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Journal of Transportation Management

Volume 16 | Issue 1

Article 7

4-1-2005

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Recommended Citation

Wilson, Jerry W. & Randall, Cindy H. (2005). A longitudinal analysis of the Journal of Transportation Management: 1996 - 2004. *Journal of Transportation Management*, 16(1), 51-59. doi: 10.22237/jotm/1112313960

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A LONGITUDINAL ANALYSIS OF THE JOURNAL OF TRANSPORTATION MANAGEMENT: 1996 – 2004

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ABSTRACT

The first issue of the *Journal of Transportation Management (JTM)* was published in the Fall of 1989. This new publication was to provide an outlet for research and writing of a practical nature, of direct benefit to logistics and transportation managers and their firms. Since that first issue, the *Journal* has weathered three sets of editorial staff that have collectively produced sixteen full or partial volumes. This article provides some of the history of the *JTM* and an analysis of some of the characteristics of its contributors during the tenure of its third and current editor, Jerry Wilson.

INTRODUCTION

The publication of this issue of the *Journal of Transportation Management (JTM)* is especially significant. The *JTM*, which is published by Delta Nu Alpha Transportation Fraternity and Georgia Southern University, turns seventeen with this issue. The *Journal* has experienced a resurgence in interest from potential authors as well as from subscribers in recent years. It seems particularly fitting at this time to reflect on how far the publication has come since its inception and to examine its future.

Summary articles such as this have been written for many journals. For example, similar pieces

can be found in the *Journal of Marketing Education (JME)* (Clarke and Hanna, 1986), the *Journal of Purchasing and Materials Management (JPMM)* (Williams and Oumlil, 1987), the *Journal of Personal Selling and Sales Management (JPSSM)* (Swan, Powers, and Sobczak, 1991), *The Journal of Advertising (JA)* (Muncy, 1991), the *Journal of the Academy of Marketing Science (JAMS)* (Malhotra, 1996), the *Journal of Business and Entrepreneurship (JBE)* (Hyman and Steiner, 1997), the *Journal of Business Strategies (JBS)* (Mehta, Maniam, and Leipnik, 1999), and the *Journal of Marketing Theory and Practice (JMTP)* (Randall, Miles, and Randall, 1999). No article of this type has been written for

the *JTM*, and it seems appropriate for such an endeavor at this time.

HISTORY

The *Journal of Transportation Management* began as a means of disseminating academic and practitioner research in a form that logistics and transportation managers could directly apply in their organizations. It was felt that some of the more traditional research outlets, such as the *Journal of Business Logistics*, were lacking in direct managerial application. In 1988, David Bloomberg of Western Illinois University, Jerry Foster of the University of Colorado, and Jim Adams of Auburn University began to discuss the need for a new practitioner-oriented journal. All three were long-time members of Delta Nu Alpha and felt that adding a journal as a member benefit would both strengthen the organization and fit the stated purposes of Delta Nu Alpha. The following excerpt is taken from the preface to the Spring 1992 (Volume IV, Number 1) issue.

The objective of the *Journal of Transportation Management* is to report and disseminate new information and new techniques to improve and advance the management of transportation. Articles in the *Journal of Transportation Management* are of interest to both transportation practitioners and academics. As such, they report topics relevant to the practice of transportation as a profession, to professionals. Because articles are to have a real-world orientation, those which are theoretical in content with no application for practitioners are inappropriate for the *Journal of Transportation Management*.

As the above excerpt makes crystal clear, this new journal would only publish articles that offered practical application to the transportation/logistics manager. This objective has remained a cornerstone of the publication throughout its 17-year history.

The first edition of the *JTM* was published in the Fall of 1989. The coeditors were David Bloomberg of Western Illinois and Jerry Foster of the University of Colorado. Jim Adams of Auburn University served as the book review editor and Tom Dardis of Delta Nu Alpha was the associate editor. Dave and Jerry continued as coeditors through the spring of 1992 (Volume IV, Number 1) issue.

Mike Crum of Iowa State became editor of the *Journal* for the Fall 1992 (Volume IV, Number 2) issue and published five more through the Spring of 1995 (Volume VII, Number 1). Due to a significant reduction in the number of quality article submissions, publication was suspended from the Spring 1995 issue until the Fall of 1996. Mike and Jerry Wilson of Georgia Southern University co-edited the next issue of the *JTM*, Volume VIII, Number 1, in the Fall of 1996.

