

**FORM C: ABDC 2013 JOURNALS LIST REVIEW  
RATING UPGRADE SUBMISSION**

**\*\*\* PLEASE NOTE THAT:** FORM C is designed to formalise requests to the ABDC Journals Review Panel 2013 seeking an **upgrade** in rating of an academic journal which is currently **included and rated** in the **ABDC 2010** list e.g. seeking to raise a rating from a “B” to an “A” journal. Please complete a **separate** form relating to each journal for which you wish to make a submission of this type.

**Journal Title:**

**QC1. FIELD of RESEARCH (FoR) PANEL to which this request is directed (tick one box only):**

- 0806 Information Systems
- 1401-1499 Economics
- 1501 Accounting
- 1502 Finance
- 1503 Management
- 1504-07 Marketing/Tourism/Logistics
- 180105/1801025 Business and Taxation Law

**QC2. WHAT ABDC 2013 RATING DO YOU PROPOSE FOR THIS JOURNAL?**

- A\*       A       B       C

**QC3. WHAT ABDC 2010 RATING WAS THIS JOURNAL ASSIGNED?**

- A\*       A       B       C

**QC4. WHAT ERA 2010 RATING WAS THIS JOURNAL ASSIGNED?**

- A\*       A       B       C       not applicable

**QC5. NOMINATE “THE BEST” COMPARATOR JOURNAL (journal from the ABDC 2010 list that is most similar in research quality):**

**QC6. JOURNAL INFORMATION**

Editor's Name:

Institution:

Web Address:

**NATURE OF SUBMISSION**

**QC7. Primary submitter type (tick one box only)**

- Higher Education Institutional Submission (e.g. formal submission from Business Faculty/School)
- Peak Body Submission (e.g. AFAANZ, ANZAM)
- Individual Submission

**QC8. Primary submitter:**

**Institutional Affiliation:**

**QC9. Are there other signatories to this submission?**  Yes  No

If yes, how many signatories are there (including the primary submitter)?

**QC10. Executive Summary (word limit: 250 words fully presented on this page only).** In the space below succinctly highlight the key elements of your case for **upgrading the rating** of the designated journal. Please use a “bullet point” style where possible.

## **SUPPLEMENTARY INFORMATION: APPENDIX CHECKLIST**

The ABDC invites further supplementary and supporting information to be submitted by way of appendices.

**QC11. What supplementary information are you supplying (by way of appendices) to support your submission?**

**The following documents are attached in support of this application (please tick boxes as relevant):**

- Appendix C1:** List of Editorial Board Members
- Appendix C2:** Description and Scope of Journal
- Appendix C3:** Recommendations from eminent scholars in the relevant field
- Appendix C4:** Comparisons with existing rated journals
- Appendix C5:** Coverage in review articles
- Appendix C6:** Impact Factors: SSCI or others
- Appendix C7:** Other supporting documentation
- Appendix C8:** Signatory Details – in cases where there are more than one signatory to the submission, list all signatory names and their university or relevant affiliations (this appendix should articulate with the answer given to QC9 above).



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## **Appendix C4 Comparison of Journals**

### **IMM Upgrade Proposal for Industrial Marketing Management**

#### **Contents**

- a) Google Scholar H5 Citation Metrics
- b) Comparison of ABDC A\* and A Journals Citation H Indices from Google Scholar (Publish or Perish) and Scopus
- c) Table 1 from G. Soutar and J. Murphy "Journal Quality: A Google Scholar Analysis" *Australasian Marketing Journal* 17, 150-153
- d) Table 1 from Moussa, S. and M. Touzani (2010). "Ranking marketing journals using the Google Scholar-based hg-index." *Journal of Informetrics* 4: 107-117.

