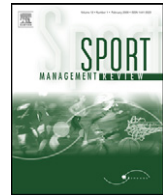




Contents lists available at ScienceDirect

Sport Management Review

journal homepage: www.elsevier.com/locate/smr

A bibliometric analysis of four sport management journals

David Shilbury

Sport Management Program at the School of Management and Marketing, Deakin University, 221 Burwood Highway, Burwood 3165, Australia

ARTICLE INFO

Article history:

Received 23 September 2010

Received in revised form 30 November 2010

Accepted 30 November 2010

Keywords:

Citation analysis

Journal impact

Citation trends

ABSTRACT

Citation analysis is a powerful tool to better understand the intellectual foundations of a field and to identify those journals publishing the majority of important articles. The purpose of this study was to identify the most frequently cited sport management and non-sport management journals based on an analysis of the reference lists of manuscripts published in the *Journal of Sport Management*, *Sport Marketing Quarterly*, *European Sport Management Quarterly* and *Sport Management Review*. Results showed that the *Journal of Sport Management* was the most cited journal followed by *Sport Marketing Quarterly*. Three management journals, three marketing journals, two sport sociology journals and two psychology journals were identified as the most cited non-sport management journals. In-field citations to seven core sport management journals accounted for 16.4 percent of all citations, raising questions about the balance between citations within the field compared to those from outside the field. Focus of the sport management and marketing journals was also considered in relation to factors impacting on citation trends.

© 2010 Sport Management Association of Australia and New Zealand. Published by Elsevier Ltd. All rights reserved.

A great deal can be learned about the impact and influence of journals through citation analysis. Such analysis reveals the journals and authors influencing a field's major theoretical developments. Citation analysis is the foundation for one of the major measures of journal quality which is typically reported as impact factors in major indices such as the Social Science Citation Index (SSCI). Impact factor (IF) measures are a "fundamental citation-based measure of significance and performance of scientific journals. ... The IF reflects the frequency with which the 'average article' of a scientific journal has been cited in subsequent publications" (Tsigidis, Grouios, Tsorbatzoudis, & Koidou, 2010, p. 82). High impact factors, or high usage of journal articles, are used to show how a journal is influencing the field. Usage is considered a proxy measure for quality, in that high usage indicates influence. Impact and influence therefore have currency in scholarship as it shapes future research by informing scholars of research developments in various fields. Citation analysis falls within the field of bibliometrics which is the quantitative study of literature as they are reflected in reference lists associated with published work in scholarly journals.

At the time of this research, only one sport management journal (*Journal of Sport Management*) was listed in the SSCI, although others were pending inclusion. Consequently, it was not possible to use the SSCI to assess historical trends in relation to journals and citation patterns. The aim of this study is to identify the number of citations to seven sport management and marketing journals by undertaking a bibliometric analysis of the reference lists of four sport management journals. This study was also able to identify and quantify citations to all non-sport management journals cited in the four journals under investigation.

The four journals subject to bibliometric analysis were the *Journal of Sport Management*, *Sport Marketing Quarterly*, *Sport Management Review* and the *European Sport Management Quarterly*. The reference lists of these four journals were examined

E-mail address: Shilbury@deakin.edu.au.

to identify citations to each of them plus citations to the *International Journal of Sports Marketing and Sponsorship*, the *International Journal of Sport Management* and the *International Journal of Sport Management and Marketing*. Moreover, the results also revealed all journals cited in the reference lists which enabled a review of which journals were informing research published in the four journals studied.

The purpose of this paper, therefore, is to identify the most frequently cited sport management and non-sport management journals in the four sport management and marketing journals. The study period for three of the four journals ranged from 1987, when the *Journal of Sport Management* commenced, through to 2007. The exception was the *European Sport Management Quarterly* which was studied from its inception in 2001, but the timeframe was extended to 2009 to compensate for not being able to access the electronic records of its antecedent publication, the *European Journal for Sport Management*.

1. Relevance of citations

Smith (2008) noted that the original purpose of citation analysis was to identify those journals publishing the bulk of important articles, although he noted growing controversy associated with citation analysis and measures. Tsigilis et al. (2010) reinforced this view when summarising some of the major weaknesses ascribed to assessing citation impact. The authors noted that citation impact is influenced by:

the type of document, the subject matter, the paper's age, the observation period ("citation window") coverage and language preference of the SSCI data-base, procedure used to collect citations at the ISI, algorithm used to calculate the IF, citations distribution of journals, online availability of publications, citations to all types of articles including editorials and letters to the editor, negative citations, the paper's "social status" [through the author(s), the author's institution, and journal] and the citing behaviour across subjects. (p. 82)

Despite some of the controversies noted, citation analysis and impact factors continue to be widely used as an indicator of journal visibility and quality (Tsigilis et al., 2010). Typically, citation analysis is used by university leaders to assess hiring and promotion decisions as judgements are made in relation to individual scholars and the quality of their research output (Levine-Clark & Gil, 2009). Citation analysis is also useful to track the major theoretical developments of a field, and to assess which journals and authors are influencing research directions. In this present study, citation analysis, as opposed to impact factor measures, provides some clarity on which sport management journals are most influential. It also has the added benefit of reviewing which journals outside of the core seven sport management journals are informing research efforts by sport management scholars.

The steadily increasing number of journals specific to sport management and marketing has brought both benefits and problems. Clearly, there are increasing opportunities for researchers to publish their work, and for scholars to locate articles in a wide range of outlets, both sport-specific and non-sport. As the number of publication outlets increase it obviously becomes more difficult for each journal to identify and maintain their desired market position. It also becomes more difficult for institutional leaders to determine the currency and value of each journal in terms of research quality. A recent effort to rank journals has been the Australian Research Council's Excellence in Australia Research (ERA) initiative, which undertook the rather large task of ranking over 20,000 journals from across all academic fields of research. The final ERA list released in 2010 included a number of sport management and marketing journals, providing an indicative notion of the relative quality of these journals. The core sport management and marketing journals assessed in this study were all included in the ERA list. Although ranking is important in the context of the politics of journal quality, it is only one measure of journal quality. Citation analysis and impact factors are another important source of information providing clues as to the impact and influence sport management journals are having on one another, and also on the field broadly.

Given the multi-disciplinary nature of the field, it is also of interest to determine which journals and their associated content and focus are influencing the work published in the four journals analysed. Moreover, the journals and content areas will likely vary according to the focus of each journal. A feature of sport management journals is the number catering to the broad character of the field. For example, the *Journal of Sport Management*, *Sport Management Review* and the *European Sport Management Quarterly*, typically, publish manuscripts from a variety of areas including general management, marketing, economics, sociology and law, to name but a few. In all instances, the guiding principle in relation to relevance is that the research has an organisational studies focus within the context of sport. *Sport Marketing Quarterly*, by contrast, is focused on marketing and provides a narrower but clearer scope for its intended target audiences, namely, researchers via manuscript submissions and readers.