Jerry replaced Mike as editor with the publication of the Spring 1997 (Volume IX, Number 1) issue. At the time that Jerry assumed the editor position, Georgia Southern University became the co-publisher with Delta Nu Alpha. While two issues of the *Journal* have been published each year since Wilson became editor, no issues appear in print dated 2001. This year was skipped in order to catch the issue date up with the calendar date of issue.

As noted below, the current editorial staff does not have a complete set of issues of the *JTM*. Any reader with issues before 1996, who is willing to donate them to preserve a historical record of the publication, should contact the editor using the information provided in the preface to this issue.

METHODOLOGY

While the authors would have preferred to include every issue of the *Journal* in the analysis reported here, this was not possible. Unfortunately, the current editor does not have a complete set of all issues. For this reason, only the issues from 1996 to 2004 of the *Journal of Transportation Management* were detailed in

this study. The included issues were analyzed to determine output, authorship, and reference sources based on the Mehta, Maniam, and Leipnik (1999) study of the *Journal of Business Strategies* and the Randall, Miles, and Randall (1999) study of the *Journal of Marketing Theory and Practice*.

The authors, in order to develop the descriptive data, assessed the available collection of the *JTM*. In each instance, the descriptive data were tabulated by the categories listed above.

FINDINGS

Output

From the fall of 1996 through the fall of 2004, 15 issues of the *Journal of Transportation Management* were published. The *JTM* is published in the spring and fall of each year. A total of 75

articles have been published with each issue containing 5 articles or 10 articles a year. The issues varied in length, as did the length of the articles and the number of citations. The average article was approximately 12 pages in length and used 22 citations. Table 1 summarizes the *JTM*'s 1996 output.

These figures are comparable to the *Journal of Business Strategies* in which an average of 11.7 articles were published each year from 1984 through 1998 with an average page length of 12.22 pages per article (Mehta, et. al., 1999). The mean number of cites per article was 23.85. The *Journal of Business and Entrepreneurship* had a smaller average page length, 10.5 pages, but in an average year published roughly 24 articles. The average number of citations per article was 20.6. The *Journal of Marketing Theory and Practice* averaged 31 articles a year with the average length of the articles being 12.04 pages.

TABLE 1
LENGTH OF ARTICLES AND NUMBER OF CITATIONS BY ISSUE

| Issue | Total # of Pages | Average # of Pages | Total # of References | Average References per Article |
|-------------|------------------|--------------------|-----------------------|--------------------------------|
| Fall 1996 | 66 | 13.2 | 114 | 22.8 |
| Spring 1997 | 65 | 13.0 | 65 | 13.0 |
| Fall 1997 | 64 | 12.8 | 61 | 12.2 |
| Spring 1998 | 50 | 10.0 | 88 | 17.6 |
| Fall 1998 | 67 | 13.4 | 135 | 27.0 |
| Spring 1999 | 60 | 12.0 | 89 | 17.8 |
| Fall 1999 | 53 | 10.6 | 81 | 16.2 |
| Spring 2000 | 48 | 9.6 | 146 | 29.2 |
| Fall 2000 | 36 | 7.2 | 123 | 24.6 |
| Spring 2002 | 52 | 10.4 | 85 | 17.0 |
| Fall 2002 | 64 | 12.8 | 173 | 34.6 |
| Spring 2003 | 71 | 14.2 | 115 | 23.0 |
| Fall 2003 | 74 | 14.8 | 107 | 21.4 |
| Spring 2004 | 66 | 13.2 | 96 | 19.2 |
| Fall 2004 | 61 | 12.2 | 130 | 26.0 |
| Average | 59.80 | 11.96 | 107.20 | 22.88 |

The Authors

A total of 115 different authors have published in the *JTM*. As is seen in other serials as well, these researchers were predominately male. Only 22 of the 115 were female and only 2 of that 22 have appeared more than once in the journal as an author. Table 2 provides a breakdown of authors by gender for the *JTM* as well as the *Journal of Business and Entrepreneurship* and the *Journal of Marketing Education*.

Mehta, Maniam and Leipnik (1999) state in their findings that the ratio of male authors to female authors is roughly 4 to 1. This conclusion was reached after studying various academic journals and comparing them to the gender of authors for the *JBS*, which had 84.5% of its authorship as male.

