

**University of New Hampshire
Peter T. Paul College of Business & Economics**

Marketing Department

RESEARCH STATEMENT

Our Research Mission

The Marketing Department produces research that expands the frontiers of knowledge in our discipline and disseminates this knowledge to the widest possible professional audience. We publish our research in a range of sub-disciplines including Advertising, Brand Management, Consumer Behavior, Innovation & New Product Development, International Marketing, Marketing Channels, Marketing Research, Marketing Strategy, Modeling, Retailing and Services Marketing.

Our mission of producing and disseminating knowledge is primarily accomplished through publications in academic journals. Publications in practitioner oriented journals or authorship of scholarly books also can contribute to our research mission, but typically are undertaken by tenured faculty members.

Our Criteria for Evaluating Academic Journals

The Marketing Department has developed criteria for classifying academic journals based on the impact of the research they publish, the membership of their editorial boards, their acceptance rates, and other factors.

- A+** Recognized world-wide as one of the top peer reviewed journals in its field, it publishes rigorous original research that shapes the field. “A+ journals” publish pioneering or landmark studies more frequently than other journals in the field. Acceptance rates are very low and the editorial board is dominated by leading scholars in the field, including scholars from the top institutions around the world. The journal’s very high degree of contribution to scholarly research is indicated by it having among the highest ISI Journal Impact Factors in the field or other indicators of having the highest reputation.
- A** Recognized internationally as a leading journal in the field or a top journal in a sub -field, it publishes significant and rigorous original research. Acceptance rates are typically low and the editorial board includes leading scholars in the field from multiple countries. The journal’s high degree of contribution to scholarly research is indicated by it having higher than average ISI Journal Impact Factors. Not all “A journals” will have high impact factors, especially those in sub-fields. Journals with low ISI impact factors may be considered for the A-tier if there are multiple indicators of reputation comparable to “A journals” with above average impact factors.
- B** A well regarded journal in the field or in a subfield, it publishes research of a good standard in terms of originality, significance and rigor. The manuscripts are double blind reviewed according to good standards and practices, but acceptance rates are higher than for “A+” and “A journals”. The journal will have modest to low ISI Journal Impact Factors. Sub-field journals not listed by ISI may be considered provided there are enough other indicators that the journal is of at least equivalent importance to scholarly research as ISI listed journals in that subfield.
- C** A recognized journal that publishes research that is of a modest standard and/or is yet to establish its reputation because of its newness. This tier is more inclusive than the others but only includes refereed (peer reviewed) journals.

Our Priority Journals for Publishing Marketing Research

Based on our journal evaluation criteria, quantitative journal quality data (ISI) and qualitative journal quality data (published journal reputation analyses), we believe that our department's research mission is most effectively fulfilled by publications in the A+, A and B marketing journals listed below:

A+ Recognized world-wide as one of the top journals in marketing:

Journal of Consumer Psychology
Journal of Consumer Research
Journal of Marketing
Journal of Marketing Research
Journal of the Academy of Marketing Science
Marketing Science

A Recognized internationally as a leading journal in marketing or as a top journal in a marketing sub-discipline:

Industrial Marketing Management
International Journal of Research in Marketing
Journal of Advertising
Journal of Interactive Marketing
Journal of International Marketing
Journal of Product Innovation Management
Journal of Public Policy & Marketing
Journal of Retailing
Journal of Service Research

Marketing Letters

B A well regarded journal in the discipline or sub-discipline:

Academy of Marketing Science Review
European Journal of Marketing
International Journal of Advertising
International Journal of Technology Management
International Marketing Review
Journal of Advertising Research
Journal of the Association of Consumer Research
Journal of Business & Industrial Marketing
Journal of Business Research
Journal of Business-to-Business Marketing
Journal of Engineering and Technology Management
Journal of Macromarketing
Journal of Personal Selling and Sales Management
Journal of Services Marketing
Marketing Theory
Psychology & Marketing
Quantitative Marketing and Economics
R&D Management

- C A recognized peer-reviewed journal that publishes research of a modest standard and/or has yet to establish its reputation because of its newness.

Publishing in Non-Marketing Journals

While publishing in the A+, A and B marketing journals listed above is a priority for our department, we also value high quality research that our colleagues publish in leading interdisciplinary journals or leading journals of disciplines whose phenomena and/or methods overlap with marketing. Our journal rating criteria have been defined in such a way that interdisciplinary journals and journals from other disciplines can be evaluated, categorized and compared with those on our priority list. For example, *Management Science* (a top interdisciplinary journal) meets the “A+ journal” criteria.

