

Appendix 3: Number of Unaided Recalls for 'B & C' Grade Journals

Journals	Journal B	Journal C
Journal of Marketing Management	36	15
European Journal of Marketing	36	6
International Marketing Review	30	8
Journal of Business Research	33	4
Industrial Marketing Management	28	2
Marketing Letters	28	1
Journal of Consumer Behaviour	25	3
Psychology and Marketing	23	5
Journal of Services Marketing	17	9
Advances in Consumer Research	17	1
Journal of Retailing	17	1
Journal of Advertising Research	16	2
Journal of Business and Industrial Marketing	15	3
Journal of Strategic Marketing	13	4
Australasian Marketing Journal	10	7
Journal of Business Ethics	16	0
Journal of International Marketing	14	2
International Journal of Advertising	12	4
Marketing Intelligence and Planning	7	9
International Journal of Research in Marketing	15	0
Journal of Advertising	15	0
Journal of Product Innovation Management	15	0
Journal of Services Research	14	1
Marketing Theory	14	1
Journal of Consumer Marketing	10	5
Journal of Product and Brand Management	10	5
Journal of the Academy of Marketing Science	13	1
Journal of Marketing Theory and Practice	12	2
Journal of Interactive Marketing	11	3
Journal of Consumer Psychology	13	0
Journal of Marketing Education	10	3
Journal of Brand Management	5	8

Journals	Journal B	Journal C
Business Horizons	8	4
International Journal of Retail and Distribution Management	5	7
Qualitative Market Research	4	8
Journal of Public Policy and Marketing	11	0
International Journal of Service Industry Management	8	2
Asia Pacific Journal of Marketing and Logistics	7	3
Journal of Retailing and Consumer Services	5	5
Journal of Personal Selling and Sales Management	7	2
Journal of Euro-Marketing	3	6
The Marketing Review	2	7
Journal of World Business	8	0
Marketing Education Review	6	2
Journal of Promotion Management	3	5
Critical Issues in Tourism	6	1
Journal of Global Marketing	6	1
Service Industries Journal	6	1
British Food Journal	5	2
Int'l Review of Retail Distribution & Consumer Research	5	2
Journal of Business to Business Marketing	5	2
Journal of Marketing Communications	5	2
Journal of Vacation Marketing	5	2
Tourism and Hospitality Research	6	0
Technovation	5	1
Health Marketing Quarterly	4	2
Journal of Nonprofit and Public Sector Marketing	1	5
European Business Review	5	0
Journal of Current Issues and Research in Advertising	5	0
International Business Review	4	1
Journal of International Business Studies	4	1
Tourism Analysis	4	1
Tourism Management	4	1
Tourism Review International	4	1
International Journal of Bank Marketing	3	2

Journals	Journal B	Journal C
Journal of Applied Social Psychology	3	2
Journal of Customer Behaviour	3	2
Management Decision	3	2
Event Management	2	3
Journal of International Consumer Marketing	1	4
Annals of Leisure Research	4	0
Journal of Economic Psychology	4	0
IEEE	3	1
International Small Business Journal	3	1
Journal of Consumer Affairs	3	1
Journal of Marketing Channels	3	1
Journal of Small Business and Enterprise Development	3	1
Business Strategy Review	2	2
Journal of Consumer Policy	2	2
Journal of East West Business	2	2
Tourism Review	2	2
Journal of Public Affairs	1	3
Int'l Journal of Nonprofit and Voluntary Sector Marketing	0	4
Journal of Financial Services Marketing	0	4
Managing Service Quality	0	4
Appetite	3	0
Decision Sciences	3	0
Food Quality and Preference	3	0
Int'l Journal of Contemporary Hospitality Management	3	0
International Journal of Cross Cultural Management	3	0
Int'l Journal of Physical Distribution and Logistics Mngt	3	0
Journal of Hospitality and Tourism Education	3	0
Journal of Small Business Management	3	0
Journal of Supply Chain Management	3	0
Journal of Sustainable Tourism	3	0
Journal of Teaching in Travel and Tourism	3	0
Journal of the Operations Research Society	3	0
Journal of Tourism Studies	3	0

