

# Special Report

## Dakhliya & Co. Rank MKT Journals

### An Investigative Series on CoB Faculty Research Credentials

The work of *untenured assistant* professor of economics, Sami Dakhliya, the *chair* of the CoB's *journal ranking committee*, and company is now complete. Having passed the CoB's new journal rankings weeks ago, the CoB's journal ranking committee has yet to post the new rankings to the CoB's web pages, even though doing so was said by Dakhliya to be an essential part of the process. According to Dakhliya, posting the lists to the Internet would give them the credibility needed to move forward in using them in the CoB's merit raise and T&P processes.

Though Dakhliya's committee has yet to move on that front, reporters at USMNEWS.NET have put together some new reports on these rankings. This report presents the journal ranking lists for marketing, which are shown at the end of this report. This report provides two quick analyses of the new MKT journal rankings. The first is presented in Table 1 below:

**Table 1**  
**Classifying MKT Journals in the CoB**

<u>A</u>	<u>B</u>	<u>C</u>	<u>O</u>
22	28	28	5

Table 1 above shows the distribution of MKT journals across the four CoB classifications: A, B, C, and O (Other). Under the new ranking produced by Dakhliya & Co., MKT now has 22, 28, 28, and 5 journals in each category, respectively.

**Table 2**  
**MKT Journal Movements in 2008**

<u>B to A</u>	<u>C to B</u>	<u>C to A</u>	<u>C to O</u>
11	3	1	4

Based on Dakhliya & Co.'s work, there are four kinds of movements when it comes to MKT journals, and three of these are upward (see Table 2 above). For example, 11 of the 22 A journals in MKT come from upgrading B-level journals from the mid-1990s ranking (under dean Tyrone Black) to A journals (under Interim dean Alvin Williams). An additional A comes from an upgraded C journal from the past era. In addition to these 12 upgrades, three C-level journals from the Black era were upgraded to B journals in 2008. Finally, four of the 5 O

journals in 2008 were carved out of the C-level classification from the Black era, and these came mainly from various Proceedings.

According to sources, this "watering down" of the CoB's MKT journals classification reflects the presence of *untenured assistant professor* of marketing, Michael Wittmann, on the CoB's 2007-08 journal ranking committee. Sources also pointed out some of the more problematic upgrades in the MKT list. These are the upgrade from B to A of the *Journal of Personal Selling and Sales Management*, which sources indicate is closer to a C than an A (if not a C altogether), and the *Journal of Business Logistics*, which was upgraded from a C to an A based on how the journal is ranked at the University of North Texas and the University of Missouri at Kansas City. This final note reflects the influence of associate professor of finance, John Clark, on the committee. According to sources, Clark, who came to USM from UMKC, attempted to place himself on the CoB's 2007-08 journal ranking committee. After attending the early meetings, Clark's presence was reportedly challenged (politely) and the official word that Clark was not a member was then handed down. Of course, behavior such as Clark's is an unveiled attempt at protecting one's own interest, a behavior sources say Clark is not shy about engaging in.

If the ranking of MKT journals is any indication, the 2007-08 journal ranking process was little more than an exercise in protecting individual interests, not in developing a solid research profile for the CoB. That it was headed by Dakhli, who claims to engage in activities (e.g., teaching in France) that elevate USM's international reputation, is interesting. Look for our next installment in this series soon.

