

Session: **Open session VI.**  
Abstract nr: **EASM-0274**

### **Using citations analysis to examine journal impact**

*D. Shilbury*<sup>1</sup>

<sup>1</sup>*Deakin University, Sport Management, Melbourne, Australia*

shilbury@deakin.edu.au

### **Background**

This research explores which journals and authors are influencing the field of sport management. In emerging academic disciplines, as in established ones, concepts are attributed to one researcher and cited by another who tests, extends or refines that work (Peng & Zhou, 2006; Romano & Ratnutunga, 1997). This process acknowledges the incremental nature of the development of research thought. Influential research is cited often, and is typically published in higher quality journals. There is an established link between journal quality and citations with Judge, Cable, Colbert, and Rynes (2007) noting, “the single best predictor of citation is publication in a quality journal” (p. 500). This finding is reinforced by a number of other scholars (e.g., Podsakoff, MacKenzie, Podsakoff, & Bachrach, 2008; Stremersch, Verniers, & Verhoef, 2007) and if correct, this present study would expect to find citations from the *Journal of Sport Management*, as the leading journal in the field (Shilbury & Rentschler, 2007), dominating the citation count amongst the sport management and marketing journals. One of the important proxies for journal quality is citation and impact factors, which are in essence measures of an article’s usage. Few sport management journals however, are currently included in citation indices such as the Social Sciences Citations Index. There is therefore a need to identify the journals and authors influencing research published in sport management journals. Refereed journals play a key role in the dissemination of academic information and this is as true in sport management research, as it is in other disciplines. Investigating citations and their source, is therefore an important measure of journal and author impact.

### **Objective**

The aim of this study was to identify the most frequently cited sport management and non sport management journals in four sport management journals between 1987 and 2007. The first genuine sport management journal (*Journal of Sport Management*) was published in 1987 and this date was a logical starting point for this study. Since 1987, another six sport management and marketing journals have been established and four of these journals are examined to ascertain citations impact. The purpose of this presentation is to highlight which sport management and marketing journals, and non-sport management journals are influencing the research published by four sport management journals.

### **Method**

The study was completed by undertaking a bibliometric analysis of the reference lists of the *European Sport Management Quarterly (ESMQ)*, the *Journal of Sport Management (JSM)*, *Sport*

*Management Review (SMR)* and *Sport Marketing Quarterly (SMQ)*. Citations analysis falls within the field of bibliometrics which is the quantitative study of literatures as they are reflected in reference lists associated with published work in scholarly journals. Citations to each sport management and marketing journal from the reference lists of the four journals were compiled in an excel spreadsheet, and author contribution was assessed using non weighted and weighted measures to capture the impact of first, second and third authorships on influence.

## **Results**

Results revealed which sport management and non-sport management journals and authors were the most frequently cited. The *JSM* was the most frequently cited sport management and marketing journal in the *JSM* with 709 citations at a mean of 33.8 per year. *SMQ* followed with 170 citations, *SMR* (46), *ESMQ* (34), the *International Journal of Sports Marketing & Sponsorship* (21) and the *International Journal of Sport Management* (16). The most frequently cited non-sport management journals in the *JSM* were, *Administrative Science Quarterly* (228), followed by the *Academy of Management Review* (181) and the *Sociology of Sport Journal* (162). Six journal categories were identified from the top 20 journals cited in the *JSM* including; sport/leisure related (9), management (6), marketing (2), psychology (2) and general business (1).

The most frequently cited journal in *SMQ* was *SMQ* itself (587) followed by the *JSM* (223). The *Journal of Consumer Research* was the most frequently cited non-sport management journal (163) followed by the *Journal of Marketing* (128). Four journal categories were identified from the top 20 journals cited in *SMQ* including marketing (11), sport/leisure related (7), psychology (1) and general business (1). Author citations analysis using a weighted index for authorship (i.e., 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> author) revealed Wann (285), Sutton (230.5) and Kahle (163) as the most frequently cited authors in *SMQ*. Results for all four journals will also be presented. Implications of this research for the field will be discussed in the context of journal impact and quality including the significance for journal editors in better understanding how their journals are influencing sport management related research.