Journals	Journal B	Journal C
R&D Management	3	0
Transportation Journal	3	0
Business Strategy and Environment	2	1
Canadian Journal of Administrative Science	2	1
Consumption Markets and Culture	2	1
Harvard Business Review	2	1
International Journal of Electronic Commerce	2	1
International Journal of Logistics Management	2	1
International Journal of Sports Marketing and Sponsorship	2	1
International Journal of Technology Intelligence and Planning	2	1
Journal of International Entrepreneurship	2	1
Journal of Macromarketing	2	1
Journal of Retail and Distribution Management	2	1
Journal of Targeting Measurement and Analysis for Marketing	2	1
Journal of Travel Research	2	1
Malaysian Management Review	2	1
Management International Review	2	1
Sloan Management Review	2	1
Social Marketing Quarterly	2	1
International Journal of Consumer Studies	1	2
International Journal of Education Management	1	2
International Journal of Market Research	1	2
International Journal of Technology Management	1	2
Journal of Business Strategy	1	2
Journal of Global Business	1	2
Journal of International Business and Entrepreneurship	1	2
Journal of Relationship Marketing	1	2
Journal of Travel and Tourism Marketing	1	2
Asian Journal of Marketing	0	3
International Journal of Entrepreneurship and Innovation	0	3
International Journal of Management Education	0	3
Journal of Selling and Major Account Management	0	3
Marketing Bulletin	0	3

Journals	Journal B	Journal C
Young Consumers	0	3
Annals of Tourism Research	2	0
British Journal of Management	2	0
California Management Review	2	0
Cornell Hotel and Restaurant Administration Quarterly	2	0
European Journal of Operational Research	2	0
European Management Review	2	0
Indian Journal of Marketing	2	0
Industrial and Corporate Change	2	0
International Journal Contemporary Hospitality Management	2	0
Int'l Journal of Entrepreneurial Behaviour and Research	2	0
International Journal of Innovation Management	2	0
Journal of Behavioral Decision Making	2	0
Journal of Behavioral Finance	2	0
Journal of Business Logistics	2	0
Journal of Computer Mediated Communication	2	0
Journal of Consumer Research	2	0
Journal of Consumer Satisfaction	2	0
Journal of Electronic Commerce Research	2	0
Journal of End User Computing	2	0
Journal of Hospitality Leisure Sport and Tourism Education	2	0
Journal of Industrial Economics	2	0
Journal of International Management Review	2	0
Journal of Management Studies	2	0
Journal of Organizational Change Management	2	0
Journal of Personality Assessment	2	0
Journal of Social Psychology	2	0
Jurnal Pengurusan	2	0
Management and Organization Review	2	0
Meat Science	2	0
Multinational Business Review	2	0
Organization Science	2	0
Organizational Research Methods	2	0

Journals	Journal B	Journal C
Psychiatric Services	2	0
Risk Analysis	2	0
Scandinavian Journal of Hospitality and Tourism	2	0
Tourism An Interdisciplinary Journal	2	0
Tourism Economics	2	0
Transportation Research	2	0
Academy of Marketing Science Review	1	1
Canadian Public Policy	1	1
Cornell Quarterly	1	1
European Advances in Consumer Research	1	1
Family Business Review	1	1
Human Relations	1	1
Int'l Journal of Culture Hospitality and Tourism Research	1	1
Int'l Journal of Hospitality and Tourism Administration	1	1
International Journal of Sport Management and Marketing	1	1
International Review of Business Research	1	1
Irish Business Journal	1	1
Journal of Advertising Education	1	1
Journal of Business	1	1
Journal of Business and Psychology	1	1
Journal of Electronic Commerce and Organizations	1	1
Journal of Food Products Marketing	1	1
Journal of Hospitality and Tourism Administration	1	1
Journal of Knowledge Culture and Change Management	1	1
Journal of Managerial Issues	1	1
Journal of Marketing for Higher Education	1	1
Journal of Nonprofit and Voluntary Sector Marketing	1	1
Jurnal Kemanusiaan	1	1
Marketing Research Today	1	1
Review of International Economics	1	1
Review of Marketing Research	1	1
Strategic Management Journal	1	1
Supply Chain Management	1	1

