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Taking Care of Business: Selecting the Best Periodical Database for Your Business Patrons

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**TAKING CARE OF BUSINESS: SELECTING THE BEST PERIODICAL
DATABASE FOR YOUR BUSINESS PATRONS**

TITLE. Taking care of business: selecting the best periodical database for you business patrons.

AUTHOR: James Cory Tucker

ABSTRACT. This study compares *ABI/INFORM* and *Business Source Premier*, the two major periodical databases in the business field, to determine which database is covering the major scholarly journals most thoroughly. The comparison was made by compiling a list of major journals based on scholars' choice in the fields of accounting, finance, MIS and marketing. In the field of management, the journals studied are based on ISI's *Journal of Citation Reports*. The list was compared to the title lists of journals indexed in each database. The results indicate the two databases are very similar. *ABI/INFORM* is more comprehensive in number of journals and in number of unique titles. However, *Business Source Premier* has better coverage of full-text holdings and more unique titles held in full-text format.

KEYWORDS. Collection Development, periodical databases, business, scholarly research.

Collection development for the area of business can be challenging even for the most experienced librarian. One specific challenging area of collection development is evaluating and purchasing subscriptions to periodical databases. Libraries purchase periodical databases primarily for the indexing and abstracting they provide to the business journal literature. In addition to this, these databases provide access to many full text articles thereby significantly increasing a library's journal holdings. In other words, these databases allow the library to cost effectively meet patrons research needs for journal indexing and expand the library's journal collection. Periodical databases are valuable resources because of their availability to patrons from any Internet connected computer subscribing provides desktop access 24/7, thereby meeting patron demands for access any time and any place.

Choosing the appropriate periodical database is important, therefore, it is vital to consider many different factors when evaluating a database. First, for academic libraries, the needs of patrons vary with their academic status. In many cases, academic libraries serve both undergraduate and graduate students, as well as faculty and staff. The level of scholarly research needs changes from patron to patron depending on status. Because the library is serving different research needs, it is essential to choose a resource that fits all levels of research. Second, in the last few years, the competition for business periodical databases has increased. Therefore, it is necessary to conduct a thorough analysis to choose the right database. In order to make an informed decision, librarians and bibliographers must carefully evaluate each database and look at factors such as search capability, duplication, price, and indexing.

A major debate among business librarians is which periodical database to

purchase, *ABI/INFORM* or *Business Source Premier*, or both. These databases are among the most expensive items purchased by libraries. Since most libraries cannot afford to purchase both, this study was undertaken to provide an in-depth analysis and see if either one of the databases is superior in supporting research for all academic levels in the area of business. The journal holdings for each product were compared to a list of core journals in the areas of accounting, finance, management, management information systems, and marketing. The databases were analyzed for journal coverage based on three criteria: abstract only, full-text and full-text with embargo. The journal coverage of each database was also compared on the number of years a journal is indexed (depth). Finally, the two databases were compared on the amount of overlapping journal titles.

PRODUCT BACKGROUNDS

ABI/INFORM Global edition (ABI) is produced by ProQuest Information and Learning. The Global edition consists of 2,195 sources with 1,230 available full-text. There are 977 scholarly/peer reviewed sources available in the Global edition. Most journal coverage dates back to 1971. Most of the full-text availability begins in the early 1990s.

Business Source Premier (BSP) is produced by EBSCO Information Services. BSP provides access to 4,685 sources with 3,857 sources available in full-text. There are 1,725 peer reviewed sources in this database. Most journal coverage dates back to the early 1980s, however, EBSCO has created a back file project with many journals available from first date of publication. Full-text availability begins in the early 1990s.

LITERATURE REVIEW

Blessinger and Olle (2003) conducted a study at Louisiana State University

Libraries comparing three aggregator databases: EBSCO *Academic Search Premier*, Gale *Expanded Academic ASAP* and ProQuest *Research Library Core*. The databases were compared using three criteria: title list, full-text availability and search features. The study concluded that the two most important features when selecting a database are title lists and search capabilities. The study showed that EBSCO provides the highest percentage of indexed and full-text titles. In relation to search capabilities, ProQuest offered the most intuitive search capabilities including well designed interfaces and limiting searches.

Chapman (2002) analyzed full-text database support for doctoral level research in the area of finance. The study compared a list of articles cited by finance researchers to the title lists of *ABI/INFORM Global*, *Business Source Elite* and *General BusinessFile*. The results showed that not all the databases provide strong support or even adequate support for scholarly research. The results also illustrated that *ABI/INFORM* and *General BusinessFile* had the highest citation error rates. The final conclusion was that the most comprehensive coverage was offered by *ABI/INFORM Global*.

