

Marquette University
e-Publications@Marquette

Management Faculty Research and Publications

Management, Department of

1-1-2013

Making Sense of Entrepreneurship Journals: Journal Rankings and Strategy Choices

Alex Stewart

Marquette University, alex.stewart@marquette.edu

John Cotton

Marquette University, john.cotton@marquette.edu

Accepted version. *International Journal of Entrepreneurial Behaviour and Research*, Vol. 19, No. 3 (2013): 303-323. [DOI](#). © 2013 Emerald. Used with permission.

Making Sense of Entrepreneurship Journals: Journal Rankings and Strategy Choices

Alex Stewart

*Department of Management, Marquette University
Milwaukee, WI*

John Cotton

*Department of Management, Marquette University
Milwaukee, WI*

Summary:

Dozens of peer-reviewed, English language journals are currently published in our field. How ought we to evaluate them? This paper seeks to answer this question. To do so, we utilize both relevant literature and data on Entrepreneurship journals. The literature derives from both information science and other research areas that reflect on their journals. The data derives from six citation measures from Google Scholar, Scopus, and Web of Science. We find 59 currently published English language, peer reviewed journals in Entrepreneurship. Contestable judgments based on their impact measures suggest that one of these 59 could be considered as "A+", four as "A", five as "AB", eight as "B", four as "BC", 23 as "C", thirteen as "barely detectable", and one as "insufficient data but promising".

Journal rankings affect the resources and prestige accorded to business schools, disciplines and subdisciplines, and individual scholars. However, the need to fit evaluations to school strategy implies that no rating system, ours included, is definitive. Multiple measures are needed, letter grades are misleading, and journal rankings should match the institution's strategy and priorities in stakeholder service. A wider purpose of this study is to alert readers to the range of current methodologies and the limits of conventional rankings. Our conclusions appear innocuous, but standard practice is to use restrictive measures, to employ letter grades, and to

prioritize only one stakeholder: scholars. These practices are poorly suited to the Entrepreneurship field.

Keywords: Entrepreneurship field, journal ratings, citations, publication, academia, stakeholders, business school strategy

1. Introduction

1.1 Sensitive questions

Journal evaluation presents challenges for scholars in research institutions. In the case of entrepreneurship, these challenges are compounded by its youth and the attendant doubts about its legitimacy (Katz, 2003; 2008; Kuratko, 2005). For example, Katz (2008) and Kuratko (2005) questioned whether its journals are highly valued. The top broader management journals possess greater prestige. In Fried's survey of "outlet[s] for entrepreneurship research", the *Academy of Management Journal* and the *Review* scored the highest (2003, p. 4). Entrepreneurship journals also generate fewer citations, as there are currently 20 "Management" journals with higher 2-year Journal Impact Factors than the current top-scoring entrepreneurship journal (*Journal of Business Venturing* or *JBV*).ⁱ

In the management discipline it has been expected that specialties should develop a top tier journal, as has been the case with strategic management, human resource management, and information technology (Hambrick & Chen, 2008). Entrepreneurship has achieved some success, with the *Journal of Business Venturing*, in particular, recognized as a top tier journal in many business schools (as tracked by its editor). However, the fact that the editor has kept these records may demonstrate the challenges faced by entrepreneurship journals.ⁱⁱ

1.2 Challenges in rating journals

The perceived need to track journal lists may reflect the difficulties in creating these lists. These lists are ratings of journals that are used as inputs for faculty merit decisions. If you were to be charged with deciding which entrepreneurship journals to include and how to rate them, you would find some obvious candidates, such as the *Journal of Business Venturing* (*JBV*) and *Entrepreneurship Theory and Practice* (*ETP*). But you would discover many others, including non-U.S. and regional-sounding journals like the *ICFAI University*

Journal of Entrepreneurship Development from India. You would also find many specialized entrepreneurship journals, such as the *International Journal of Gender and Entrepreneurship*. Moreover, you could not simply rely on published lists (e.g. Fried, 2003) as new journals appear rapidly (Katz, 2003) and surveys go out of date.

Yet journal ratings are consequential in scholars' careers, regardless of discipline. Thus, they should be accurate, fair, and based on some empirical support (Marsh & Hunt, 2006). They should also fit with the business school's strategy (Cotton & Stewart, 2013). Therefore, if you were in fact creating a list you might well develop a series of questions to be addressed. First, *can* you or *should* you try to resist the rating exercise? If you cannot or should not, the second question is, how inclusive or exclusive a range of journals should you consider? Third, what methods should you use in your ratings? Fourth, how should you determine the cut-points between ratings levels? Fifth, what level of journal ratings should count for faculty merit? Sixth, how can you match your approach to journal evaluation with the business school's strategy and its approach to stakeholder service?

We will consider each of these questions in turn. Our answers, while scarcely definitive, will be based on previous studies and on current descriptive data. The literature is derived from information science and fields that, like management, struggle with the evaluations of their journals. The data are derived partly from reputation and largely from citation measures of entrepreneurship journals. On these bases we propose contestable ratings of the entrepreneurship journals. However, no list, ours certainly included, is definitive or suited to all institutions.

2. Question one: Can you resist rating journals?

The short answer is "no". Journal lists have shortcomings. They induce rigidity in research standards, they focus on the input (articles) and not on the output (contributions to the field), and they harm faculty who do specialized research, especially if they publish in newer journals (Van Fleet, McWilliams, & Siegel, 2000). Yet for all their problems, they are inevitable. The evaluation of journals, long a contentious subject, has only gained in significance (Adler & Harzing, 2009). With the growth in journals and, more recently, on-line

publications (Palmer, Speier, Wren, & Hahn, 2000), promotion and tenure decision makers puzzle over how to evaluate publications from many sources (Marsh & Hunt, 2006). The careers of assistant professors often depend on their answers (Giles & Garand, 2007). Further, as departments and colleges are being ranked more often (Jain & Golosinski, 2009; Giacalone, 2009), an important consideration is where their faculties are publishing (Baden-Fuller, Ravazzolo & Schweizer, 2000; Podsakoff, MacKenzie, Podsakoff & Bachrach, 2008). Better departments are expected to publish in better journals, so journal evaluations influence how departments are evaluated.

Another reason journal rating is unavoidable is that competition for resources is increasingly based on research productivity, measured by how much and where that research is published (Lawrence, 2008; Nkomo, 2009). Therefore, journal evaluations can influence financial rewards. In the United Kingdom, the Research Assessment Exercise (RAE) determines how £8 billion - £4 billion of it discretionary - is distributed to departments in over 100 universities (Oswald, 2007; Paul, 2008). Part of this decision is based on evaluations of the quality of journals in which departments publish. Finally, the global proliferation of business schools, most seeking to emulate U.S. publishing practices, increases the emphasis on perceptions of journal quality. Thus, management academics face more concerns than in the past with journal ratings.

3. Question two: How inclusive or exclusive a list should you develop?

A starting point to rating entrepreneurship journals is to identify all the peer-reviewed journals in the field. Many scholars may be surprised to find how many there are. Beginning with Cabell's Directory and Jerry Katz's (2012) list, and removing any journals that fail to refer to entrepreneurship in their mission or that have ceased publication, we find 60 peer-reviewed English language entrepreneurship journals. We then drop *Technovation*, which includes "Entrepreneurship" in its full name but which "barely address[es]... the issue of entrepreneurship" (Garcia, Pereira do Carmo, & Santos, 2006, p. 1314). Newer journals continue to appear, such as the *Journal of Entrepreneurship and Public Policy*, *Journal of Family Business Strategy*, *Journal of Family Business Management*, and the *Journal of*

Ethics and Entrepreneurship. However, these journals are too new to have acquired a citation or reputation record. Therefore, we take 59 journals as our population for analysis. These are listed in Table 1.

[Table 1]

Another boundary question is how pluralistic a field entrepreneurship should be. Should only its own journals count? It draws on other business fields and older disciplines (Baker & Pollock, 2007; Matlay, 2011). For example, the May 2012 issue of *JBV* includes seven articles, six of which cite heavily from psychology or economicsⁱⁱⁱ. Not only does the field draw from older disciplines, its leading scholars may publish in older discipline journals - e.g. Aldrich in sociology, Baron in psychology and Amit in economics. Entrepreneurship researchers are a heterogeneous lot (Baker & Pollock, 2007; Matlay, 2011; Meyer, 2009). The appropriate set of journals for one entrepreneurship scholar may overlap little with that of another. Therefore, while we examine only entrepreneurship journals we acknowledge that entrepreneurship scholars legitimately publish in others.

