

## VHB Publication Media Rating 2024

Section  
Type of publication  
Criterion

Marketing  
Scientific journals  
Scientific quality



| Title                                           | ISSN      | Rating | Votes ≥ rating [%] | Publisher                                       | Link                 |
|-------------------------------------------------|-----------|--------|--------------------|-------------------------------------------------|----------------------|
| Nature                                          | 1476-4687 | A+     | 91                 | London: Nature Publishing Group                 | <a href="#">Link</a> |
| Science                                         | 1095-9203 | A+     | 90                 | Washington D.C.: of Science                     | <a href="#">Link</a> |
| Academy of Management Journal                   | 1948-0989 | A+     | 85                 | Academy of Management                           | <a href="#">Link</a> |
| Journal of Marketing                            | 1547-7185 | A+     | 84                 | SAGE                                            | <a href="#">Link</a> |
| Journal of Consumer Research                    | 1537-5277 | A+     | 83                 | Oxford University Press                         | <a href="#">Link</a> |
| Journal of Marketing Research                   | 1547-7193 | A+     | 81                 | SAGE                                            | <a href="#">Link</a> |
| Management Science                              | 1526-5501 | A+     | 80                 | INFORMS                                         | <a href="#">Link</a> |
| American Economic Review                        | 1944-7981 | A+     | 79                 | American Economic Association                   | <a href="#">Link</a> |
| Administrative Science Quarterly                | 1930-3815 | A+     | 78                 | Cornell University Press                        | <a href="#">Link</a> |
| Econometrica                                    | 1468-0262 | A+     | 78                 | Wiley-Blackwell                                 | <a href="#">Link</a> |
| Marketing Science                               | 1526-548X | A+     | 78                 | INFORMS                                         | <a href="#">Link</a> |
| Academy of Management Review                    | 1930-3807 | A+     | 76                 | Academy of Management                           | <a href="#">Link</a> |
| Organization Science                            | 1526-5455 | A+     | 70                 | INFORMS                                         | <a href="#">Link</a> |
| Psychological Science                           | 1467-9280 | A+     | 68                 | Thousand Oaks, California: Sage Publications    | <a href="#">Link</a> |
| Journal of Political Economy                    | 1537-534X | A+     | 64                 | University of Chicago Press                     | <a href="#">Link</a> |
| Strategic Management Journal                    | 1097-0266 | A+     | 57                 | Hoboken, New Jersey: Wiley                      | <a href="#">Link</a> |
| Journal of Personality and Social Psychology    | 1939-1315 | A+     | 53                 | American Psychological Association              | <a href="#">Link</a> |
| Journal of the Academy of Marketing Science     | 1552-7824 | A      | 92                 | Springer                                        | <a href="#">Link</a> |
| Journal of Management                           | 1557-1211 | A      | 90                 | Thousand Oaks, California: Sage Publications    | <a href="#">Link</a> |
| Journal of Retailing                            | 1873-3271 | A      | 87                 | Elsevier                                        | <a href="#">Link</a> |
| Journal of Applied Psychology                   | 1939-1854 | A      | 86                 | American Psychological Association              | <a href="#">Link</a> |
| Journal of Management Studies                   | 1467-6486 | A      | 86                 | Hoboken, New Jersey: Wiley                      | <a href="#">Link</a> |
| Journal of Consumer Psychology                  | 1532-7663 | A      | 84                 | Society for Consumer Psychology                 | <a href="#">Link</a> |
| Journal of International Business Studies       | 1478-6990 | A      | 84                 | Basingstoke, Hampshire: Palgrave Macmillan      | <a href="#">Link</a> |
| International Journal of Research in Marketing  | 1873-8001 | A      | 83                 | Elsevier                                        | <a href="#">Link</a> |
| Proceedings of the National Academy of Sciences | 1091-6490 | A      | 83                 | National Academy of Science                     | <a href="#">Link</a> |
| Psychometrika                                   | 1860-0980 | A      | 82                 | New York, NY: Springer Science + Business Media | <a href="#">Link</a> |
| Research Policy                                 | 1873-7625 | A      | 82                 | Elsevier                                        | <a href="#">Link</a> |
| Academy of Management Annals                    | 1941-6067 | A      | 81                 | Academy of Management                           | <a href="#">Link</a> |
| Organization Studies                            | 1741-3044 | A      | 80                 | SAGE                                            | <a href="#">Link</a> |
| Psychological Methods                           | 1939-1463 | A      | 79                 | American Psychological Association              | <a href="#">Link</a> |
| Journal of Service Research                     | 1552-7379 | A      | 78                 | SAGE                                            | <a href="#">Link</a> |
| Organizational Research Methods                 | 1552-7425 | A      | 77                 | Thousand Oaks, California: Sage Publications    | <a href="#">Link</a> |
| Journal of Product Innovation Management        | 1540-5885 | A      | 74                 | Wiley-Blackwell                                 | <a href="#">Link</a> |
| Nature Human Behavior                           | 2397-3374 | A      | 73                 | Springer Nature                                 | <a href="#">Link</a> |