Davidson, Salisbury & Baily (2000) analyzed Bell and Howell's *PA Research II* and H.W. Wilson's *WilsonSelect* and compared the databases on several factors: content, user interface, user help, delivery capacity and other issues related to collection development. The study concluded that *PA Research II* provided better controlled vocabulary searching, output formats, durable links to library's catalog and journal title browsing. The *WilsonSelect* database strengths included 100 percent full-text, sorting and phrase searching.

Still and Kassabian (1999) examined three periodical database systems consisting

of ProQuest, Periodical Abstracts and EBSCOhost. The comparison was of full-text general periodical indices for undergraduate students. The factors explored included breadth and depth of coverage, manipulation of results, exporting features, ease of use (searching) and indexing quirks. The results of the article varied. In regard to the breadth and depth aspect, the study showed that when searching the same issue, EBSCOhost had more articles than ProQuest. As far as obtaining title lists for each database, ProQuest had easier accessibility to lists than EBSCO and Periodical Abstracts. In manipulation of results, Periodical Abstracts and EBSCO had more results than ProQuest when using the term search “greenhouse effect.” Also, exporting was more efficient in Periodical Abstracts and EBSCO. For ease of searching, EBSCO was found to have the most ease and to have easily understandable features. When comparing the databases on indexing quirks, the results varied. The authors suggest that when selecting databases the most important feature is how the product is going to be used in real-life situations. These situations include ease of use and distance learning considerations.

Other research connected with online databases has involved evaluating title coverage of full-text periodical databases. In their 1999 article, Brier and Lebbin discuss evaluating title coverage of databases in relation to a library’s print journal collection. Title coverage was assessed through a conceptual model comparing abstracts and full-text titles of three databases: EBSCOhost *Academic Search Elite*, *Expanded Academic Index* and *Periodical Abstracts Research II*. The databases were evaluated from the standpoint of undergraduates’ information seeking habits and their anticipated choices when confronted with a range of retrieval options, including abstracts and full-text articles. The resources were also evaluated by which database was most likely to lead

users to reliable information. The results showed that *Periodical Abstracts Research II* had the best full-text value. *Expanded Academic Index* provided the best abstract value. The analysis shows that when comparing databases, librarians should investigate both full-text and abstract coverage. The results also show that libraries should take into consideration the existing print collection before choosing a database.

METHODOLOGY

To test the coverage of the two databases, a list of journals in five areas of business was compared to the journal content list of each database. The five areas of business were chosen using the same method as Walstrom (2001). Walstrom (2001) reviewed the popular introductory business textbook *Contemporary Business*, by Boone and Kurtz (1996) and identified four areas of business including Management, Marketing, Information Systems and Accounting, and Finance. For the purpose of this study, Management Information Systems (MIS) and Accounting were separated into their own category. These five areas were chosen because they portray a broad picture of the business field.

Journal Lists

Journals in each discipline were chosen as a result of a literature review or a search of the Journal Citation Reports. For each discipline, the entire list of journals was used in the study because it represented the choices of researchers in each field.

Within the accounting discipline, an article by Ballas and Theoharakis (2003) ranked forty accounting journals through surveys sent to faculty listed in the Association to Advance Collegiate Schools of Business and the European Accounting Association. Each respondent was asked to list ten top tier journals and up to ten additional journals.

For the area of finance, an article written by Arnold, Butler, Crack and Altintig (2003) was used. The title list in this article was derived from analyzing journal articles by the number of times they are cited in *Financial Management*, *Journal of Business*, *Journal of Finance*, *Journal of Finance & Quantitative Analysis*, *Journal of Financial Economics*, and *Review of Financial Studies* over the period of 1990 to 1999. In this article, twenty-three finance journals were identified.

A list of fifty journals for information systems was taken from an article by Peffers and Ya (2003). This study used an online survey instrument to ask information systems researchers to rate a list of journals in terms of their relative value to the research and the audience as an outlet for IS research. Researchers were also asked to submit names of journals not on the evaluation list.

During the literature search for articles on management journals, the most recent study located was 1998. Because the list for management was not current, the 2002 Journal Citation Report was used for this study. The list of journals for management was compiled according to impact factor and included sixty-five journals.