Journals	Journal B	Journal C
Supply Chain Management Review	1	1
Thunderbird International Business Review	1	1
Tourism	1	1
Tourism Studies	1	1
University of Auckland Business Review	1	1
Asian Academy of Management Journal	0	2
European Journal of Innovation Management	0	2
International Journal of Management and Decision Making	0	2
International Journal of Organization Theory and Behavior	0	2
International Journal of Sociology and Social Policy	0	2
Journal of Database Marketing & Customer Strategy Mngt	0	2
Journal of Enterprising Culture	0	2
Journal of Hospitality and Tourism Management	0	2
Journal of Information Technology and Tourism	0	2
Journal of International Food and Agribusiness Marketing	0	2
Journal of Place Branding	0	2
Journal of Quality Assurance in Hospitality and Tourism	0	2
Journal of Sport and Tourism	0	2
Management Research News	0	2
Strategic Change	0	2
Total Quality Management	0	2
Advances in International Marketing	1	0
Agribusiness	1	0
Agronalysis	1	0
Alberta Journal of Educational Research	1	0
American Behavioral Scientist	1	0
American Business Law	1	0
American Journal of Economics and Sociology	1	0
American Journal of Psychology	1	0
Anatolia	1	0
Annals of the American Academy of Political and Social Science	1	0
Applied Statistics	1	0
Asia Pacific Association for Consumer Research	1	0

Journals	Journal B	Journal C
Asia Pacific Journal of Communication	1	0
Asia Pacific Journal of Marketing and Logistics	1	0
Asia Pacific Public Relations Review	1	0
Asian Journal of Tourism and Hospitality	1	0
Australasian Journal of Regional Studies	1	0
Australian Journal of Social Marketing	1	0
Behavior and Information Technology	1	0
Behavioral and Brain Sciences	1	0
Biologist	1	0
Biology and Philosophy	1	0
BRAC University Journal	1	0
Brain and Behavioral Sciences	1	0
British Birds	1	0
British Journal of Developmental Psychology	1	0
Bulletin of Science Technology and Society	1	0
Business Ethics A European Review	1	0
Business Process Management Journal	1	0
Canadian Journal of Dietetic Practice and Research	1	0
Canadian Journal of Economics	1	0
Canadian Journal of Higher Education	1	0
Canadian Journal of Public Health	1	0
Canadian Public Administration	1	0
Career Development International	1	0
Cognition and Emotion	1	0
Cognitive Science	1	0
Contemporary Economic Policy	1	0
Corporate Finance Review	1	0
Design Issues	1	0
Direct Marketing	1	0
Eastern University Management Journal	1	0
Economics of Planning	1	0
Education and Training Journal	1	0
Electronic Commerce Research and Applications	1	0

Journals	Journal B	Journal C
Electronic Markets	1	0
Entrepreneurship Education and Training	1	0
Entrepreneurship Regional Development	1	0
Environment	1	0
Environment and Development Economics	1	0
Ethnicity and Disease	1	0
European Journal of Sports Marketing	1	0
European Review of Agricultural Economics	1	0
Family and Consumer Research Journal	1	0
FEB Working Paper Series	1	0
FIU Hospitality Review	1	0
Group Decision and Negotiation	1	0
Hallym International Journal of Ageing	1	0
Handbook of Business Strategy	1	0
Heritage Tourism	1	0
Historical Records of Australian Science	1	0
Hospitality Research	1	0
Human Dimensions of Wildlife	1	0
Human Resource Management Review	1	0
IEEJ	1	0
IEICE	1	0
IMF Staff Papers	1	0
Indian Journal of Finance	1	0
Industrial Management and Data Systems	1	0
Industrial Marketing and Purchasing	1	0
Industry and Innovation	1	0
Information and Management	1	0
Insurance Journal	1	0
Interfaces	1	0
International Journal of Wine Business Research	1	0
Int'l Journal of Physical Distribution and Logistics Mngt	1	0
Int'l Journal of Automotive Technology and Management	1	0
International Journal of Business and Management	1	0