These authors were from 63 different institutions or corporations (10 of the 63 were industry or military institutions). The most prolific authors in *JTM* were Kathryn Dobie, Joe B. Hanna, John L. Kent, Hokey Min and R. Stephen Parker, who each have had 5 articles published in the journal. Richard L. Clarke, Brian J. Gibson and Drew M. Stapleton each have had 4 articles appear in the journal. A total of 20 of the 115 authors have had multiple articles accepted and published in the *Journal of Transportation Management*. Table 3 provides a breakdown of these 20 authors.

TABLE 2
PERCENTAGE OF AUTHORS BY
GENDER
FOR THE JOURNAL OF
TRANSPORTATION MANAGEMENT
AND OTHER SELECTED SERIALS

| Gender | JTM | JBE | JME |
|--------|-------|------|------|
| Female | 19.13 | 19.7 | 8.6 |
| Male | 80.87 | 80.3 | 91.4 |

TABLE 3
THE MOST FREQUENTLY
PUBLISHED AUTHORS IN THE
JOURNAL OF TRANSPORTATION
MANAGEMENT

| Author | Number of Articles |
|------------------------|--------------------|
| Kathryn Dobie | 5 |
| Joe B. Hanna | 5 |
| John L. Kent | 5 |
| Hokey Min | 5 |
| R. Stephen Parker | 5 |
| Richard L. Clarke | 4 |
| Brian J. Gibson | 4 |
| Drew M. Stapleton | 4 |
| James M. Daley | 3 |
| Paul R. Murphy | 3 |
| William A. Cunningham | 2 |
| M. Theodore Farris, II | 2 |
| Shashi N. Kumar | 2 |
| Karl B. Manrodt | 2 |
| Charles E. Pettijohn | 2 |
| Stephen M. Rutner | 2 |
| Stephen M. Swartz | 2 |
| Evelyn Thomchick | 2 |
| Jerry W. Wilson | 2 |
| Donald F. Wood | 2 |

The total number of authors for the 75 articles is 158 (115 different authors with 20 publishing multiple times). Of those 158 who have published in the *Journal of Transportation Management*, over one-third held the rank of professor at the time that his/her article appeared in print. Another 44 percent were either associate or assistant professors. Overall this breakdown is similar to those of other serials with the exception that the *JTM* had more authors of the rank Professor and more non-academicians (see Table 4).

TABLE 4
RANK OF PUBLISHED AUTHORS IN
PERCENTS FOR THE *JOURNAL OF*
TRANSPORTATION MANAGEMENT
AND OTHER SELECTED SERIALS

| Rank | JTM | JMTP | JBE | JAMS |
|------------------------|------|------|------|------|
| Professor | 36.7 | 29 | 34.9 | 31.9 |
| Associate Professor | 24.1 | 27.7 | 23.6 | 31.4 |
| Assistant Professor | 20.3 | 31.3 | 24.1 | 26.8 |
| Instructor/ student | 3.2 | 4.9 | 6.9 | 6.4 |
| Non-academician | 10.8 | 3.6 | 3.7 | 0.0 |
| Unknown | 5.1 | 3.4 | 6.9 | 3.5 |

The majority of the articles published were written with contributions from multiple authors. The 75 articles were written by a total of 158 authors. Only 18 of the total articles published, or 24 percent, were not co-authored. This statistic is comparable to the breakdown of authorship as seen in the review of publications of the *JMTP*. As compared to other selected serials, the percentage of single authorship for the *JTM* was low. Table 5 provides a breakdown by authorship.

Author Affiliation

The 53 institutions at which these researchers were on faculty were diverse. No one region of the country appeared to have been over or under represented. Of the 53 institutions represented, 30 were seen more than once when tallies were made breaking down authors by university or college. The universities that appeared most frequently for author affiliation were Southwest Missouri State University and the University of Wisconsin-La Crosse (13 times each) followed by Auburn University and Georgia Southern University (9 each) and North Carolina A&T

State University (8). Table 6 provides a breakdown by colleges or universities for the institutions that appeared at least 3 times in the affiliations of the *JTM* authors.

