

# The 2022 Rutgers Business School General Impact Index for Business Journals

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## *Abstract*

*We present the 2022 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 is the contribution of a business journal to business textbooks. Similarly, the Popular Impact Index score provides the contribution of a business journal to best-selling business books between July 2020 and July 2022.*

Many business schools encourage academic research as the priority mission of their strategy because academic research in the area provides many benefits. These benefits can be summarized as generating novel insights for managers, identifying essential practices that can be adopted, illustrating common mistakes, suggesting new opportunities, and proposing theories to explain specific phenomena, activities, and situations.<sup>1</sup> Therefore, academic research is extremely important for practitioners, and it is essential to scrutinize the quality and contribution of research to ensure that findings

lead readers in the right direction. Moreover, to avoid subjectivity in the contribution, quantification of the contribution is extremely important.<sup>2</sup> Accordingly, journal rankings fill these needs in academia.

Scholars also use journal ranking when making decisions about which journal they will submit their research.<sup>3</sup> The journal ranking helps these scholars minimize the time and effort they need to allocate to evaluate research quality in the targeted journal.<sup>2</sup> Journal rankings are also used as a proxy for a performance measure. Today, it is a common practice that promotion, tenure, and reward decisions are given by the journal rankings that scholars have published.<sup>4,5,6</sup> Due to the popularity of relying on academic journal rankings, various journal rankings have been developed in the business domain. Even a series of schools have developed their own journal rankings.<sup>2</sup>

Some of the most popular rankings are Australian Business Deans Council (ABDC), Chartered Association of Business Schools (ABS), Erasmus Research Institute of Management (EIJ), Financial Times (FT50), Google (Google h5), SCImago (SJR), and the University of Texas at Dallas (UTD).<sup>7</sup> However, there is no consensus on which ranking is superior to another. Many of these indices focus on the academic contribution of each journal using variables such as the number of academic citations, surveys, expert opinions, or a hybrid version of all when calculating the rankings.<sup>8</sup>

The quality of the journals should also be considered from the perspective of their impact on society. The journals' contribution to business life and dissemination of knowledge to stakeholders and society is an understudied area and a complex task. Therefore, we develop the RBS Classroom Impact Index and the RBS Popular Impact Index to add a new perspective on the dissemination of knowledge from academic business journals to the business world and the general public. We use citations in business curriculum textbooks and popular business books as criteria to rank business journals.

The RBS 2022 Classroom Impact Index has been calculated by identifying the number of citations each journal received in business textbooks. For the 2022 rankings, we utilized the bestseller MBA textbooks from Pearson and McGraw Hill, the two largest textbook publishers in the US. More specifically, we tracked the citation statistics of each journal in business textbooks using the following method: First, we calculated the number of textbook citations that each journal received in each business area (accounting, finance, international business, marketing, operations management, strategic management, and organizational behavior) after we

identified the most popular textbook in each platform. Then, we standardized the citation counts for each area, 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. We present the top 35 journals ranked by their Classroom Impact Index scores in Table 1.

The RBS 2022 Popular Impact Index is derived from the number of citations each academic journal received in business books written for the general audience. Similar to the RBS Popular Impact Index of 2016,<sup>9</sup> 2018,<sup>10</sup> and 2020,<sup>11</sup> we examined the best-selling business books from the *New York Times* Best Sellers list from July 2020 to July 2022. Next, we counted the citation numbers that each journal received in each book on our list. Similar to the Classroom Impact Index score calculations, the total number of citations was standardized and converted to an average score. The journal having the highest citation score received an index score of 100, while journals without any citations received an index score of zero. We present the top 35 journals ranked by their Popular Impact Index scores in Table 2.

The 2022 RBS General Impact Index is a derivative score calculated by averaging the Classroom Impact Index and the Popular Impact Index. The rankings of the top 35 journals based on the 2022 General Impact Index scores are presented in Table 3.

When we compare the rankings to the 2020 RBS General Impact Index, we observe that citation scores have had a downward trend in recent years. The reason might be that best sellers tend to cite academic journals less frequently. We believe that journals might focus on encouraging scholars to emphasize the managerial and practical implications of research, which will ease the dissemination of the knowledge to society. Also, further studies might investigate the reasons behind the downward trend and provide guidance for scholars and journal editors on how to reach a larger audience.

## The 2022 Rutgers Business School General Impact Index

**Table 1.** The 2022 Classroom Impact Index

Rank	Journal	Classroom Impact Index	Change from 2020
1	<i>Harvard Business Review</i>	100.00	↔
2	<i>Journal of Applied Psychology</i>	21.47	↑
3	<i>Strategic Management Journal</i>	19.28	↓
4	<i>Journal of Marketing</i>	18.03	↓
5	<i>Journal of Management</i>	17.77	↑
6	<i>Journal of Finance</i>	17.71	↑
7	<i>Academy of Management Journal</i>	17.49	↑
8	<i>Academy of Management Review</i>	16.27	↓
9	<i>Journal of Financial Economics</i>	15.03	↓
10	<i>Journal of Marketing Research</i>	12.16	↓
11	<i>Sloan Management Review</i>	11.94	↑
12	<i>Journal of International Business Studies</i>	6.77	↓
13	<i>Review of Financial Studies</i>	6.62	↑
14	<i>American Economic Review</i>	5.78	↑
15	<i>Journal of World Business</i>	5.49	↑
16	<i>Business Horizons</i>	4.53	↑
17	<i>Administrative Science Quarterly</i>	4.36	↔
18	<i>Quarterly Journal of Economics</i>	4.35	↓
19	<i>Organization Science</i>	4.21	↑
20	<i>International Business Review</i>	4.12	↑
21	<i>Org. Behavior &amp; Human Decision Processes</i>	4.10	↑
22	<i>Journal of Organizational Behavior</i>	4.00	↓
23	<i>Human Resource Management</i>	3.90	↑
24	<i>Journal of Operations Management</i>	3.87	↑
25	<i>Journal of Business Ethics</i>	3.65	↑
26	<i>The International J. of Human Resource Man.</i>	3.39	↑
27	<i>Journal of Business Research</i>	3.25	↑
28	<i>Human Relations</i>	3.01	↓
29	<i>Journal of Consumer Research</i>	2.91	↓
30	<i>Journal of Economic Perspectives</i>	2.76	↓
31	<i>NBER Working Paper</i>	2.65	↑
32	<i>Management Science</i>	2.48	↓
33	<i>Journal of Financial &amp; Quantitative Analysis</i>	2.44	↑
34	<i>Journal of Management Studies</i>	2.28	↓
35	<i>Journal of Vocational Behavior</i>	2.24	↓

