

Journal Evolution and the Development of Marketing

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The main, original journals in marketing are *Journal of Retailing* (1925) and *Journal of Marketing* (1937). To an important extent, the field evolved from these progenitors. As Wilkie and Moore (2003) note, there was an explosion of new journals in the 1980s. This article considers the nature of the journals that have emerged in marketing and the order in which they were found to examine the pattern of growth in the field.

This analysis includes only marketing journals. Thus, numerous outlets that publish marketing-related research are not included, such as *Management Science*, *Journal of International Business Studies*, and *Sloan Management Review*. Although these journals have a major impact on the field, they are largely forums for work in other areas and thus do not provide an unconfounded reflection of trends in marketing.

The primary sources of journal articles and discussion are four articles: Baumgartner and Pieters (2003), Harzing (2004), Hult, Neese, and Bashaw (1997), and Theoharakis and Hirst (2002). Several categorization schemes have been provided. For example, Baumgartner and Pieters use five categories: core marketing, consumer behavior, managerial marketing, marketing applications, and marketing education. In this analysis, I use a modification of this that includes more categories to trace the evolution of journals over time.

Patterns

I arranged publications by initial publication year within categories, which produced Table 1 and, in turn, suggests Figure 1. It is clear that the field has splintered. The first major branch of the marketing-journal family tree is *Journal of Marketing Research*, which was found in 1964 (though *Journal of the Market Research Society* predated it by five years). This is followed by the behavioral–quantitative split, which is still evident in the field today. More specifically, *Journal of Consumer Research* emerged in 1974 to accommodate behavioral work (though *Journal of Consumer Affairs* predated it by seven years). Similarly, *Marketing Science* emerged in 1983. In addition to these two branches, two other primary branches emerged. One focuses on either specific application areas (e.g., service, new products) or elements of the marketing mix (e.g., advertising, price), and

the other addresses general topics, such as education, theory, or public policy.

Several other patterns are also evident, such as a direction toward internationalization. Although marketing as a discipline may have been based in the United States, neither marketing nor all the best work in the field is confined to North America. The result is a large number of journals with the word “International” in the title, along with several that are specific to either country (e.g., *Australian Journal of Marketing*) or region (e.g., *European Journal of Marketing*). This is important insofar as it helps bring talented and well-trained researchers into the field who have different cultural traits and values, as well as different interests.

Another direction familiar to academics is toward rigorous methods and theory. The prime example of this is *Journal of Marketing Research*, essentially a spin off from *Journal of Marketing*, which more heavily emphasizes research methodology. Journals have also focused on qualitative methods, experimental work (e.g., *Journal of Consumer Psychology*), and economic analysis (e.g., *Quantitative Marketing and Economics*).

Still another trend is the development of competing journals in an area. Some of these represent the desire for a special outlet for work that has been either excluded entirely or only minimally represented in the parent journal. For example, *Journal of Consumer Psychology* began as an outlet for experimental psychology–style work that was difficult to publish in *Journal of Consumer Research*. Similarly, *Quantitative Marketing and Economics* emerged for a segment of the *Marketing Science* readers, and *Journal of Advertising* is in competition with *Journal of Advertising Research*. Indeed, it appears that 10–20 years after a journal is found, another journal appears in the same area.

A final observation is that there is a large and growing number of increasingly specialized journals, as the partial listing under “Miscellaneous” in Table 1 indicates. This is fairly typical of maturing fields and affords small groups of scholars the opportunity to have a manageable community of their own, but it also splinters the field. Increasingly, doctoral students in consumer behavior know or care little about methods or concepts in marketing science, and vice versa, and neither group spends much time thinking about the problems of practice. At the first “large-scale” Association for Consumer Research meeting at the University of Massachusetts, the 90 people that gathered included not only behavioral and quantitative scholars but also interested practitioners. Moreover, they actually attended the same sessions and communicated with each other. It appears that we have come a long way but not necessarily in a good direction.