Please Note: Promotion to associate or full professor requires a research record with the majority of publications in marketing journals. Provided that requirement is met, then publications in leading non-marketing journals will be valued the same as similarly rated marketing journals during research evaluations.

Any member of the department may ask to have a non-marketing journal evaluated and ranked. The person making the request will need to present to the department quantitative journal quality data (ISI) and qualitative journal quality data (published journal reputation analyses) needed for the assessment along with a short statement explaining why the requested journal rank is justified. Once ranked, the ranking will be valid until the next time the Priority Marketing Journal List is fully reviewed.

Revising Our Journal Rankings & Priority List

The department will conduct a full review and reassessment of its Priority Marketing Journal List and any ranked non-marketing journals every four years. The review will be based on the journal rating criteria presented above: quantitative journal quality data (ISI) and qualitative journal quality data (published journal reputation analyses).

In between the quadrennial full reviews, any member of the department may ask to have a journal considered for addition to the Priority Marketing Journal List. The person making the request will need to present to the department the quantitative and qualitative journal quality data needed for the assessment along with a short statement explaining why the requested journal rank is justified.

How We Evaluate Research

The Marketing Department evaluates faculty research for annual reviews, third year reviews, merit pay, promotion and tenure. We evaluate research portfolios using four interdependent criteria: the quantity of papers accepted for publication, the timing of publications (consistency), the focus of the research portfolio, and the quality of the publications. These criteria seek to answer the following questions:

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| Quantity | Has this faculty member published enough research to appropriately contribute to our research mission? |
| Timing | Does the timing of journal acceptances and the consistency of the faculty member's research activities suggest he/she is an active and engaged researcher? |
| Focus | Has this faculty member established a research program that is sufficiently coherent and focused to allow them to develop a clear identity as a researcher? |
| Quality | Do the quality of the journals in which the faculty member has published and/or the frequency with which that work is cited by others indicate that the quality of the research appropriately contributes to our research mission? |

Note: Due to the lag between a paper's publication and its citation by others, the

quality of untenured professors' research portfolios are often evaluated using journal quality only.

Our Research Expectations

The department believes that our research mission is best served by allowing faculty members the flexibility to pursue their research interests and opportunities. However, the department also believes that our departmental research expectations of each other must be sufficiently aligned with those of the Paul College overall and our discipline in order for us to accomplish our mission.

The Paul College View:

A general rule of thumb within the Paul College is that a consistent publication record averaging at least one paper published or accepted by a peer reviewed journal per year is desirable for someone seeking to be promoted to associate professor with tenure. When there are papers in the highest quality journals or very highly cited papers, this may vary.

Discipline View:

Seggie and Griffith (*Journal of Marketing*, 2009) provide the best publication benchmarks for discipline of marketing as a whole. They examined the publication activities of 337 marketing scholars at the top 70 business schools from 1982 – 2006. They found that scholars at schools ranked 41 – 70 averaged 1.6 publications in our four A+ journals when they were promoted to associate professor, and 3.2 publications in those journals when they were promoted to full professor. For the top 10 schools, the averages were 3.4 and 7.0, respectively. The paper does not discuss what non-A+ publications these scholars had when promoted to associate or to full.

Building on these two perspectives as well as the trade-offs between publication quantity, timing, focus and quality, there are a variety of different research portfolios which can meet the Marketing Department's research expectations. However, it is unlikely that this department would recommend promotion for candidates who do not at least meet the following criteria:

Associate Professor with Tenure

- Five papers published or accepted by A+, A or B journals on our Priority Marketing Journal List or by comparably rated journals not on the list
- At least three of the five papers in journals on the Priority Marketing Journal List
- Either one publication in a "A+" marketing or related discipline journal, or three publications in "A" marketing or related discipline journals

Full Professor with Tenure (cumulative publications)

- Ten papers published or accepted by A+, A or B journals on our Priority Marketing Journal List or by comparably rated journals not on the list
- At least five of the ten papers in journals on the Priority Marketing Journal List
- Either two publications in "A+" marketing or related discipline journals or six publications in "A" marketing or related discipline journals