

INFORMATION OF USE TO NEW DOCTORATES INTERESTED IN PUBLISHING IN MARKETING JOURNALS

Gary L. Clark, Northern Illinois University

Abstract

A total of 359 articles from eight marketing journals were surveyed to determine authorship of articles and the employment affiliation of the articles' author(s). The results suggest that some institutions have faculty who favor publishing in certain journals used in the present study.

Introduction

Publication in refereed journals is a primary criterion for promotion, tenure, and monetary rewards for individuals in the academic system (Marquardt and Murdock 1983). A major objective of the present research was to provide information about marketing journals that might be used by recent doctorates to improve their chances of being published in these journals.

The primary purpose of the present research was to answer two questions: (1) Which institutions have faculty who are actively engaged in publishing in refereed journals; and (2) are certain journals dominated by authors from certain schools?

Method

The following journals were analyzed: (1) Industrial Marketing Management; (2) Journal of Advertising; (3) Journal of Advertising Research; (4) Journal of Consumer Research; (5) Journal of Marketing; (6) Journal of Marketing Education; (7) Journal of Marketing Research; and (8) Journal of Retailing. Main section articles from six recent issues of each journal were coded as to author's academic rank, occupation, employment affiliation, and the number of individuals listed as an author or co-author.

Results

Faculty at 35 institutions produced four or more different articles in the journals analyzed. The faculty from these 35 schools authored or co-authored nearly seven out of 10 articles appearing in the eight journals analyzed. The 10 schools whose faculty produced the most different articles were: NYU (14); Texas, Columbia and Illinois (all with 13); Ohio State (11); Wharton (10); Texas A&M, Northwestern, Wisconsin, and Baruch (all with 9). In some instances, certain journals were dominated by faculty at a few institutions. In the JMR, nearly 30% of the authors were from five schools. For the JCR, with 101 authors listed, one-third were affiliated with six schools. The JR listed 63 authors and nearly 40% were from seven schools. Eleven schools accounted for 40% of the authors listed in the JM.

The data in Table 1 show that for four of the journals, JM, JMR, JCR, and the JR, over half of the authors were from one of the top 35 schools. The JA contained the smallest percentage (21%) of authors from the top 35 schools.

TABLE 1
THE PERCENTAGE OF AUTHORS
FROM THE TOP 35 SCHOOLS

| JOURNAL (Six Issues) | NUMBER OF AUTHORS LISTED | AUTHORS FROM TOP 35 SCHOOLS | PERCENT- AGE FROM TOP 35 SCHOOLS |
|-------------------------|--------------------------------|--------------------------------------|---|
| JM | 101 | 64 | 63% |
| JR | 63 | 38 | 60% |
| JMR | 101 | 60 | 59% |
| JCR | 101 | 53 | 52% |
| JAR | 66 | 26 | 39% |
| JME | 72 | 21 | 29% |
| IMM | 92 | 24 | 26% |
| JA | 62 | 29 | 21% |

Summary and Conclusions

The results suggest that new doctorates face the stiffest competition when they submit articles to four of the journals analyzed: JM, JMR, JCR, and JR. These journals are dominated by authors from a few institutions. At second and third tier schools, administrators' expectations that new doctorates should be publishing in marketing's top journals may be unrealistic. New doctorates should be encouraged to write articles for journals where there is a realistic expectation the article will be accepted. Having an article rejected for publication may build character, but having an article accepted builds confidence that other acceptable articles can also be produced.

References

- Marquardt, R. A. and G. W. Murdock (1983), "Analysis of Authorship in the Journal of Marketing, 1960-1981," Journal of Marketing Education, (Fall), pp. 53-57.