Citation analysis has the potential to reveal these differences and, more importantly, assist in the process of examining the extent to which each of these four journals is influencing the work of others. For example, Shilbury (2011) examined the extent to which sport management and marketing journals influenced sport management and marketing-related manuscripts published in 20 top-tier management and marketing journals. Using citation analysis, it was determined that there was a much stronger influence between the sport marketing focused journals and the 10 generic marketing journals studied, whereas, little influence was evident between the sport management journals and the generic management journals. This was, in part, explained by the specific marketing focus of *Sport Marketing Quarterly* and the *International Journal of Sports Marketing and Sponsorship*.

2. Method

2.1. Journal selection process

Fig. 1 illustrates the four journals selected for bibliometric analysis, and the seven sport management and marketing journals that were assessed in terms of identifying the number of citations to those journals. The year each of these seven journals commenced is also shown in Fig. 1. In addition, citations to all other journals were collated.

The four journals chosen for bibliometric analysis were selected on the basis of both quality and longevity or, in other words, they were the first journals established in the field of sport management and, therefore, most likely to have established a presence and pattern of citations. The *Journal of Sport Management (JSM)* is the oldest of the journals having commenced in 1987, and is rated by the ERA as an A journal. According to Shilbury and Rentschler (2007), *JSM* is the field's leading journal. The other three journals were the next most highly ranked core sport management and marketing journals. *Sport Marketing Quarterly (SMQ)* was established in 1992 as the field's first sport marketing specific journal and is B-rated by the ERA. The *European Journal for Sport Management* followed in 1994, but was superseded by *European Sport Management Quarterly (ESMQ)* in 2001. Originally, it was intended to examine the reference lists of both the old and new versions of the European journal, but an inability to access full and complete electronic copies of the old version of the journal precluded this. Therefore, the timeframe for *ESMQ* was extended by two years to the end of 2009. *ESMQ* is a B-rated journal according to the ERA. Finally, *Sport Management Review (SMR)* commenced in 1998 and is currently an A-rated journal on the ERA list.

The purpose of highlighting journal ratings is to facilitate a comparison of ratings data against citations data later in the paper. The remaining three sport management and marketing journals assessed, in terms of identifying citations to them, include the *International Journal of Sports Marketing and Sponsorship (IJSMS)* (commenced 1999, B-rated), *International Journal of Sport Management (IJSM)* (2000, B-rated) and the *International Journal of Sport Management and Marketing (IJSMM)* (2005, B-rated).

2.2. Data collection and analysis

Data collection consisted of two phases. The first phase involved identifying all citable items within each journal. Citable items refer to the number of substantial articles published in each of the four journals in the defined time periods. In essence, substantial articles refer to original manuscripts and reviews, including case studies. Letters to the editor, departmental notes and management memos, for example, were not deemed substantial and were not considered citable items. After citable items were determined in each journal, phase two commenced. This phase of the research required a methodical content analysis of each of the four sport management and marketing journals. The first task was to identify citations to each of the seven sport management and marketing journals; the second task was to compile a list of all the journals cited in the reference lists. This was undertaken for each of the four journals.

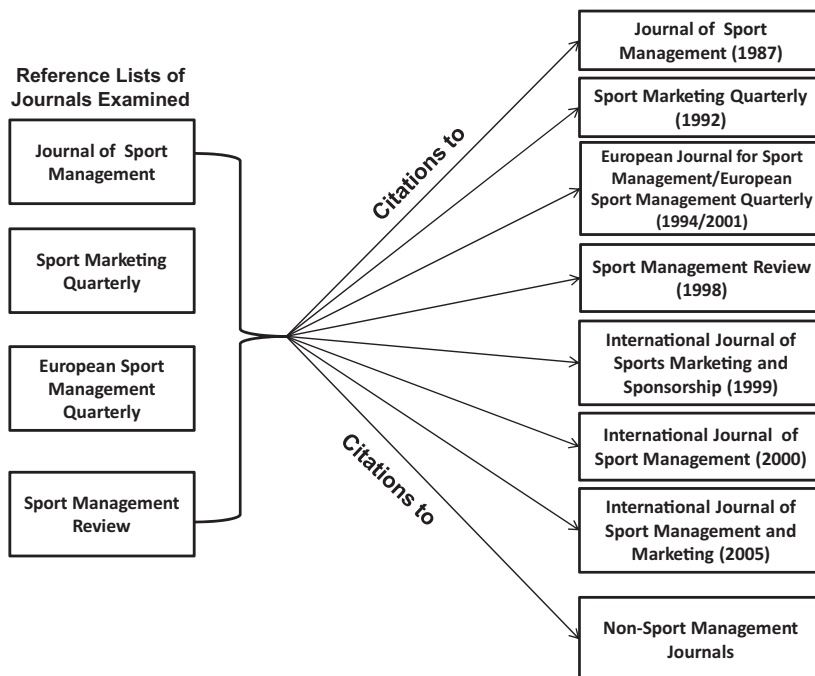


Fig. 1. Journals.

Data were collated to show citations from the four journals to the seven sport management and marketing journals. This enabled the identification of the top 20 most frequently cited non-sport management journals in each of the four journals. Results also derived from this analysis include the top 20 non-sport management journals by discipline, and an overall view of the top 15 journals cited in each of the four sport management and marketing journals. Rank ordering was used to determine the top 10 non-sport management journals influencing citation trends collectively across the four sport management journals. Rank ordering was based on the top 20 non-sport management rankings shown in Tables 2, 4, 6 and 8. Although extensive author-related data were also collected in this study, being mindful of the length and complexity of dealing solely with citation patterns by journal, the results have not been included in this paper.

As a consequence of the results showing peak citation trends coalescing around a common year in *JSM*, *SMQ* and *ESMQ*, subsequent analysis was undertaken. Peak citations analysis was undertaken to ascertain if there was a plausible explanation for this trend. For example, the analysis was undertaken to determine if one or more manuscripts and associated authors were consistently being cited, and to assess if one or more specific content areas were informing research trends in later years. This was done by grouping manuscripts by subject category using the generic categories of management, marketing, economics, sport studies and developments in the field. In the generic categories of management and marketing, it was necessary to develop sub-categories reflecting the major sub-disciplines in each domain. Management sub-categories, therefore, included human resource management, organisational theory, leadership, culture and operations. Marketing sub-categories included consumer behaviour, brand equity, sponsorship, service quality and advertising. Sport studies focused manuscripts were divided into gender and diversity, and articles classified as developing the field included those that explored the status and future of sport management either through research or educational and programmatic trends. The predominant focus of the manuscript, in terms of its discipline focus, dictated the classification of each paper. These findings are examined in the second half of the results section.