4. Question three: What methods should you use to evaluate journals?

Can we find methods for evaluating journals that are up to the tasks we have noted: accuracy, fairness and empirical support? Can we at least utilize journal ratings appropriately once they are developed? For both purposes – appropriate methods for generating ratings and for their suitable use – we need to be aware of the methods that produced them. The two most common methods that are used are surveys of academics and counts of citations to journals. Both suffer from significant problems (Giles & Garand, 2007).

4.1 Should you rely on surveys of journal reputation?

The original method has been surveys of academics about their perceptions of journal quality. In addition, the most common method of ranking journals, a list prepared by an individual department or

school, is essentially a limited survey, with some of the advantages and all of the problems of any survey. The strength of the survey approach is that it directly assesses academics' perceptions regarding journals. However, survey rankings share various drawbacks.

The first question with a survey is "who should be surveyed?" Some surveys have contacted department heads (Enomoto and Ghosh, 1993), others a sample of academics (Barman, Tersine & Buckley, 1991), or of academics at prestigious business schools (Theoharakis & Hirst, 2002). Others have tried to include an international sample (Oltheten, Theoharakis, & Travlos, 2005). These differences in samples influence the ratings. Studies have demonstrated that ratings vary across geographical origins (Oltheten, et al., 2005), for example between American and European academics (Theoharakis & Hirst, 2002). Ratings also vary depending on faculty seniority (Oltheten, Theoharakis, & Travlos, 2005) and personal experiences with the journals (Oltheten et al., 2005; Theoharakis & Hirst, 2002).

Scholars from different subfields also vary in their ratings of the same journals (Enomoto & Ghosh, 1993). An example in the entrepreneurship field is the difference in lists in two recent publications. Carraher and Paridon (2008/2009) polled a sample of members of associations affiliated with the *Journal of Small Business Strategy (JSBS)*. This sample ranked the journal third out of 34 entrepreneurship journals. However, Fried's (2003, p. 2) sample of "widely recognized and widely published scholar[s]" did not include it amongst the entrepreneurship journals deemed to be of "appropriate" or better quality. Our point is not that either survey was flawed but that different methods and different samples of raters yield different results.

Surveys have other limitations. First, since surveys elicit perceptions, they are susceptible to perceptual biases. One bias is the halo effect. Respondents are incapable of evaluating a large percentage of the journals included in the survey (Uncles, 2004). Therefore, journals associated with prestigious organizations tend to have inflated evaluations and vice versa. Prestigious sounding names, even fictitious names, may be highly valued (Hawkins, Ritter & Walter, 1973). Further, perceptions of journal quality fail to match changes in the journals (Giles & Garand, 2007). We suspect that many would be surprised by the high rating we find below for *FBR*, which ranked only

26th overall and 12th among entrepreneurship journals in the survey by Carraher and Paridon (2008/2009).

A related problem with surveys is that their coverage is incomplete. The 2001 Research Assessment Exercise (RAE) in the UK found that business faculty there published in 1,582 different journals (Geary, Marriott, & Rowlinson, 2004), demonstrating that most journals will be left out in any survey. The survey by Fried (2003), which aimed to include only journals of an "appropriate" quality, included only nine entrepreneurship journals out of 25 in all. Carraher and Paridon (2008/2009) included 34 entrepreneurship journals; nonetheless, nine of the top 20 journals ranked by citations from *Publish or Perish* in our list below are not found in their list.

4.2 Should you rely on citation impact ratings like the Journal Impact Factor (JIF)?

Because of the limitations of surveys, more recent journal evaluations tend to employ citations. Comparisons of citations have led to journal impact ratings, typically using the Social Sciences Citation Index (SSCI), which is published as part of the Web of Science by Thomson Scientific (Herther, 2007). The primary measure employed has been the Journal Impact Factor (hereafter JIF, Garfield & Sher, 1963). This is computed as follows: the 2-year JIF for 2011 is the total number of citations received by the journal in 2011 for articles it published in 2009 and 2010, divided by the number of articles the journal published in 2009 and 2010. The 5-year JIF includes the previous three years as well.

The journal impact factor lacks apparent biases but it also has limitations. For example, a paper may be cited because it is conveniently available, be cited but only be tangentially relevant, or be cited in order to rebut or criticize it (Baird & Oppenheim, 1994; Gorman, 2008). The assumption that citing an article is an indication of the article's value has never been empirically demonstrated. A related problem is a "snowball" effect of citing (Macdonald & Kam, 2010), where once a citation is used by one scholar, other scholars may use the same citation (Aldrich, Fowler, Liou, & Marsh, 2004). Yet another problem with citations is the assumption that all citations are equally indicative regardless of where they are cited.

A major concern with the JIF is the small number of journals covered. For example, out of the 59 entrepreneurship journals we find, only eight of these have JIF statistics. This creates two problems. First, the impact of many journals is not evaluated. Second, for the journals that are included, the JCR will undercount their impact because other entrepreneurship journals that tend to cite them are excluded. There is no way to estimate this exclusion might bias the impact ratings. The problem of excluded journals is even more of an issue for non-English journals. Svensson (2010) and many others have complained that journals in any language other than English tend to be undervalued or completely ignored.

Another problem is that citations are highly skewed (Seglen, 1992). With all journals, even highly ranked ones, there are a small number of articles with many citations, and a number of articles with very few or no citations. Because the JIF is a mean, it can be strongly affected by a single, highly cited paper (Carrio, 2008; Singh, Haddad, & Chow, 2007). Further, disciplines and journals have varying citation lags, but the commonly cited JIF has a two-year window rather than the more recently introduced 5-year JIF (Carrio, 2008). For most people the journal impact factor *is* the 2-year JIF, which is the only impact measure reported on a wide variety of journal websites. This window tends to favor journals with fast turnarounds and immediate impact (Vanclay (2009).

Both JIF measures share other limitations. They are influenced by extraneous factors, such as what types of articles are published in the journal. Book reviews, editorials and letters are seldom cited but counted in the denominator for the JIF (Borokhovich, Bricker & Simkins, 2000; Moed & Van Leeuwen, 1995). This limitation appears to dampen the JIFs for the *International Small Business Journal* and possibly other journals in our sample. Doubts have also been expressed about its reproducibility and its susceptibility to editorial manipulations such as the active recruitment of 'high-impact' articles" (Chapman & Ellinger, 2009).

4.3 Comparisons of surveys versus citation methodologies

Several studies have compared and contrasted the rankings from peer surveys and citation analyses (Coe & Weinstock, 1983;

Mabry & Sharplin, 1985; Nederhof & Zwaan, 1991). In summary, correlations within each methodology (survey or citation impact) are very high. Correlations between survey and citation data are much weaker, but statistically significant (r 's of .30 to .50). However, typically many journals included in one evaluation method are not in the other. In addition, extreme differences are not uncommon with the rankings of a specific journal.

4.4 Scopus: A competitor to the Web of Science (SSCI)

Since its inception in the early 1960s, the Web of Science held a monopoly on counting scientific citations until Scopus, a new commercial competitor, emerged in 2004. Scopus is developed and distributed by Elsevier Publishing. It covers a wider range of journals (a total of 1114 in Business and Management), especially non-American journals, as well as some conference proceedings and book series. However, Scopus has little coverage before 1996 and like the SSCI still excludes the majority of journals.

Scopus utilizes two measures to evaluate journals: the Scimago Journal Rank (SJR) and the Source Normalized Impact per paper (SNIP). The SJR uses weighted citations, with citations from more prestigious sources contributing more to the SJR. The SNIP weighs citations based on the total number of citations in a subject field. Therefore in fields where citations are more common, each citation counts somewhat less. Just as the JIFs are based only on citations from journals in the SSCI, the SNIP and SJR are based only on journals included in Scopus (Ashkanasy, 2007; Davis, 1998). In Table 1 two columns represent these two Scopus measures (obtained from Scopus August 4, 2012). SNIP covers 26 and SJR covers 31 of the 59 entrepreneurship journals. There have been a couple of studies comparing citation counts (but not journal rankings) in Scopus versus the SSCI. Scopus tends to generate more citations and a greater proportion of non-English citations than the SSCI (Kulkarni, Aziz, Shams & Busse, 2009). However, both sources will generate citations the other did not include (Bakkalbasi, Bauer, Glover & Wang, 2006).

4.5 Should you rely on citation measures from Google Scholar?

Google Scholar (hereafter GS; <http://scholar.google.com>) is an option within the Google search engine for retrieving academic publications. In GS, papers can be retrieved in various ways, including search terms, by author, publication, date or by subject areas. By searching for a particular journal, say *JBV* with no other options selected one receives (on a recent search) 1,260 references to that journal, of which the first 1,000 can be retrieved. Within the notice for each article, GS shows the number of citations it has found. Retrieved articles are ranked by "the prominence of the author's and journal's previous papers, the citation count, publication date, and a number of other factors" (Google, personal communication, 2007). Generally the earlier articles are listed first and are ranked by citation count, but there are exceptions.

