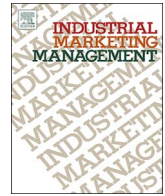




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# Patterns of knowledge outflow from *Industrial Marketing Management* to major marketing and specialized journals (1999–2013): A citation analysis<sup>☆</sup>

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## 1. Introduction

Journals often mark special, commemorative occasions and major milestones by engaging in healthy introspective evaluations of their history, strategy, evolution, and impact (e.g., Calabretta, Durisin, & Ogliengo, 2011; Chintagunta et al., 2013; Huber, Kamakura, & Mela, 2014; Hustad, 2013; Schrock, Zhao, Hughes, & Richards, 2016). In this rich tradition, we mark the changing of the guard at *Industrial Marketing Management*, and Peter Laplace's long tenure as Editor of IMM by tracing the impact *Industrial Marketing Management* has had on major marketing and specialized B2B marketing journals from 1999 to 2013. This period of interest overlaps significantly with Peter's stewardship of the journal.

Recent studies have examined levels of citation flows to assess import and export of knowledge between disciplines and domains (e.g. Clark, Key, Hodis, & Rajaratnam, 2014; Shafiq, 2013). We use a similar approach, but at the level of a particular journal. Specifically, we take a dynamic, year-by-year look at the impact *Industrial Marketing Management* (IMM) has had in terms of its Impact Factor, and citations in relevant major marketing and journals focusing on industrial/business-to-business marketing. In particular, from 1999 to 2013 we take a longitudinal look at:

- 1) the level of self-citation by IMM, and the growth in its impact factor;
- 2) the level of citation of IMM by top tier marketing journals;
- 3) the level of citation of IMM by second tier marketing journals, and specialized B2B/industrial marketing journals; and
- 4) the effect of self- and cross-citations on the 2-year Impact Factor of IMM from 1999 to 2013.

## 2. Data

We extracted article-by-article citation data from 336 journals in major business disciplines from the *Web of Science* from 1999 to 2013. This bibliometric database contained data on 5,390,245 citations from 116,750 articles.<sup>1</sup> For the purpose of this essay, we narrowed the analysis down to a list of top-tier and second-tier marketing journals as identified by Guidry, Hollier, Johnson, Tanner, and Veltsos (2004) based on citation analysis. The Top 5 marketing journals included: *Journal of Marketing* (JM), *Journal of Marketing Research* (JMR), *Journal of Consumer Research* (JCR), *Marketing Science* (MKSC), and *Journal of the Academy of Marketing Science* (JAMS).

The next five (second tier) marketing journals as identified by Guidry et al. (2004) were: *Journal of Retailing* (JR), *Journal of Business Research* (JBR), *Marketing Letters* (ML), *International Journal of Research in Marketing* (IJRM), and *Journal of Product Innovation Management* (JPIM).<sup>2</sup> To this set of top and second tier marketing journals, we added two specialized journals with specific relevance to business marketing and B2B marketing: *Journal of Business to Business Marketing* (JBBM) and *Journal of Business and Industrial Marketing* (JBIM)<sup>3,4</sup>. The final analyses were based on 436,943 citations from 8767 articles published in these 13 journals (the 12 above mentioned journals and *Industrial Marketing Management*) over a 15-year period (1999–2013). A total of 1944 of these articles cited IMM 8065 times over this period.

## 3. IMM's impact factor, self-and cross-citation rates in top tier, second tier and specialized marketing journals (1999–2013)

The journals under consideration differ with respect to the number of issues published per year, the number of articles published per issue,

<sup>☆</sup> The authors would like to thank Vincent Mangematin for providing access to the data.

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<sup>1</sup> Not all the journal records included in this database started in 1999. Some of the journals were incorporated in the database at later dates.

<sup>2</sup> *Journal of Advertising Research* was tied with JPIM in Guidry et al. (2004) ranking, but it was excluded from this analysis because of its lack of relevance to industrial/business marketing.

<sup>3</sup> Data for these two journals were only available from 2005 to 2013 in the database.

<sup>4</sup> While the *Journal of Personal Selling and Sales Management* (JPSSM) would also have been of interest in the specialized journals, we unfortunately did not have data on JPSSM in the database.

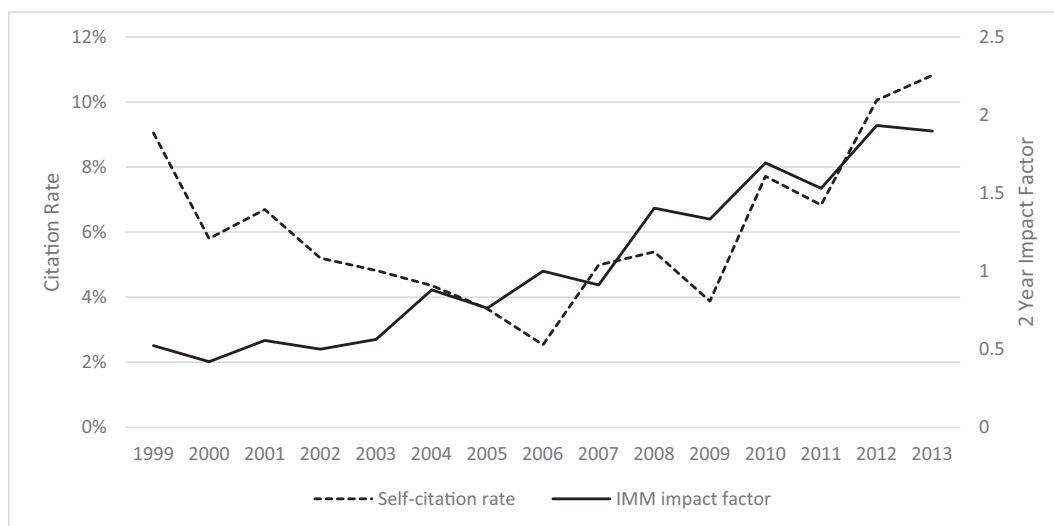


Fig. 1. IMM self-citation rate and impact factor (1999–2013).

and the number of references cited per article. In order to account for these differences, all citation data were normalized, and are presented here in terms of the percentage of all references cited in that journal in that year.

