

The 2020 Rutgers Business School General Impact Index for Business Journals

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Abstract

We present the 2020 Rutgers Business School (RBS) General Impact Index for academic business journals. The RBS General Impact Index is derived from the Classroom Impact Index and the Popular Impact Index. The Classroom Impact Index score indicates the contribution of a business journal to business textbooks. Similarly, the Popular Impact Index score reflects the contribution of a business journal to best-selling business books in the period of October 2018 to June 2020.

Journals are an important medium that helps academicians communicate their ideas and findings. Journals enable scholars to track trends and observe knowledge accumulation over the eras. Therefore, journals are a core component in the advancement of knowledge in academia, and the topic of relative journal quality attracts a lot of attention from scholars.¹ In the field of business, there is an increasing number of rankings that focus on academic journals.²

Although the field of business has many indices that rank academic journals based on quality, these indices focus on the academic contribution of each journal using variables such as the number of academic citations,³ surveys,⁴ number downloads,⁵ or library holdings⁶ to calculate the relative ranking of each journal. Yet, an academic journal's contribution to society is not limited to only its scholarly impact.

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We posit that the impact of an academic business journal is more general than just its academic impact as various parties get the benefit from the findings published in these journals often provide guidelines, frameworks, best practices, data, and information for decision-makers. For example, managers might adjust their strategies and tactics in lieu of academic research findings to better serve the stakeholders of their organizations. Similarly, these findings are shared with students in the classroom setting where instructors aim to teach the latest theories, concepts, empirical findings, tools, and best practices. Therefore, the RBS Classroom Impact Index and The RBS Popular Impact Index were developed to add a new perspective on the dissemination of knowledge from academic business journals to the business world and the general public. These indices use citations in the business textbooks and popular business books as criteria to rank business journals.

The 2020 RBS Classroom Impact Index is derived from the number of citations each journal received in business textbooks. For 2020 rankings, we utilized the bestseller MBA textbooks, designated as such by Amazon. We calculate the citation statistics of each journal in business textbooks using the following method: First, we tracked the number of textbook citations that each journal received in each business domain (accounting, finance, international business, marketing, supply chain/operations management, strategic management, and organizational behavior). Then, we standardized the citation counts for each domain and we calculated the average score for each business journal. Lastly, we converted the average citation score into an index, where the journal that has the highest average score receives an index score of 100, and journals without any citations receive an index score of zero. The top 35 journals ranked by their Classroom Impact Index scores can be seen in Table 1.

The 2020 RBS Popular Impact Index is calculated using the number of citations each academic journal received in business books that are written for the general audience. Similar to the RBS Popular Impact Index of 2016 and 2018,^{7,8} we examined the 60 best-selling business books from the New York Times Best Sellers list from October 2018 to June 2020. Next, we recorded the number of citations each journal received in each book on the list. Then, the total number of citations was standardized and converted to an average score. Finally, the journal with the highest citation score received an index score of 100, while journals without any citations received an index score of zero. The top 35 journals in terms of their 2020 Popular Impact Index are provided in Table 2.

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Table 1. The 2020 Classroom Impact Index

Rank	Journal	Classroom Impact Index	Change from 2018
1	<i>Harvard Business Review</i>	100.00	↔
2	<i>Strategic Management Journal</i>	34.64	↔
3	<i>Journal of Marketing</i>	33.63	↑
4	<i>Accounting Review</i>	25.98	↔
5	<i>Journal of Financial Economics</i>	25.90	↓
6	<i>Journal of Marketing Research</i>	22.68	↑
7	<i>Academy of Management Review</i>	21.23	↑
8	<i>Journal of Applied Psychology</i>	20.72	↑
9	<i>Academy of Management Journal</i>	17.66	↑
10	<i>Journal of International Business Studies</i>	16.33	↓
11	<i>Journal of Management</i>	15.23	↑
12	<i>MIT Sloan Management Review</i>	13.99	↓
13	<i>Marketing Science</i>	11.71	↑
14	<i>Quarterly Journal of Economics</i>	9.19	↑
15	<i>Journal of Consumer Research</i>	9.05	↑
16	<i>Review of Economics and Statistics</i>	8.21	↑
17	<i>Administrative Science Quarterly</i>	7.91	↓
18	<i>Journal of Organizational Behavior</i>	7.49	↑
19	<i>American Economic Review</i>	6.81	↓
20	<i>Journal of Accounting and Economics</i>	5.92	↑
21	<i>Journal of Economic Perspectives</i>	5.12	↑
22	<i>Human Relations</i>	4.01	↑
23	<i>Contemporary Accounting Research</i>	3.95	↑
24	<i>Organization Science</i>	3.66	↓
25	<i>Business Horizons</i>	3.55	↑
26	<i>Management Science</i>	3.54	↓
27	<i>Human Resource Management</i>	3.50	↑
28	<i>Journal of the Academy of Marketing Science</i>	3.13	↑
29	<i>Journal of Business Ethics</i>	2.72	↑
30	<i>Journal of World Business</i>	2.61	↓
31	<i>Org. Behavior and Human Decision Processes</i>	2.33	↑
32	<i>Journal of Consumer Psychology</i>	2.30	↑
33	<i>Journal of Management Studies</i>	2.29	↓
34	<i>Journal of Vocational Behavior</i>	2.26	↑
35	<i>Journal of Political Economy</i>	2.12	↓

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Table 2. The 2020 Popular Impact Index