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Table 1. Marketing Journals

	Year First Published	Citations ^a	Influence Level ^b	Familiarity Level ^c	Rank ^d	Impact Factor ^e
Marketing in General						
<i>Journal of Retailing</i>	1925	895	2.6	32.3	42.2	.98
<i>Journal of Marketing</i>	1936	6043	19.1	82.6	92.2	2.61
<i>International Marketing Review</i>	1984			2.6	30.4	.33
<i>Journal of Marketing Management</i>	1985	192	.3			
<i>Marketing Management</i>	1992	110	.4	7.4	30.2	
<i>Journal of Strategic Marketing</i>	1993					
<i>Journal of Marketing Practice</i>	1995					
<i>Journal of Market-Focused Management</i>	1996–2003			3.2	33.3	
Quantitative Marketing Methods and Science						
<i>Journal of the Market Research Society</i> (<i>International Journal of Market Research</i> as of 2000)	1959	128	.3	3.9	27.5	
<i>Journal of Marketing Research</i>	1964	4461	16.4	86.7	97.7	2.14
<i>Journal of International Marketing and Marketing Research</i>	1973					
<i>Journal of the Academy of Marketing Science</i>	1973	932	2.9	27.5	57.5	1.32
<i>Marketing Science</i>	1982	857	3.3	65.9	95.6	1.20
<i>International Journal of Research in Marketing</i>	1984	258	.8	35.3	54.7	.75
<i>Marketing Letters</i>	1989	148	.6	23.8	29.9	.66
<i>Marketing Research</i>	1990					
<i>Journal of Targeting, Measurement, and Analysis for Marketing</i>	1992					
<i>Quantitative Marketing and Economics</i>	2003					
<i>Review of Marketing Science</i>	2003					
Theory						
<i>Journal of Marketing Theory and Practice</i>	1992	17	.1			
<i>Marketing Theory</i>	2001					
Consumer Behavior						
<i>Journal of Consumer Affairs</i>	1967	142	.4			.78
<i>Journal of Consumer Research</i>	1974	4119	13.7	75.9	96.3	2.59
<i>Journal of Economic Psychology</i>	1980	196	.4	5.8	68.4	.75
<i>Journal of Consumer Marketing</i>	1983	114	.3	3.8	18.9	
<i>Psychology and Marketing</i>	1984	169	.4	9.1	23.2	.50
<i>Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior</i>	1988					
<i>Journal of International Consumer Marketing</i>	1988					
<i>Journal of Consumer Psychology</i>	1991	78	.2	26.6	44.7	.39
<i>Consumption, Markets, and Culture</i>	1998					
<i>Journal of Research for Consumers</i>	2001					
<i>Journal of Consumer Behavior</i>	2002					
Global						
<i>Journal of Global Marketing</i>	1988	59	.1			
<i>Journal of Euromarketing</i>	1992					
<i>Journal of International Marketing</i>	1993	50	.2	6.1	28.6	.44
<i>Journal of International Marketing and Exporting</i>	1996					
Qualitative						
<i>Qualitative Market Research</i>	1998					
Social Issues and Public Policy						
<i>Journal of Consumer Policy</i>	1978	102	.1			
<i>Journal of Macromarketing</i>	1981					
<i>Journal of Public Policy & Marketing</i>	1982	324	.8	8.8	26.7	
<i>Journal of Non-Profit and Public Sector Marketing</i>	1994	14	.1			
<i>International Journal of Nonprofit and Voluntary Sector Marketing</i>	1996					