3. Results

A total of 925 citable items were identified in *JSM*, *SMQ*, *SMR* and *ESMQ*. *JSM*, as the oldest of the four journals, published 371 manuscripts between 1987 and 2007, *SMQ* 299 since 1992, *SMR* 100 and *ESMQ* 155 citable items from 2001 to 2009. Obviously, there are variations in citable items due to staggered commencement dates for each of the journals, and the tendency to publish only two issues per year until a journal's viability was established. For example, *JSM* published two issues per year until 1992 before increasing to three issues per year, and to four issues per year in 1996. *SMR* commenced with one issue in 1998 and increased to two issues in 1999, before progressing to three issues per year from 2005 to 2007. It is unlikely then, that *SMR* with 100 citable items is likely to generate the number of citations garnered by *JSM* from its 371 citable items.

Total citations identified from the 925 citable items were 18,053, with 2954 (16.4%) citations attributable to the seven sport management and marketing journals, and 15,099 to non-sport management journals. On a journal-by-journal basis, 7187 citations were extracted from *JSM*, of which 997 (13.9%) were citations to the seven sport journals and 6190 to non-sport management journals. *SMQ* generated 4500 citations, of which 959 (21.3%) were to the seven sport journals and 3541 to non-sport management journals. *ESMQ* followed with 3424 citations, of which 481 (14%) were to sport journals and 2943 to non-sport management journals. *SMR* generated 2942 citations, of which 517 (17.6%) were to the seven sport journals and 2425 to non-sport management journals. *SMQ*, with 21.3 percent of citations to the seven sport journals, recorded the highest ratio of sport to non-sport management journal citations, followed by *SMR*, *ESMQ* and *JSM*.

Table 1 displays the total number of citations for each of the four journals subject to bibliometric assessment, and the citations to each of the seven sport journals. For example, in *JSM* (see column 1), *JSM* was the most cited journal with 709 citations, followed by *SMQ* (172) and *SMR* (46). *SMQ* (column 2) was the most cited journal in *SMQ* (583), followed by *JSM* (223) and the *IJSMS* (50). The *JSM* (223) was the most cited journal in *ESMQ* (column 3), followed by *ESMQ* (103) and *SMQ* (63). Finally, *JSM* (217) was the most cited journal in *SMR* (column 4), followed by *SMQ* (128) and *SMR* (67). Both *JSM* and *SMQ* were the most cited journals in their own journals, while *ESMQ* was the second most cited journal in its journal, and *SMR* ranked third in *SMR*. The *JSM* was the most cited journal in three of the four journals.

Table 1
Summary of citations.

	<i>JSM</i>	<i>SMQ</i>	<i>ESMQ</i>	<i>SMR</i>	Total	Weighting	Weighted total ^a
<i>JSM</i>	709	223	223	217	1372	1	1372
<i>SMQ</i>	172	583	63	128	946	1.2	1135
<i>ESMQ</i>	34	28	103	52	217	3.3	716
<i>SMR</i>	46	38	60	67	211	3.7	781
<i>IJSMS</i>	20	50	15	31	116	–	–
<i>IJSJSM</i>	16	35	12	20	83	–	–
<i>IJSMM</i>	–	2	5	2	9	–	–
Total	997	959	481	517	2954	–	–

^a Rounded numbers.

As noted earlier, *JSM* has the longest history, having been established in 1987, and it is not surprising that it dominated the citation counts. With 371 citable items published since 1987, the opportunity for citations from those manuscripts obviously increases as a factor of the number of citable items, time and reputation. Table 1 also shows weighted citations based on adjusting for citable items. In other words, *JSM* published 3.7 times more manuscripts than *SMR*. *SMR*'s citations, therefore, were multiplied by 3.7 to show weighted citations of 781, placing it ahead of *ESMQ* with weighted citations of 716. Adjusting for citable items does not dislodge *JSM* as the journal with the highest number of citations, followed by *SMQ* at 1135. Although weighting accounts for the number of citable items published, it does not factor in quality and reputation developed as a consequence of time. Specific citations trends for each of the four journals are now presented.

3.1. Journal of Sport Management

Table 1 shows that six of the seven sport journals were cited in *JSM* and that the two oldest journals (*JSM*, *SMQ*) account for 88.4 percent of the citations. *JSM* itself accounts for 71.1 percent of the citations. Total citations identified in *JSM* match exactly the order of journal age. Mindful that citations to both *ESMQ* and its antecedent *EJSM* (1994) were included in *ESMQ* citation counts, the age of journal is reflected in the ordering of citations. Fig. 2 illustrates citation trends for six journals. Peak citations for *JSM* in its own journal are noted in 2006 (86), 1997 (56) and 2007 (53). Citations to *SMQ* (48), *SMR* (14) and *IJSMS* (6) also peaked in 2006. Further analysis of these trends is undertaken in the second half of the results section.

Table 2 shows citations to the top 20 non-sport management journals, which is an outcome of collating all journals cited in *JSM* other than the seven core sport management and marketing journals. *Administrative Science Quarterly* (228), *Academy of Management Review* (181) and *Sociology of Sport Journal* (162) were the top three cited journals. The range of areas

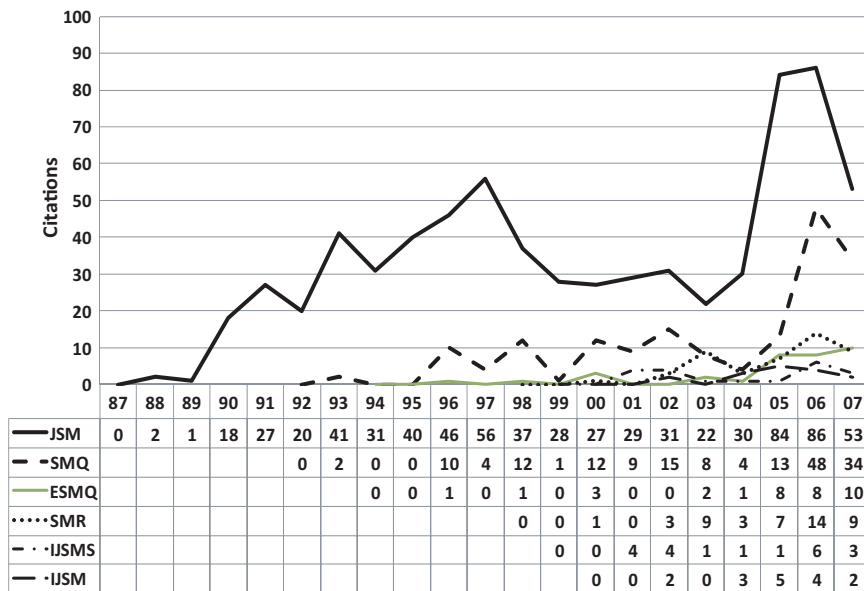


Fig. 2. Citations in the Journal of Sport Management.