A simpler way to utilize GS and generate statistics on journal impact is by using the software program *Publish or Perish (PoP)* developed by Harzing (2011) and distributed free of charge. In its journal impact module, the articles found for the journal are listed, sortable by year, title, total number of citations, citations per year, and other ways. The number of articles, citations, and other statistics are summarized. Harzing (2010) offers advice on its use.

The advantages and disadvantages of GS follow from its dependence on data from the World Wide Web as opposed to a "structured... bibliographic database" (Harzing, 2010, p. 160). Because it is internet based, it is continually updated and globally comprehensive. By the same token it includes a wide mix of documents. Journal raters can decide which of these to include or exclude, among conference papers, books, business and government documents, patents, and syllabi (Kulkarni et al., 2009; Bakkalbasi et al., 2006). Whether these citing sources interest the journal ranker will depend on the school's strategy (discussed below). Certainly, *PoP* offers the most comprehensive coverage available, both in terms of citing sources and journals covered. It potentially covers all 59 entrepreneurship journals.

Despite its more extensive coverage, Google finds very few citations or even none at all for about 25 of the journals (the 13 that

we rate as "barely detectable" and 12 others, 8 of which we rate as "C"). Using *PoP* to cover the same time periods as the 2- and 5-year JIFs, we find, respectively, adequate data for 47 and 45 of the 59 journals. Data limitations remain an obstacle even with internet-based searches. In fact, of the 354 cells in our table of citation measures (six measures by 59 journals), 189, or more than half, are empty. Therefore, many journal evaluations based on available data must be treated with caution due to data limitations as well as the limitations of surveys or citations. An implication we suggest is that given limited data, all appropriate sources ought to be utilized.

4.6 Comparing journal impact ratings

In order to evaluate all 59 entrepreneurship journals as best we can, we utilize six citation measures: JIF and *PoP* two- and five-year measures of average citations to articles per journal, and the two Scopus measures, SNIP and SJR. The JIF measures are often considered standards, as evidenced by journal web pages, which overwhelmingly cite the 2-year JIF if it is available. Fortunately, the more comprehensive SNIP and 5-year *PoP* measures are alternatives that are highly correlated with the JIFs. All the citation measures are all significantly correlated with one another, with two exceptions. SJR measures are not significantly correlated with either of the two JIF measures. The JIF measures are the most highly correlated with the SNIP and the 5-year *PoP* measures (0.90** and 0.78* for the SNIP with 2-Yr and 5-Yr JIFs, and 0.72* and 0.77* for the 5-year *PoP*).

Table 1 presents all six citation measures, showing the scores and the rank orders for each of the measures. We show the rank orders as they provide an easy to follow context for the six measures. Rank orders are limited because they fail to capture distances. With skewed distributions such as we find with citations, rank differences at the high end tend to understate distances, and overstate them in the long tail of less cited journals.

5. Question four: How should you set the cut-points between rating groups?

Citation scores and rankings are raw data. How to interpret them in terms of ranking is a matter of judgment. Regardless of the rating method, a widespread convention is to lump journals into

quality grades. Most fields can name two, three or more "top" journals but beyond this group, evaluations become more variable and less precise. This had led to numerous attempts and discussions about rating journals, typically using a three- or four-point grading of journals. Examples include the ratings of journals in management (Coe & Weinstock, 1984), strategy (Tahai & Meyer, 1999), operations research (Vastag & Montabon, 2002), information systems (Rainer & Miller, 2005), marketing (Hawes & Keillor, 2002), finance (Oltheten, Theoharakis, & Travlos, 2005), economics (Laband & Piette, 1994), and accounting (Brown & Gardner, 1985). Efforts to develop and utilize clear groups of journals continue unabated (e.g., Certo, Sirmon & Brymer, 2010). However, we wonder if the task might be quixotic. We see two troubling problems with groupings: cutoff points are arbitrary and consensus is lacking.

5.1 Can you definitively rank particular journals?

Any set of journal grades is contestable. To have distinct classes of journals (e.g., "A", "B", "C" journals), ideally we should have clearly distinguished groupings with identifiable breaks between the brackets. However, actual breaks are subject to judgment calls. This problem affects both citation and survey approaches. This is particularly a concern with secondary journals, yet even lists of top journals vary considerably. For example, Certo, Sirmon and Brymer (2010) examined changes in scholarly productivity by examining eight "top-tier" journals. Meanwhile, in the same issue of the journal that published their article, another article by O'Brien, Drnevich, Crook and Armstrong (2010), included 14 "A" management journals not on the Certo, Sirmon and Brymer list. Although reputation ratings are almost always stated as point estimates, the confidence intervals of ratings of entrepreneurship journals overlap considerably (Stewart, 1995). Marsh and Hunt (2006, p. 310) found, in their survey of business schools' journals lists, that clear distinctions among the letter ranks could not be determined.

This is apparent in Figure 1, which graphs the distribution of citations for the 5-year *PoP*. For the great majority of journals, no clear breaks exist. As is typical in skewed distributions, the notable breaks in the numbers occur among the few very top journals. Nevertheless, what breaks can be found are objective sources for distinguishing among the rating levels. In the case of the 5-year *PoP*

distribution shown, the breaks that we found were as follows: 46 = A+, 29-36 = A, 23 = AB, 9-16 = B, 5-7 = BC, 2-4.5 = C, under 2 = D. We followed the same procedure for finding empirically existing breaks for the other five citation measures. This formed the sole basis for the ratings for each measure found in Table 1. The "overall" rating in the first column is based on the pattern among the six measures.

[Figure 1]

Journals fare better by some measures than by others. No single measure should be considered definitive. Moreover, rank orders fluctuate somewhat over time. For example, in the previous year's measures, *FBR* had the highest 2-year JIF, but the increase in the figure for *JBV* this past year outpaced the increase for *FBR*. However, rank orderings exaggerate the differences among the six measures and they generate similar letter grades. Amongst the journals with at least two citation based letter grades, the average difference between the best and worst grade is less than one letter grade. Thus, for all the limitations in data and in citation measures as such, these letter grades are rather robust. What they are *not* is definitive. Schools with different strategies should interpret the data differently. Schools that care little for entrepreneurship might discount these ratings (though we would hope they would not!). Schools that do care might inflate them, and if they focus on particular regions or subspecialties, raise the ratings of journals that best match their strategy.

6. Question five: What level of journal should you count for faculty merit?

6.1 In defense of "B" journals

Whether or not clearly delineated ratings are feasible, we see four arguments for the value of so-called "B" journals. By this we mean the journals in the "elbow" of the skewed distributions such as that in Figure 1. The first argument is that "A" journals are not the only path to career success. Certo, Sirmon and Brymer (2010) argued that top business schools require frequent publication in their list of top-tier journals, leading these authors to propose increased openings

in these journals. However, management professors at top tier business schools do get promoted without intense publication in these top journals. In the *Business Week* top 20 business schools, we found 56 management professors with doctorates from 1998 onwards who had been promoted to associate or full professor. These faculty members published a paper in one of Certo and colleagues' list only once every three years; once every four years if we remove the top three producers. Several (11) of the promoted scholars had only one such article and several more (17) had no such articles. However, these scholars had published frequently, mainly in other management journals and often in leading journals from the other disciplines.

More evidence that scholars can succeed with other publication patterns is found in the entrepreneurship field. Saßmannshausen meticulously created a dataset of citations to studies of social networks and entrepreneurship. He found that if a school were to recruit an endowed chair in that specialty, "if the assessment of applicants is based on the impact of individual research... as indicated by ISI Impact Factor [JIFs]... Howard Aldrich would not even be... under consideration! But if the assessment is based on the real impact of every single contribution, Howard Aldrich would be your leading candidate" (Saßmannshausen, 2010, p. 21).

A second argument in favor of "B" journals is that they generate citations for particular papers that often are similar to top rated journals. One way to examine the relationship between the likelihood of an article being noticed and the rating level of the journal is by means of the h-indices of the journals (Table 1). The h-index shows the maximum number of articles having at least that number of citations; in this case, we use citations from the 5-year *PoP*.^{iv} These indices, just as with the mean citation scores, show that if you want your work to be noticed your best bet is the A or A+ journals. Their h-indices are in the 40-60 range. However, articles in "AB" and "B" level journals also fare quite well. "AB" journals are little more noticed than the "B's", with scores in the 20 to 30 range, about five points higher than the "B's". The "C" journals are highly varied with several low scores, 15 of them scoring lower than 10. However, their top score is 18 and some of these journals may be rising in visibility. Finally, the journals we label as "barely detectable" do, by h-index measures, fit

the description.^v Of course, the less cited journals might publish good work and have relevance for particular subspecialties and regions.

