



Eastern Kentucky University

2016

Marketing Journal and
Conference Rankings

EARN EXCELLENCE:

Engage • Examine • Expand • Emerge

Management, Marketing, and International Business
EASTERN KENTUCKY UNIVERSITY



Publications

Level A

California Management Review
European Journal of Marketing
Harvard Business Review
Industrial Marketing Management
International Journal of Research in Marketing
Journal of Advertising
Journal of Advertising Research
Journal of Business Research
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Interactive Marketing
Journal of International Business Studies
Journal of International Marketing
Journal of Marketing
Journal of Marketing Management
Journal of Marketing Research
Journal of Personal Selling and Sales Management
Journal of Public Policy and Marketing
Journal of Retailing
Journal of Service Research
Journal of the Academy of Marketing Science
Management Science
Marketing Letters
Marketing Science
Organizational Behavior and Human Decision Processes
Psychology and Marketing
Sloan Management Review

Level B

Academy of Entrepreneurship Journal
Academy of Marketing Science Review
Annals of Tourism Research
Business Education Forum
Business Ethics Quarterly
Business Horizons
Consumption, Markets & Culture
Decision Sciences
Health Marketing Quarterly
International Journal of Market Research
International Marketing Review
Journal for Advancement of Marketing Education
Journal for Research in Business Education
Journal of Advertising Education
Journal of Applied Business Research
Journal of Applied Case Research
Journal of Business & Industrial Marketing
Journal of Business and Entrepreneurship

Journal of Business and Industrial Marketing
Journal of Business and Management
Journal of Business and Psychology
Journal of Business Ethics
Journal of Business in Developing Nations
Journal of Business Logistics
Journal of Business Strategies
Journal of Business-to-Business Marketing
Journal of Consumer Affairs
Journal of Consumer Marketing
Journal of Consumer Policy
Journal of Economic Computation and Economic Cybernetics Studies and Research
Journal of Economic Psychology
Journal of Further and Higher Education
Journal of Global Marketing
Journal of Global Marketing
Journal of Health and Human Services Administration
Journal of Health Care Marketing
Journal of International Consumer Marketing
Journal of Internet Commerce
Journal of Macromarketing
Journal of Marketing Channels
Journal of Marketing Education
Journal of Marketing Theory and Practice
Journal of Nonprofit & Public Sector Marketing
Journal of Organizational and End User Computing
Journal of Product and Brand Management
Journal of Product Innovation Management
Journal of Promotion Management
Journal of Retailing and Consumer Services
Journal of Selling
Journal of Services Marketing
Journal of Small Business Management
Journal of Strategic Marketing
Journal of Teaching in International Business
Journal of Travel Research
Management Research Review
Managing Service Quality
Marketing Education Review
Marketing Management
Marketing Theory
Psychological Bulletin
Quantitative Marketing and Economics
Services Marketing Quarterly
Sport Marketing Quarterly

Level C

Annual Advances in Business Cases
Annual Advances in Business Cases
Case Research Journal

Int. J. of Phy. Distr. & Logistics Mgt.
International Business Review
International Journal of Advertising
International Journal of Hospitality Management
International Journal of Logistics Management
International Journal of Retail and Distribution Management
International Review of Retail Distribution and Consumer Research
Internet Research
Journal of Applied Mgt. and Entrepreneurship
Journal of Asia-Pacific Business
Journal of Brand Management
Journal of Business and Economic Perspective
Journal of Database Marketing
Journal of Education for Business
Journal of Euromarketing
Journal of Global Business Management
Journal of Hospitality and Leisure Marketing
Journal of Marketing for Higher Education
Journal of Small Business Strategy
Journal of Transportation Management
Journal of Travel & Tourism Marketing
Management International Review
Multinational Business Review
Psychometrika
Research in Consumer Behavior
Review of Business Research

Level D

B>Quest (Business Quest)
Canadian Journal of Administrative Science
CB&T Working Paper Series
CEMS Review
European Business Review
Franchising Research: An International Journal
International J of Nonprofit and Voluntary Sector Marketing
Journal of Targeting, Measurement and Analysis for Marketing
Journal of Teaching in International Business
Latin American Business Review
Planning and Changing

Faculty Marketing Conference Ranking

"A" Conferences

Academy of Marketing Science
Advances in Consumer Research
American Marketing Association
American Marketing Association Educators
Marketing Management Association
Society of Marketing Advances

"B" Conferences

Academy of Business Administration
Academy of International Business
Administrative Sciences Association of Canada
Advances in International Marketing
American Academy of Advertising
American Marketing Association Marketing Research
Consumer Culture Theory
Federation of Business Discipline
Institute of Management Sciences
International Association for Research in Economic Psychology
ORSA/TIMS
Sawtooth Conferences (CATI, ACA, etc.)
Sport Marketing Conference
Western Marketing Educators Association
Western Social Sciences Association
World Business Congress of International MGT Development Association

"C" Conferences

American College Retail Association
Association of Small Business Administrative
Atlantic Marketing Association
Chicago Direct Marketing Educators
Direct Marketing Association Educators
Midwest Marketing Association
SWFAD (Southwest Fed. Of Academy Disciplines- Business Tracks)
Western Decision Sciences Conference and other DSI Regionals