## a) Google Scholar H5 Citation Metrics

[http://scholar.google.com.au/citations?view\\_op=top\\_venues&hl=en&vq=bus\\_marketing](http://scholar.google.com.au/citations?view_op=top_venues&hl=en&vq=bus_marketing)

### Marketing

h5-index is the h-index for articles published in the last 5 complete years. It is the largest number h such that h articles published in 2007-2011 have at least h citations each. [hide](#)

Publication	h5-index	h5-median
1. Journal of Marketing	65	93
2. Journal of Business Research	55	79
3. Journal of Marketing Research	48	74
4. Journal of Consumer Research	46	66
5. Industrial Marketing Management	45	65
6. Marketing Science	43	56
7. European Journal of Marketing	40	51
8. Journal of Product Innovation Management	39	58
9. Journal of the Academy of Marketing Sciences	38	69
10. Journal of Retailing	35	60
11. Journal of Services Research	34	54
12. Psychology and Marketing	32	41
13. International Marketing Review	28	36
14. International Journal of Research in Marketing	27	51
15. Journal of Retailing and Consumer Services	27	39
16. Journal of Services Marketing	27	39
17. International Journal of Consumer Studies	27	38
18. Journal of Interactive Marketing	26	43
19. Journal of Consumer Psychology	25	41
20. Journal of Advertising	25	38

*Dates and citation counts are estimated and are determined automatically by a computer program.*

**b) Comparison of ABDC A\* and A Journals Citation H Indices from Google Scholar (Publish or Perish) and Scopus (as at 28<sup>th</sup> May 2013)**

ABDC Rank	PoP	Scopus	
A*	283	90	J of Consumer Research
A*	267	85	J of Marketing Research
A*	252	154	J of Marketing
A*	171	95	J of the Academy of Marketing Science
A*	161	71	Marketing Science
A	165	86	Journal of Business Research (includes more than marketing)
A*	153	76	J of Retailing
<b>A</b>	<b>124</b>	<b>65</b>	<b>Industrial Marketing Management</b>
A	117	44	Journal of Advertising Research
A	109	46	Journal of Advertising
A	106	58	International Journal of Research in Marketing
A	103	54	Psychology and Marketing
A	99	31	European Journal of Marketing
A	98	44	International Marketing Review
A	90	54	Journal of Consumer Psychology
A	85	nr	Journal of Marketing Management
A	75	44	Journal of International Marketing
A	74	38	Journal of Public Policy and Marketing
A	71	40	Marketing Letters
A	67	32	Journal of Consumer Affairs

nr = not rated by Scopus

## c) Soutar and Murphy (2009) Journal Quality: A Google Scholar Analysis

**Table 1**  
Citation indexes for selected marketing journals.

Journal	h-index	g-index	h-index rank <sup>a</sup>	Rating
Journal of Marketing	62	95	1	A <sup>*</sup>
Journal of Marketing Research	47	74	2	A <sub>1</sub>
Journal of Consumer Research	46	73	3	A <sub>1</sub>
Journal of the Academy of Marketing Science	39	63	4	A <sub>1</sub>
Industrial Marketing Management <sup>b</sup>	39	58	5	A <sub>1</sub>
Marketing Science	38	54	6	A <sub>1</sub>
Journal of Retailing	34	56	7	A <sub>1</sub>
Journal of Service Research	31	44	8	A <sub>1</sub>
European Journal of Marketing	29	45	9	A <sub>1</sub>
Journal of Interactive Marketing <sup>b</sup>	29	46	10	B
Journal of Advertising Research <sup>b</sup>	29	44	11	A <sub>1</sub>
International Journal of Research in Marketing <sup>b</sup>	25	40	12	A
Journal of Consumer Psychology	25	39	13	A
Psychology and Marketing	25	38	14	A
Journal of Services Marketing <sup>b</sup>	25	34	15	B
Journal of Consumer Marketing <sup>b</sup>	24	37	16	B
Journal of Advertising	22	33	17	A
Journal of Brand Management <sup>b</sup>	22	33	18	B
International Marketing Review	21	31	19	A
Journal of Consumer Affairs	20	32	20	A
Journal of International Marketing	20	28	21	A
Marketing Letters	19	30	22	A
Journal of Marketing Education	19	25	23	B
Journal of Product and Brand Management	19	25	24	B
Journal of Retailing and Consumer Service	19	28	25	B
International Journal of Advertising <sup>b</sup>	17	21	26	C
Journal of Marketing Management <sup>b</sup>	16	23	27	A
Journal of Public Policy and Marketing <sup>b</sup>	16	26	28	A
Journal of Personal Selling and Sales Management	16	23	29	B
Journal of Targeting, Measurement and Analysis for Marketing <sup>b</sup>	16	19	30	C
Journal of Consumer Behaviour	15	21	31	B
Journal of Direct Marketing <sup>b</sup>	14	20	32	C
Marketing Theory <sup>b</sup>	13	22	33	A
Journal of Strategic Marketing <sup>b</sup>	13	20	34	A
International Journal of Public Opinion <sup>b</sup>	13	17	35	A
Public Relations Review <sup>b</sup>	12	22	36	A
Journal of Macro Marketing	12	16	37	B
Marketing Intelligence and Planning	12	15	38	C
International Journal of Bank Marketing	11	22	39	C
Journal of Global Marketing	10	12	40	C
Marketing Education Review	8	9	41	C
Journal of Hospitality and Leisure Marketing <sup>b</sup>	6	8	42	C
Journal of Marketing Channels	6	10	43	C
Journal of Euro marketing	5	6	44	C
Journal of International Marketing and Market Research	3	5	45	C