Table 1. Continued

	Year First Published	Citations ^a	Influence Level ^b	Familiarity Level ^c	Rank ^d	Impact Factor ^e
<i>International Review of Public and Non Profit Marketing</i>	2003					
Education						
<i>Journal of Marketing Education</i>	1979	251	.6			
<i>Marketing Education Review</i>	1991	65	.1			
<i>Journal of Marketing for Higher Education</i>	1992					
<i>International Journal for Advancement of Marketing Education</i>	2001					
<i>International Journal of Marketing Education</i>	2002					
Industrial/Business-to-Business						
<i>Industrial Marketing Management</i>	1972	1029	2.6	10.7	22.3	.56
<i>Journal of Business and Industrial Marketing</i>	1986	110	.2			
<i>Journal of Business to Business Marketing</i>	1993	18	.1			
Service						
<i>Services Marketing Quarterly</i>	1979	64	.2			
<i>Service Industries Journal</i>	1981					
<i>Journal of Services Marketing</i>	1987	135	.4	3.8	8.5	
<i>International Journal of Service Industry Management</i>	1990					.49
<i>Journal of Service Research</i>	1999			4.4	33.3	
Sports						
<i>Cyber Journal of Sports Marketing</i>	1997					
<i>International Journal of Sports Marketing and Sponsorship</i>	1999					
<i>International Journal of Sports Management and Marketing</i>	2004					
Health Care						
<i>Journal of Health Care Marketing (Marketing Health Services as of 1993)</i>	1981	173	.3			
<i>Health Marketing Quarterly</i>	1983					
<i>Journal of Hospital Marketing and Public Relations</i>	1987					
<i>Journal of Ambulatory Care Marketing</i>	1987					
<i>Journal of Pharmaceutical Marketing and Management</i>	1987					
<i>International Journal of Medical Marketing</i>	2001					
Advertising						
<i>Journal of Advertising Research</i>	1961	809	2.5	19.4	30.8	.88
<i>Journal of Advertising</i>	1972	486	1.5	17.9	27.0	.74
<i>Journal of Current Issues and Research in Advertising</i>	1978					
<i>International Journal of Advertising</i>	1982			3.5	17.6	
<i>Journal of Marketing Communications</i>	1995					
Pricing and Promotion						
<i>Pricing Strategy and Practice</i>	1993					
<i>Journal of Promotion Management</i>	1995					
Product						
<i>Journal of Product Innovation Management</i>	1984	656	1.5	12.2	28.3	1.62
<i>Journal of Product and Brand Management</i>	1992					
<i>Journal of Brand Management</i>	1993					
Channels and Sales						
<i>Journal of Food Distribution Research</i>	1969					
<i>International Journal of Retail and Distribution Management</i>	1973					
<i>Journal of Personal Selling & Sales Management</i>	1981	527		4.4	14.9	

Table 1. Continued

	Year First Published	Citations ^a	Influence Level ^b	Familiarity Level ^c	Rank ^d	Impact Factor ^e
<i>International Journal of Retailing</i>	1986					
<i>International Journal of Retail, Distribution, and Consumer Research</i>	1991					
<i>Journal of Marketing Channels</i>	1992					
<i>Journal of Retailing and Consumer Services</i>	1994					
Direct Marketing and e-Commerce						
<i>Journal of Direct Marketing</i>	1987–1997	185	.3			
<i>Journal of Database Marketing and Customer Strategy</i>	1993	185				
<i>International Journal of Electronic Commerce</i>	1996					
<i>Journal of Interactive Marketing</i> (formerly <i>Journal of Direct Marketing</i>)	1998					
<i>Interactive Marketing</i>	1999					
<i>Quarterly Journal of Electronic Commerce</i>	2000					
<i>Journal of Internet Commerce</i>	2002					
<i>Journal of Relationship Marketing</i>	2002					
<i>International Journal of Internet Marketing and Advertising</i>	2004					
Miscellaneous						
<i>Journal of Travel Research</i>	1962					
<i>International Journal of Bank Marketing</i>	1983					
<i>International Journal of Wine Marketing</i>	1989					
<i>Journal of International Food and Agribusiness Marketing</i>	1989					
<i>Journal of Travel and Tourism Marketing</i>	1992					
<i>Journal of Food Products Marketing</i>	1993					
<i>Journal of Hospitality and Leisure Marketing</i>	1993					
<i>Journal of Ministry Marketing and Management</i>	1994					
<i>Journal of Fashion Marketing and Management</i>	1997					
<i>Journal of Food Business Research</i>	1998					
<i>Journal of Research in Marketing and Entrepreneurship</i>	1999					
<i>Journal of Political Marketing</i>	2002					
<i>Journal of Marketing History</i>	2002					
<i>International Journal of Technology Marketing</i>	2004					

^aCitations Received in Network (1996–1997) (Baumgartner and Pieters 2003).

^bLevel of Influence (1996–1997) (Baumgartner and Pieters 2003).

^cIndex of Familiarity and Rank (Theoharakis and Hirst 2002).

^dPercentage in Top 10 (Theoharakis and Hirst 2002).

^e2003 Social Sciences Citation Index Impact Factor.

What Is (and Is Not) Marketing?