JOURNAL	DISCIPLINE	SUB-DISC	OLD	NEW
Journal of Consumer Research *	Marketing		A+	A+
Journal of Marketing Research*	Marketing		A+	A+
Journal of Marketing*	Marketing		A+	A+
Journal of the Academy of Marketing Science	Marketing		A	A+
Marketing Science	Marketing		B	A+
Industrial Marketing Management	Marketing		B	A
International Journal of Logistics Management	Marketing			A
International Journal of Marketing Research	Marketing		B	A
International Journal of Physical Distribution and Logistics Management	Marketing			A
Journal of Advertising	Marketing		A	A
Journal of Business Logistics	Marketing		C	A
Journal of Business Research	Marketing		A	A
Journal of Consumer Psychology	Marketing		B	A
Journal of International Marketing	Marketing		B	A
Journal of MacroMarketing	Marketing			A
Journal of Personal Selling and Sales Management	Marketing		B	A
Journal of Public Policy and Marketing	Marketing		B	A
Journal of Retailing	Marketing		A	A
Journal of Services Marketing	Marketing		B	A
Journal of Services Research	Marketing		B	A
Marketing Letters	Marketing		B	A
Psychology and Marketing	Marketing		B	A
European Journal of Marketing	Marketing		B	B

International Journal of Purchasing and Materials management	Marketing		B	B
International Journal of Research in Marketing	Marketing			B
International Marketing Review	Marketing			B
Journal of Advertising Research	Marketing		B	B
Journal of Business and Industrial Marketing	Marketing		C	B
Journal of Business Ethics	Marketing		C	B
Journal of Business-to-Business Marketing	Marketing			B
Journal of Consumer Affairs	Marketing		B	B
Journal of Consumer Behaviour	Marketing		B	B
Journal of Consumer Marketing	Marketing		B	B
Journal of Current Issues and Research in Advertising	Marketing			B
Journal of Health Care Marketing	Marketing		C	B
Journal of Interactive Marketing	Marketing		B	B
Journal of International Advertising	Marketing		B	B
Journal of Marketing Channels	Marketing		B	B
Journal of Marketing Education	Marketing		B	B
Journal of Marketing Theory and Practice	Marketing		B	B
Journal of Product Innovation Management	Marketing			B
Journal of Promotion Management	Marketing		B	B
Journal of Purchasing and Materials Management	Marketing			B
Journal of Relationship Marketing	Marketing			B
Journal of Retail and Consumer Services	Marketing		B	B
Journal of Strategic Marketing	Marketing			B
Journal of Supply Chain Management	Marketing		B	B
Marketing Theory	Marketing		B	B
Naval Research Logistics	Marketing			B
Transportation Journal	Marketing			B
Academy of Marketing Science Review	Marketing		C	C
Austral-Asian Journal of Marketing	Marketing		C	C
Australian Journal of Marketing	Marketing		C	C
Canadian Journal of Administrative Sciences	Marketing		C	C
Health Marketing Quarterly	Marketing		C	C
Industrial Marketing	Marketing			C
Industrial Marketing and Purchasing	Marketing		C	C
International Journal of Advertising	Marketing		C	C
International Journal of Bank Marketing	Marketing		C	C
International Journal of Consumer Marketing	Marketing		C	C
International Journal of Mobile Marketing	Marketing		C	C
International Journal of Retail and Distribution Management	Marketing			C
Journal of Church Marketing	Marketing		C	C
Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior	Marketing			C
Journal of Economic Psychology	Marketing		C	C
Journal of Global Marketing	Marketing		C	C
Journal of Interactive Advertising	Marketing		C	C
Journal of International Consumer Marketing	Marketing			C
Journal of International Marketing and Marketing Research	Marketing			C
Journal of International Retailing and Distribution	Marketing		C	C
Journal of Marketing for Higher Education	Marketing			C
Journal of Marketing Management (USA)	Marketing		C	C
Journal of Product and Brand Management	Marketing		C	C
Journal of Professional Services Marketing	Marketing		C	C
Journal of the Korean Academy of Marketing Science	Marketing		C	C
Journal of Transportation Management	Marketing			C
Journal of Wine Marketing	Marketing		C	C
Marketing Education Review	Marketing		C	C
Academy of Marketing Sciences Proceedings	Marketing		C	O
Advances in Consumer Research Proceedings	Marketing		C	O
Advances in International Marketing	Marketing			O
AMA Educators' Conference Proceedings	Marketing		C	O
Society for Marketing Advances Proceedings	Marketing		C	O