<sup>a</sup> Tie broken by looking at the journals' g-index.

<sup>b</sup> Journal misplaced in terms of GS influence.

d) Table 1 from Moussa, S. and M. Touzani (2010). "Ranking marketing journals using the Google Scholar-based hg-index." Journal of Informetrics 4: 107-117.

**Table 1**  
Ranked list of 69 selected marketing journals.

Full title (acronym)	h-index2003–2007		g-index2003–2007		hg-index2003–2007		Citations 2003–2007	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank
<i>Journal of Marketing (JM)</i> <sup>a</sup>	63	1	100	1	79.37	1	12,595	1
<i>Journal of Consumer Research (JCR)</i> <sup>*</sup>	48	2	75	2	60.00	2	9,432	2
<i>Journal of Marketing Research (JMR)</i> <sup>*</sup>	46	3	69	3	56.34	3	7,435	3
<i>Marketing Science (MS)</i> <sup>*</sup>	43	4	63	4	52.05	4	6,307	5
<i>Industrial Marketing Management (IMM)</i> <sup>*</sup>	38	5	57	5	46.54	5	7,151	4
<i>Journal of the Academy of Marketing Science (JAMS)</i> <sup>*</sup>	35	6	55	6	43.88	6	4,259	7
<i>Journal of Product Innovation Management (JPIM)</i> <sup>*</sup>	33	7	46	8	38.96	7	3,487	9
<i>European Journal of Marketing (EJM)</i> <sup>*</sup>	31	8	45	10	37.35	8	5,077	6
<i>Journal of Consumer Psychology (JCP)</i> <sup>*</sup>	31	8	45	10	37.35	8	3,345	10
<i>Journal of Service Research (JSR)</i> <sup>*</sup>	27	11	47	7	35.62	10	3,014	11
<i>Psychology and Marketing (PM)</i> <sup>*</sup>	28	10	44	13	35.10	11	3,565	8
<i>Journal of Retailing (JR)</i> <sup>*</sup>	27	11	45	10	34.86	12	2,912	12
<i>International Journal of Research in Marketing (IJRM)</i> <sup>*</sup>	27	11	44	13	34.47	13	2,590	14
<i>Journal of Interactive Marketing (JIM)</i> <sup>*</sup>	27	11	44	13	34.47	13	2,387	17
<i>Journal of Advertising Research (JAR)</i> <sup>*</sup>	23	17	46	8	32.53	15	2,878	13
<i>International Journal of Service Industry Management (IJSIM)</i> <sup>*</sup>	24	16	37	16	29.80	16	2,108	19
<i>Journal of Services Marketing (JSM)</i> <sup>*</sup>	25	15	34	18	29.16	17	2,580	15
<i>Managing Service Quality (MSQ)</i>	23	17	33	19	27.55	18	2,225	18
<i>Journal of Advertising (JA)</i> <sup>*</sup>	23	17	32	21	27.13	19	2,063	21
<i>International Journal of Retail &amp; Distribution Management (IJRDM)</i>	21	20	33	19	26.33	20	2,416	16