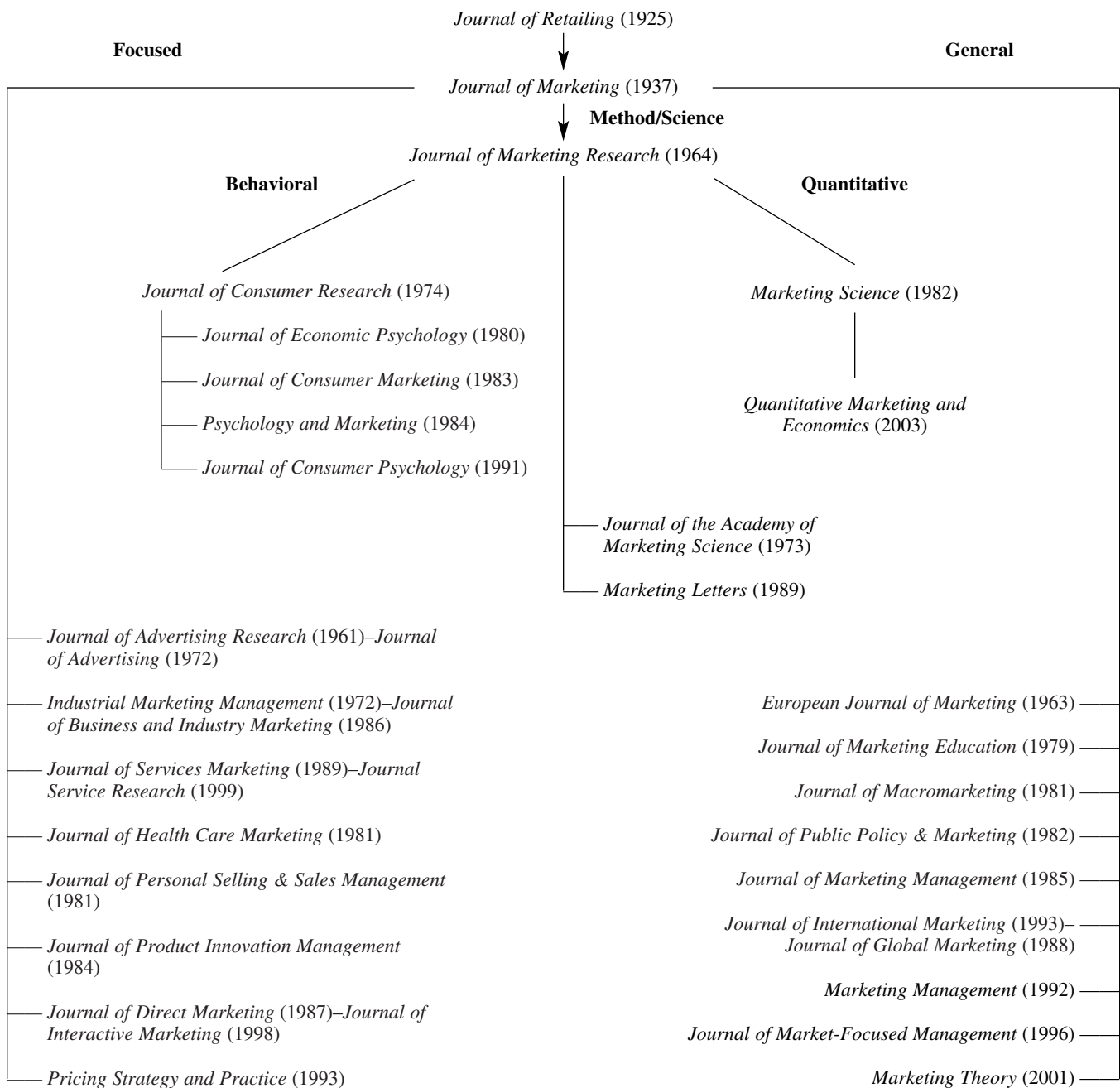
To a surprising (and distressing) extent, marketing has continually ceded areas of inquiry to other disciplines (Day and Montgomery 1999). Unfortunately, and when taken to extreme, this could eventually limit the field to the study of ad copy, price promotion, and satisfaction with and trust in relationships. Despite the large number of marketing departments previously being departments of marketing, transportation, and logistics, work on the value chain (i.e., the supply chain) has largely been ignored in marketing and has been taken over by operations (formerly production) departments. Furthermore, researchers in these departments are increasingly working on issues of pricing and product lines, which is central to marketing. In part, this is the result of an almost insidious development that looks down on problem-versus method- or theory-based research. Note, however,

that this is not inevitable. Articles in *American Economic Review*, *Journal of Finance*, and *New England Journal of Medicine* often address real issues without apparent harm to the journals' prestige.