TABLE 5
PERCENTAGE OF SINGLE AND
MULTIPLE AUTHORSHIPS FOR
ARTICLES IN THE *JOURNAL OF*
TRANSPORTATION MANAGEMENT
AND OTHER SELECTED SERIALS

| Author-ships | JTM | JMTP | JPSSM | JAMS | JME |
|--------------|------|------|-------|------|------|
| One | 24.0 | 24.5 | 49.6 | 76.6 | 90.0 |
| Two | 48.0 | 45.7 | 25.2 | 15.4 | 9.0 |
| Three | 24.0 | 25.5 | 11.1 | 4.2 | 1.0 |
| Four | 2.7 | 4.3 | 7.9 | 1.9 | 0.0 |
| Five or more | 1.3 | 0.0 | 6.2 | 1.9 | 0.0 |

TABLE 6
AUTHORSHIP BY INSTITUTION

| Institution | Authorship |
|---------------------------------------|------------|
| Southwest Missouri State University | 13 |
| University of Wisconsin-La Crosse | 13 |
| Auburn University | 9 |
| Georgia Southern University | 9 |
| North Carolina A & T State University | 8 |
| John Carroll University | 6 |
| University of North Texas | 6 |
| University of Louisville | 5 |
| Clemson University | 4 |
| Embry Riddle Aeronautical University | 4 |
| Iowa State University | 4 |
| Pennsylvania State University | 4 |
| St. Cloud State University | 4 |
| Air Force Institute of Technology | 3 |
| Indiana University | 3 |
| University of Missouri-St. Louis | 3 |

It is interesting to note that in the summary articles for the *JBS* and the *JMTP*, Southwest Missouri State University was cited when tabulating top colleges or universities with which the authors were affiliated. Southwest Missouri State University was ranked 15th in the *JBS* with 4 articles and was 7th in the *JMTP* with 6 articles. Auburn University also appeared in tables of author affiliation with the university being noted 4 times in the *JMTP* (rank of 21st) and 9 times in the *JBS* (rank of 2nd).

REFERENCES

The 75 articles contained a total of 1,599 references. These references included journal citations, trade publications, books, government and/or research documents and/or industry reports, web sites, newspapers, magazines, and personal interviews. Journals were referenced most frequently and accounted for almost 38 percent of the total citations. Trade publications accounted for just under 26 percent. Table 7 provides a break down in references by type.

TABLE 7
REFERENCES CITED
IN THE JOURNAL OF
TRANSPORTATION MANAGEMENT

| Reference | Frequency | Percent of total citations (%) |
|--|-----------|--------------------------------|
| Journals | 605 | 37.84 |
| Trade Publications | 412 | 25.77 |
| Government Documents, Research or Industry Reports | 190 | 11.88 |
| Books | 145 | 9.07 |
| Web Sites | 99 | 6.19 |
| Newspapers | 52 | 3.25 |
| Proceedings | 48 | 3.00 |
| Magazines | 33 | 2.06 |
| Personal Interviews | 7 | 0.44 |
| Other | 8 | 0.50 |

These statistics appear to be somewhat different than those of other serials. The percent of the *JTM* citations that were for journals was lower than seen in other summary articles of serials. For example, the *JBE* reported 48.9 percent of its citations were from journals, the *Journal of Business Communication (JBC)* (Reinsch and Lewis, 1993) reported 55 percent, the *Journal of International Business Studies (JIBS)* (Inkpen and Beamish, 1994) reported 55.7 percent, and the *JBS* reported 71.8 percent. The difference in the percentage of serial citations in turn created a difference in other types of citations.

The 605 journal citations covered more than 125 different serials. Sixty-two of those serials were referenced more than once in the 75 articles. The journals that were referenced most frequently were the *Transportation Journal*, the *Journal of Business Logistics*, the *International Journal of Physical Distribution and Logistics Management*, the *Harvard Business Review*, the *Strategic Management Journal* and the *Journal of Marketing*. Table 8 contains a listing of the journals that were cited at least 4 times in the 15 issues of the *Journal of Transportation Management*.

CONCLUSIONS

There were two primary reasons for conducting this research. First, the authors felt that members of Delta Nu Alpha and the readership of the *JTM* would be interested in the history of the publication. When Wilson first became the editor in 1996, there was little written evidence of the development of the *JTM* to that point in time. There were few files, virtually no correspondence, and only five back issues of the *Journal* in archive. The previous editor, Mike Crum, was able to provide direction in researching the beginnings of the publication, those involved, and the purpose for starting a new journal in transportation and logistics. The authors owe a debt of gratitude to Dr. David Bloomberg, professor emeritus, of Western Illinois University for providing the rationale for starting the *JTM* and for naming those that had a part in the development of the concept.