Table 2
Top 20 non-sport management journals cited in the Journal of Sport Management.

Journal	No. of citations	Journal	No. of citations
Administrative Science Quarterly (ASQ)	228	International Review for the Sociology of Sport (IRSS)	93
Academy of Management Review (AMR)	181	J. of Consumer Research (JCR)	93
Sociology of Sport Journal (SSJ)	162	Harvard Business Review (HBR)	73
J. of Sport & Social Issues (JSSI)	146	J. of Marketing	71
Academy of Management J. (AMJ)	144	J. of Personality & Social Psychology	70
J. of Applied Psychology (JAP)	139	Leisure Sciences	70
Research Quarterly for Exercise & Sport (RQES)	113	J. of Management Studies	66
J. of Physical Education, Recreation & Dance (JOPERD)	112	J. of Sport Behavior	63
Quest	106	J. of Management	58
J. of Leisure Research (JLR)	98	Strategic Management J.	58

Table 3
Top 20 non-sport management journals cited in Journal of Sport Management by category.

Sport/leisure (9)	Management (6)	Marketing (2)	Psychology (2)	General Business (1)
Sociology of Sport J.	Administrative Science Quarterly	J. of Consumer Research	J. of Applied Psychology	Harvard Business Review
J. of Sport & Social Issues	Academy of Management Review	J. of Marketing	J. of Personality & Social Psychology	
Research Quarterly for Exercise & Sport	Academy of Management J.			
J. of Physical Education, Recreation & Dance	J. of Management Studies			
Quest	J. of Management			
J. of Leisure Research	Strategic Management J.			
International Review for the Sociology of Sport				
Leisure Sciences				
J. of Sport Behavior				

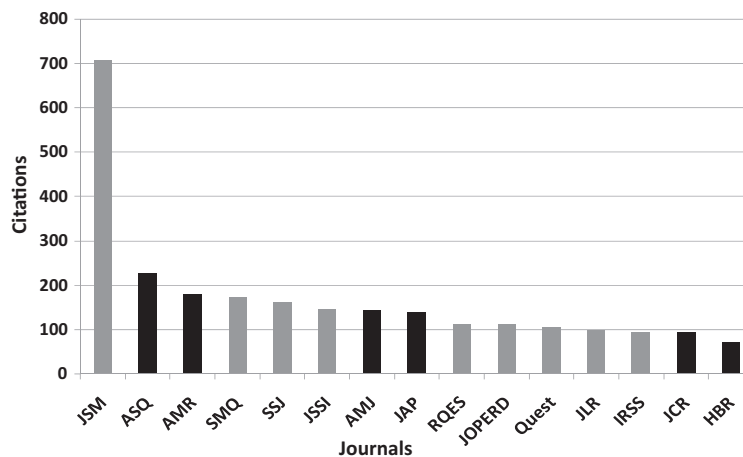


Fig. 3. Top 15 cited journals in Journal of Sport Management.

influencing research published in *JSM* is evident in this list, and is clarified further in Table 3 which displays the top 20 cited non-sport management journals by category. Nine journals are categorised in a sport and leisure grouping, followed by six in the management domain, two in marketing, and two in psychology and one in general business. Within the sport/leisure category, sociology is a dominant theme of three of the journals, and is also strongly represented in *Quest*, *Journal of Leisure Research* and *Leisure Sciences*. Five of the six management journals focus on organisational studies and the variety of domains within that area, with *Strategic Management Journal* specifically focused on one dominant theme.

Based on results shown in Table 3, it is clear that manuscripts focused on social issues/sociology and organisational studies have influenced research published in *JSM* more strongly than other areas such as marketing. However, when comparing the influence of the sport and leisure journals to other generic journals, Fig. 3 shows that of the top 15 cited journals across all categories, nine journals are sport/leisure focused and six were generic management/business and marketing journals. More specifically, *JSM* is the highest cited journal (709), recording 3.1 times more citations than the second ranked journal, *Administrative Science Quarterly* (228). Four of the top 10 cited journals are non-sport/leisure focused, including *Administrative Science Quarterly* (228), *Academy of Management Review* (181), *Academy of Management Journal* (144) and the *Journal of Applied Psychology* (139). *Administrative Science Quarterly* and *Academy of Management Review* ranked second and third, respectively, after *JSM* and before fourth-ranked *SMQ*.

3.2. Sport Marketing Quarterly

Table 1 shows *SMQ* was cited in all seven sport journals, with the two oldest journals accounting for the majority (84%) of the citations. *SMQ* (583) was the most cited journal, accounting for 60.1 percent of the citations. *JSM* was the next most cited journal (223) followed by the *IJSMS* (50). Fig. 4 shows peak citations for *SMQ* (65), *IJSMS* (12), *SMR* (7) and *IJSM* (7) occurred in 2005. Further analysis of this outcome is shown in the second half of the results section.

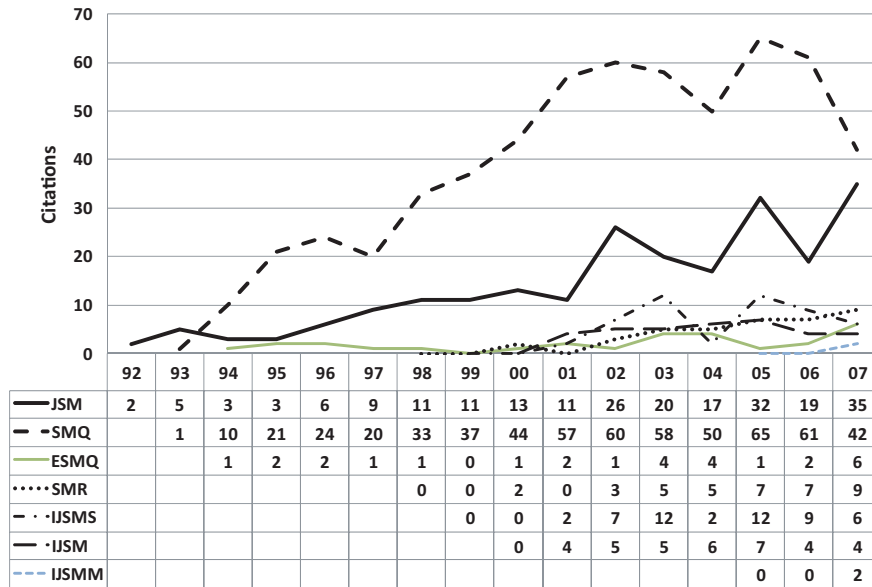


Fig. 4. Citations in Sport Marketing Quarterly.