Another area in which marketing has at least partially lost relevance is strategy. Although isolated areas of research are strong (e.g., market orientation), much of the work on this topic has moved to the more recently created area of strategy, with journals such as *Academy of Management Journal* and *Strategic Management Journal*. Although there have been attempts to create marketing journals in this area, either their impact has been limited (*Journal of Strategic Marketing*) or they have ceased to exist (*Journal of Market Focused Management*).

This pattern is also observed in topics such as quality and electronic commerce (now largely in the information technology area). The most recent example of this is in the area

Figure 1. A Partial Family Tree of Marketing Journals



of investor behavior. Essentially, this is consumer behavior for a particular, and particularly important, product category. Yet a disturbing number of people in marketing view this as outside the field, as reviewer comments such as “that’s not marketing” demonstrate. Thus, a subgroup of a field (economics and finance) that has a fairly rigid orthodoxy and belief in rational behavior has taken the opportunity to “create” the field of behavioral finance.

Marketing and the Disciplines

As marketing emerged as an academic area, it was populated by researchers who were trained in fields such as oper-

ations research, economics, and psychology. Similarly, because there were few marketing-publication outlets of high quality, a large number of key publications appeared in either general business (e.g., *Journal of Business, Management Science*) or discipline (e.g., *Operations Research, Behavioral Science*) journals.

The explosion of marketing journals in general and, more specifically, the emergence of *Journal of Marketing Research* and *Journal of Consumer Research* (which was and still is sponsored by a diverse array of associations, currently including the American Anthropological Association, American Association of Family and Consumer Science,

American Association for Public Opinion Research, American Economic Association, American Sociological Association, American Statistical Association, International Communication Association, American Psychological Association, Association for Consumer Research, American Marketing Association, and Institute for Operations Research and the Management Sciences) have made it possible to have high-status publications in journals that are targeted to people who are interested in marketing. This facilitates the development of the field, but it also decreases cross-fertilization with other fields.

A countertrend has also begun to emerge. For many young scholars, publication in discipline journals (e.g., *Journal of Personality and Social Psychology*, *Econometrica*) is viewed as at least equal to and in some cases better than publication in the top marketing journals. This has benefits, including making research more known outside the field and easing the importation of outside knowledge into marketing, but it also creates communication and cultural problems in the field that affect everything from the feeling of coherence and civility in departments to the content and coordination of the core marketing course.

Metrics and Talking to Ourselves

As a field (i.e., both practice and academia), marketing has largely been content to remain insular. This inward focus, which stands in direct contrast to the marketing concept, has led to a preoccupation with things “we” care about (awareness, attitudes) at the expense of things others in the business organization or academia care about. In turn, this has led to the current push for “metrics”—that is, the demonstration of marketing productivity in terms that others understand and value (e.g., profits, stock prices). Perhaps most critically, an inward focus both makes empirical generalizations more limited and less impactful and discourages the kind of mid- to broad range theories that Howard and Sheth (1969) exemplify.

Where Are We Going?

Despite all the entrepreneurial effort that it takes to begin a new journal, it is still clear which are the leading journals, and they are the same as they were 20 years ago. In other words, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, and *Marketing Science* were well ahead in prestige at the turn of the millennium, and the first three are well ahead in citations. Other highly cited outlets have been *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Industrial Marketing Management*, *Journal of Advertising Research*, *European Journal of Marketing*, *Journal of Personal Selling & Sales Management*, and *Journal of Advertising*.

With the exception of *Journal of Marketing*, the very top-tier journals place a premium on theory and method relative to the problem. Indeed, the pendulum may have swung too far in terms of black-belt methods when simple ones would suffice (and be easier to communicate). A consequence of this is that even the topic-oriented journals are increasingly insistent on the latest methods and theoretical development. The result is an overemphasis on method and considerable contortions to provide theoretical justifications. Although generalized results are the goal, it is not clear that forcing every article to appear to test theory or use the most advanced (complicated) methods is the best way to get there.

Another disturbing pattern is a tendency to avoid addressing important problems that are inherently messy. Closed-form solutions and experiments with college students have their place, but so do studies of real-world settings without perfect controls or multiple indicators of key constructs.

At this point, the reader may sense pessimism. Although admittedly there is concern, there is also hope. There are a tremendous number of talented people in the field. If we can somehow break from narrow orthodoxy and tackle problems that matter (both to business and to society as a whole), the future is bright. Hopefully, we are smart enough to seize the opportunity.

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