| Title                                               | ISSN      | Rating | Votes ≥ rating [%] | Publisher                                    | Link                 |
|-----------------------------------------------------|-----------|--------|--------------------|----------------------------------------------|----------------------|
| Nature Communications                               | 2041-1723 | A      | 70                 | London: Nature Publishing Group              | <a href="#">Link</a> |
| The RAND Journal of Economics                       | 1756-2171 | A      | 66                 | Wiley                                        | <a href="#">Link</a> |
| Quantitative Marketing and Economics                | 1573-711X | A      | 60                 | Dordrecht: Springer Science + Business Media | <a href="#">Link</a> |
| Journal of Experimental Social Psychology           | 1096-0465 | A      | 59                 | Elsevier                                     | <a href="#">Link</a> |
| Psychology & Marketing                              | 1520-6793 | B      | 95                 | Hoboken, New Jersey: Wiley                   | <a href="#">Link</a> |
| Decision Support Systems                            | 1873-5797 | B      | 93                 | Elsevier                                     | <a href="#">Link</a> |
| Marketing Letters                                   | 1573-059X | B      | 93                 | Dordrecht: Springer Science + Business Media | <a href="#">Link</a> |
| Academy of Management Perspectives                  | 1943-4529 | B      | 92                 | Academy of Management                        | <a href="#">Link</a> |
| Journal of Business Ethics                          | 1573-0697 | B      | 92                 | Springer Nature                              | <a href="#">Link</a> |
| Journal of Advertising                              | 1557-7805 | B      | 91                 | Philadelphia, PA: Taylor & Francis           | <a href="#">Link</a> |
| Journal of Interactive Marketing                    | 1520-6653 | B      | 91                 | Sage                                         | <a href="#">Link</a> |
| Long Range Planning                                 | 1873-1872 | B      | 91                 | Elsevier                                     | <a href="#">Link</a> |
| Transportation Research Part A: Policy and Practice | 1879-2375 | B      | 91                 | Elsevier                                     | <a href="#">Link</a> |
| Journal of Business Research                        | 1873-7978 | B      | 90                 | Elsevier                                     | <a href="#">Link</a> |
| Journal of Public Policy & Marketing                | 1547-7207 | B      | 89                 | Sage                                         | <a href="#">Link</a> |
| British Journal of Management                       | 1467-8551 | B      | 88                 | Wiley-Blackwell                              | <a href="#">Link</a> |
| Business & Information Systems Engineering          | 1867-0202 | B      | 87                 | Springer                                     | <a href="#">Link</a> |
| Journal of the Association for Consumer Research    | 2378-1823 | B      | 87                 | University of Chicago Press                  | <a href="#">Link</a> |
| Journal of International Marketing                  | 1547-7215 | B      | 86                 | Sage                                         | <a href="#">Link</a> |
| Technological Forecasting and Social Change         | 1873-5509 | B      | 86                 | Elsevier                                     | <a href="#">Link</a> |
| R&D Management                                      | 1467-9310 | B      | 85                 | Wiley-Blackwell                              | <a href="#">Link</a> |
| AMS Review                                          | 1869-8182 | B      | 84                 | New York: Springer                           | <a href="#">Link</a> |
| Business Strategy and the Environment               | 1099-0836 | B      | 84                 | Wiley-Blackwell                              | <a href="#">Link</a> |
| Computers in Human Behavior                         | 1873-7692 | B      | 84                 | Elsevier                                     | <a href="#">Link</a> |
| Multivariate Behavioral Research                    | 1532-7906 | B      | 84                 | New York, NY: Taylor & Francis               | <a href="#">Link</a> |
| Industrial Marketing Management                     | 1873-2062 | B      | 83                 | Elsevier                                     | <a href="#">Link</a> |
| European Management Journal                         | 1873-5681 | B      | 81                 | Elsevier                                     | <a href="#">Link</a> |
| Journal of Forecasting                              | 1099-131X | B      | 80                 | Wiley                                        | <a href="#">Link</a> |
| Journal of Economic Psychology                      | 1872-7719 | B      | 78                 | Elsevier                                     | <a href="#">Link</a> |
| Journal of Service Management                       | 1757-5826 | B      | 76                 | Emerald                                      | <a href="#">Link</a> |
| Journal of Economic Behavior & Organization         | 1879-1751 | B      | 75                 | New York, NY: Science Publishing Group       | <a href="#">Link</a> |
| Electronic Markets                                  | 1422-8890 | B      | 74                 | Springer                                     | <a href="#">Link</a> |
| International Business Review                       | 1873-6149 | B      | 73                 | Elsevier                                     | <a href="#">Link</a> |
| Journal of Business Economics                       | 1861-8928 | B      | 73                 | New York, NY: Springer Nature                | <a href="#">Link</a> |
| California Management Review                        | 2162-8564 | B      | 72                 | University of California Press               | <a href="#">Link</a> |
| Journal of Advertising Research                     | 1740-1909 | B      | 72                 | Advertising Research Foundation              | <a href="#">Link</a> |
| PLoS One                                            | 1932-6203 | B      | 72                 | Public Library of Science (PLoS)             | <a href="#">Link</a> |
| International Journal of Electronic Commerce        | 1557-9301 | B      | 71                 | Routledge                                    | <a href="#">Link</a> |
| MIT Sloan Management Review                         | 1532-8937 | B      | 70                 | Cambridge, MA: MIT Sloan Management Review   | <a href="#">Link</a> |
| International Marketing Review                      | 0265-1335 | B      | 69                 | Emerald                                      | <a href="#">Link</a> |
| Journal of Personal Selling & Sales Management      | 1557-7813 | B      | 69                 | Taylor & Francis                             | <a href="#">Link</a> |
| European Journal of Marketing                       | 1758-7123 | B      | 68                 | Bradford: MCB University Press               | <a href="#">Link</a> |