For the discipline of marketing, an article by Theoharakis and Hirst (2002) was used. In this article, the authors employed an online questionnaire to gather a list of top marketing journals according to four subjective quality metrics: journal familiarity, average rank position, percent of respondents who classify a journal as top tier and readership. The questionnaire was sent to the top forty seven business schools in North America, forty from the United States using *Business Week* and *U.S. News* rankings and seven from Canada using *CanadianBusiness* rankings. Forty-seven schools were identified from Europe, thirteen from Asia and seven from Australia/New Zealand. The

list included fifty-five journals.

Table 1 shows the number of journals, by subject, used in this study. The list of journal titles used in this study are available in the Appendices.

Table 1. Number of Journals by Subject

Business Subject	Number of Journals
Accounting	40
Finance	23
Information Systems	50
Management	65
Marketing	55
Total	233

Database Content

The title lists for the two databases were obtained from the vendor's Websites on August 1, 2004. To check the reliability of each database list, each journal title was searched in the respective database to confirm that the title was held. The list of journals in each discipline was compared to the journal list for each database. The database comparisons for each journal were measured using three categories: abstracts held, full-text held and full-text with embargo held.

An additional measurement in the study involved measuring the depth of coverage for each database. Depth of coverage is measured by the number of years a journal is indexed in a database. The depth of coverage was measured by compiling a list of journals that were included in both databases. Each journal in this category was analyzed for coverage in abstract, full-text and full-text with embargo format. To ensure reliable analysis, journals were compared using a consistent format. For example, if a journal is available in both abstract and full-text for one database and only available in abstract format in another, the journal coverage was analyzed for abstracts only. The final measurement of the study identified the amount of journal overlap between the two

databases.

The limitations of the methodology of this study must be considered as the results are evaluated. Although the author took care in the selection of journals for each business subject, the number of journals listed for each subject is not consistent. For example, the area of finance is underrepresented in this study because of the small number of journals (twenty-three). Another factor to keep in mind is journal coverage in a database may vary. Vendors are dropping and adding journals every year and extending coverage of existing titles. All of these factors will affect the results offered by this study.

RESULTS

The results show interesting insight into which database hold the best coverage for the broad discipline of business. Table 2 demonstrates, by subject area, the journals abstracted in each database.

TABLE 2. Subject coverage for Journal Abstracts

Journals	Business Subject	ABI/INFORM	EBSCO BSP
40	Accounting	30	35
23	Finance	20	20
50	Information Systems	22	21
65	Management	58	56
55	Marketing	42	36
233	Total	172	168

The results in Table 2 show that *Business Source Premier* and *ABI/INFORM* are very similar in the number of journals abstracted. Overall, *ABI/INFORM* provides better coverage in the area of marketing, whereas, *Business Source Premier* has an edge in accounting. Both databases are significantly stronger in the

areas of finance and management compared with marketing and accounting. Both databases have weak coverage in the area of information systems.

Table 3 covers the percent of journals owned by subject.

TABLE 3. Percent of Journals Indexed

Business Subject	ABI/INFORM	EBSCO BSP
Accounting	75%	87.5%
Finance	87%	87%
Information Systems	44%	42%
Management	89%	86%
Marketing	76%	65%
Total	74%	72%

The results in Table 3 show that *ABI/INFORM* has the largest percentage of journal holdings in information systems, management, and marketing. *Business Source Premier* has the best percentage of journal holdings in accounting. The worst percentage of journal holdings for both databases is in information systems.

Table 4 shows, by subject, the number of journals available in full-text.

TABLE 4. Subject Coverage for Journals in Full-Text

Business Subject	ABI/INFORM	EBSCO BSP
Accounting	8	12
Finance	5	7
Information Systems	4	5
Management	6	15
Marketing	4	16
Total	27	55

Looking at Table 4, the results show that in every subject category, *Business Source Premier* has more journals available in full-text compared with *ABI/INFORM*. Both databases are strong in the subjects of accounting, management, and marketing and weakest in management information systems.

Table 5 illustrates the number of journals available in full-text with an embargo.

TABLE 5. Subject Coverage for Journals Full-Text W/Embargo

Business Subject	ABI/INFORM	EBSCO BSP
Accounting	2	11
Finance	1	4
Information Systems	7	9
Management	17	13
Marketing	14	6
Total	41	43

The results in Table 5 demonstrate that *Business Source Premier* has better full-text subject coverage in accounting, finance, and information systems, while *ABI/INFORM* has better coverage in management and marketing.