Table 4
Top 20 non-sport management journals cited in Sport Marketing Quarterly.

Journal	No. of citations	Journal	No. of citations
J. of Consumer Research (JCR)	182	Street & Smith's Sport Business J. (SSSBJ)	58
J. of Marketing (JMark)	133	J. of Leisure Research (JLR)	58
J. of Advertising Research (JAR)	103	Advertising Age (AA)	56
J. of Marketing Research (JMR)	95	International Sports J.	54
J. of Sport Behavior (JSB)	91	J. of the Academy of Marketing Science	54
J. of Personality & Social Psychology (JPSP)	90	Sociology of Sport J.	47
J. of Sport & Social Issues (JSSI)	81	European J. of Marketing	44
J. of Advertising (JA)	71	American Demographics	44
International J. of Advertising (IJA)	66	Sports Business Journal	42
Psychology & Marketing (PM)	62	Cyber Journal of Sport Marketing	35

Table 5
Top 20 non-sport management journals cited in Sport Marketing Quarterly by category.

Sport/leisure (8)	Marketing (10)	Psychology (1)	General (1)
J. of Sport Behavior	J. of Consumer Research	J. of Personality & Social Psychology	American Demographics
J. of Sport & Social Issues	J. of Marketing		
Street & Smith's Sport Business J.	J. of Advertising Research		
J. of Leisure Research	J. of Marketing Research		
International Sports J.	J. of Advertising		
Sociology of Sport J.	International J. of Advertising		
Sports Business J.	Psychology & Marketing		
Cyber J. of Sport Marketing	J. of the Academy of Marketing Science		
	Advertising Age		
	European J. of Marketing		

The top 20 non-sport management journals (see Table 4) show the *Journal of Consumer Research* (182), *Journal of Marketing* (133) and the *Journal of Advertising Research* (103) as the top three cited journals. *SMQ's* marketing focus is evident in the range of journals in the top 20. Table 5 shows that 10 of the journals are marketing focused; eight are sport/leisure focused, with one in psychology and one other in demographics. The influence of marketing extends beyond the marketing journals, with marketing-related work, both sport and non-sport obvious in some of the journals in the sport/leisure category and in psychology and the 'other' category. This is also reflected in Fig. 5 where, compared to *JSM*, there is less reliance on the sport/leisure journals, with nine of the top 15 journals marketing and psychology focused. *SMQ* (583) and *JSM* (223), however, were the two most cited journals in *SMQ*, followed by *Journal of Consumer Research* (182) and *Journal of Marketing* (133).

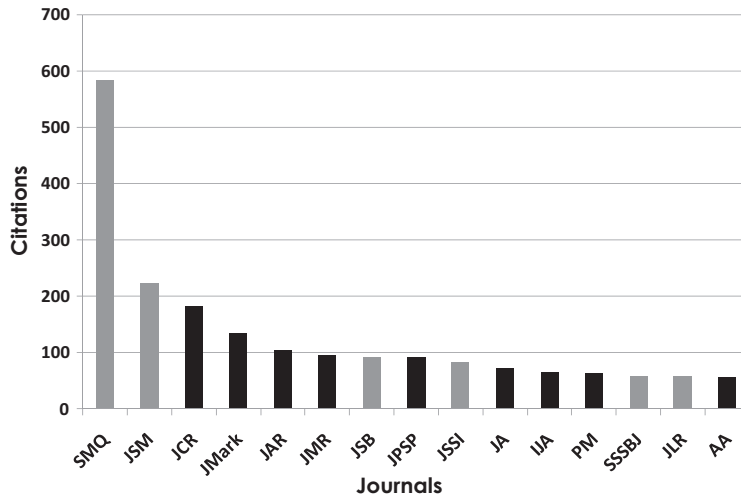


Fig. 5. Top 15 cited journals in Sport Marketing Quarterly.

3.3. European Sport Management Quarterly

The *JSM* (223), *ESMQ* (103) and *SMQ* (63) were the top three cited journals in *ESMQ*, with all seven sport journals cited (see Table 1). The top two journals accounted for 67.8 percent of the citations, with *JSM* responsible for 46.4 percent of citations identified in *ESMQ*. Fig. 6 shows four journals recorded peak citations in 2006. Table 6 shows the *Journal of Leisure Research* (68), *Academy of Management Journal* (67) and the *Journal of Sport Economics* (57) as the three most cited non-sport management journals. Tables 6 and 7 display a different range of journals than those identified in the top 20 in relation to *JSM*, *SMQ* and *SMR*. Four politics/economics journals were identified in the top 20 cited journals, representing a new cohort of journals when compared to the other three journals. A stronger focus on the sport/leisure category was also evident. Of the seven sport/leisure journals, four are mainstream leisure publications and include, *Journal of Leisure Research*, *Leisure Sciences*, *Managing Leisure* and *Leisure Studies*. These journals are supported by two sociology journals and the *Journal of Sport Behavior*. The sociology journals typically dominated this category in *JSM* and *SMR*. A grouping of management journals similar to those associated with *JSM* were identified in *ESMQ*, with *Organization Studies* included in the list, whereas in *JSM* the *Journal of Management Studies* and *Journal of Management* were cited more frequently. Nonetheless, a strong focus on organisational studies is apparent in *ESMQ*.

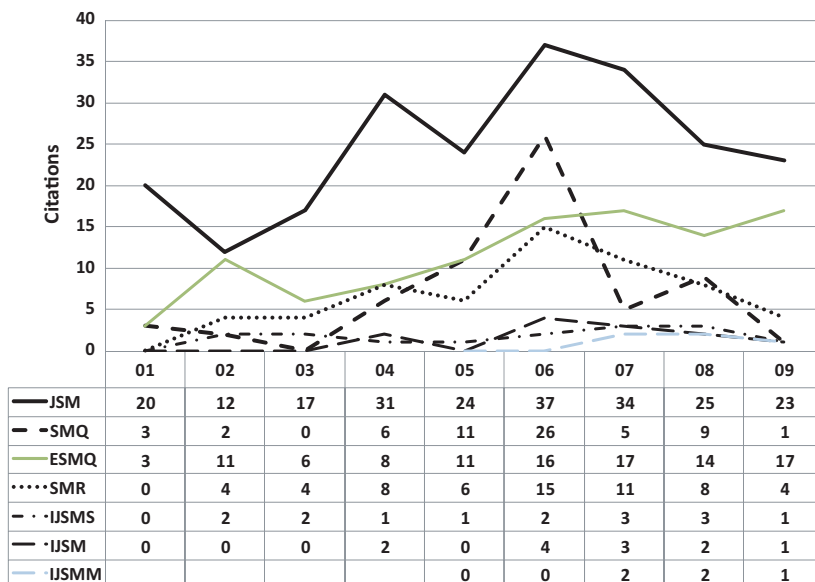


Fig. 6. Citations in European Sport Management Quarterly.