Rank	Journal List	Popular Impact Index	Change from 2018
1	<i>Harvard Business Review</i>	100.00	↔
2	<i>Quarterly Journal of Economics</i>	58.93	↔
3	<i>American Economic Review</i>	42.86	↑
4	<i>Journal of Consumer Research</i>	26.79	↑
5	<i>Management Science</i>	25.00	↓
6	<i>Journal of Applied Psychology</i>	19.64	↑
7	<i>Administrative Science Quarterly</i>	19.64	↓
8	<i>Organization Science</i>	17.86	↓
9	<i>Journal of Economic Behavior & Organization</i>	17.86	↑
10	<i>Academy of Management Review</i>	14.29	↑
11	<i>Journal of Economic Perspectives</i>	14.29	↑
12	<i>Journal of Marketing Research</i>	12.50	↔
13	<i>Economic Journal</i>	12.50	↑
14	<i>Journal of Marketing</i>	10.71	↑
15	<i>Org. Behavior and Human Decision Processes</i>	10.71	↓
16	<i>Journal of Consumer Psychology</i>	10.71	↔
17	<i>Academy of Management Journal</i>	8.93	↓
18	<i>Journal of Finance</i>	8.93	↓
19	<i>Journal of Behavioral Decision Making</i>	8.93	↑
20	<i>Research Policy</i>	8.93	↑
21	<i>Strategic Management Journal</i>	7.14	↓
22	<i>Journal of Political Economy</i>	7.14	↓
23	<i>Econometrica</i>	7.14	↓
24	<i>Review of Financial Studies</i>	7.14	↓
25	<i>Journal of Financial Economics</i>	5.36	↓
26	<i>Journal of Management</i>	5.36	↑
27	<i>Human Relations</i>	5.36	↑
28	<i>Journal of Business Venturing</i>	5.36	↓
29	<i>Brookings Papers on Economic Activity</i>	5.36	↑
30	<i>Journal of International Business Studies</i>	3.57	↑
31	<i>Marketing Science</i>	3.57	↓
32	<i>Review of Economics and Statistics</i>	3.57	↑
33	<i>Journal of Business Ethics</i>	3.57	↑
34	<i>Organization Studies</i>	3.57	↓
35	<i>Journal of Retailing</i>	3.57	↑

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Table 3. The 2020 RBS General Impact Index

Rank	Journal	General Impact Index	Change from 2018
1	<i>Harvard Business Review</i>	100.00	↔
2	<i>Quarterly Journal of Economics</i>	34.06	↑
3	<i>American Economic Review</i>	24.84	↑
4	<i>Journal of Marketing</i>	22.17	↑
5	<i>Strategic Management Journal</i>	20.89	↓
6	<i>Journal of Applied Psychology</i>	20.18	↑
7	<i>Journal of Consumer Research</i>	17.92	↑
8	<i>Academy of Management Review</i>	17.76	↑
9	<i>Journal of Marketing Research</i>	17.59	↑
10	<i>Journal of Financial Economics</i>	15.63	↓
11	<i>Management Science</i>	14.27	↑
12	<i>Administrative Science Quarterly</i>	13.77	↓
13	<i>Academy of Management Journal</i>	13.30	↓
14	<i>Accounting Review</i>	12.99	↓
15	<i>Organization Science</i>	10.76	↑
16	<i>Journal of Management</i>	10.29	↑
17	<i>Journal of International Business Studies</i>	9.95	↓
18	<i>Journal of Economic Perspectives</i>	9.70	↑
19	<i>Journal of Economic Behavior & Organization</i>	9.14	↑
20	<i>MIT Sloan Management Review</i>	7.89	↓
21	<i>Marketing Science</i>	7.64	↑
22	<i>Economic Journal</i>	7.03	↑
23	<i>Org. Behavior and Human Decision Processes</i>	6.52	↓
24	<i>Journal of Consumer Psychology</i>	6.51	↑
25	<i>Review of Economics and Statistics</i>	5.89	↑
26	<i>Journal of Finance</i>	4.96	↓
27	<i>Journal of Behavioral Decision Making</i>	4.82	↑
28	<i>Research Policy</i>	4.78	↑
29	<i>Human Relations</i>	4.68	↑
30	<i>Journal of Political Economy</i>	4.63	↓
31	<i>Econometrica</i>	4.01	↓
32	<i>Review of Financial Studies</i>	3.81	↔
33	<i>Journal of Organizational Behavior</i>	3.75	↑
34	<i>Journal of Business Venturing</i>	3.53	↓
35	<i>Journal of Business Ethics</i>	3.15	↑

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The 2020 RBS General Impact Index is derived by averaging the Classroom Impact Index and the Popular Impact Index. The ranking of the top 35 journals based on their 2020 General Impact Index scores is provided in Table 3. The full list of journals considered and their rankings according to each index can be found on the Center for Market Advantage website.⁹

Authors

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Sengun (Shen) Yenyurt is a Dean's Research Professor and the Chair of the Marketing Department at Rutgers Business School. He has an outstanding interdisciplinary research record, and currently serves as the founding Co-Editor-in-Chief of Rutgers Business Review (RBR). He also serves as the Founding Co-Director of the Center for Market Advantage. In his research, Dr. Yenyurt studies market strategies using econometric models and bridges multiple disciplines: marketing, supply chain management, innovation management, and international business. His research has appeared in top journals in each of these disciplines and addresses a variety of topics including global market strategies, new product development and launch, brand management, supply chain strategies, supplier relationship management, and inter-firm networks. The impact of his research is evidenced by the many citations, awards, and media mentions he received. His research has been recognized by the Rutgers Business School when he received the Junior Faculty Research Excellence Award in 2011 and the Dean's Award for Meritorious Research in 2010. From 2016 to 2018, he was recognized as a Chancellor's Scholar at Rutgers University.

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Endnotes

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9. To access the complete journal ranking please go to www.rbscma.org/research.