A third argument in favor of "B" journals is the lack of evidence that elite journals have superior editorial processes. Starbuck (2005) examined the publication process to determine how much of the acceptance decision was accurate, and how much variance was part of the decision. His conclusion was that "editorial selection involves considerable randomness. Highly prestigious journals publish quite a few low-value articles, low-prestige journals publish some excellent articles, and excellent manuscripts may have received successive rejections from several journals" (Starbuck, 2005, p. 196). The venue of publication is a poor proxy for the value or impact of papers (Singh, Haddad & Chow, 2007). Similarly, Oswald (2007, p. 21) concluded a study of economics publications that "it is better to write the best article published in an issue of a medium-quality journal...than all four of the worst articles published in an issue of an elite journal".

A fourth argument in favor of "B" journals is that top journals fail to offer sufficient variation and exploration in scholarship. As Goodall (2008) demonstrates with the case of inattention to global warming, specialty journals are needed because elite journals lag in innovations. This results partly from an editorial orientation biased towards removing flaws rather than rewarding innovation (Paul, 2008). It also results from a seemingly inevitable process in which "as a journal evolves over time its focus systematically narrows to reflect the orthodoxies of the community of scholars that emerges around it" (Daft & Lewin, 2008, p. 178). Therefore, evaluation systems that focus on elite journals can overvalue conformity in theory building and testing (Lee, 2008). Moreover, these systems marginalize not only heterodox journals (efforts to generate lists of "core" journals have the effect of marginalizing heterodox journals (Freeman, 2008) but also journals that emphasize practitioner implications or pedagogy (Reinstein & Calderon, 2006).

7. Question six: How can your rating system match your business school's strategy?

Journals are assessed for their quality. The strategic question is, quality for whom? We contend that decisions on rating journals should be consistent with the department or college strategy,

assuming of course that the unit does have a strategy (Cotton & Stewart, 2013; Keller, 1983, Chap. 4). In order to align ratings with strategy, a fundamental question to answer is, who are your important stakeholders? One could argue these might be other scholars (Daft & Lewin, 2008; March, 2003). However, these are not the only stakeholders the school might wish to influence (Marsh, 2010). Entrepreneurship scholars may want to have an impact on students and other educators (Stähli, 2005; Horn & Kennedy, 2008), business practitioners (Arnett, German, & Hunt, 2003; Lorsch, 2009), government and regional leaders (Chatterton & Goddard, 2000; Marafioti & Perretti, 2006), or some combination (Matlay, 2011).

A follow-up question to "quality for whom?" is "Whom do you need to influence for your school to become better?" Perhaps improvement by your school will come by means of specialization in a subfield of entrepreneurship, such as sustainability, technology, family business or many other possibilities. Interestingly, 44 of the 59 journals – three quarters - are niche journals within the entrepreneurship field. Some of these are regional, and it may be that your school seeks to influence regional, rather than global, stakeholders. In our sample, one of the lowest ranked journal of the 59 is from South Africa. Yet, 38% of sub-Saharan African universities (excluding South Africa) report a primary focus on research (Kabongo & Okpara, 2010, p. 303). For these universities African journals may be particularly useful. Not surprisingly, then, there is little agreement across countries on how to evaluate journals (Alexander, Scherer, & Lecoutre, 2007).

Some business schools have successfully improved their reputation through the strategic focus on certain specialties. Babson College, the University of Maryland, and the University of Washington all improved their status through focus strategies involving some combination of technology and entrepreneurship (Martinez & Wolverton, 2009, p. 26; Cohen, 2003). To so, these schools needed to rate publications differently than before (Cohen, 2003). This will be necessary if scholarship in a field such as entrepreneurship is to be encouraged. A challenge this raises is that rating specialty journals as "A" might be claimed to reduce the value of the most prestigious general journals, even if the latter are considered "A+".

8. Conclusion

What are the main lessons you could bring to your colleagues after reflecting on the six questions above? We suggest lessons for entrepreneurship publication in particular, and journal rankings and ratings in general. For the former, we would start with the most obvious point: Do not commit "the folly of rewarding A, while hoping for B" (Kerr, 1995). If entrepreneurship is a part of your school's strategy, publication in entrepreneurship journals will need to be rewarded. Moreover, there are lessons about journal ranking that apply particularly acutely to entrepreneurship.

8.1 Conventional journal ratings harm the entrepreneurship field

Conventional journal rating methods are ill suited to entrepreneurship. As Baker and Pollock (2007, p. 303) argued, "Entrepreneurship is perhaps the most applied of the management fields". A narrow focus on academic journals serves it poorly (Katz, 2003; Meyer, 2009). It is rapidly globalizing in its faculty (Katz, 2003). A narrow focus on Anglo-American journals serves it poorly. It is cross-disciplinary (Baker & Pollock, 2007; Matlay, 2011). A narrow focus on business school journals serves it poorly. It seeks innovation – as evidenced by the proliferation of niches journals. A narrow focus on "mainstream management journals" serves it poorly. Conventional merit is bought at the price of originality and of "the distinctiveness of the domain of entrepreneurship research" (Katz, 2003, p. 296).

Other lessons apply to journal lists in general. Journal lists are unavoidable but need to be used judiciously. For example, they should not be based on only one rating method. All approaches, including recent ones such as GS and Scopus' SNIP and SJR measures, have strengths and limitations. Users of journal lists should also recognize that journal impacts are skewed, that sharp distinctions among levels are arbitrary, and that "B" journals often play a valuable role in scholarship.

8.2 Journal lists should reflect policy choices

The recognition and rewarding of scholarship should reflect the school's strategy. Distinctive strengths and stakeholder service may

lead to encouraging specialized niches, both within the entrepreneurship field and across external disciplines. Your institution has two choices. It can outsource its evaluations to externally generated ratings, such as the British RAE or the SSCI, the Australian Deans' lists, or for that matter ours. In so doing it adopts their weightings for entrepreneurship. The school is effectively saying that it has no strategy of its own. If this occurs, the department is unlikely to develop a distinctive profile of research capabilities.

Alternatively your school can develop ratings that reward publication in a distinctive array of specialties. Entrepreneurship is not the only business field that is cross-disciplinary or attentive to practitioner needs (Hart & Mars, 2009). Non-traditional forms of scholarship, including non-journal publications that are widely read, may better fit your school and its stakeholders (Hoffman, 2004; Meyer, 2009). Ultimately your decision on a list of journals should depend on the objectives of your school and its stakeholders. Therefore, you might find that your work in developing a journal list will uncover an underlying task: in order to develop a journal list, you and your colleagues first have to settle on a strategy for the school in general and for entrepreneurship in particular. That task could make the challenges of journal lists seem like child's play by comparison.

References

- Adler, N. J., & Harzing, A.-W. (2009). When knowledge wins: Transcending the sense and nonsense of academic rankings. *Academy of Management Learning and Education*, Vol. 8 No. 1, pp. 72-95.
- Aldrich, H. E., Fowler, S. W., Liou, N., & Marsh, S. J. (2004). Other people's concepts: Why and how we sustain historical continuity in our field. *Organization*, Vol. 1 No. 1, pp. 65-80.
- Alexander, J. K., Scherer, R.F., & Lecoutre, M. (2007). A global comparison of business journal ranking systems. *Journal of Education for Business*, Vol. 82 No. 6, pp. 321-327.
- Arnett, D. B., German, S. D., & Hunt, S. D. (2003). The identity salience model of relationship marketing success: The case of nonprofit marketing. *Journal of Marketing*, Vol. 67 No. 2, pp. 89-105.
- Ashkanasy, N. M. (2007). Playing the citations game. *Journal of Organizational Behavior*, Vol. 28 No. 6, pp. 643-645.