TABLE 8
MOST FREQUENTLY REFERENCED JOURNALS
IN THE *JOURNAL OF TRANSPORTATION MANAGEMENT*

| Journal | Frequency | Percent of Total Journal Citations (%) |
|--|-----------|---|
| <i>Transportation Journal</i> | 96 | 16.6 |
| <i>Journal of Business Logistics</i> | 70 | 12.1 |
| <i>International Journal of Physical Distribution and Logistics Management</i> | 22 | 3.8 |
| <i>Harvard Business Review</i> | 20 | 3.4 |
| <i>Strategic Management Journal</i> | 19 | 3.3 |
| <i>Journal of Marketing</i> | 17 | 2.9 |
| <i>Journal of Transportation Management</i> | 16 | 2.8 |
| <i>Journal of Marketing Research</i> | 14 | 2.4 |
| <i>The Logistics and Transportation Review</i> | 14 | 2.4 |
| <i>Academy of Management Journal</i> | 13 | 2.2 |
| <i>International Journal of Logistics Management</i> | 12 | 2.1 |
| <i>The Journal of Commerce</i> | 11 | 1.9 |
| <i>Transportation Quarterly</i> | 10 | 1.7 |
| <i>Supply Chain Management Review</i> | 9 | 1.6 |
| <i>International Journal of Operations and Production Management</i> | 8 | 1.4 |
| <i>Journal of Purchasing and Materials Management Logistics Management</i> | 8 | 1.4 |
| <i>Industrial Marketing Management</i> | 7 | 1.2 |
| <i>International Journal of Physical Distribution and Materials Management</i> | 7 | 1.2 |
| <i>International Journal of Purchasing and Materials Management</i> | 7 | 1.2 |
| <i>Journal of Transportation Research Forum</i> | 7 | 1.2 |
| <i>Sloan Management Review</i> | 7 | 1.2 |
| <i>Production and Inventory Management Journal</i> | 6 | 1.0 |
| <i>California Management Review</i> | 5 | 0.9 |
| <i>Interfaces</i> | 5 | 0.9 |
| <i>Journal of Personal Selling and Sales Management</i> | 5 | 0.9 |
| <i>Journal of the Academy of Marketing Science</i> | 5 | 0.9 |
| <i>Journal of Transport Economics and Policy</i> | 5 | 0.9 |
| <i>Academy of Management Review</i> | 4 | 0.7 |
| <i>European Journal of Operations Research</i> | 4 | 0.7 |
| <i>Journal of Consumer Research</i> | 4 | 0.7 |
| <i>Journal of Education for Business</i> | 4 | 0.7 |

The second purpose for conducting the research was to examine some of the characteristics of the *Journal* and to compare them with similar

characteristics in other journals. The research works cited in the introduction to this article were used to set the benchmarks for this

comparative analysis. Among the items analyzed, across the publications used, the *JTM* compared favorably in all aspects. While a few minor variations were found and discussed, for the most part, the analysis suggests some level of validation, at least among the peer publications indicated, for the role of the *Journal of Transportation Management*.

Note that the two most popular logistics journals, the *Journal of Business Logistics* and the *Transportation Journal*, were not included in the analysis. While the omission may appear intentional, it was nothing more than practical.

The data used for the analysis presented here were not available for these two publications, at least in published form.

Members of Delta Nu Alpha should be pleased with the results of the analysis and proud of the publication they have supported for the past seventeen years. The leaders of DNA made quite a financial commitment back in 1988 when the approval was given to start the new publication. The decision demonstrates the commitment of Delta Nu Alpha and its members to logistics and transportation research and education.

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Jerry W. Wilson is a professor of marketing and logistics at Georgia Southern University. He received the D.B.A. degree in marketing and transportation from Memphis State University and B.S. and M.B.A. degrees from Arkansas State University. He is co-founder of the logistics and intermodal transportation program at Georgia Southern and serves as Editor of the *Journal of Transportation Management*. Dr. Wilson is a member of the board of directors of Delta Nu Alpha Transportation Fraternity and serves on two committees for the Intermodal Association of North America. He also holds the CTL professional certification and is a member of the CTL certification Board of Examiners for the American Society of Transportation and Logistics. His research interests include service process simulation, transportation policy analysis and intermodal connectivity issues.

AUTHOR BIOGRAPHY

Cindy H. Randall is a professor of quantitative analysis at Georgia Southern University. She received her M.B.A. degree from Memphis State University and her B.B.A. from Georgia Southern. Her publications include articles in the *International Journal of Marketing Research*, *Journal of Marketing Theory & Practice*, and *Marketing Management Journal*. Her research interests are in the area of quantitative analysis and information systems.