## The 2022 Rutgers Business School General Impact Index

**Table 2.** The 2022 Popular Impact Index

Rank	Journal	Popular Impact Index	Change from 2020
1	<i>Harvard Business Review</i>	100.00	↔
2	<i>Quarterly Journal of Economics</i>	48.44	↔
3	<i>American Economic Review</i>	39.06	↔
4	<i>NBER Working Paper</i>	28.13	↑
5	<i>Journal of Applied Psychology</i>	25.00	↑
6	<i>Sloan Management Review</i>	20.31	↑
7	<i>Management Science</i>	17.19	↓
8	<i>Journal of Economic Perspectives</i>	14.06	↑
9	<i>Journal of Behavioral Decision Making</i>	12.50	↑
10	<i>Journal of Finance</i>	10.94	↑
11	<i>Org. Behavior &amp; Human Decision Processes</i>	9.38	↑
11	<i>Review of Economics and Statistics</i>	9.38	↑
13	<i>Academy of Management Journal</i>	7.81	↑
13	<i>Administrative Science Quarterly</i>	7.81	↓
13	<i>American Economic Journal: Applied Economics</i>	7.81	↑
13	<i>Journal of Marketing Research</i>	7.81	↓
13	<i>Review of Financial Studies</i>	7.81	↑
18	<i>Econometrica</i>	6.25	↑
18	<i>Journal of Business Venturing</i>	6.25	↑
18	<i>Journal of Financial Economics</i>	6.25	↑
21	<i>Academy of Management Review</i>	4.69	↓
21	<i>Research Policy</i>	4.69	↓
23	<i>Journal of Consumer Psychology</i>	3.13	↓
23	<i>Journal of Consumer Research</i>	3.13	↓
23	<i>Journal of Economic Behavior &amp; Organization</i>	3.13	↓
23	<i>Journal of Political Economy</i>	3.13	↓
23	<i>Journal of Public Economics</i>	3.13	↑
23	<i>Marketing Science</i>	3.13	↑
23	<i>Organization Science</i>	3.13	↓
23	<i>Technological Forecasting and Social Change</i>	3.13	↑
31	<i>Decision Sciences</i>	1.56	↓
31	<i>Games and Economic Behavior</i>	1.56	↑
31	<i>Human Relations</i>	1.56	↓
31	<i>Human Resource Management</i>	1.56	↑
31	<i>International Journal of Forecasting</i>	1.56	↑

## The 2022 Rutgers Business School General Impact Index

**Table 3.** The 2022 RBS General Impact Index

Rank	Journal	General Impact Index	Change from 2020
1	<i>Harvard Business Review</i>	100.00	↔
2	<i>Quarterly Journal of Economics</i>	26.39	↔
3	<i>Journal of Applied Psychology</i>	23.23	↑
4	<i>American Economic Review</i>	22.42	↓
5	<i>Sloan Management Review</i>	16.12	↑
6	<i>NBER Working Paper</i>	15.39	↑
7	<i>Journal of Finance</i>	14.33	↑
8	<i>Academy of Management Journal</i>	12.65	↑
9	<i>Journal of Financial Economics</i>	10.64	↑
10	<i>Academy of Management Review</i>	10.48	↓
11	<i>Strategic Management Journal</i>	10.42	↓
12	<i>Journal of Marketing Research</i>	9.99	↓
13	<i>Management Science</i>	9.84	↓
14	<i>Journal of Marketing</i>	9.80	↓
15	<i>Journal of Management</i>	9.67	↑
16	<i>Journal of Economic Perspectives</i>	8.41	↑
17	<i>Review of Financial Studies</i>	7.22	↑
18	<i>Org. Behavior &amp; Human Decision Processes</i>	6.74	↑
19	<i>Journal of Behavioral Decision Making</i>	6.27	↑
20	<i>Administrative Science Quarterly</i>	6.08	↓
21	<i>Review of Economics and Statistics</i>	5.14	↑
22	<i>Journal of Business Venturing</i>	4.11	↑
23	<i>American Economic Journal: Applied Economics</i>	3.91	↑
24	<i>Econometrica</i>	3.84	↑
25	<i>Organization Science</i>	3.67	↓
26	<i>Journal of International Business Studies</i>	3.38	↓
27	<i>Research Policy</i>	3.07	↑
28	<i>Journal of Consumer Research</i>	3.02	↓
29	<i>Journal of Organizational Behavior</i>	2.78	↑
30	<i>Journal of World Business</i>	2.75	↑
31	<i>Human Resource Management</i>	2.73	↑
32	<i>Journal of Business Ethics</i>	2.61	↑
33	<i>The International J. of Human Resource Man.</i>	2.47	↑
34	<i>Journal of Political Economy</i>	2.32	↓
35	<i>Human Relations</i>	2.28	↓

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### Endnotes

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