VHB Publication Media Rating 2024

Section Marketing
Type of publication Scientific journals
Criterion Scientific quality

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

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

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

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European Journal of Innovation Management	1758-7115	C	82	Emerald	Link
Journal of Consumer Policy	1573-0700	C	82	Luchterhand	Link
Journal of Business & Industrial Marketing	2052-1189	C	81	Emerald	Link
Journal of Consumer Marketing	2052-1200	C	81	Emerald	Link
Journal of Interactive Advertising	1525-2019	C	81	Routledge	Link
Journal of Service Theory and Practice	2055-6233	C	81	Emerald	Link
Journal of Customer Behaviour	1477-6421	C	79	Westburn	Link
Journal of Marketing Education	1552-6550	C	79	Thousand Oaks, California: Sage Publications	Link
Journal of Macromarketing	1552-6534	C	78	SAGE	Link
Electronic Commerce Research and Applications	1873-7846	C	74	Elsevier	Link
International Review of Retail, Distribution and Consumer Research	1466-4402	C	74	Routledge	Link
Journal of Revenue and Pricing Management	1477-657X	C	74	Palgrave Macmillan	Link
Qualitative Market Research	1758-7646	C	74	Emerald	Link
Asia Pacific Journal of Management	1572-9958	C	73	Springer Nature	Link
Journal of Global Marketing	1528-6975	C	73	Taylor & Francis	Link
Journal of Relationship Marketing	1533-2675	C	72	Binghamton, NY: Haworth Press	Link
Review of Marketing Science	1546-5616	C	72	Boston, Mass.: DeGruyter	Link
Australian Journal of Management	1327-2020	C	70	SAGE	Link
European Sport Management Quarterly	1746-031X	C	69	Taylor & Francis	Link
International Journal of Consumer Studies	1470-6431	C	69	Blackwell Science	Link
Annals of Tourism Research	1873-7722	C	68	Elsevier	Link
Betriebswirtschaftliche Forschung und Praxis : BFuP	0340-5370	C	68	NWB Verlag	Link
Consumption, Markets and Culture	1477-223X	C	67	Routledge	Link
International Journal of Business Research : IJBR / A Publication of the Academy of International Business and Economics	2378-8577	C	65	International Academy of Business and Economics (IABE)	Link
Journal of Marketing Communications	1466-4445	C	65	Taylor & Francis	Link
Asia Pacific Business Review	1743-792X	C	64	Taylor & Francis	Link
Australasian Marketing Journal	1839-3349	C	61	Elsevier	Link
Die Unternehmung - Swiss Journal of Business Research and Practice	2942-318X	C	59	Nomos	Link
International Journal of Market Research	2515-2173	C	58	Abingdon [u.a.]: WARC; Marston Book Services	Link
Journal of Sport Management	1543-270X	C	55	Champaign, Ill.: Human Kinetics Publ.	Link
Asia Pacific Journal of Marketing and Logistics	1758-4248	C	50	Bradford : Emerald	Link
Das Wirtschaftsstudium :WISU	0340-3084	D	100	Lange Verlag	Link
Der Betriebswirt - Management in Wissenschaft und Praxis	2628-7846	D	100	Berlin: Duncker & Humblot	Link
Harvard-Business-Manager	2195-1357	D	100	Hamburg: Manager-Magazin-Verl.-Ges.	Link
International Journal of Bank Marketing	1758-5937	D	100	Bradford: Emerald	Link
Marketing Intelligence Review	2627-4841	D	100	Nürnberg: Nürnberg Institut für Marktentscheidungen e.V.	Link
Marketing Review St. Gallen	1865-7516	D	100	St.Gallen: Thexis Verlag	Link
Transfer - Zeitschrift für Kommunikation und Markenmanagement	1436-798X	D	100	Hamburg: New Business Verlag GmbH & Co. KG	Link
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B important and respected journals in business administration					
C recognized journals in business administration					
D other academic journals in business administration					