

## **JOURNAL RANKINGS: EVERYTHING YOU NEED TO KNOW ABOUT THE VARIOUS JOURNAL RANKING APPROACHES, BUT WERE AFRAID TO ASK**

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### **Abstract**

Almost every business school has gone through the process of ranking journals for merit, annual evaluations, and promotion and tenure. While this should be a straightforward objective process it seldom turns out that way. Instead, the process is typically politically charged with self-interest. This is particularly true when the business school tries to create a level playing field across departments in the college. With the availability of citation data via a variety of databases and the Web, citation based approaches to evaluating the “impact factor” of journals has come into vogue.

This session will be organized as follows. First, we will discuss the need to evaluate scholarship and what that process entails. When we evaluate scholarship, what are we evaluating? Next we will discuss the role that journal rankings play in that process and we will explore a variety of ways to rank journals. This includes relying on published studies, evaluating peer school lists, and citation based approaches. Each method will be discussed in terms of its pro and cons.

Next we will focus on specific citation based journal ranking methods. We will start by discussing in detail, the indices using Harzing’s “Publish or Perish”<sup>©</sup> program (PoP) that employs the Microsoft Academic Search algorithm. This includes the H5 index, Hirsch’s h-index, Egghe’s g-index, Zhang’s e-index, the Contemporary h-index, and the Age-weighted citation rate (AWCR). The use and misuse of each of these metrics will be discussed

Next we will look at a variety of ranking metrics calculated using the Scopus database including the Impact per Publication (IPP) measure, which is the ratio of citations per article published in the journal. We will also review the Scientific Journal Ranking or SCImago Journal Rank (SJR) which is a prestige based metric based on the idea that not all citations are the same. This method employs the Scopus database and creates a quality adjusted impact measure, using a scoring system that gives more weight to citations in more highly cited journals. We will also explore in detail the SNIP (Source Normalized Impact per Paper) measures. This approach adjusts the contextual citation impact by weighting citations based on the total number of citations in a subject field. For each of these marketing journal ranking metrics, we will demonstrate how specific marketing journals are impacted.

We will summarize the session by discussing what you need to know about the various journal ranking methods and metrics when they hit your campus.

This session is a must for marketing scholars, since their research is going to be evaluated based on a journal classification scheme. The more marketing educators know about the various journal ranking methods, the better they will be prepared to defend their research productivity.