<i>Journal of Consumer Marketing (JCM)</i>	21	20	32	21	25.92	21	2,104	20
<i>Quantitative Marketing and Economics (QME)</i> <sup>*</sup>	19	26	32	21	24.66	22	1,288	32
<i>International Marketing Review (IMR)</i> <sup>*</sup>	20	22	28	25	23.66	23	1,740	22
<i>Journal of International Marketing (JITM)</i> <sup>*</sup>	20	22	28	25	23.66	23	1,339	31
<i>Journal of Macromarketing (JMacroM)</i>	15	39	37	16	23.56	25	1,532	25
<i>Journal of Product &amp; Brand Management (JPBM)</i>	20	22	26	30	22.80	26	1,532	25
<i>Marketing Theory (MT)</i>	20	22	26	30	22.80	26	1,215	34
<i>Journal of Consumer Affairs (JCA)</i> <sup>*</sup>	19	26	27	28	22.65	28	1,243	33
<i>Journal of Business &amp; Industrial Marketing (JBIM)</i> <sup>*</sup>	17	33	30	24	22.58	29	1,660	24
<i>Journal of Retailing and Consumer Services (JRCS)</i>	18	29	28	25	22.45	30	1,690	23
<i>Journal of Brand Management (JBM)</i>	17	33	27	28	21.42	31	1,396	30
<i>Journal of Public Policy &amp; Marketing (JPPM)</i> <sup>*</sup>	17	33	25	32	20.62	32	1,024	38
<i>Journal of Marketing Management (JMM)</i>	19	26	22	37	20.45	33	1,509	27
<i>Marketing Intelligence and Planning (MIP)</i>	18	29	23	35	20.35	34	1,415	29
<i>Journal of Marketing Education (JME)</i>	18	29	23	35	20.35	34	1,087	37
<i>Qualitative Market Research (QMR)</i>	17	33	24	34	20.20	36	963	39
<i>Marketing Letters (ML)</i> <sup>*</sup>	16	37	25	32	20.00	37	1,128	35
<i>Journal of Consumer Behaviour (JCB)</i>	18	29	22	37	19.90	38	1,095	36
<i>International Journal of Market Research (IJMR)</i> <sup>*</sup>	16	37	22	37	18.76	39	935	40
<i>Journal of Consumer Policy (JCPol)</i>	15	39	22	37	18.17	40	748	45
<i>Service Industries Journal (SIJ)</i> <sup>*</sup>	15	39	21	42	17.75	41	1,451	28



## Appendix C6 Journal Impact Factors

The journal impact factors for marketing journals are compared in an article by Moussa and Touzin (2010). The main results are given in Table 2 below. The IMM impact factor places it 11 or 12 but 5<sup>th</sup> in terms of the Google Scholar Hg index

Table 2 from Moussa, S. and M. Touzani (2010). "Ranking marketing journals using the Google Scholar-based hg-index." *Journal of Informetrics* 4: 107-117.