Table 6 shows the results for the measurement of unique journal titles for each database.

TABLE 6. Total Unique Journal Titles

Business Subject	ABI/INFORM	EBSCO BSP
Accounting	3	5
Finance	0	0
Information Systems	11	10
Management	4	3
Marketing	11	6
Total	29	24

For this study, the concept of unique titles can be defined as “indexing” a journal that the other database does not include in its holdings. This includes abstract, full-text or full-text with embargo formats. Looking at the unique titles for each database, both *ABI/INFORM* and *Business Source Premier* have comparable holdings in the areas of information systems and management. *ABI/INFORM* has more unique titles in marketing and *Business Source Premier* has more unique titles in the area of accounting. Further measurement of unique titles for each databases is shown in Table 7.

TABLE 7. Unique Journal Titles in Full-Text and Full-Text w/Embargo

	ABI/INFORM	EBSCO BSP
Full-Text	3	7
Full-Text w/Embargo	14	10
Total	17	17

In regard to unique titles, Table 7 demonstrates that most of *ABI/INFORM*'s unique titles are available full-text with an embargo. *Business Source Premier* has a better balance with seven titles available in full-text.

TABLE 8. Depth of Database Coverage

Business Subject	ABI/INFORM	EBSCO BSP
Accounting	5	10
Finance	3	20
Information Systems	5	0
Management	16	19
Marketing	1	10
Total	30	59

The depth of coverage refers to the number of years a journal is indexed. As stated earlier, each subject list was compared and the journals that were subscribed to by both databases were noted. The comparison analyzed the holdings for abstract, full-text and full-text with embargo. *Business Source Premier* had superior depth of journal coverage in every area of business except for Information Systems.

Analyzing the unique titles indexed by *ABI* and *BSP* is extremely helpful because it identifies the subject strengths of each database. This analysis is also helpful for identifying the database with the most full-text access. Another important factor in the evaluation of these databases is overlap of journal indexing. If a library is considering one or both of these resources, it is vital to analyze journal holdings to identify how much duplication exists between the two databases. A comparison of the journal title lists for

each database discovered an overlap of 1,305 journals. Table 9 shows the amount of overlap for each journal list, by subject.

Table 9. Overlap of Coverage by Subject

Business Subject	Journals
Accounting	13
Finance	15
Information Systems	6
Management	25
Marketing	11
Total	70

DISCUSSION

The results of this study indicate that both databases are very competitive in their coverage of the business discipline. Analyzing the results, both databases had competitive advantages in different areas. The following slight differences may sway a library to choose one database over the other.

Comparing the databases by journal titles held in abstract format, the information in Table 1 suggests that *ABI* has a slightly higher number of core journals and therefore a slightly higher percentage of the core journals. However, the results in Table 4 and Table 5 indicate a significant advantage for *BSP* in full-text coverage and a slight advantage in full-text coverage with an embargo. If you are looking for the greatest number of full-text titles, *BSP* may be preferred. The research in the subject coverage for each database demonstrates that *BSP* has the best coverage in the accounting discipline while *ABI* has better coverage in the area of MIS. One factor to keep in mind with subject coverage is full-text availability. *BSP* has more journal titles available full-text in every subject area. Both databases performed equally well in journal coverage in full-text with an embargo. For this format, *ABI* has better coverage in management and

marketing. *BSP* has better coverage in accounting and finance.

A significant result of the study is found in the analysis of unique journal titles included in each database. Table 6 illustrates the fact that *ABI* has an edge in the total amount of unique journal titles. Table 7 further analyzes the unique journal holdings and shows that *ABI* has more titles in full-text with an embargo and *BSP* has more unique titles available in full-text. With regard to unique journal titles, a factor to keep in mind is subject coverage is full-text availability. As far as subject coverage for unique titles, *ABI* has better coverage in marketing while *BSP* has better coverage in accounting.

Another important factor is depth of database coverage. The depth of coverage refers to the number of years a journal is included in a database. Table 8 shows that *BSP* has a significant advantage in depth. Analyzing depth of coverage by subject, *BSP* performed better in every subject except MIS. If backfile information is important to a library, then *BSP* will be the better choice.

Overlap of coverage is another factor that will play a role in choosing periodical databases. Analyzing the journal title list for each database shows that both databases have similar journal holdings, so there is a significant amount of overlap. Duplication is a practice that libraries attempt to avoid with print subscriptions and this should be the same philosophy used with electronic subscriptions

Overall, the analysis indicates that both *BSP* and *ABI* can provide adequate journal coverage for all academic levels including faculty research. Both *ABI* and *BSP* provide access to the majority of journals that are highly regarded in each business discipline.

