

EASTERN KENTUCKY UNIVERSITY

School of Business

MARKETING JOURNAL RANKING

Publications in journals which are not on the list, but that the author believes warrant being counted as an A, B, or C can be submitted for consideration subject to the following General Criteria for Acceptable Journal Citations:

- Blind Peer-Reviewed
- Cabell's Listing or Other Reputable Benchmarking List
- Credible Sponsorship
- Available for Public Scrutiny

Journals in which publication is primarily dependent on payment of any type of fee (e.g., submission fee, article processing fee, etc.) substantially higher than is customary are often referred to as "predatory journals" due to their perceived exploitative nature. Journals identified as such do not qualify as a scholarly contribution at Eastern Kentucky University and are not included on this list.



Level A

Academy of Marketing Science Review
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 Applied Psychology
Journal of Business Research
Journal of Consumer Marketing
Journal of Consumer Psychology
Journal of Consumer Research
Journal of International Business Studies
Journal of International Marketing
Journal of Marketing
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
Annals of Tourism Research
Business Education Forum
Business Ethics Quarterly
Business Horizons
Consumption, Markets & Culture
Decision Sciences
European Business Review
Health Marketing Quarterly
International Business Review
International Journal of Market Research
International Marketing Review
Internet Research
Journal for Advancement of Marketing Education
Journal of Advertising Education
Journal of Applied Business Research
Journal of Applied Case Research
Journal of Brand Management
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 Ethics Education
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 Policy
Journal of Economic Computation and Economic Cybernetics Studies and Research
Journal of Economic Psychology
Journal of Education for Business
Journal of Further and Higher Education
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 Management and Marketing Research
Journal of Marketing Channels
Journal of Marketing Education
Journal of Marketing Research
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 Research in Business Education
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 Teaching in International Business
Journal of Travel & Tourism Marketing
Journal of Travel Research
Management Research Review
Managing Service Quality
Marketing Education Review
Marketing Management Journal
Marketing Theory
Psychological Bulletin
Quantitative Marketing and Economics
SAGE Research Methods Cases
Services Marketing Quarterly
Sport Marketing Quarterly

Level C

Annual Advances in Business Cases
Canadian Journal of Administrative Science
Case Research Journal
International Journal of Physical Distribution & Logistics Management
International Journal of Advertising
International Journal of Hospitality Management
International Journal of Logistics Management
International Journal of Nonprofit and Voluntary Sector Marketing
International Journal of Retail and Distribution Management
International Review of Retail Distribution and Consumer Research
Journal of Applied Management and Entrepreneurship
Journal of Asia-Pacific Business
Journal of Business and Economic Perspective
Journal of Database Marketing
Journal of Euromarketing
Journal of Global Business Management
Journal of Hospitality and Leisure Marketing
Journal of Instructional Pedagogies
Journal of Marketing for Higher Education
Journal of Small Business Strategy
Journal of Transportation Management
Latin American Business Review
Management International Review
Multinational Business Review
Planning and Changing
Psychometrika
Research in Consumer Behavior
Review of Business Research