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|-----------------------------------------------------------|-----------|--------|--------------------|-------------------------------------------------|----------------------|
| Journal of Behavioral Decision Making                     | 1099-0771 | B      | 68                 | John Wiley & Sons                               | <a href="#">Link</a> |
| Schmalenbach Journal of Business Research                 | 2366-6153 | B      | 68                 | Springer Nature                                 | <a href="#">Link</a> |
| Structural Equation Modeling: A Multidisciplinary Journal | 1532-8007 | B      | 68                 | Taylor & Francis                                | <a href="#">Link</a> |
| Review of Managerial Science                              | 1863-6691 | B      | 66                 | Springer Nature                                 | <a href="#">Link</a> |
| Scandinavian Journal of Management                        | 1873-3387 | B      | 66                 | Elsevier                                        | <a href="#">Link</a> |
| Technovation                                              | 1879-2383 | B      | 66                 | Elsevier                                        | <a href="#">Link</a> |
| Food Quality and Preferences                              | 1873-6343 | B      | 61                 | Elsevier                                        | <a href="#">Link</a> |
| International Journal of Innovation Management            | 1757-5877 | B      | 61                 | World Scientific                                | <a href="#">Link</a> |
| Internet Research                                         | 2054-5657 | B      | 61                 | Emerald                                         | <a href="#">Link</a> |
| Appetite                                                  | 1095-8304 | B      | 59                 | Elsevier                                        | <a href="#">Link</a> |
| Harvard Business Review                                   | 0017-8012 | B      | 59                 | Harvard Business School Publishing              | <a href="#">Link</a> |
| Management Decision                                       | 1758-6070 | B      | 58                 | Emerald                                         | <a href="#">Link</a> |
| Tourism Management                                        | 1879-3193 | B      | 58                 | Elsevier                                        | <a href="#">Link</a> |
| Behavior Research Methods                                 | 1554-3528 | B      | 57                 | Psychonomic Society Publ.                       | <a href="#">Link</a> |
| European Journal of Management                            | 2378-8526 | B      | 57                 | International Academy of Business and Economics | <a href="#">Link</a> |
| Journal of Media Economics                                | 1532-7736 | B      | 56                 | Routledge                                       | <a href="#">Link</a> |
| Journal of Retailing and Consumer Services                | 1873-1384 | B      | 56                 | Elsevier                                        | <a href="#">Link</a> |
| Journal of Travel Research                                | 1552-6763 | B      | 55                 | SAGE                                            | <a href="#">Link</a> |
| Journal of Consumer Behaviour                             | 1479-1838 | B      | 54                 | Wiley                                           | <a href="#">Link</a> |
| Management Review Quarterly                               | 2198-1639 | B      | 53                 | Springer                                        | <a href="#">Link</a> |
| British Food Journal                                      | 1758-4108 | B      | 50                 | Emerald                                         | <a href="#">Link</a> |
| Journal of Marketing Theory and Practice                  | 1944-7175 | B      | 50                 | Taylor & Francis                                | <a href="#">Link</a> |
| Marketing Theory                                          | 1741-301X | B      | 50                 | Thousand Oaks, California: Sage Publications    | <a href="#">Link</a> |
| Journal of Business-to-Business Marketing                 | 1547-0628 | C      | 93                 | Routledge                                       | <a href="#">Link</a> |
| Journal of Marketing Management                           | 1472-1376 | C      | 92                 | Routledge                                       | <a href="#">Link</a> |
| Journal of Services Marketing                             | 2054-1651 | C      | 92                 | Bradford: MCB University Press                  | <a href="#">Link</a> |
| Customer Needs and Solutions                              | 2196-2928 | C      | 90                 | New York, NY: Springer                          | <a href="#">Link</a> |
| International Journal of Advertising                      | 1759-3948 | C      | 90                 | Routledge                                       | <a href="#">Link</a> |
| Review of Marketing Research                              | 1944-7035 | C      | 89                 | Emerald                                         | <a href="#">Link</a> |
| International Journal of Retail & Distribution Management | 1758-6690 | C      | 88                 | Emerald                                         | <a href="#">Link</a> |
| Journal of Product & Brand Management                     | 2054-1643 | C      | 87                 | Emerald                                         | <a href="#">Link</a> |
| Journal of Strategic Marketing                            | 1466-4488 | C      | 87                 | Taylor & Francis                                | <a href="#">Link</a> |
| Marketing ZFP - Journal of Research and Management        | 0344-1369 | C      | 87                 | Beck                                            | <a href="#">Link</a> |
| Consumer Psychology Review                                | 2476-1281 | C      | 86                 | Hoboken, NJ: Wiley                              | <a href="#">Link</a> |
| Journal of Brand Management                               | 1479-1803 | C      | 86                 | Basingstoke: Palgrave Macmillan                 | <a href="#">Link</a> |
| Recherche et Applications en Marketing (English Edition)  | 2051-5707 | C      | 85                 | Thousand Oaks, California: Sage Publications    | <a href="#">Link</a> |
| Electronic Commerce Research                              | 1572-9362 | C      | 84                 | Springer                                        | <a href="#">Link</a> |
| Journal of Service Management Research                    | 2942-3392 | C      | 84                 | Nomos                                           | <a href="#">Link</a> |
| Business Horizons                                         | 1873-6068 | C      | 83                 | Elsevier                                        | <a href="#">Link</a> |
| Journal of Consumer Affairs                               | 1745-6606 | C      | 83                 | Blackwell                                       | <a href="#">Link</a> |
| Journal of Marketing Analytics                            | 2050-3326 | C      | 83                 | Palgrave Macmillan                              | <a href="#">Link</a> |
| European Journal of Innovation Management                 | 1758-7115 | C      | 82                 | Emerald                                         | <a href="#">Link</a> |

