The Web: Barry Babin's Editorial Connections
An Investigative Series on CoB Research Activities

This "Special Report" examines the subject of prior documents here at usmpride.com --- Barry Babin's (Professor and Chair of MgtMktFM) editorial connections. Table 1 below presents the CoB's A-level marketing journals (CoB journal ranking list), along with journals in the lower categories (i.e., B, C and Other) that have published Babin's work in the past. The "editorial connections" represent individuals who have coauthored with Babin in the past and who hold various editorial positions in the field of marketing, as indicated in the table below. Finally, the table also presents the number of Babin's publications in the journals listed below, using the *Business Source Complete* database as well as Google Scholar, respectively.

Table 1
Barry Babin's Editorial Connections

Journal	Editor	Editorial Board	#Publications	
Journal of Advertising			0	0
Journal of Business Research	**Barry Babin** Michel Laroche	Jill S. Attaway James S. Boles Jean-Charles Chebat Mitch Griffin Donald P. Robin Tracy Suter	11	7
Journal of Consumer Research			1	1
Journal of Marketing Research			0	0
Journal of Marketing			1	1
Journal of Public Policy and Marketing			0	0
Journal of Retailing		**Barry Babin** Jean-Charles Chebat	3	0
Journal of the Academy of Marketing Science		Jean-Charles Chebat	4	3
Marketing Science			0	0
Journal of Advertising Research			0	0
Journal of Consumer Affairs			1	1
Journal of Personal Selling & Sales Mgt	James S. Boles	James S. Boles	0	1
Journal of International Consumer Marketing		Michel Laroche	0	1
Journal of Marketing Theory & Practice		**Barry Babin** Jean-Charles Chebat	2	2
Journal of Services Marketing			1	1
Psychology & Marketing		**Barry Babin** Victoria Crittenden	1	1
Advances in Consumer Research			5	2
International Journal of Bank Marketing		Jean-Charles Chebat	0	1
Journal of Consumer Behavior			1	1
Journal of Retailing and Consumer Services			1	1

Notes: The editorial connections are all individuals Babin has co-authored research with in the past. The top journals in marketing, according to the CoB research rankings are presented first (alphabetically). After that, journals in which Babin has published (along

Our investigators also analyzed the data presented above from the *Business Source Complete* and Google Scholar searches of Barry Babin's record. We first examined the correlation between the total number of editorial connections Babin maintains with each journal above and the number of times he has published in those journals, according to *Business Source Complete* (Google Scholar). Those results are:

	BSC Pubs	GS Pubs
#Editorial Connections	0.823	0.846
	[p<.001]	[p<.001]

As the positive and highly significant correlations above indicate, the greater the number of editorial connections Babin has with a journal, the more times he is able to publish his work there.

Next, we estimated the number of Babin's publications (using *BSC*) in each journal above, based on the number of Babin's editorial connections and journal quality (represented by three journal-quality dichotomous variables). The results are:

BSC Pubs = 1.45 + 1.21EditConnections – 0.71A-level – 1.52B-level – 1.96C-level
　　　　[p=.07]　[p=.00]　　　　　　　[p=.45]　　　[p=.20]　　　[p=.09]

　　　　　　F-stat = 11.1　　　　　R-sq = 0.75
　　　　　　　　[p=.00]

Note that the number of editorial connections is positively related to the number of publications Babin has had in the 20 marketing journals in the table above. Holding editorial connections constant, Babin publishes in each A-level and B-level journal about as frequently as he publishes in each "Other" rated journal, though he publishes significantly less often in each C-level journal than he does in those rated "other."