CONCLUSION

For business librarians, one of the most challenging aspects of collection development is evaluating and selecting the appropriate periodical database. The choice of a database is influenced by the extent to which the database can provide research support for undergraduates, graduates and faculty. The data gathered for this study analyzed the extent to which two prominent periodical databases support scholarly research in accounting, finance, management, MIS, and marketing

The results of the study demonstrate that each database provides adequate coverage for all research levels, but depending on the patron and curriculum, careful evaluation of each databases journal holdings should be completed. The study indicates some differences between the databases in regard to the amount of full-text coverage, unique titles, subject coverage, and depth. A significant difference between the two databases is the amount of full-text journals available. For many libraries, the ability to obtain journal articles online is very important. This holds true if there is a large distance learning or commuter population.

The results also signified a difference in the number of unique titles held by each database. Unique title coverage is usually a result of exclusive publisher contracts negotiated by a vendor. According to press releases, the leading vendors in the area of business seem to be attempting to obtain exclusive publisher contracts. This business strategy has many implications for selecting a database. Libraries may be forced to purchase one or more competing databases to cover all research needs of its patrons. The possibility of subscribing to one of more databases is a potential budgetary problem. This is even more of an impact in times of tight library budgets. In addition, the number

of unique titles may be important, depending on the areas of focus for the university. The same holds true for the amount of subject coverage. Universities are stronger in certain disciplines compared to others. Depth of coverage will also need to be evaluated and will depend on the information needs of the patron.

The study shows that there are several aspects of a database that need to be considered when making a collection management decision. Although this study focused on format, coverage for various business disciplines, depth and overlap, there are other factors to keep in mind. These include price, interface usability, indexing quality, export features, such as printing and emailing, and quality of indexing. Another factor to keep in mind is that journal coverage in databases is not static. Each year, journals are added or dropped and formats of journals may change. Evaluation of all of these factors should be used in the decision making process.

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Appendix I.

Accounting Journals

Accounting, Auditing and Accountability Journal
Accounting and Finance
Australian Accounting Review
Abacas
Accounting, Business and Financial History
Accounting and Business Research
Accounting Education
Accounting Educator's Journal
Accounting Enquiries
Accounting Forum
Accounting History
Accounting Historians Journal
Accounting Horizons
Advances in Accounting
Advances in International Accounting
Advances in Accounting Information Systems
Advances in Taxation
Advances in Management Accounting
Accounting, Organizations and Society
Advances in Public Interest Accounting
Auditing: A Journal of Practice & Theory
British Accounting Review
Behavioral Research in Accounting
Contemporary Accounting Research
Critical Perspectives on Accounting
European Accounting Review
Economic Applique
Espace Europe
Financial Accountability and Management
Harvard Business Review
Issues in Accounting Education
International Journal of Auditing
International Journal of Accounting
Journal of Accounting, Auditing & Finance
Journal of Accountancy
Journal of Accounting and Economics
Journal of Accounting Literature
Journal of Accounting and Public Policy
Journal of Accounting Research
Journal of the American Taxation Association
Journal of Business Finance and Accounting
Journal of Cost Analysis

Journal of Cost Management
Journal of Accounting Education
Journal of International Accounting, Auditing & Taxation
Journal of International Financial Management and Accounting
Journal of Management Accounting Research
Journal of Taxation
Management Accounting Research
National Tax Journal
Research on Accounting Ethics
Research in Accounting Regulation
Review of Accounting Studies
Research in Government & Non-Profit Accounting
Schmalenbach Business Review
Tax Advisor
The Accounting Review
Tax Law Review

Appendix II

Finance Journals

Journal of Finance
Journal of Financial Economics
Review of Financial Studies
Journal of Business
Journal of Financial and Quantitative Analysis
Econometrica
Journal of Political Economy
American Economic Review
Financial Management
Journal of Accounting and Economics
RAND/Bell Journal of Economics
Quarterly Journal of Economics
Journal of Economic Theory
Journal of Monetary Economics
Journal of Accounting Research
Journal of Law and Economics
Financial Analysts Journal
Review of Economic Studies
Journal of Econometrics
Journal of Banking and Finance
Review of Economics and Statistics
Journal of Portfolio Management
Journal of Financial Research