Journals	Journal B	Journal C
International Journal of Business and Society	1	0
International Journal of Conflict Management	1	0
Int'l Journal of Contemporary Hospitality Management	1	0
International Journal of Cross Cultural Management	1	0
International Journal of Entrepreneurship and Small Business	1	0
International Journal of Food Science and Technology	1	0
International Journal of Human Factors in Manufacturing	1	0
International Journal of Human Resource Management	1	0
International Journal of IMC	1	0
International Journal of Information Management	1	0
International Journal of Knowledge Management	1	0
International Journal of Management and Entrepreneurship	1	0
International Journal of Management Reviews	1	0
International Journal of Operations Management	1	0
International Journal of Production Economics	1	0
International Journal of Public Opinion Research	1	0
International Journal of Public Sector Management	1	0
International Journal of Quality and Reliability Management	1	0
International Journal of Technoentrepreneurship	1	0
International Journal of Tourism Policy	1	0
International Journal of Tourism Research	1	0
Internet Marketing	1	0
Investigaciones Europeas de Dirección y Economía de la Empresa	1	0
Journal of Product and Brand Management	1	0
Journal of Accounting Research	1	0
Journal of Applied Econometrics	1	0
Journal of Applied Psychology	1	0
Journal of Asia Entrepreneurship and Sustainability	1	0
Journal of Asia Pacific Development	1	0
Journal of Business and Economics Statistics	1	0
Journal of Business Finance and Accounting	1	0
Journal of Community Planning	1	0
Journal of Contemporary China	1	0

Journals	Journal B	Journal C
Journal of Creativity Research	1	0
Journal of Cross-Cultural Psychology	1	0
Journal of Economic Methodology	1	0
Journal of Economic Surveys	1	0
Journal of Economics and Management Strategy	1	0
Journal of Ecotourism	1	0
Journal of Education and Training	1	0
Journal of Experimental and Social Psychology	1	0
Journal of Financial Education	1	0
Journal of Food Service Business Research	1	0
Journal of General Management	1	0
Journal of Health Psychology	1	0
Journal of Hospitality and Leisure Marketing	1	0
Journal of Hospitality and Tourism Research	1	0
Journal of Information Technology in Hospitality	1	0
Journal of Innovation and Sustainable Development	1	0
Journal of International Marketing and Marketing Research	1	0
Journal of International Trade and Economic Development	1	0
Journal of Internet Banking and Commerce	1	0
Journal of Leisure Studies	1	0
Journal of Management Accounting Research	1	0
Journal of Management Inquiry	1	0
Journal of Managerial Psychology	1	0
Journal of Marketing University of Dhaka	1	0
Journal of Media and Cultural Studies	1	0
Journal of Nonprofit and Voluntary Sector Quarterly	1	0
Journal of Occupational Health Psychology	1	0
Journal of Optimization Theory and Applications	1	0
Journal of Organizational Behaviour	1	0
Journal of Product and Information Management	1	0
Journal of Scottish Historical Studies	1	0
Journal of Technology Analysis and Strategic Management	1	0
Journal of the Asian Academy of Applied Business	1	0

Journals	Journal B	Journal C
Journal of the Australia New Zealand Academy of Management	1	0
Journal of the Royal Statistical Society	1	0
Journal of the Science of Food and Agriculture	1	0
Journal of Tourism and Hospitality Management	1	0
Journal of Transportation Research Forum	1	0
Journal of Wine Research	1	0
Journalism and Mass Communication Quarterly	1	0
Judgement and Decision Making	1	0
Korean Marketing Review	1	0
Labuan Bulletin of International Business and Finance	1	0
Latin American Business Review	1	0
Learning and Motivation	1	0
Learning Organisation Journal	1	0
Leisure/Loisir	1	0
Livestock Production Science	1	0
Long Range Planning	1	0
Management Learning	1	0
Management Science	1	0
Managerial and Decision Economics	1	0
Marine and Coastal Research	1	0
MIS Quarterly Executive	1	0
Monash Business Review	1	0
Northern Scotland	1	0
Nutrition and Food Science	1	0
OMEGA	1	0
Online Information Review	1	0
Operations Research	1	0
Organizational Behavior and Human Decision Process	1	0
Organizational Dynamics	1	0
Performance Metrics	1	0
Personnel Review	1	0
Political Communication	1	0
Popular Music and Society	1	0