| Title                                                              | ISSN      | Rating | Votes ≥ rating [%] | Publisher                                                | Link                 |
|--------------------------------------------------------------------|-----------|--------|--------------------|----------------------------------------------------------|----------------------|
| Journal of Consumer Policy                                         | 1573-0700 | C      | 82                 | Luchterhand                                              | <a href="#">Link</a> |
| Journal of Business & Industrial Marketing                         | 2052-1189 | C      | 81                 | Emerald                                                  | <a href="#">Link</a> |
| Journal of Consumer Marketing                                      | 2052-1200 | C      | 81                 | Emerald                                                  | <a href="#">Link</a> |
| Journal of Interactive Advertising                                 | 1525-2019 | C      | 81                 | Routledge                                                | <a href="#">Link</a> |
| Journal of Service Theory and Practice                             | 2055-6233 | C      | 81                 | Emerald                                                  | <a href="#">Link</a> |
| Journal of Customer Behaviour                                      | 1477-6421 | C      | 79                 | Westburn                                                 | <a href="#">Link</a> |
| Journal of Marketing Education                                     | 1552-6550 | C      | 79                 | Thousand Oaks, California: Sage Publications             | <a href="#">Link</a> |
| Journal of Macromarketing                                          | 1552-6534 | C      | 78                 | SAGE                                                     | <a href="#">Link</a> |
| Electronic Commerce Research and Applications                      | 1873-7846 | C      | 74                 | Elsevier                                                 | <a href="#">Link</a> |
| International Review of Retail, Distribution and Consumer Research | 1466-4402 | C      | 74                 | Routledge                                                | <a href="#">Link</a> |
| Journal of Revenue and Pricing Management                          | 1477-657X | C      | 74                 | Palgrave Macmillan                                       | <a href="#">Link</a> |
| Qualitative Market Research                                        | 1758-7646 | C      | 74                 | Emerald                                                  | <a href="#">Link</a> |
| Asia Pacific Journal of Management                                 | 1572-9958 | C      | 73                 | Springer Nature                                          | <a href="#">Link</a> |
| Journal of Global Marketing                                        | 1528-6975 | C      | 73                 | Taylor & Francis                                         | <a href="#">Link</a> |
| Journal of Relationship Marketing                                  | 1533-2675 | C      | 72                 | Binghamton, NY: Haworth Press                            | <a href="#">Link</a> |
| Review of Marketing Science                                        | 1546-5616 | C      | 72                 | Boston, Mass.: DeGruyter                                 | <a href="#">Link</a> |
| Australian Journal of Management                                   | 1327-2020 | C      | 70                 | SAGE                                                     | <a href="#">Link</a> |
| European Sport Management Quarterly                                | 1746-031X | C      | 69                 | Taylor & Francis                                         | <a href="#">Link</a> |
| International Journal of Consumer Studies                          | 1470-6431 | C      | 69                 | Blackwell Science                                        | <a href="#">Link</a> |
| Annals of Tourism Research                                         | 1873-7722 | C      | 68                 | Elsevier                                                 | <a href="#">Link</a> |