- Baden-Fuller, C., Ravazzolo, C. F. & Schweizer, T. (2000). Making and measuring reputations-The ranking of European business schools. *Long Range Planning*, Vol. 33 No. 5, pp. 621-650.
- Baird, L. M. & Oppenheim, C. (1994). Do citations matter? *Journal of information Science*, Vol. 20 No. 1, pp. 2-15.
- Baker, T., & Pollock, T. G. (2007). Making the marriage work: The benefits of strategy's takeover of entrepreneurship for strategic organization. *Strategic Organization*, Vol. 5 No. 3, pp. 297-312.
- Bakkalbasi, N., Bauer, K., Glover, J., & Wang, L. (2006). Three options for citation tracking: Google Scholar, Scopus and Web of Science. *Biomedical Digital Libraries*, 3, 7.
- Barman, S., Tersine, R. J., Buckley, M. R. (1991). An empirical assessment of the perceived relevance and quality of POM-related journals by academicians. *Journal of Operations Management*, Vol. 10 No. 2, pp. 194-212.
- Baron, R. A., Hmieleski, K. M., & Henry, R. A. (2012). Entrepreneurs' dispositional positive affect: The potential benefits – and potential costs – of being “up”. *Journal of Business Venturing*, Vol. 27 No. 3, pp. 310-324.
- Bicknell, A., Francis-Smythe, J., & Arthur, J. (2010). Knowledge transfer: Deconstructing the entrepreneurial academic. *International Journal of Entrepreneurial Behaviour and Research*, Vol. 16 No. 6, pp. 485-501.
- Bornmann, L., Mutz, R., & Daniel, H.-D. (2008). Are there better indices for evaluation purposes than the *h* index? A comparison of nine different variants of the *h* index using data from biomedicine. *Journal of the American Society for Information Science*, Vol. 59 No. 5, pp. 830-837.
- Borokhovich, K. A., Bricker, R. J., & Simkins, B. J. (2000). An analysis of Finance journal impact factors. *The Journal of Finance*, Vol. 55 No. 3, pp. 1457-1469.
- Brown, L. D. & Gardner, J. C. (1985). Using citation analysis to assess the impact of journals and articles on contemporary accounting research (CAR). *Journal of Accounting Research*, Vol. 23 No. 1, pp. 84-109.
- Carraher, S. M., & Paridon, T. J. (2008/2009). Entrepreneurship journal rankings across the discipline. *Journal of Small Business Strategy*, Vol. 19 No. 2, pp. 89-98.

- Certo, S. T., Sirmon, D. G., & Brymer, R. A. (2010). Competition and scholarly productivity in management: Investigating changes in scholarship from 1988 to 2008. *Academy of Management Learning and Education*, Vol. 9 No. 4, pp. 591-606.
- Chapman, K., & Ellinger, A. E. (2009). Constructing impact factors to measure the influence of supply chain management and logistics journals. *Journal of Business Logistics*, Vol. 30 No. 2, pp. 197-211.
- Chatterton, P., & Goddard, J. (2000). The response of higher education institutions to regional needs. *European Journal of Education*, Vol. 35 No. 4, pp. 475-496.
- Chwolka, A., & Raith, M. G. (2012). The value of business planning before start-up — A decision-theoretical perspective. *Journal of Business Venturing*, Vol. 27 No. 3, pp.385-399.
- Coe, R., & Weinstock, I. (1984). Evaluating the management journals: A second look. *Academy of Management Journal*, Vol. 27 No. 3, 660-666.
- Cohen, A. R. (2003). Transformational change at Babson College. *Academy of Management Learning and Education*, Vol. 2 No. 2, pp. 155-166.
- Cotton, J. L., & Stewart, A. (2013, forthcoming). Evaluate your business school writings as if your strategy matters. *Business Horizons*, Vol. 47, May-June.
- Daft, R. L., & Lewin, A. Y. (2008). Rigor and relevance in organization studies: Idea migration and academic journal evolution. *Organization Science*, Vol. 19 No. 1, pp. 177-183.
- Davis, J. B. (1998). Problems in using the social sciences citation index to rank economics journals. *American Economist*, Vol. 42 No. 2, pp. 59-64.
- Ebers, J. J., & Wijnberg, N. M. (2012). Nascent ventures competing for start-up capital: Matching reputations and investors. *Journal of Business Venturing*, Vol. 27 No. 3, pp. 372-384.
- Enomoto, C. E., & Ghosh, S.N. (1993). A stratified approach to the rankings of economics journals. *Studies in Economic Analysis*, Vol. 19 No. 2, pp. 74-83.
- Freeman, A. (2008). Submission from the Association for Heterodox Economics to the international benchmarking review on research assessment. *On the Horizon*, Vol. 16 No. 4, pp. 279-285.

- Fried, V. H. (2003). Defining a forum for entrepreneurship scholars. *Journal of Business Venturing*, Vol. 18 No, 1, pp. 1-11.
- Garcia, M^a. T., Pereira do Carmo, M^a. L., & Santos, M^a. V. (2006). 25 years of Technovation: Characterization and evolution of the journal. *Technovation*, Vol. 26, No. 12, pp. 1303-1316.
- Garfield, E., & Sher, I. H. (1963). New factors in the evaluation of scientific literature through citation indexing. *American Documentation*, Vol. 14, No. 3, pp. 195-201.
- Geary, J., Marriott, L., & Rowlinson, M. (2004). Journal rankings in business and management and the 2001 Research Assessment Exercise in the UK. *British Journal of Management*, Vol. 15 No. 2, pp. 95-141.
- Giacalone, R. A. (2009). Academic rankings in research institutions: A case of skewed mind-sets and professional amnesia. *Academy of Management Learning and Education*, Vol. 8 No. 1, pp. 122-126.
- Giles, M. W., & Garand, J. C. (2007). Ranking political science journals: Reputational and citational approaches. *PS: Political Science and Politics*, Vol. 40 No. 4, pp. 741-751.
- Gonzalez-Diaz, M., & Solis-Rodriguez, V. (2012). Why do entrepreneurs use franchising as a financial tool? An agency explanation. *Journal of Business Venturing*, Vol. 27 No. 3, pp. 325-341.
- Goodall, A. H. (2008). Why have the leading journals in management (and other social sciences) failed to respond to climate change? *Journal of Management Inquiry*, Vol. 17 No.4, pp. 408-420.
- Gorman, G. E. (2008). Editorial: "They can't read, but they sure can count": Flawed rules of the journal rankings game. *Online Information Review*, Vol. 32 No. 6, pp. 705-708.
- Hambrick, D. C., & Chen, M.-J. (2008). New academic fields as admittance-seeking movements: The case of strategic management. *Academy of Management Review*, Vol. 33 No. 1, pp. 32-54.
- Hart, J., & Mars, M. M. (2009). Joint appointments and the professoriate: Two houses but no home? *Innovative Higher Education*, Vol. 34 No. 1, pp. 19-32.
- Harzing, A.W. (2010). *The Publish or Perish Book: Your guide to effective and responsible citation analysis*. Melbourne, Australia: Tarma Software Research.
- Harzing, A. W. (2011). *Publish or Perish*, version 3.2.4150, available at <http://www.harzing.com/pop.htm>.

- Hawes, J. M., & Keillor, B. (2002). Assessing marketing journals: A mission-based approach. *Journal of the Academy of Business Education*, Vol. 3 No. 2, pp. 70-86.
- Hawkins, R. G., Ritter, L. S., & Walter, I. (1973). What economists think of their journals. *Journal of Political Economy*, Vol. 81 No. 4, pp. 1017-1032.
- Herther, N. K. (2007). Thomson scientific and the citation indexes. *Searcher: The Magazine for Database Professionals*. Vol.15 No. 10, pp. 8-17.
- Hoffman, A. (2004). Reconsidering the role of the practical theorist: On (re)connecting theory to practice in organization theory. *Strategic Organization*, Vol. 2 No. 2, pp. 213-222.
- Horn, L., & Kennedy, M. (2008). Collaboration in business schools: A foundation for community success. *Journal of Academic Ethics*, Vol. 6 No. 1, pp. 7-15.
- Jackson, W. E., Bates, T., & Bradford, W. D. (2012). Does venture capitalist activism improve investment performance? *Journal of Business Venturing*, Vol. 27 No. 3, pp. 342-354.
- Jain, D. C., & Golosinski, M. (2009). Sizing up the tyranny of the ruler. *Academy of Management Learning and Education*, Vol. 8 No. 1, pp. 98-105.
- Kabongo, J. D., & Okpara, J. O. (2010). Entrepreneurship education in sub-Saharan African universities. *International Journal of Entrepreneurial Behaviour and Research*, Vol. 16 No. 4, pp. 296-308.
- Katz, J. A. (2003). The chronology and intellectual trajectory of American entrepreneurship education 1876-1999. *Journal of Business Venturing*, Vol. 18, No. 2, pp. 283-300.
- Katz, J. A. (2008). Fully mature but not fully legitimate: A different perspective on the state of entrepreneurship education. *Journal of Small Business Management*, Vol. 46 No. 4, pp. 550-566.
- Katz, J. A. (2012). Core publications in entrepreneurship and related fields. <http://www.slu.edu/x17970.xml>. Accessed February 19, 2012.
- Keller, G. (1983). *Academic strategy: The management revolution in American higher education*. Baltimore, MD: The Johns Hopkins University Press.
- Kerr, S. (1995). On the folly of rewarding A, while hoping for B. *Academy of Management Executive*, Vol. 9 No. 1, pp. 7-14.

