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A BIBLIOMETRICS STUDY OF SPORT MANAGEMENT JOURNALS

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Determining journal quality is an increasingly important aspect of the University research environment in both Australia and New Zealand. The now defunct Research Quality Framework proposed in Australia, and the evolving Excellence in Research in Australia initiative have been the catalyst for developing journal rankings across disciplines including sport management. Journal rankings are a proxy measure for research quality (McKercher, Law, & Lam, 2006) hence the frenetic activity associated with ensuring that a field’s journals are ranked in relevant lists. Equally, the introduction of the Research Based Performance Fund in New Zealand has also led to an increased focus on the quality of journals in which researchers are publishing (Hall, 2005).

This research extends recent work on journal quality within sport management. Shilbury and Rentschler (2007) published the first accepted ratings in the field of sport management and this work has been instrumental in ensuring the inclusion of the field’s journals in the Australian Business Deans Council and ARC quality rankings lists. Establishing ratings was an important first step in assessing journal quality, as journal ranking is one of the most used proxies for research quality. One of the other important proxies for journal quality is citation and impact factors, which are in essence measures of usage.

This study extends previous work noted by conducting bibliometric analyses of a journal’s standing. The purpose of this study was to examine the external and internal impact of sport management journals. External impact was measured by undertaking a content analysis of ten of the leading generic journals in management and marketing and identifying how many sport related manuscripts had been published in these journals since 1987. Internal impact was assessed by undertaking a content analysis of all manuscripts published in seven sport management and marketing journals and determining which journals and authors are influencing research as measured by the number of citations. This presentation however, is focused on the results of the external impact analysis only.

Ten of the leading journals in management (e.g., Academy of Management Journal, Administrative Science Quarterly) and marketing (e.g., Marketing Science, Journal of Marketing Research) were identified using the Australian Business Deans Council journal rankings list. The research question therefore was - since the introduction of the Journal of Sport Management in 1987, has the research published in sport management journals influenced sport management related research published in mainstream management and marketing journals? Results show that there are relatively few sport related articles published in the management and marketing journals. For example, six manuscripts were published in the Academy of Management Journal, four in Administrative Science Quarterly and four in the Journal of Management Studies since 1987. Of these 14 manuscripts, two citations sourced from seven sport management journals were noted. This presentation will detail results for all 20 journals in management and marketing as well as identify the number of citations in these articles from sport management and marketing journals. The implications of this research will be considered in the context of the influence sport management and marketing journals are having, or should have beyond the specific discipline of sport management.

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