

## 2015 ABS RATINGS OF MARKETING JOURNALS

SOURCE: <http://www.bizschooljournals.com/register/>

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Page 36 lists the Marketing Journals. Here is Page 36, top half.

Journal of Consumer Psychology is rated 4\* the highest rating, along with Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, and Marketing Science. Journal of Consumer Psychology's rating is up from 3 in 2009 and 4 in 2010. Its rating has improved more than any other 4\* marketing journal.

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### MARKETING

ISSN	Journal Title	Ratings			Standardised scores based on means			JCR rank	SJR rank	SNIP rank	Small journal (<30 doc)
		AJG 2015	ABS 2010	ABS 2009	JCR	SJR	SNIP				
1057-7408	Journal of Consumer Psychology	4*	4	3	0.574	0.735	0.405	7	9	16	
0093-5301	Journal of Consumer Research	4*	4	4	1.163	2.254	2.058	2	4	2	
0022-2429	Journal of Marketing	4*	4	4	3.340	4.525	4.547	1	1	1	
0022-2437	Journal of Marketing Research	4*	4	4	1.035	3.111	2.006	3	2	3	
0732-2399	Marketing Science	4*	4	4	0.591	2.752	1.093	6	3	8	
0167-8116	International Journal of Research in Marketing	4	3	3	0.044	0.712	0.767	10	11	11	
0022-4359	Journal of Retailing	4	4	4	1.024	1.253	1.748	4	6	5	
0092-0703	Journal of the Academy of Marketing Science	4	3	4	0.678	1.021	1.986	5	7	4	
0309-0566	European Journal of Marketing	3	3	3	-0.571	-0.134	0.349	18	19	18	
0019-8501	Industrial Marketing Management	3	3	3	-0.112	0.196	0.640	11	14	12	
0265-1335	International Marketing Review	3	3	3	-0.526	-0.052	0.402	17	17	17	
0091-3367	Journal of Advertising	3	3	3	-0.424	0.239	0.903	16	12	9	
0021-8499	Journal of Advertising Research	3	3	3	-0.930	-0.289	-0.177	21	26	32	
1094-9968	Journal of Interactive Marketing (formerly JDM)	3	2	1	0.147	0.749	1.134	9	8	7	YES
1069-031X	Journal of International Marketing	3	3	3	0.211	0.721	1.307	8	10	6	YES
1062-726X	Journal of Public Policy and Marketing	3			-0.417	0.010	0.480	14	16	13	YES
0923-0645	Marketing Letters	3	3	3	-0.792	0.113	0.177	20	15	22	
1470-5931	Marketing Theory	3	2	2		-0.431	-0.352		33	37	YES
0742-6046	Psychology and Marketing	3	3	3	-0.419	0.228	0.812	15	13	10	