

The 2018 Rutgers Business School General Impact Index for Business Journals

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Abstract

We present the 2018 Rutgers Business School (RBS) General Impact Index for business journals. The index has been updated using journal citation data from the period of January 2017 to September 2018. The RBS General Impact Index consists of two components: the Classroom Impact Index and the Popular Impact Index. The Classroom Impact Index is based on the total citations a business journal receives in business textbooks and the Popular Impact Index reflects the number of citations a journal receives in best-selling business books.

Academic research should not be focused only on the contributions scholars make in their research publications to the advancement of scholarly knowledge, but it should also contribute to the welfare of the general public and society.^{1,2} Consequently, knowledge garnered through scientific research is a critical source for business development and innovation and academic activities can play an enhanced role in regional and national development.^{3,4} Since academic publications are the principal way through which scholarly knowledge is transferred onto the industrial domain and to the general public, substantial amount of research has investigated the relationship

among academic research, economic activity, and social welfare.⁵ Academia has a key role in organizations and individuals building their capabilities to survive and succeed in the knowledge economy.⁶

In the business domain, various indices have been developed to measure the impact of academic studies. In these indices, academic journals are ranked by various criteria, such as citations in academic papers, opinion surveys, number of downloads, and library holdings.⁷ Although there are plenty of indices designed to assess the impact of scholarly research, most of them focus on its contribution to the academic literature, and usually overlook the impact research publications have on the general public and industry. Therefore, we focused on this overlooked aspect of the impact of the business research and investigated the citations it receives in textbooks and popular books. That is to say, in 2016, we introduced the Rutgers Business School General Impact Index for Business Journals, which provides a new frame of reference on the extent of knowledge dissemination from academic journals to the business community and the general public.⁸ The RBS General Impact Index is a quantitative assessment tool for evaluating, sorting, and comparing business journals by referring to their citations in textbooks and popular books.

The RBS Classroom Impact Index reflects the extent to which academic journals are cited in business textbooks. For the 2018 rankings, similar to the 2016 rankings, we identified the best-selling textbooks from Amazon and Barnes & Noble in the following domains: accounting, finance, international business, marketing, supply chain, management and leadership. After we gathered the textbook citations for each academic journal, we standardized the citation counts for each domain and calculated the average score for each journal. The average score is then converted into an index where the most cited journal receives a score of 100 and journal with no citations receive a score of zero. The top 30 journals ranked by their 2018 RBS Classroom Impact Index scores are shown in Table 1.

The RBS Popular Impact Index is derived from the number of citations each journal received in popular business books intended for a general audience. We have followed a process similar to the one used to calculate the 2016 index. First, we identified the 59 best-selling business books from the New York Times list for the period of January 2016- Sept 2018. Next, we recorded the number of citations each journal received in popular business books. Then, we standardized the total number of citations each journal received and converted the scores into a 100-point index. The top 30 journals ranked by their 2018 RBS Popular Impact Index are provided in Table 2.

The 2018 RBS General Impact Index consists of the average of the 2018 Classroom Impact Index and the 2018 Popular Impact Index. Table 3 provides

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the top 30 journals according to the 2018 RBS General Impact Index. The full list of journals and their rankings according to each index can be found on the Rutgers Business School's Center for Market Advantage website.⁹

Table 1. Classroom Impact

Ranking	Journal	Classroom Impact
1	Harvard Business Review	100.00
2	Strategic Management Journal	58.95
3	Journal of Financial Economics	46.99
4	Accounting Review	45.88
5	The Leadership Quarterly	43.56
6	Journal of Marketing	36.63
7	Journal of International Business Studies	35.69
8	MIT Sloan Management Review	34.41
9	Production and Operations Management	28.12
10	Academy of Management Review	27.85
11	Journal of Marketing Research	25.32
12	Journal of Applied Psychology	18.25
13	Organization Science	16.20
14	Journal of Operations Management	16.07
15	Management Science	15.26
16	Administrative Science Quarterly	14.67
17	American Economic Review	13.19
18	Quarterly Journal of Economics	12.04
19	Academy of Management Journal	11.78
20	Marketing Science	11.76
21	Journal of Accounting and Economics	10.97
22	Journal of Consumer Research	9.85
23	Journal of Management	8.93
24	International Journal of Production Economics	8.03
25	Contemporary Accounting Research	7.06
26	Omega	6.69
27	Journal of World Business	4.93
28	Operations Research	4.02
29	Research Policy	3.97
30	Journal of Political Economy	3.93

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Table 2. Popular Impact

Ranking	Journal	Popular Impact
1	Harvard Business Review	100.00
2	Quarterly Journal of Economics	43.37
3	Academy of Management Journal	42.17
4	American Economic Review	33.73
4	Journal of Consumer Research	33.73
6	Administrative Science Quarterly	27.71
7	Management Science	25.30
7	NBER Working Papers	25.30
9	Organization Science	21.69
10	Organizational Behavior and Human Decision Processes	20.48
11	Journal of Applied Psychology	18.07
12	Journal of Marketing Research	15.66
13	Academy of Management Review	13.25
14	Journal of Finance	12.05
15	Strategic Management Journal	10.84
16	Journal of Consumer Psychology	9.64
17	Journal of Financial Economics	8.43
17	Journal of Political Economy	8.43
17	Journal of Business Venturing	8.43
17	Econometrica	8.43
21	Review of Financial Studies	7.23
22	Journal of Marketing	6.02
23	MIT Sloan Management Review	4.82
23	Production and Operations Management	4.82
23	Marketing Science	4.82
23	Organization Studies	4.82
23	Journal of Organizational Behavior	4.82
23	Journal of Vocational Behavior	4.82
29	Journal of Management	3.61
29	Journal of Management Studies	3.61

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Table 3. Total Impact

Ranking	Journal	Total Impact
1	Harvard Business Review	100.00
2	Strategic Management Journal	34.90
3	Journal of Financial Economics	27.71
4	Quarterly Journal of Economics	27.70
5	Academy of Management Journal	26.98
6	American Economic Review	23.46
7	Accounting Review	22.94
8	The Leadership Quarterly	22.38
9	Journal of Consumer Research	21.79
10	Journal of Marketing	21.33
11	Administrative Science Quarterly	21.19
12	Academy of Management Review	20.55
13	Journal of Marketing Research	20.49
14	Management Science	20.28
15	MIT Sloan Management Review	19.62
16	Journal of International Business Studies	19.05
17	Organization Science	18.95
18	Journal of Applied Psychology	18.16
19	Production and Operations Management	16.47
20	NBER Working Papers	12.84
21	Organizational Behavior and Human Decision Processes	10.24
22	Marketing Science	8.29
23	Journal of Operations Management	8.03
24	Journal of Finance	6.60
25	Journal of Management	6.27
26	Journal of Political Economy	6.18
27	Journal of Consumer Psychology	5.84
28	Journal of Accounting and Economics	5.49
29	Journal of Business Venturing	5.37
30	Econometrica	4.28

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Endnotes

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