0.752$, $p < 0.001$, $n = 58$). The correlation between reading and prestige was also significant and yielded a value of 0.846 ($p < 0.001$, $n = 50$). The partial correlation between our *hg*-ranking (citedness) and the Hofacker et al. (2009) ranking (readingness), with the prestige ranking partialed out, yielded however a value of 0.270 not significant at a $p < 0.05$ level ($p = 0.061$). The partial correlation between prestige ranking and *hg*-ranking, with reading partialed out, gives a value of 0.419 ($p = 0.003$).

In other words, taking prestige into account, the relationship between readingness and citedness vanish. Taken readingness into account, the relationship between prestige and citedness diminish but remain statistically significant. Consistent with findings in Hofacker et al. (2009), our evidence suggests that the bottom model in Fig. 1 is coherent with the data here analyzed while the top model is not. As such, it seems that a citation analysis covers only one aspect of marketing journal consumption. This is especially true for marketing education and public policy journals. Our results have the *Journal of Marketing Education* 34th, while in terms of prestige it is 18th (Polonsky & Whitelaw, 2006). Similarly, our ranking places *Journal of Public Policy & Marketing* 32nd but in prestige it is 9th (Polonsky & Whitelaw, 2006). Hence, the *hg*-ranking should be seen as complement to the extant rankings based on prestige.

5. Conclusions

5.1. Contributions

This study contributes significantly to marketing research and practice. It offers the most up-to-date and the most comprehensive citation-based ranking of marketing journals. The current marketing literature proposes citation-based rankings that are, in fact, obsolete. For instance, rankings in Baumgartner and Pieters (2003) are based on citations in journal articles published in 1996 and 1997. Similarly, the study by Guidry et al. (2004) draws upon citations made in journal articles that appeared between 1997 and 2001.This is an important issue since marketing has always "been simultaneously responsive

to the exigencies of its times, yet also volitional in terms of the topics and approaches chosen for development" (Wilkie & Moore, 2003, p. 117). Previous citation-based rankings were also very limited in terms of journals covered. For example, Guidry et al. (2004) provide a ranking for only 27 marketing journals. Similarly, Baumgartner and Pieters (2003) present a ranking of 49 journals of which only 38 are marketing journals. Thus, our study offers for at least 31 marketing journals their first citation-based assessment.

5.2. Implications

For researchers along with practitioners, educators, and other students of marketing, this study identifies the journals that are most likely to contain useful information. Moreover, universities, departments, research centers, and libraries may find the journal ranking provided here helpful in making allocation decisions regarding the subscription to these journals. Additionally, authors seeking publishing opportunities are now informed about which marketing journals are most apt to make their research more visible and influential. Of note here is that our study indicates that journals with high *hg*-index that are non-ISI-indexed occur in disciplines that have low ISI coverage such as marketing. We hope that in light of our results authors will adjust their paper submission attitudes. Furthermore, journal editors have just been objectively informed about the relative status of their journals in the discipline and the effects of their editorial policies on the authority of their journals. Finally, this study ranking might be useful for hiring and tenure decisions.

5.3. Limitations and further research directions

Although our study provides several new insights, it is not without its limitations. At first, there is no doubt that Hirsch-type indices based on GS are imperfect (Bar-Ilan, 2008; Jacsó, 2008a, 2008d). However, Hirsch-type indices based on other reference-enhanced databases (e.g., WoS and Scopus) are also imperfect (see Jacsó, 2008c). Second, citation analysis is not exempt from flaws. Work citations may not always reflect transfer of knowledge or intellectual indebtedness but may, for example, be driven by strategic considerations (i.e., citing potential reviewers) or used to appease editors' insistence on journal self-citation. Thus, using measures that take into account a journal self-citation could be an excellent avenue for further research (Schreiber, 2007, 2008).

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