Table 6
Top 20 non-sport management journals cited in European Sport Management Quarterly.

Journal	No. of citations	Journal	No. of citations
J. of Leisure Research (JLR)	68	Managing Leisure (ML)	37
Academy of Management Review (AMR)	67	Leisure Studies	36
J. of Sport Economics (JSE)	57	Organization Studies	35
Academy of Management J. (AMJ)	54	J. of Sport & Social Issues	32
Leisure Sciences (LSc)	51	American Economic Review	29
J. of Marketing (JMark)	50	J. of Political Economy	28
Strategic Management J. (SMJ)	48	J. of Sport Behavior	28
Administrative Science Quarterly (ASQ)	42	J. of Travel Research	28
Annals of Tourism Research (ATR)	38	Scottish J. of Political Economy	27
Sociology of Sport J. (SSJ)	38	J. of Consumer Research	27

Table 7
Top 20 non-sport management journals cited in European Sport Management Quarterly by category.

Sport/leisure (7)	Management (5)	Marketing (2)	Travel/tourism (2)	Politics/economics (4)
J. of Leisure Research	Academy of Management Review	J. of Marketing	Annals of Tourism Research	J. of Sport Economics
Leisure Sciences	Academy of Management J.	J. of Consumer Research	J. of Travel Research	American Economic Review
Sociology of Sport J. Managing Leisure	Strategic Management J. Organization Studies			J. of Political Economy Scottish J. of Political Economy
Leisure Studies	Administrative Science Quarterly			
J. of Sport & Social Issues				
J. of Sport Behavior				

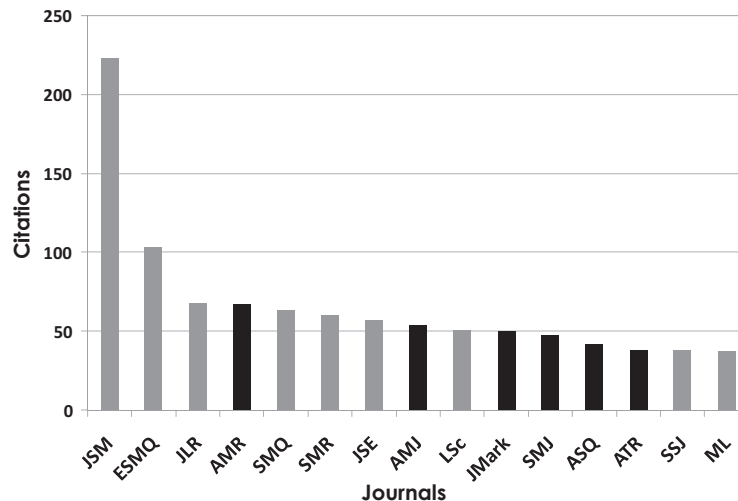


Fig. 7. Top 15 cited journals in European Sport Management Quarterly.

Nine sport/leisure journals comprise the top 15 journals shown in Fig. 7. The first three most cited journals are all sport/leisure focused and include *JSM* (223), *ESMQ* (103), and the *Journal of Leisure Research* (68). Moreover, four of the top five cited journals are sport/leisure journals. The most cited non-sport management journal was the *Academy of Management Review* (67) ranked fourth, followed by the *Academy of Management Journal* (54) ranked eighth.

3.4. Sport Management Review

As shown in Table 1, *Sport Management Review* was cited 67 times in *SMR*, placing it third behind *JSM* (217) and *SMQ* (128). The top two cited journals, *JSM* and *SMQ*, account for 66.7 percent of citations, with *JSM* accounting for 41.9 percent of

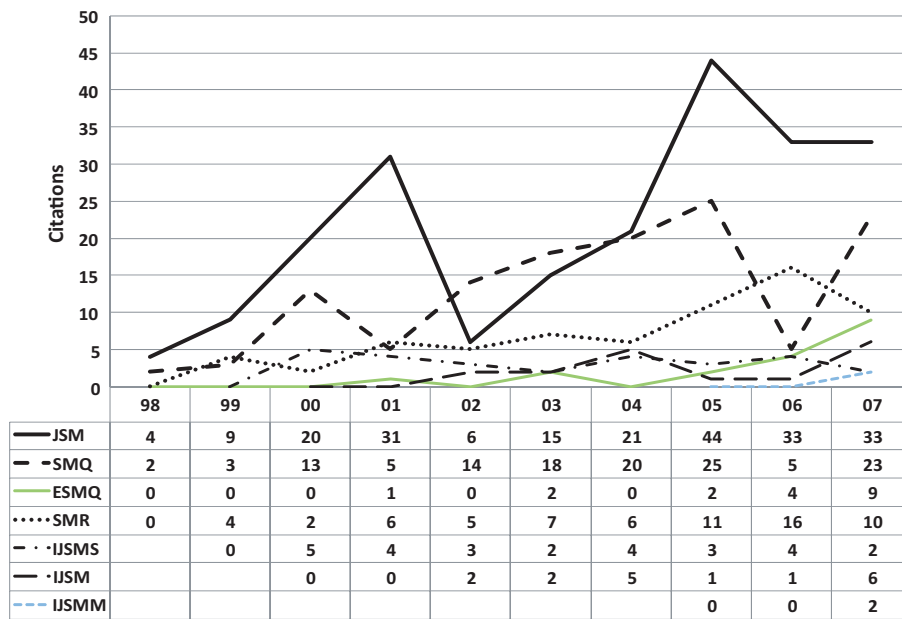


Fig. 8. Citations in Sport Management Review.

Table 8
Top 20 non-sport management journals cited in Sport Management Review.