Fig. 1 presents the change in the 2-year impact factor of IMM along with its self-citation rates from 1999 to 2013. After decreasing from 1999 to 2006, the self-citation rates grew consistently, reaching nearly 11% in 2013. All this while, the 2-year impact factor of the journal increased steadily from 1999 to 2013. Fig. 2 shows the growth in IMM's 2-year impact factor relative to its cross-citations in the top-tier, and second-tier and specialized B2B marketing journals. The figure shows that IMM's citations in top-tier marketing journals remains consistently low over the 15-year period under examination. However, the impact factor of the journals tracks the citations in second-tier and specialized B2B marketing journals quite well over this period.

Next, we examined the effect of self- and cross-citation (top tier, second tier and specialized marketing journals) rates on the 2-year impact factor of IMM. Table 1 presents the descriptive statistics and correlations between the variables.

The correlation matrix shows only a weak positive correlation between IMM self-citation and its 2-year impact factor ( $r = 0.49$ ;  $p < .10$ ). This could be because the relationship between the two may not be strictly linear (see Fig. 1). IMM self-citations, on the other hand, were strongly correlated with citations in second-tier and specialized B2B marketing journals ( $r = 0.88$ ;  $p < .01$ ). Top-tier marketing journals have a significant and positive correlation with both IMM self-citation ( $r = 0.59$ ;  $p < .05$ ) and citations in second tier and specialized marketing journals ( $r = 0.54$ ;  $p < .05$ ). IMM self-citation and second tier and specialized marketing journals' citations were not significantly correlated.

In order to further ascertain the effect of citation rates on impact factors, we regressed IMM's 2-year impact factor on self- and cross-citation rates (top-tier, second-tier and specialized B2B marketing journals) over the 1999–2013 period. Table 2 reports the results of this multiple regression analysis.

Multiple regression show that only second-tier and specialized B2B marketing journals citations have a significant positive effect on the 2-year impact factor ( $\beta = 0.79$ ;  $p < .00$ ). Neither self-citation rates, nor citations in top-tier marketing journals, have any significant effect on the 2-year impact factor of IMM from 1999 to 2013. Overall, the model explained 75% of the variance in IMM's impact factor. All the variance inflation factors (VIFs) were  $< 2$ , suggesting that multicollinearity was not an issue in the analysis. Given the self-citation patterns displayed in Fig. 1, we also ran a regression analysis to test for a potential non-linear

effect of self-citation on impact factor. The results of the non-linear analysis were consistent with those seen in Table 2, suggesting that the effects obtained were stable and robust.

#### 4. Discussion

The overall pattern of our results indicates that IMM self-citations followed a very shallow u-shaped pattern from 1999 to 2013 (see Fig. 1). While the self-citation rates initially decrease, before starting to climb again, the IMM impact factor grew steadily over this period. The citations patterns show very low citation rates for IMM in the top-tier marketing journals (see Fig. 2), indicating that IMM's share of knowledge imported by top marketing journals remains relatively small. The IMM impact factor seems to track citation rates in second-tier and specialized B2B marketing journals more closely.

Regressing the IMM impact factor over the years on the rates of self-citation, citation in top-tier marketing journals, and citation rates in second-tier and specialized journals, indicates that self-citation and citation in top marketing journals had no significant effect on the impact factor of IMM (Table 2). For the period under examination, by far the biggest driver of IMM's 2-year impact factor were citations in second-tier and specialized journals. The proposed model explained 75% of the variance in IMM impact factor of IMM from 1999 to 2013.

However, in order to tease out this effect even further, we conducted post-hoc analyses where we separated the citation rates in the second-tier journals from those in specialized B2B marketing journals. This post-hoc analysis presented in Fig. 3 shows that when separated, the IMM citation pattern in second-tier marketing journals resemble those in top-tier marketing journals, with both tiers citing IMM at a fairly low rate relative to their overall levels of citations (i.e., knowledge imports). In fact, Fig. 3 shows that the pattern of growth of IMM impact factor closely follows its citation rates in specialized B2B marketing journals (e.g., JBIM, JBBM).<sup>5</sup>

These findings are indicative of a larger, long-term trend of decreasing emphasis on B2B and industrial marketing topics in the top marketing journals over the last 15–20 years. Consistent with these findings, other researchers have also noted a decreasing emphasis on strategy research in general in top-tier marketing journals (Houston, 2016). However, within the top-tier marketing journals, JAMS shows the strongest citation patterns for IMM in recent years, suggesting JAMS

<sup>5</sup> Our database contained citation data for JBBM and JBIM for only 9 years, which leaves us with insufficient data points to estimate a new regression model with specialized B2B journals included as a separate predictor.

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