- Kulkarni, A. V., Aziz, B., Shams, I., & Busse, J. W. (2009). Comparisons of citations in Web of Science, Scopus and Google Scholar for articles published in general medical journals. *Journal of the American Medical Association*, Vol. 302 No. 10, pp. 1092-1096.
- Kuratko, D. F. (2005). The emergence of entrepreneurship education: Development, trends, and challenges. *Entrepreneurship Theory and Practice*, Vol. 29 No. 4, pp. 577-597.
- Laband, D. N. & Piette, M. J. (1994). The relative impacts of Economics journals: 1970-1990. *Journal of Economic Literature*, Vol. 32 No. 2, pp. 640-666.
- Lawrence, P. A. (2008). Lost in publication: How measurement harms science. *Ethics in Science and Environmental Politics*, Vol. 8, 9-11.
- Lee, F. S. (2008). A case for ranking heterodox journals and departments. *On the Horizon*, Vol. 16 No. 4, pp. 241-251.
- Lorsch, J. W. (2009). Regaining lost relevance. *Journal of Management Inquiry*, Vol. 18 No. 2, 108-117.
- Mabry, R. H., & Sharplin, A. D. (1985). The relative importance of journals used in finance research. *The Journal of Finance Research*, Vol. 8 No. 4, pp. 287-296.
- Macdonald, S., & Kam, J. (2007). Ring a ring o' roses: Quality journals and gamesmanship in management studies. *Journal of Management Studies*, Vol. 44 No. 4, pp. 640-655.
- Macdonald, S., & Kam, J. (2010). Counting footnotes: Citability in management studies. *Scandinavian Journal of Management*, Vol. 26 No. 2, pp. 189-201.
- Marafioti, E., & Pettetti, F. (2006). International competition in the academia: The European challenge. *Journal of Management Inquiry*, Vol. 15 No. 3, pp. 318-326.
- March, J. G. (2003). A scholar's quest. *Journal of Management Inquiry*, Vol. 12 No. 3, pp. 205-207.
- Marsh, R. (2010). Measuring the impact of research. *International Journal of Entrepreneurial Behaviour and Research*, Vol. 16 No. 1, pp. -
- Marsh, S. J. & Hunt, C. S. (2006). Not quite as simple as A-B-C: Reflections on one department's experiences with publication ranking. *Journal of Management Inquiry*, Vol. 15 No. 3, pp. 301-315.

- Martinez, M. C., & Wolverton, M. (2009). *Innovative strategy making in higher education*. Charlotte, NC: Information Age Publishing.
- Matlay, H. (2011). The influence of stakeholders on developing enterprising graduates in UK HEIs. *International Journal of Entrepreneurial Behaviour and Research*, Vol. 17 No. 2, pp. 166-182.
- Meyer, G. D. (2009). Commentary: On the integration of strategic management and entrepreneurship: Views of a contrarian. *Entrepreneurship Theory and Practice*, Vol. 33 No. 1, pp. 341-351.
- Moed, H. F. & Van Leeuwen, Th. N. (1995). Improving the accuracy of Institute for Scientific Information's Journal Impact Factors. *Journal of the American Society for Information Science*, Vol. 46 No. 6, pp. 461-467.
- Mouri, N., Sarkar, M. B., & Frye, M. (2012). Alliance portfolios and shareholder value in post-IPO firms: The moderating roles of portfolio structure and firm-level uncertainty. *Journal of Business Venturing*, Vol. 27 No. 3, pp. 355-371.
- Nederhof, A. J. & Zwaan, R. A. (1991). Quality judgments of journals as indicators of research performance in the humanities and the social and behavior sciences. *Journal of the American Society for Information Science*, Vol. 42 No. 5, pp. 332-340.
- Nkomo, S. M. (2009). The seductive power of academic journal rankings: Challenges of searching for the otherwise. *Academy of Management Learning and Education*, Vol. 8 No. 1, pp. 106-112.
- O'Brien, J. P., Drnevich, P. L., Crook, T. R., & Armstrong, C. E. (2010). Does business school research add economic value for students? *Academy of Management Learning and Education*, Vol. 9 No. 4, 638-651.
- Oltheten, E., Theoharakis, V., & Travlos, N.G. (2005). Faculty perceptions and readership patterns of Finance journals: A global view. *Journal of Financial and Quantitative Analysis*, Vol. 40 No. 1, pp. 223-239.
- Oswald, A. J. (2007). An examination of the reliability of prestigious scholarly journals: Evidence and implications for decision-makers. *Economica*, Vol. 74 Issue 293, pp. 21-31.
- Palmer, J., Speier, C., Wren, D., & Hahn, S. (2000). Electronic journals in business schools: Legitimacy, acceptance, and use. *Journal of the Association for Information Systems*, Vol. 1 No. 1, paper 2.

- Paul, R. J. (2008). Measuring research quality: The United Kingdom government's Research Assessment Exercise. *European Journal of Information Systems*, Vol. 17 No. 4, pp. 324-329.
- Podsakoff, P. M., MacKenzie, S. B., Podsakoff, N. P., & Bachrach, D. G. (2008). Scholarly influence in the field of management: A bibliometric analysis of the determinants of university and author impact in the management literature in the past quarter century. *Journal of Management*, Vol. 34 No. 4, pp. 641-720.
- Rainer, K., & Miller, M.D. (2005). Examining differences across journal rankings. *Communications of the ACM*, Vol. 48 No. 2, pp. 91-94.
- Reinstein, A., & Calderon, T. G. (2006). Examining accounting departments' rankings of the quality of accounting journals. *Critical Perspectives on Accounting*, Vol. 17 No. 4, pp. 457-490.
- Saßmannshausen, S. P. (2010). The bibliometrics of entrepreneurship research: An empirical examination of scholarly behavior, impact and development of the field using the case of research into entrepreneurship and networks. *Proceedings of the 16th NORDIC Conference*, Kolding, DK.
- Seglen, P. O. (1992). The skewness of science. *Journal of the American Society for Information Science*, Vol. 43 No. 9, pp. 628-638.
- Simon, M., & Shrader, R. C. (2012). Entrepreneurial actions and optimistic overconfidence: The role of motivated reasoning in new product introductions. *Journal of Business Venturing*, Vol. 27 No. 3, pp. 291-309.
- Singh, G., Haddad, K. M., and Chow, C. W. (2007). Are articles in "top" management journals necessarily of higher quality? *Journal of Management Inquiry*, Vol. 16 No. 4, pp. 319-331.
- Stähli, A. (2005). The stakeholders' perspective on the international business school. *Corporate Governance*, Vol. 5 No. 2, pp. 121-129.
- Starbuck, W. H. (2005). How much better are the most-prestigious journals? The statistics of academic publication. *Organization Science*, Vol. 16 No. 2, pp. 180-200.
- Stewart, A. (1995). Journal ranking in Nacirema ritual: The case of I. C. MacMillan's publishing forums. *Advances in Strategic Management*, Vol. 12(A), pp. 3-37.
- Svensson, G. (2010). SSCI and its impact factors: A "prisoner's dilemma"? *European Journal of Marketing*, Vol. 44 No. 1/2, pp. 23-33.

- Tahai, A. & Meyer, M. J. (1999). A revealed preference study of management journals direct influences. *Strategic Management Journal*, Vol. 20 No. 3, pp. 279-296.
- Theoharakis, V., & Hirst A. (2002). Perceptual differences of marketing journals: A worldwide perspective. *Marketing Letters*, Vol. 13 No. 4, pp. 389-401.
- Uncles, M. D. (2004). Journal rankings: How much credence should we give them? *Australasian Marketing Journal*, Vol. 12 No. 2, pp. 67-71.
- Van Fleet, D. D., McWilliams, A., and Siegel, D. S. (2000). A theoretical and empirical analysis of journal rankings: The case of formal lists. *Journal of Management*, Vol. 26 No. 5, pp. 839-61.
- Vanclay, J. K. (2009). Bias in the journal impact factor. *Scientometrics*, Vol. 78 No. 1, pp. 3-12.
- Vastag, G., & Montabon, F. (2002). Journal characteristics, ranking and social acculturation in operations management. *Omega*, Vol. 30 No. 2, pp. 109-126.