Journal	No. of citations	Journal	No. of citations
J. of Marketing (JMark)	71	International Review for the Sociology of Sport (IRSS)	35
J. of Personality & Social Psychology (JPSP)	64	Sociology of Sport J. (SSJ)	35
Academy of Management Review (AMR)	54	Quest	28
J. of Consumer Research (JCR)	53	J. of Vocational Behavior	25
J. of Leisure Research (JLR)	49	International Sports J.	23
J. of Sport Behavior (JSB)	49	J. of Advertising	23
Academy of Management J. (AMJ)	47	J. of Applied Psychology	23
J. of Sport & Social Issues (JSSI)	39	Psychology & Marketing	23
Administrative Science Quarterly (ASQ)	36	J. of Management	22
J. of Marketing Research (JMR)	36	Annals of Tourism Research	21

citations. All seven journals were cited in SMR. Peak citations (see Fig. 8) for JSM (44) occurred in 2005, followed by 2006 and 2007 with 33 citations. SMQ (25) also recorded its highest number of citations in 2005. Table 8 shows the Journal of Marketing (71), Journal of Personality and Social Psychology (64) and Academy of Management Review (54) as the top three cited non-sport management journals. Unlike the other sport management journals, peak citations are not consistently grouped around one year, although both JSM and SMQ record peak citations in 2005.

The multi-disciplinary focus of SMR is demonstrated in Table 9, which shows seven of the top 20 cited journals in the sport/leisure category, four in management, five in marketing, three in psychology and one in tourism. Once again, the

Table 9
Top 20 non-sport management journals cited in Sport Management Review by category.

Sport/leisure (7)	Management (4)	Marketing (5)	Psychology (3)	Tourism (1)
J. of Leisure Research	Academy of Management Review	J. of Marketing	J. of Personality & Social Psychology	Annals of Tourism Research
J. of Sport Behavior	Academy of Management J.	J. of Consumer Research	J. of Vocational Behavior	
J. of Sport & Social Issues	Administrative Science Quarterly	J. of Marketing Research	J. of Applied Psychology	
International Review for the Sociology of Sport	J. of Management	J. of Advertising		
Sociology of Sport J.		Psychology & Marketing		
Quest				
International Sports J.				

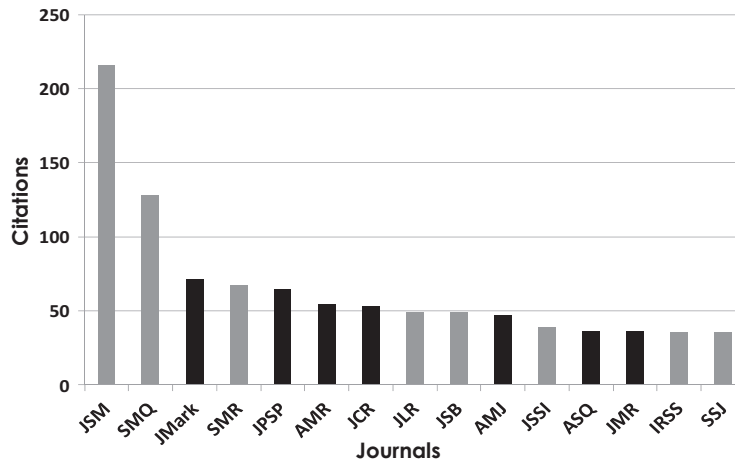


Fig. 9. Top 15 cited journals in Sport Management Review.

sociology journals are strongly represented, together with journals predisposed to sociological focused research in the leisure context. Organisational studies journals are the focus of management, and the marketing journals range across consumer research, marketing research, advertising and general marketing. Although there is a more balanced representation of generic management, marketing and psychology journals, three of the top five cited journals across all categories are sport management journals (see Fig. 9). *JSM* (217) and *SMQ* (128) ranked first and second, and *SMR* (67) ranked fourth behind *Journal of Marketing* (71). The *Journal of Personality and Social Psychology* was the fifth ranked journal. Eight of the top 15 journals were sport/leisure focused, with five of these journals in the top 10 cited journals. Two generic management journals are shown in Fig. 9, with one, *Academy of Management Review*, ranked sixth.

3.5. Peak citation analysis

It was interesting to note that in *JSM*, *SMQ* and *ESMQ*, peak citations for at least three of the seven journals coalesced around one common year. In *JSM*, four journals recorded peak citations in 2006 and, in *SMQ*, three journals recorded peak citations in 2005 and four in *ESMQ* in 2006. This may merely be a coincidence, but it is worth further analysis to ascertain whether there is a plausible explanation for this trend. A summary of the citation trends in each of the three journals is provided below. As described in the method, this analysis focused on which manuscripts, and specifically categories or subject areas (i.e., management, marketing etc.), dominated citation trends.

3.5.1. Journal of Sport Management

Citations to *JSM* in 2006 came predominantly from three categories: sport studies (21), marketing (19) and management (15). Twenty-one citations were to sport studies related research, which were split between diversity (11) and gender (10). The following manuscripts were cited multiple times.

Diversity:

- Fink, Pastore, and Riemer (2001). Do differences make a difference? Managing diversity in Division IA intercollegiate athletics (4 citations).
- Doherty and Chelladurai (1999). Managing cultural diversity in sport organizations: A theoretical perspective (3 citations).

Gender:

- Shaw and Hoerber (2003). A strong man is direct and a direct woman is a bitch: Gendered discourses and their influence on employment roles in sports organizations (4 citations).
- Lovett and Lowry (1994). “Good Old Boys” and “Good Old Girls” clubs: Myth or reality? (2 citations).

The 19 citations of marketing related manuscripts were spread across a variety of areas including brand/brand equity (8), consumer behaviour (6), service (3) and advertising (2). Gladden, via four manuscripts, dominated the brand equity-related manuscripts.

- Gladden, Milne, and Sutton (1998). A conceptual framework for evaluating brand equity in Division I college athletics (3 citations).

- Gladden and Funk (2002). Developing an understanding of brand associations in team sport: Empirical evidence from consumers of professional sport (3 citations).
- Gladden, Irwin, and Sutton (2001). Managing North American major professional sport teams in the new millennium: A focus on building brand equity (2 citations).
- Gladden and Milne (1999). Examining the importance of brand equity in professional sports (2 citations).

Armstrong (2002) (An examination of the social psychology of Blacks' consumption of sport) was cited twice in the consumer behaviour category; and Wakefield and Sloan (1995) (The effects of team loyalty and selected stadium factors on spectator attendance) accounted for the three citations in the service theme.

Change was a dominant theme in citations relating to management manuscripts. Fifteen management-focused papers were cited, with ten specifically in organisational theory, four in human resource management and one on governance. Four manuscripts focused on change, predominantly change in Canadian national sport organisations. Manuscripts included:

- Kikulis, Slack, and Hinings (1995a). Toward an understanding of the role of agency and choice in the changing structure of Canadian National Sport Organizations (1 citation).
- Kikulis, Slack, and Hinings (1995b). Does decision making make a difference? Patterns of change within Canadian National Sport Organizations (1 citation).
- Kikulis (2000). Continuity and change in governance and decision making in national sport organizations: Institutional explanations (1 citation).
- Thibault and Harvey (1997). Fostering interorganizational linkages in the Canadian sport delivery system (2 citations).