Journals	Journal B	Journal C
Poultry Science	1	0
Prestige Journal of Management and Research	1	0
PRISM	1	0
Production Planning and Control	1	0
Prometheus	1	0
Psychometrika	1	0
Public Opinion Quarterly	1	0
Quality Management Journal	1	0
Quantitative Marketing and Economics	1	0
Research in Consumer Behavior	1	0
Research Technology Management	1	0
Review of Development Economics	1	0
Revista Asturiana de Economía	1	0
Sameeksha	1	0
Sarawak Development Journal	1	0
Scandinavian Journal of Marketing	1	0
Schmalenbach Business Review	1	0
Science and Public Policy	1	0
Seoul Journal of Business	1	0
Services Marketing Journal	1	0
Social Behavior and Personality	1	0
Sociologia Ruralis	1	0
Stanford Social Innovation Review	1	0
Synthesis	1	0
The Trademark Reporter	1	0
Time and Society	1	0
Total Quality Management and Business Excellence	1	0
Tourism Geographies	1	0
Tourism in Marine Environments	1	0
Tourisme & Territoires/Territories & Tourism	1	0
Trakia Journal of Sciences	1	0
Transformations in Business and Economics	1	0
Urban Studies	1	0

Journals	Journal B	Journal C
Vacation Marketing	1	0
Visitor Studies	1	0
Visual Communication Quarterly	1	0
World Economy	1	0
ZFB (German)	1	0
Absatzwirtschaft	0	1
Academic Journal of Tourism Studies	0	1
Academy of Education Leadership Journal	0	1
Acta Oeconomica	0	1
Addiction Research and Theory	0	1
AIDSCare	0	1
American Journal of Recreation Therapy	0	1
American Psychologist	0	1
Anales de Economía y Administración de Empresas	0	1
Annals in Therapeutic Recreation	0	1
Annals of Business Review	0	1
Applied Economics	0	1
Aquaculture Economics and Management	0	1
Asia Pacific Business Review	0	1
Asia Pacific Journal of Tourism	0	1
Asia Pacific Management Review	0	1
Asia Pacific Population Journal	0	1
Australasian Journal of Market and Social Research	0	1
Australian Economic Papers	0	1
Banker	0	1
Best Business Locations	0	1
Bibliotheekblad	0	1
Business Review	0	1
Business to Business Marketing Trend	0	1
Business Vision	0	1
College Student Journal	0	1
Consumer Science Today	0	1
Contemporary Issues in Tourism Perspectives and Challenges	0	1

Journals	Journal B	Journal C
Corporate Reputation Review	0	1
Defense Transportation Journal	0	1
Die Unternehmung (German)	0	1
East Midlands Historian	0	1
Electronic Business Review	0	1
Electronic Government An International Journal	0	1
Employee Relations	0	1
Espace	0	1
European Association for Banking History	0	1
European Journal of Scientific Research	0	1
Events and Festivals Education Impacts and Experiences	0	1
Finance and Trade	0	1
Global Economic Review	0	1
Handboek voor de Informatieprofessional (Dutch)	0	1
Havard Business Review German Edition	0	1
History Today	0	1
Hospitality Management	0	1
HTL Science	0	1
Human and Ecological Risk Assessment	0	1
ICFAI Journal of Marketing Management	0	1
ICFAI Journal of Services Marketing	0	1
Indonesian Business Review	0	1
Information Technology and Tourism	0	1
Innovative Marketing	0	1
International Entrepreneurship and Management Journal	0	1
Int'l Journal Commercialisation and Technology Transfer	0	1
International Journal of Ageing and Later Life	0	1
International Journal of Business and Globalisation	0	1
International Journal of Business Innovation and Research	0	1
International Journal of Business Strategy	0	1
International Journal of Case Method Research and Application	0	1
International Journal of Electronic Business Management	0	1
International Journal of Event Management Research	0	1