Table I. Citation measures and contestable ratings for 59 entrepreneurship journals

Journal and overall rating	2-year JIF	5-year JIF	2-year PoP	5-year PoP	SNIP	SJR	h-index	Notes	Acronym	First year
<i>Academy Entrep J</i>	na	na	3.68	0.57	na	0.025	6	c	AEJ	1996
<i>Bus J for Entrepreneurs</i>	nr	nr	19th, BC	45th, D	nr	29th, C	32nd			
Barely detectable	na	na	na	na	na	na	2	c, d	BJE	1987
<i>Creativity & Innovat Mgt</i>	nr	nr	nr	nr	nr	nr	48th	d	CIM	1992
B	na	na	4.74	11.62	na	na	26			
<i>Enterp Devt Microfinance</i>	nr	nr	15th, BC	10th, B	0.210	nr	8th	d	EDM	1989
Barely detectable	na	na	0.78	1.12	21st, C	0.029	5			
<i>Entrep & Regional Devt</i>	nr	nr	40th, D	43rd, D	1.991	14th, B	37th	d	ERD	1989
AB	0.943	2.438	10.23	23.64	7th, AB	0.034	30			
<i>Entrep Theory & Practice</i>	8th, AB	5th, AB	9th, AB	6th, AB	2.768	9th, AB	6th		ETP	1976
A	2.542	3.610	20.99	35.75	3rd, A	0.046	57			
<i>Entrepreneurial Bus Law J</i>	3rd, A	2nd, A	2nd, A	2nd, A	na	2nd, A	2nd	d	EBLJ	2006
C, but little data	na	na	2.47	2.20	na	na	3			
<i>Entrepreneurial Executive</i>	nr	nr	26th, C	37th, C	nr	nr	45th	c, d	EE	1995
C, but little data	na	na	1.83	5.76	na	0.025	4			
<i>Entrep Practice Rev</i>	nr	nr	33rd, C	21st, BC	nr	29th, C	38th	c, d	EPR	2010
Barely detectable but new	na	na	0.41	na	na	na	2			
<i>European J Innovation Mgt</i>	nr	nr	45th, D	nr	nr	na	2 year			
High B	na	na	7.69	15.60	1.089	0.035	24	d	EJIM	1998
<i>Family Bus Rev</i>	nr	nr	10th, B	8th, B	12th, B	7th, AB	10th			
A	2.600	3.472	12.95	29.85	2.810	0.035	42	d	FBR	1988
<i>Found's & Trends in Ent3</i>	2nd, A	3rd, A	6th, AB	3rd, A	2nd, A	7th, AB	4th			
AB, little data	na	na	na	11.56	1.862	0.034	4	c, e	FTE	2005
Barely detectable	nr	nr	nr	11th, B	8th, AB	9th, AB	38th			
<i>ICFAI Univ J Entrep Devt</i>	na	na	na	na	na	na	2	c, d	ICFAI	2004
Barely detectable	nr	nr	nr	nr	nr	nr	48th			
<i>Int Entrep & Mgt J</i>	na	na	10.43	11.52	1.325	0.041	23		IEMJ	2005
AB, joining SSCI	nr	nr	8th, AB	12th, B	9th, B	5th, A	12th			
<i>Int J Bus Innovat & Res</i>	na	na	2.76	3.76	0.770	0.031	9	d	IJBIR	2006
BC	nr	nr	22nd, C	31st, C	14th, BC	12th, B	27th			
<i>Int J Entrep</i>	na	na	1.94	3.85	na	0.026	3	c	IJE	1997
C	nr	nr	32nd, C	29th, C	nr	22nd, C	45th			

(continued)

Journal and overall rating	2-year JIF	5-year JIF	2-year PoP	5-year PoP	SNIP	SJR	h-index	Notes	Acronym	First year
<i>Int J Entrep & Innovation</i> C, but little data	na	na	na	4.50	na	na	4	d	IJEI	2000
<i>Int J Entrep & Innovat Mgt</i> C	na	nr	nr	25th, C	nr	nr	38th	d	IJEIM	2001
<i>Int J Entrep & Small Bus</i> C	na	na	2.03	4.26	0.142	0.026	15			
	nr	nr	30th, C	26th, C	24th, C	22nd, C	18th			
	na	na	1.81	3.25	0.369	0.027	13		IJESB	2000
	nr	nr	34th, C	33rd, C	19th, C	19th, C	21st			
<i>Int J Entrep Beh & Res</i> B	na	na	4.72	9.16	1.228	0.030	20		IJEER	1995
	nr	nr	16th, BC	16th, BC	10th, B	13th, B	13th			
<i>Int J Entrep Venturing</i> C, new	na	na	1.27	na	na	na	4	a, d	IJEV	2009
	nr	nr	38th, C	nr	nr	nr	2 year			
<i>Int J Gender & Entrep</i> Perhaps B, new	na	na	6.18	na	na	na	8	a, d	IJGE	2009
	nr	nr	12th, B	nr	nr	nr	2 year			
<i>Int J Innovat & Reg Devt</i> Perhaps C, new	na	na	2.91	na	na	na	6	a, d	IJRD	2008
	nr	nr	21st, C	nr	nr	nr	2 year			
<i>Int J Innovat & Sust Devt</i> BC	na	na	2.36	6.30	0.403	0.029	15	c, d	IJISD	2005
	nr	nr	27th, C	19th, BC	18th, C	14th, B	18th			
<i>Int J Mgt & Enterp Devt</i> BC	na	na	1.73	5.62	0.457	0.029	17	d	IJMED	2003
	nr	nr	35th, C	22nd, BC	16th, C	14th, B	15th			
<i>Int J TechnoEntrep</i> C	na	na	0.36	2.53	0.120	0.027	6	a, d	IJT	2007
	nr	nr	46th, D	36th, C	25th, C	19th, C	32nd			
<i>Int Small Bus J</i> AB	1.492	2.098	6.18	12.74	2.242	0.036	30	b	ISBJ	1982
	6th, AB	8th, AB	12th, B	9th, B	6th, AB	6th, AB	6th			
<i>J Applied Mgt & Entrep</i> BC but little data	na	na	3.60	6.18	na	na	10	c, d	JAME	2005
	nr	nr	20th, BC	20th, BC	na	na	24th			
<i>J Asia Entrep & Sustain'y</i> Perhaps C, but little data	na	na	na	2.57	na	na	6	c, d	JAES	2005
	nr	nr	na	35th, C	nr	nr	32nd			
<i>J Bus & Entrep</i> Perhaps C, but little data	na	na	na	3.80	na	na	4	c	JBE	1989
	nr	nr	nr	31st, C	nr	nr	38th			
<i>J Bus, Entrep & the Law</i> Barely detectable	na	na	na	na	na	na	0	d	JBEL	2006
	nr	nr	nr	nr	nr	nr	51st			
<i>J Bus Venturing</i> A+	3.062	3.849	27.15	46.76	3.517	0.047	58		JBV	1985
	1st, A+	1st, A	1st, A+	1st, A+	1st, A+	1st, A	1st			

(continued)