Appendix III

Management Journals

Academy of Management Review
Strategic Management Journal
Sloan Management Review
MIS Quarterly
Administrative Science Quarterly
Academy of Management Journal
Harvard Business Review
Human Resource Management
Journal of Management
Leadership Quarterly
Resources Policy
Organization Science
Organizational Behavior and Human Decision Processes
Journal of International Business Studies
Management Science
Information Management
Journal of Information Technology
Journal of Organizational Behavior Management
Journal of Product Innovation Management
Organization Studies
New Technology, Work and Employment
Journal of Management Information Systems
Human Relations
California Management Review
MIT Sloan Management Review
Academy of Management Executive
Journal of Management Studies
Group and Organization Management
Corporate Governance
Organization
British Journal of Management
Journal of Economics and Management Strategy
International Journal of Selection and Assessment
Group Decision and Negotiation
International Journal of Human Resource Management
Decision Sciences
R&D Management
Organizational Dynamics
Interfaces
Long Range Planning
Omega
Industrial Marketing Management

International Journal of Forecasting
Research Technology Management
IEEE Transactions on Engineering Management
Journal of Operational Research Society
International Journal of Operations and Production Management
System Dynamics Review
Journal of Forecasting
Management Learning
International Journal of Service Industry Management
Systems Research and Behavioral Science
Journal of Management Inquiry
Journal of Small Business Management
Tourism Management
Review of Industrial Organization
Service Industries Journal
Total Quality Management
Systemic Practice and Action Research
International Journal of Manpower
International Journal of Technology Management
Negotiation Journal
Canadian Journal of Administrative Science
Journal of Organizational Change Management
Advances in Strategic Management

Appendix IV

MIS Journals

MIS Quarterly
Information Systems Research
Journal of Management of Information Systems
European Journal of Information Systems
Information and Management
Communications of the AIS
Decision Support Systems
Database
Journal of the Association for Information Systems
Information Systems Journal
Information Resources Management
International Journal of Electronic Commerce
Journal of Computer Information Systems
Journal of Database Management
Information Technology and People
Journal of Strategic Information Systems
Journal of the ACM
Information Systems Frontiers
Journal of Global Information Management
MISQ Discover
Information Systems
Journal of End-User Computing
Journal of Global Information Technology Management
Informing Science
Australian Journal of Information Systems
JITTA
Information Technology and Management
Information and Organization
Electronic Markets
Behavior and Information Technology
Journal of Information Systems Education
Wirtschaftsinformatik
JITCA
Journal of Organizational Computing and EC
Journal of Information Systems Management
Computer Supported Cooperative Work
International Journal of Information Management
Information Systems Management
ACM Transactions on Information Systems
Journal of Information Technology
Electronic Commerce Research and Application
International Journal of Human Computer Study

Information Research
Scandinavian Journal of Information Systems
e-Service Journal
Information Processing and Management
ACM SIGecom Exchanges
Journal of Information Technology Management
The Information Society
Journal of Management

Appendix V

Marketing Journals

Advances in Consumer Research
Australasian Marketing Journal
Business Horizons
California Management Review
Decision Sciences
European Journal of Marketing
Harvard Business Review
Industrial Marketing Management
International Journal of Advertising
International Business Review
International Journal of Research in Marketing
International Marketing Review
Journal of Advertising
Journal of Advertising Research
Journal of Brand Management
Journal of Business
Journal of Business and Industrial Marketing
Journal of Business Ethics
Journal of Business Research
Journal of Consumer Marketing
Journal of Consumer Psychology
Journal of Consumer Research
JEP-Learning Memory and Cognition
Journal of Global Marketing
Journal of Health Care Marketing
Journal of International Business Studies
Journal of International Marketing
Journal of Market Focused Management
Journal of Marketing
Journal of Marketing Education
Journal of Marketing Management
Journal of Marketing Research
Journal of Marketing Theory and Practice
Journal of Personal Selling and Sales Management
Journal of Personality and Social Psychology
Journal of Product and Brand Management
Journal of Product Innovation Management
Journal of Public Policy and Marketing
Journal of Retailing
Journal of Service Research
Journal of Services Marketing
Journal of Strategic Marketing

Journal of the Academy of Marketing Science
Journal of the Market Research Society
Management Science
Marketing Education Review
Marketing Letters
Marketing Management
Marketing Science
Organizational Behavior and Human Decision Processes
Psychology and Marketing
Strategic Management Journal
Zeitschr. Fur betr. Forschung
Zeitschr. Fur Betriebswirtsch