Next, usmpride.com investigators ran some regressions using data from a particular journal classification(s) only. For example, the results below are based on the 9 A-journals (from the table above) only:

*BSC*Pubs = 0.60 + 1.32EditConnections　　　　　*F*-stat = 110.5　　R-sq = 0.94
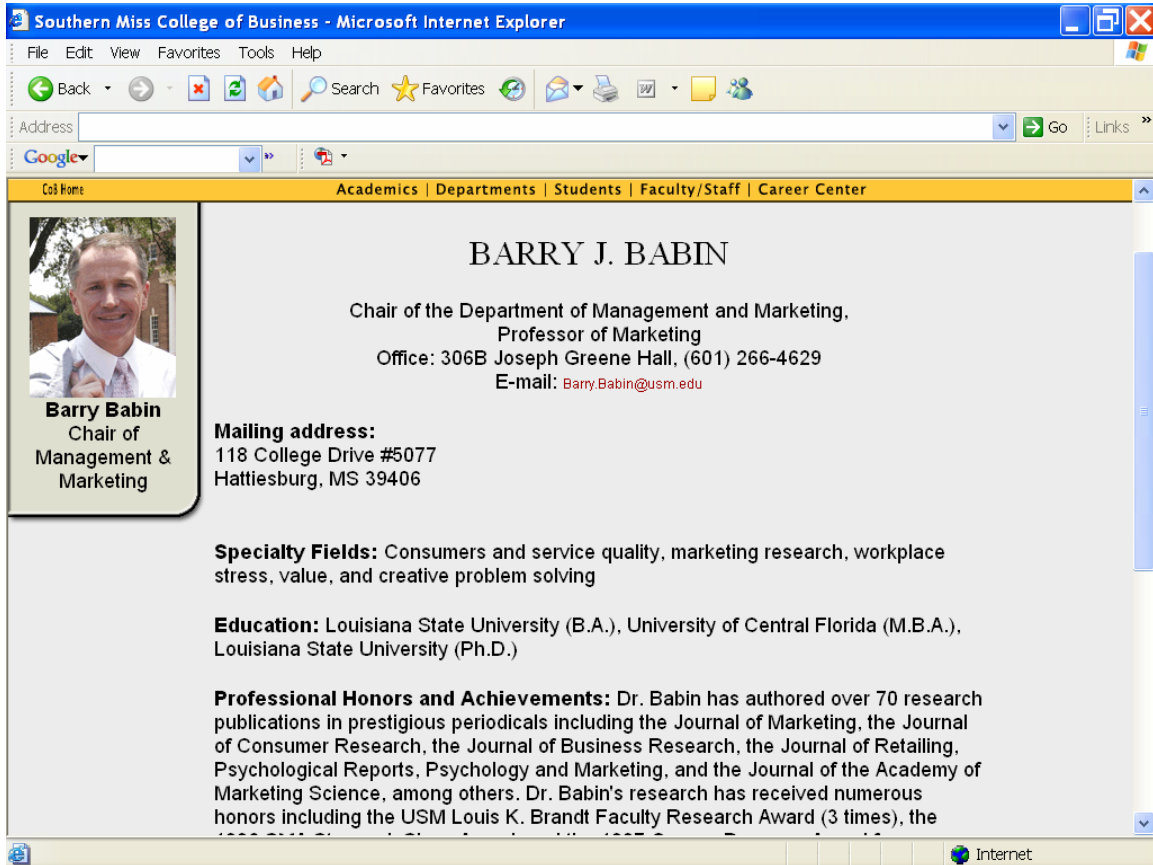　　　　　[p=.13]　[p=.00]　　　　　　　　　　　　　[p=.00]

The results below come from a regression that uses the 11 "B," "C," and "Other" journals (from the table above) only.

*BSC*Pubs = 1.25 – 0.25EditConnections　　　　　*F*-stat = 0.18　　R-sq = 0.02
　　　　　[p=.06] [p=.68]　　　　　　　　　　　　　[p=.68]

This set of results suggests that Babin's publication numbers in the B-level and lower rated journals have *nothing* to do with editorial connections, while his publication numbers in the A-level journals have *almost everything* to do with editorial connections. Future reports will examine this situation further.

Another thing our investigators noted in doing this report is that neither *Business Source Complete* nor Google Scholar show Babin's total publication count as being anywhere near the 70+ that he reports on the CoB's webpage (see below).

Though this got a brief mention in an earlier report at usmpride.com, it seems to deserve a dedicated report, complete with analysis and commentary. Look for that report in the near future.