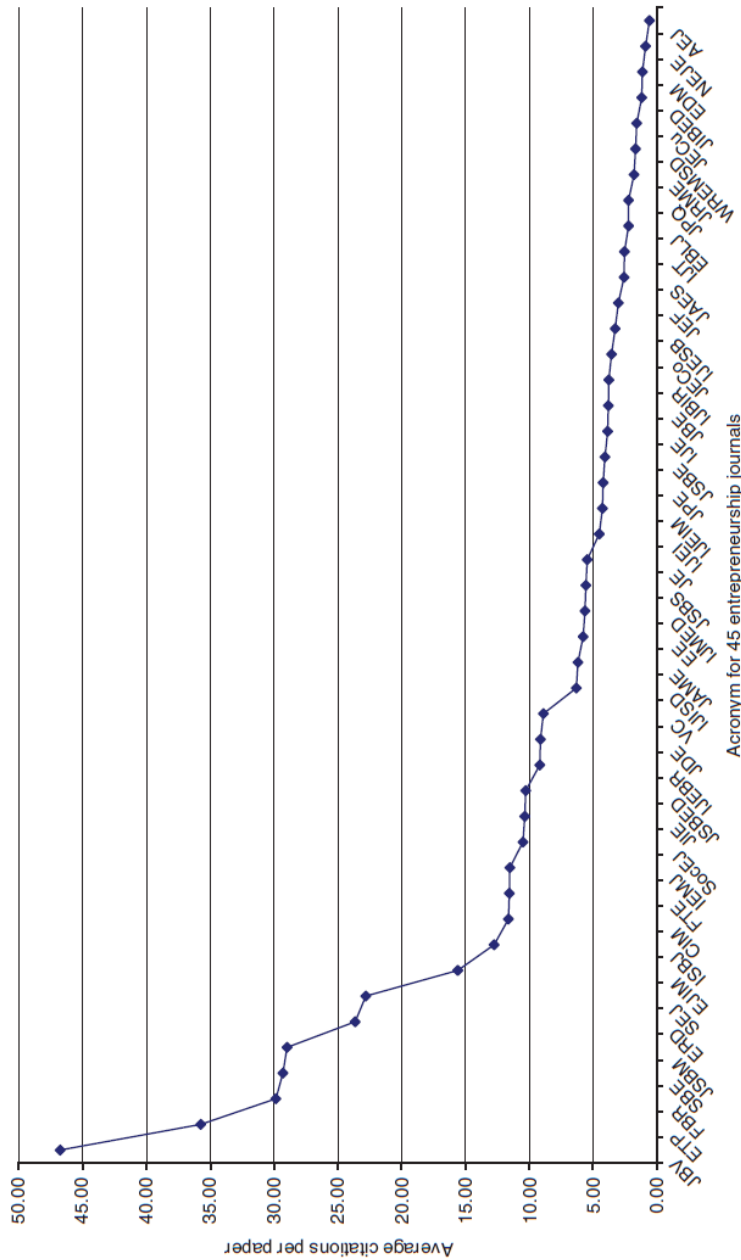
Journal and overall rating	2-year JIF	5-year JIF	2-year PoP	5-year PoP	SNIP	SJR	h-index	Notes	Acronym	First year
<i>J Chinese Entrep</i>	na	na	0.76	na	na	na	3	a, d	JCE	2009
Barely detectable but new	nr	nr	42nd, D	nr	nr	nr	2 year			
<i>J Dev'tl Entrep</i>	na	na	1.48	9.12	0.418	0.026	18	d	JDE	1996
C	na	nr	37th, C	17th, B	17th, C	22nd, C	14th			
<i>J Engineering Entrep</i>	na	na	na	na	na	na	2	a, c, d	JEE	2009
Barely detectable but new	nr	nr	nr	nr	nr	nr	2 year			
<i>J Ent Finance</i>	na	na	na	3.00	na	na	2	c, d	JEF	1996
Perhaps C, but little data	nr	nr	nr	34th, C	nr	nr	48th			
<i>J Ent Fin & Bus Ventures</i>	na	na	na	na	na	na	3	c, d	JEFBV	2001
Barely detectable	nr	nr	nr	na	nr	nr	45th			
<i>J Enterp Communities</i>	na	na	2.18	3.55	0.178	0.026	10	a, d	JEC	2007
C	nr	nr	29th, C	32nd, C	22nd, C	22nd, C	24th			
<i>J Enterprising Culture</i>	na	na	1.25	1.56	na	na	9	d	JECu	1993
Low C	nr	nr	39th, C	41st, D	nr	nr	27th			
<i>J Entrep</i>	na	na	2.70	5.60	0.178	0.026	11	c, d	JE	1992
C	nr	nr	24th, C	23rd, BC	22nd, C	22nd, C	23rd			
<i>J Entrep Education</i>	na	na	na	na	na	na	7	d	JEE	1998
Perhaps C, but little data	nr	nr	nr	nr	nr	nr	30th			
<i>J for Int Bus & Ent Devt</i>	na	na	0.78	1.17	na	na	4	d	JIBED	2003
Barely detectable	nr	nr	40th, D	42nd, D	nr	nr	38th			
<i>J Int Entrep</i>	na	na	6.59	10.34	0.667	0.028	15	d	JIE	2002
Low B	nr	nr	11th, B	14th, B	15th, BC	18th, BC	18th			
<i>J Private Enterprise</i>	na	na	2.55	4.20	na	0.025	7	c, d	JPE	1985
C	nr	nr	25th, C	27th, C	nr	29th, C	30th			
<i>J Private Equity</i>	na	na	1.64	2.20	0.300	0.027	9	d	JPQ	1997
C	nr	nr	36th, C	38th, C	20th, C	19th, C	27th			
<i>J Res Marketing & Entrep</i>	na	na	2.24	1.78	na	na	4	d	JRME	1999
Low C	nr	nr	28th, C	39th, D	nr	nr	38th			
<i>J S B & Enterp Devt</i>	na	na	4.31	10.27	1.125	0.029	25	d	JSBED	1994
B	nr	nr	18th, BC	15th, B	11th, B	14th, B	9th			
<i>J Small Bus & Entrep</i>	na	na	2.73	4.06	na	na	12		JSBE	1983
C	nr	nr	23rd, C	28th, C	nr	nr	22nd			

(continued)

Journal and overall rating	2-year JIF	5-year JIF	2-year PoP	5-year PoP	SNIP	SJR	h-index	Notes	Acronym	First year
<i>J Small Bus Mgt</i>	1.392 7th, AB	2.146 7th, AB	15.21 4th, AB	28.97 5th, A	2.638 4th, A	0.043 3rd, A	41		JSBM	1963
<i>J Small Bus Strategy</i>	na	na	0.67 44th, D	5.56 24th, BC	na	na	5th	c, d, f	JSBS	1990
Perhaps C, but see note f	nr	nr	13.50 5th, AB	na	na	na	24th	a, c, d	JSE	2010
<i>J Social Entrep</i>	nr	nr	0.31 47th, D	nr	nr	nr	8		NEJE	1997
Data limited: promising	na	na	na	0.88 44th, D	na	na	2 year			
<i>New England J Entrep</i>	nr	nr	na	na	na	na	6			
Barely detectable	na	na	na	na	na	na	32nd		SAJESB	2008
<i>S Afr J Ent & S B Mgt</i>	nr	nr	na	na	na	na	1	a, c, d		
Barely detectable	nr	nr	na	na	na	na	2 year			
<i>Small Bus Economics</i>	1.549 5th, AB	2.287 6th, AB	16.08 3rd, AB	29.29 4th, A	2.444 5th, AB	0.043 3rd, A	54	d	SBE	1989
A	na	na	6.16 14th, B	10.49 13th, B	na	na	3rd		SocEJ	2005
<i>Social Enterprise J</i>	nr	nr	na	na	na	na	17	d		
B	na	na	na	na	na	na	10th			
<i>Southern J Entrep</i>	nr	nr	na	na	na	na	0	a, c, d	SJE	2008
Barely detectable	nr	nr	na	na	na	na	2 year			
<i>Strategic Entrep J</i>	2.053 4th, A	2.803 4th, AB	12.37 7th, AB	22.81 7th, AB	na	na	24	a, d	SEJ	2007
AB, promising	na	na	4.67 17th, BC	8.89 18th, B	0.867 13th, BC	0.032 11th, B	10th	d	VC	1999
<i>Venture Capital</i>	nr	nr	0.73 43rd, D	1.65 41st, D	0.053 26th, D	0.026 22nd, C	16			
B	na	na	na	na	na	na	17th			
<i>World R E Mgt Sust Devt</i>	na	na	na	na	na	na	6	d	WREMSD	2005
Barely detectable	nr	nr	na	na	na	na	32nd			

Notes: Databases: EBSCO (n=14), Ovid (n=12), ProQuest (n=49). a, Fewer than five years of issues; b, book reviews depress impact measures; c, data limited: fewer than 20 Papers found on journal's site; d, subspecialty or regional journal (e.g. J Entrep is from India); e, a monograph series; f, Carraher and Paridon (2008/2009) and Kuratko (2005) regard it much more highly

Figure 1. Five-year publish or perish citations



-
- ⁱ These impact measures, discussed below, are organized under the Journal Citation Reports in the ISI Web of Knowledge site.
- ⁱⁱ Dean Shepherd, Editor of the *JBV*, has developed a list of 188 business schools that rate the *JBV* in the top tier (personal communications, Nov. 10, 2010 and March 5, 2012). The journals for the Management specialties noted are the *Strategic Management Journal*, *Personnel Psychology*, and *MIS Quarterly*.
- ⁱⁱⁱ For psychology (Baron, Hmieleski & Henry, 2012; Simon & Shrader, 2012); for economics and finance (Ebers & Wijnberg, 2012; Gonzalez-Diaz & Solis-Rodriguez, 2012; Jackson, Bates & Bradford, 2012; Mouri, Sakar & Frye, 2012).
- ^{iv} The main limitations of the h-index, its insensitivity both to the number of less cited papers and to small numbers of very highly cited ones, can make it misleading for evaluating individual scholars, but useful for our purposes. Moreover, the h-index and its alternatives are highly correlated (Bornmann, Mutz & Daniel, 2008).
- ^v We label these journals "barely detectable", rather than "D", because virtually the only thing we know about their impact is the faintness of a record of that impact.