| Betriebswirtschaftliche Forschung und Praxis                       | 0340-5370 | C      | 68                 | NWB Verlag                                               | <a href="#">Link</a> |
| Consumption, Markets and Culture                                   | 1477-223X | C      | 67                 | Routledge                                                | <a href="#">Link</a> |
| International Journal of Business Research                         | 2378-8577 | C      | 65                 | International Academy of Business and Economics (IABE)   | <a href="#">Link</a> |
| Journal of Marketing Communications                                | 1466-4445 | C      | 65                 | Taylor & Francis                                         | <a href="#">Link</a> |
| Asia Pacific Business Review                                       | 1743-792X | C      | 64                 | Taylor & Francis                                         | <a href="#">Link</a> |
| Australasian Marketing Journal                                     | 1839-3349 | C      | 61                 | Elsevier                                                 | <a href="#">Link</a> |
| Die Unternehmung - Swiss Journal of Business Research and Practice | 2942-318X | C      | 59                 | Nomos                                                    | <a href="#">Link</a> |
| International Journal of Market Research                           | 2515-2173 | C      | 58                 | Abingdon [u.a.]: WARC; Marston Book Services             | <a href="#">Link</a> |
| Journal of Sport Management                                        | 1543-270X | C      | 55                 | Champaign, Ill.: Human Kinetics Publ.                    | <a href="#">Link</a> |
| Asia Pacific Journal of Marketing and Logistics                    | 1758-4248 | C      | 50                 | Bradford : Emerald                                       | <a href="#">Link</a> |
| das wirtschaftsstudium                                             | 0340-3084 | D      | 100                | Lange Verlag                                             | <a href="#">Link</a> |
| Der Betriebswirt - Management in Wissenschaft und Praxis           | 2628-7846 | D      | 100                | Berlin: Duncker & Humblot                                | <a href="#">Link</a> |
| Harvard-Business-Manager                                           | 2195-1357 | D      | 100                | Hamburg: Manager-Magazin-Verl.-Ges.                      | <a href="#">Link</a> |
| International Journal of Bank Marketing                            | 1758-5937 | D      | 100                | Bradford: Emerald                                        | <a href="#">Link</a> |
| Marketing Intelligence Review                                      | 2627-4841 | D      | 100                | Nürnberg: Nürnberg Institut für Marktentscheidungen e.V. | <a href="#">Link</a> |
| Marketing Review St. Gallen                                        | 1865-7516 | D      | 100                | St.Gallen: Thexis Verlag                                 | <a href="#">Link</a> |
| Transfer - Zeitschrift für Kommunikation und Markenmanagement      | 1436-798X | D      | 100                | Hamburg: New Business Verlag GmbH & Co. KG               | <a href="#">Link</a> |
| Wirtschaftswissenschaftliches Studium                              | 0340-1650 | D      | 100                | München: Verlag C.H.Beck                                 | <a href="#">Link</a> |

#### Categories

A+ outstanding and world-leading journals in business administration

A leading journals in business administration

| Title | ISSN | Rating | Votes $\geq$ rating [%] | Publisher | Link |
|-------|------|--------|-------------------------|-----------|------|
| B     |      |        |                         |           |      |
| C     |      |        |                         |           |      |
| D     |      |        |                         |           |      |

*B important and respected journals in business administration*

*C recognized journals in business administration*

*D other academic journals in business administration*