

Appendix 4: Background to MAG Scholar List

Background

In August 2008, a team of researchers from MAG Scholar (www.magscholar.com) undertook an online survey of over 5000 academics across the five continents on their perceptions of marketing, tourism and international business journals. The study employed an approach that allowed the academics to nominate as many journals as they could possibly recall in a given category. Thus, through unaided recall, *top of the mind awareness* of a list of quality journals was produced. This is an established method extensively used in measuring advertisement effectiveness and brand recall. In the present case, it was used to assess the awareness of A, B and C grade journals amongst academics. Unlike aided recall, unaided recall requires mental processing of retrieving the stored encoded information without any cues. It is assumed that this would embody more credibility to the journal ranking list produced, given that academics are responsible for generating and disseminating knowledge and, in the process, have seen, read and/or published in the journals they nominate.

The sampling approach used was based on the Vox Populi (*Latin* for ‘voice of the people’) notion of Galton (1907) that suggests the intelligence of the masses far exceeds that of any single individual or of the experts. To implement the Vox Populi sampling approach, a sampling frame of academics was developed by scanning Marketing, Tourism and/or International Business departmental websites. Academics from all levels (lecturers, senior lecturers, assistant professors, associate professors, professors, and chair professors) were included in the survey. In total, 5336 academics from the five continents were approached via their email address. The survey successfully captured data from 538 academics who indicated the journals that they believed were ‘A’, ‘B’ or ‘C’ grade. There were a total of 364 so recalled ‘A’ grade journals of which only 20.4% of the respondents said they had published in at least one of them. The ‘B’ and ‘C’ grade journals were nominated based on actual publication rather than perception. *The 500 MAG Scholar List* that we introduced here was the result of combining both the ‘A’ and ‘B & C’ grade journals and trimming off those that were unrelated to business subjects. The collective data of the 538 academics was compiled to produce a list, christened as the *MAG Scholar List*. (See earlier *Appendix 1* for detailed description of the survey method).

Each Journal has its own Feature and Merit

In total the study recorded 4379 recalls. However, as each journal has its own feature and merit, we decided to separate the good journals from the not so good ones. To undertake this task, we devised a formula to calculate MAG Scores. Graphically the formula is as shown:

$$\text{MAG Scores} = \sum_n (X_{in} / T_n) * (1/n)$$

where i = type of journal,
 n = order of journal recall, where $n=1, 2, 3, \dots, 10$,
 T = total of journal recalls

Using the above formula, we allocated descending weights to journals that were recalled first, second, third and so forth until the 10th position. As seen in the attached MAG Scholar Journal List, the “Recalls” column indicates the actual number of

recalls. The “Scores” column indicates the MAG Scores, while the “Scores Difference” column highlights the difference between two journals multiplied by 1000. For instance, the Journal of Marketing has a MAG Score of 0.4168 while the Journal of Marketing Research has a MAG Score of 0.2540. The difference is 0.1628. Next we multiplied it with 1000 which gave a score difference of 162.78. The use of 1000 is to amplify the difference between the two journals. The “Index” column indicates the position of the second, third, fourth and etc. journals relative to the first. The “Grade” column is MAG Scholar’s method of assigning a grade to each journal.

The process to assign a grade to each journal was undertaken by examining the huge ‘natural break’ in the “Scores Difference” column. We assigned the top six journals with a grade of “AAA”. The seventh journal is Journal of International Business Studies (JIBS). We assigned this journal with an “AAB” grade as there is a huge natural break between Journal of Retailing (11.30) and JIBS (2.69). The next grade is “ABB”. We assigned this grade to the Academy of Management Review as it has a huge natural break with the Academy of Management Journal. The “BBB” grade was assigned to Journal of International Marketing as the natural break it has a MAG Score of 0.80 compared with the Journal of Travel Research which has a score of 2.10. For the remaining journals, we assigned them with a “CCC” grade.

Authors’ view of the benefits of Publication

Four sets of questions were used to measure an author’s face value, self-esteem, contribution to knowledge and career progression. The results as shown in Table 1 shows there is no statistically significant difference between the various journal grades. In other words, in the opinion of the authors every publication irrespective of grade are equally important to their face value, self esteem, contribution to knowledge and career progression.

Items (Likert scale 1 to 5, with 5 being strongly agree).	Journal Grade (mean)				
	AAA	AAB	ABB	BBB	Others
Face Value (alpha = 0.893): Author of an ‘A’ grade article within your social group, and your impression of his/her standing in terms of the amount of: - prominence (low/high) - respect (low/high) - influence (low/high)	4.06	4.06	4.10	4.13	4.02
Self-Esteem (alpha = 0.791): As a result of my publications: - I feel good about myself - I feel more competent to do many things - I am looking forward to the future in my career	3.72	3.63	3.64	3.73	3.62
Contribution to Knowledge (alpha = 0.662) - I use these publications in my teaching - I recommend these publications to my research Students	3.72	3.81	3.78	3.76	3.79
Career Progression - My publications have helped me in my recent career progression	4.05	4.01	4.10	4.01	3.97

For other results, we will publish them soon. Stay tune!