2013

Marketing Journal and Conference Rankings

Management, Marketing, and International Business
Eastern Kentucky University
Publications

Level A

Journal of Marketing (11)
Journal of Consumer Research (10)
Journal of Retailing (15)
International Journal of Research in Marketing (10)
Journal of the Academy of Marketing Science (6)
Journal of Business Research (6-10)
Journal of Consumer Psychology (10)
Harvard Business Review (0-5)
California Management Review (8)
Journal of Personal Selling and Sales Management
Journal of Service Research (40)
Journal of International Business Studies
Journal of Marketing Management (11-20)

Level B

Journal of Applied Business Research (6-10)
Decision Sciences (11-20)
International Marketing Review (15)
Academy of Entrepreneurship Journal
Journal of Business & Industrial Marketing (21-30)
Journal of Business and Psychology
Journal of Business Ethics
Journal of Business-to-Business Marketing (20)
Journal of Consumer Affairs (10)
Journal of Consumer Policy (40)
Journal of Global Marketing (18-22)
Journal of Marketing Theory and Practice (15)
Journal of International Consumer Marketing (20-25)
Journal of Nonprofit & Public Sector Marketing
Journal of Promotion Management (18-21)
Journal of Services Marketing (16)
Journal of Retailing and Consumer Services (11-20)
Journal of Product and Brand Management
Marketing Education Review (22)
Psychological Bulletin
Services Marketing Quarterly (45)
Marketing Theory
Health Marketing Quarterly
Journal of Strategic Marketing
Annals of Tourism Research

Journal of Marketing Research (12)
Marketing Science (7)
Industrial Marketing Management (18)
Journal of Advertising (11-20)
Journal of Advertising Research (25)
Sloan Management Review (7)
European Journal of Marketing (15)
Journal of Interactive Marketing (10-15)
Journal of International Marketing (15)
Journal of Public Policy and Marketing (10)
Psychology and Marketing (20)
Marketing Letters (21-30)

Business Horizons
International Journal of Market Research (14)
Journal of Advertising Education (35)
Journal of Marketing Education (22)
Journal of Business and Management
Journal of Business in Developing Nations
Journal of Business Logistics (15)
Journal of Business Strategies
Journal of Consumer Marketing (23)
Journal of Economic Psychology
Journal of Health Care Marketing
Journal of Business and Entrepreneurship (20)
Journal of Business and Industrial Marketing
Journal of Product Innovation Management
Journal of Small Business Management
Journal of Macromarketing (11-20)
Journal of Travel Research (10)
Journal of Marketing Channels (20)
Marketing Management (40)
Quantitative Marketing and Economics
Sport Marketing Quarterly (20)
Consumption, Markets & Culture
Business Ethics Quarterly
Journal of Global Marketing
Academy of Marketing Science Review
Level C

Journal of Applied Mgt. and Entrepreneurship  
Journal of Business and Economic Perspective  
International Business Review  
International Journal of Advertising (21-30)  
International Journal of Hospitality Management (20)  
International Journal of Logistics Management (15-20)  
International Journal of Retail and Distribution Management (21-30)  
International Review of Retail Distribution and Consumer Research (21-30)  
Internet Research (25)  
Journal of Education for Business  
Journal of Euromarketing (25-28)  
Journal of Asia-Pacific Business  
Journal of Small Business Strategy  
Multinational Business Review  
Journal of Global Business Management  

Journal of Brand Management (30)  
Case Research Journal (11-15)  
Annual Advances in Business Cases  
Journal of Transportation Management (70)  
Management International Review  
Int. Jrnl of Phy. Distr. & Logistics Mgt. (15-20)  
International Journal of Retail and Distribution Management (21-30)  
Internet Research (25)  
Journal of Database Marketing (50)  
Journal of Hospitality and Leisure Marketing  
Journal of Marketing for Higher Educ. (31-50)  
Journal of Travel & Tourism Marketing (21-30)  
Psychometrika  
Research in Consumer Behavior (30)  
Annual Advances in Business Cases  

Level D

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

Faculty Marketing Conference Ranking

“A” Conferences

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

“B” Conferences

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

“C” Conferences

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