**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
<i>Journal of Marketing (JM)</i>	3.598	2	7.092	1	79.373	1
<i>Journal of Consumer Research (JCR)</i>	1.592	11	3.444	6	60.000	2
<i>Journal of Marketing Research (JMR)</i>	2.574	6	3.558	5	56.338	3
<i>Marketing Science (MS)</i>	3.309	3	3.868	3	52.048	4
<i>Industrial Marketing Management (IMM)</i>	1.403	12	2.206	11	46.540	5
<i>Journal of the Academy of Marketing Science (JAMS)</i>	1.289	13	2.635	8	43.875	6
<i>Journal of Product Innovation Management (JPIM)</i>	2.650	5	3.607	4	38.962	7
<i>European Journal of Marketing (EJM)</i>	0.712	23	–	–	37.350	8
<i>Journal of Consumer Psychology (JCP)</i>	2.841	4	2.766	7	37.350	8
<i>Journal of Service Research (JSR)</i>	1.714	8	–	–	35.623	10
<i>Psychology and Marketing (PM)</i>	1.232	14	1.833	14	35.100	11
<i>Journal of Retailing (JR)</i>	4.095	1	4.978	2	34.857	12
<i>International Journal of Research in Marketing (IJRM)</i>	1.611	10	2.619	9	34.467	13
<i>Journal of Interactive Marketing (JIM)</i>	0.914	20	2.240	10	34.467	13
<i>Journal of Advertising Research (JAR)</i>	0.612	25	1.254	20	32.527	15
<i>International Journal of Service Industry Management (IJSIM)</i>	0.865	21	1.659	15	29.799	16
<i>Journal of Advertising (JA)</i>	1.000	17	1.909	13	27.129	17
<i>Quantitative Marketing and Economics (QME)</i>	1.133	16	–	–	24.658	18
<i>International Marketing Review (IMR)</i>	1.164	15	1.587	16	23.664	19
<i>Journal of International Marketing (JITM)</i>	1.667	9	2.139	12	23.664	19
<i>Journal of Consumer Affairs (JCA)</i>	1.969	7	1.526	17	22.650	21
<i>Journal of Business &amp; Industrial Marketing (JBIM)</i>	0.527	26	0.797	21	22.583	22
<i>Journal of Public Policy &amp; Marketing (JPPM)</i>	1.000	17	1.439	18	20.616	23
<i>Marketing Letters (ML)</i>	0.698	24	1.346	19	20.000	24
<i>International Journal of Market Research (IJMR)</i>	0.394	28	0.601	23	18.762	25
<i>Service Industries Journal (SIJ)</i>	0.452	27	0.648	22	17.748	26
<i>International Journal of Advertising (IJA)</i>	0.791	22	–	–	16.310	27
<i>Journal of Business to Business Marketing (JBBM)</i>	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	



30<sup>th</sup> May 2013

To Whom It May Concern:

The ANZMAC Executive Committee support the application for Industrial Marketing Management to be re-rated from A to A\* in the 2013 Australian Business Deans Council journal rankings exercise.

The amount of Marketing journals ranked A/A\* (total of 18.8%) was proportionately lower than all business disciplines (total 25%), placing Marketing academics at a significant disadvantage when compared to their business peers. The ANZMAC Executive Committee requests that Marketing journals receive at least 25% of A\*/A ranked journals in 2013.

Industrial Marketing Management is one journal that warrants an A\* ranking in 2013. According to Google Scholar<sup>1</sup> (see [http://scholar.google.com/citations?view\\_op=top\\_venues&hl=en&vq=bus\\_marketing](http://scholar.google.com/citations?view_op=top_venues&hl=en&vq=bus_marketing)) Industrial Marketing Management (h5 index = 45) is ranked globally 5<sup>th</sup> out of all Marketing Journals placing it above A\* rated journals such as Journal of Academy of Marketing Science (h5 index = 38) and other A\* ranked journals such as the Journal of Retailing and Journal of Services Research. The contemporary GS rating is consistent with the 5<sup>th</sup> rank attained by Industrial Marketing Management in Soutar and Murphy (2009) suggesting that Industrial Marketing Management has been publishing high quality research consistently over time.

Please do not hesitate to contact me if you have any queries on +61 7 3735 6446 or via email [s.rundle-thiele@griffith.edu.au](mailto:s.rundle-thiele@griffith.edu.au).

Yours sincerely,



Sharyn Rundle-Thiele  
President, ANZMAC

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<sup>1</sup> According to Soutar and Murphy (2009) Google Scholar results in more comprehensive coverage (2.5 times as many as ISI) in the area of management (including marketing).

## Appendix C8 Signatory Details

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