

2011 MAG Scholar Journal Ranking List: Top 500 Journals

Research Method

Academics were asked to freely recall and nominate up to ten journals. This unaided “top-of-the-mind” method is used extensively in measuring advertisement effectiveness and brand recall as it accesses schema and long term memory without cues (see Bagozzi and Silk, 1983; Finn, 1992; Krugman, 1986; Shapiro and Krishnan, 2001; Stapel, 1998; Till and Baack, 2005). In the current case, this method was used to assess academics awareness of ‘A’ grade journals.

Sampling approach

The sampling approach used was based on the vox populi notion of Galton (1907), who suggested that the intelligence of the masses far exceeded that of any single individual or of experts. According to the vox populi theory, any judgment respondents make will be free of passion and uninfluenced by rhetoric. Galton (p. 451) claimed that the result derived from vox populi is “correct to within 1 percent of the true value and more creditable to the trustworthiness of a democratic judgment than might have been expected.” More recently, research on the “wisdom of crowds” has found public opinion to be an effective predictive tool because of the capacity to synthesise large amounts of information

To implement the vox populi sampling approach, this study developed a sampling frame of academics by scanning marketing, tourism, and international business departmental web sites of universities across the five continents. In total, 8355 potential respondents were collected from Shanghai Jiao Tong University Ranking 2010 List, Times Supplement University Ranking 2010 List (excluding academics not listed on the Shanghai Jiao Tong List), ANZMAC Conference Directory of Academics, and a further 300 universities located in South Africa, Asia/South Pacific, Australia, New Zealand, USA, Middle East, South America and Europe that were not present on any of the above lists. Respondents included academics from all levels (lecturers, senior lecturers, assistant professors, associate professors, professors, and chair professors). Of the potential respondents contacted by email, 825 returned out-of office auto-generated messages, 982 had “undeliverable” e-mails (e.g., invalid e-mail addresses), and 87 others declined to participate. In total 993 usable responses were collected giving a response rate of 15.4%. The respondents were mainly marketing (87% of total respondents), tourism (5%) or international business (8%) full-time academics.

The study designed a formula to capture the relative standing of these journals. Since each journal has its own features and merits, the first unaided recalled journal was allocated more weight than the second, third, fourth, and so on, until the tenth position. The sum of each journal’s value was labelled the MAG score, and this score was used to rank the journal relative to the others.

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

Where X is the number of unaided recalls, i is the type of journal, n is the order of journal recalls ($n = 1, 2, 3, \dots, 10$), and T is the total number of journal recalls.

In addition, a MAG index was computed where a value of “100” was attributed to the number 1 journal. The indices for the remaining journals were calculated based on their respective MAG scores relative to the number 1 journal. Table 1 contains the number of journal recalls and the MAG scores along with the indices. For comparative purposes, the table also shows the 2009 journal ranking.

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How to Reference?

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