Journals	Journal B	Journal C
International Journal of Healthcare Quality Assurance	0	1
Int'l Journal of Innovation and Sustainable Development	0	1
International Journal of Internet Marketing and Advertising	0	1
International Journal of Learning and Change	0	1
International Journal of Management	0	1
International Journal of Marketing and Management Research	0	1
International Journal of Organizational Analysis	0	1
Int'l Journal of Pharmaceutical and Healthcare Marketing	0	1
Int'l Journal of Process Management and Benchmarking	0	1
International Journal of Services Management and Technology	0	1
International Journal of Sport Finance	0	1
International Journal of Technology Marketing	0	1
International Journal of Wine Marketing	0	1
International Review of Public and Nonprofit Marketing	0	1
Internet Encyclopedia	0	1
Irish Academy of Management Journal	0	1
Japanese Journal of Administrative Science	0	1
Journal of Academic Ethics	0	1
Journal of Asia Pacific Business	0	1
Journal of Asia Pacific Marketing	0	1
Journal of Australia New Zealand Academy of Management	0	1
Journal of Business and Economics	0	1
Journal of Business and Management	0	1
Journal of College Admission	0	1
Journal of Commercial Biotechnology	0	1
Journal of Convention and Event Management	0	1
Journal of Convention and Event Tourism	0	1
Journal of Economic Integration	0	1
Journal of Education for Business	0	1
Journal of Electronic Business Research	0	1
Journal of Entrepreneurship Education	0	1
Journal of Food Distribution Research	0	1
Journal of Food Service Business Research	0	1

Journals	Journal B	Journal C
Journal of HospitalityTourism and Leisure Science	0	1
Journal of Information and Knowledge Management	0	1
Journal of International Development	0	1
Journal of International Law and Trade Policy	0	1
Journal of International Marketing and Exporting	0	1
Journal of International Teaching in Business	0	1
Journal of Internet Marketing	0	1
Journal of Knowledge Management	0	1
Journal of Leadership and Organizational Studies	0	1
Journal of Medical Marketing	0	1
Journal of Modeling in Management	0	1
Journal of Political Marketing	0	1
Journal of Quality	0	1
Journal of Quality Assurance in Tourism and Hospitality	0	1
Journal of Real Estate Practice and Education	0	1
Journal of Revenue and Pricing Management	0	1
Journal of Risk Research	0	1
Journal of Small Business and Entrepreneurship	0	1
Journal of System Science and System Engineering	0	1
Journal of Teaching in International Business	0	1
Journal of the Academy of Business Education	0	1
Journal of Transportation Management	0	1
Journal of Value Chain Management	0	1
Journal of Vocational Behavior	0	1
Korean Academy of Marketing Science	0	1
Korean Journal of Marketing Research	0	1
Levende Talen (Dutch)	0	1
Limina	0	1
Logistics Quarterly	0	1
Magma	0	1
Management of Organizations Systematic Research	0	1
Marketing Digest	0	1
PASOS. Revista de Turismo y Patrimonio Cultural	0	1

Journals	Journal B	Journal C
Personnel Today	0	1
Policing An International Journal of Police Strategies and Mngt	0	1
PRAXIS	0	1
Praxisreport pro-manager	0	1
Problems of Economic Transition	0	1
Psychology Health and Medicine	0	1
Public Relations Review	0	1
Quality in Higher Education	0	1
Resources Conservation and Recycling	0	1
Review of Business Research	0	1
Review of the Electronic and Industrial Distribution Industries	0	1
Revista Academia	0	1
Revista de Investigación Económica y Social de Castilla y León	0	1
Revista Portuguesa de Marketing	0	1
Scottish Birds	0	1
Scottish Forestry	0	1
Service Business	0	1
Service Marketing Quarterly	0	1
Small Enterprise Research: The Journal of SEAANZ	0	1
Sport Marketing Quarterly	0	1
Statistica Neerlandica	0	1
Sunway Academic Journal	0	1
Systems Research and Behavioral Science	0	1
Thesis	0	1
Tourism - An International Interdisciplinary Journal	0	1
Transitions in Business and Economics	0	1
Ulster Grocer	0	1
UNLV Gaming Research & Review Journal	0	1
World Review of Entrepreneurship Mngt & Sustainable Developme	0	1
Total Nominated Journals (possibility of overlapping)	408	309