Structure, systems and organisational effectiveness were the themes of the other organisational theory related manuscripts. Citations to human resource management manuscripts included research focused on performance appraisal, careers and retention. There were no multiple citations of manuscripts in this sub-category.

Citations to *SMQ* in 2006 included 22 to consumer behaviour, eight to sponsorship and five to advertising-focused manuscripts. Citations to consumer behaviour manuscripts accounted for 45.8 percent of the marketing citations and included:

- Mahony, Madrigal, and Howard (2000). Using a psychological commitment to team (PCT) scale to segment sport consumers based on loyalty (3 citations).
- Fink, Trail, and Anderson (2002). Environmental factors associated with spectator attendance and sport consumption behavior: Gender and team differences (2 citations).
- Funk and Pastore (2000). Equating attitudes to allegiance: the usefulness of selected attitudinal information in segmenting loyalty to professional sports teams (2 citations).
- Funk, Mahony, and Havitz (2003). Sport consumer behavior: Assessment and direction (2 citations).
- McDonald, Milne, and Hong (2002). Motivational factors for evaluating sport spectator and participant markets (2 citations).

Citations to *SMR* in 2006 were also dominated by marketing-related research, and specifically consumer behaviour research. Eight of the 14 citations were attributed to marketing with seven focused on consumer behaviour. Funk co-authored three of these manuscripts which include:

- Funk and James (2001). The Psychological Continuum Model: A conceptual framework for understanding an individual's psychological connection to sport (2 citations).
- Funk, Haugtvedt, and Howard (2000). Contemporary attitude theory in sport: Theoretical considerations and implications (2 citations).
- Funk, Ridinger, and Moorman (2003). Understanding consumer support: Extending the Sport Interest Inventory (SII) to examine individual differences among women's professional sport consumers (2 citations).

Three citations were to management-focused manuscripts in culture, leadership, and diversity as it relates to human resource management practices. Fink et al. (2001), as noted above in *JSM*, were also cited in 2006. Citations to *IJSMS* in 2006 were to six different manuscripts; however, four of them were consumer behaviour focused.

Of the 154 citations to the four journals with peak citations to *JSM* in 2006, 79 were to marketing-related manuscripts, 21 to sport studies research, 18 to management and 11 to articles examining developments in the field. Marketing dominated the citation trends, with 19 identified in *JSM*, 46 in *SMQ* and eight in *SMR* and six in *IJSMS*. This, in part, explains peak citation trends in 2006. Moreover, of the marketing citations, consumer behaviour focused research accounted for half (39), followed by brand equity (15) and sponsorship (8). Although the purpose of this manuscript was not to explore author influence, obviously this is a critical link to understanding what type of work and who is influencing research published in 2006. For example, Funk was an author of manuscripts cited 12 times in the consumer behaviour domain and Mahony six times. Gladden, in relation to brand-related research, was also a dominant author as he was associated with 10 citations.

3.5.2. Sport Marketing Quarterly

Citations to *SMQ* manuscripts in 2005 were dominated by consumer behaviour focused manuscripts with 37 (56%) of the 66 citations. Multiple citations included:

- Kahle, Kambara, and Rose (1996). A functional model of fan attendance motivations for college football (4 citations).
- Funk, Mahony, and Ridinger (2002). Characterizing consumer motivation as individual difference factors: Augmenting the sport interest inventory (SII) to explain level of sport (3 citations).
- Mahony et al. (2000). Using the psychological commitment to team (PCT) scale to segment sport consumers based on loyalty (3 citations).
- Sutton, McDonald, Milne, and Cimperman (1997). Creating and fostering fan identification in professional sports (4 citations).
- Trail, Fink, and Anderson (2003). Sport spectator consumption behavior (3 citations).
- Fink et al. (2002). Environmental factors associated with spectator attendance and sport consumption behavior: Gender and team differences (2 citations).
- Zhang, Pease, Hui, and Michaud (1995). Variables affecting the decision to attend NBA games (2 citations).

Sponsorship (7) and celebrity advertising (5) were the next most frequently cited areas. All citations to both these areas were to different manuscripts. Sponsorship was also the focus of 2005 citations in *IJSM*. Seven different sponsorship-related manuscripts were cited in 2005, followed by four in consumer behaviour. Funk, Mahony, Nakazawa, and Hirakawa (2001) (Development of the Sports Interest Inventory (SII): implications for measuring unique consumer motives at sporting events) was cited twice. Five of the seven citations from 2005 manuscripts in *IJSM* were also to consumer behaviour. Trail, Anderson, and Fink (2000) (A theoretical model of sport spectator consumption behavior) was cited three times and was the only multiple citation.

Two of the three journals with peak citations to *SMQ* in 2005 were marketing focused journals. Therefore, an examination of manuscripts and authors influencing citations in 2005 across the three journals is skewed to marketing. Once again, the consumer behaviour stream of research dominated with 46 of the 84 citations in 2005. Most of these citations were from *SMQ* (37) with nine each from *IJSM* and *IJSM*. Trail was the most often cited (12) author in this category, followed by Mahony (8). Sponsorship was the second most frequently cited (14) area.

3.5.3. European Sport Management Quarterly

Citations to *JSM* in 2006 from *ESMQ* manuscripts include 13 to management oriented papers, with six organisational theory focused (all change related), three in leadership, two human resource management, one culture and one operations. The only multiple publication was Kikulis et al. (1995b) (Does decision making make a difference? Patterns of change within Canadian national sport organizations), which was cited twice. The same authors were also cited via a related manuscript (Toward an understanding of the role of agency and choice in the changing structure of Canada's national sport organizations).

There were also 13 citations to marketing-related research, of which service quality was the dominant theme of six of the manuscripts, followed by five consumer behaviour focused manuscripts and two examining brand equity and association. The following two manuscripts were cited twice in relation to the service theme, plus one related service manuscript.

- Kim and Kim (1995). QUESC: An instrument for assessing the service quality of sport centers in Korea.
- Wakefield and Sloan (1995). The effects of team loyalty and selected stadium factors on spectator attendance.
- Wakefield, Blodgett, and Sloan (1996). Measurement and management of the sportscape.

Economics (3), sport studies (3) and articles related to the field (3) were the next most frequently cited manuscripts. Citations to *SMQ* in 2006 included 22 to consumer behaviour themes. Multiple citations to manuscripts included:

- James and Ross (2004). Comparing sport consumer motivations across multiple sports (2 citations).
- Funk et al. (2002). Characterizing consumer motivation as individual difference factors: Augmenting the sport interest inventory (SII) to explain level of spectator support (2 citations).
- Matsuoka, Chelladurai, and Harada (2003). Direct and interaction effects of team identification and satisfaction on intention to attend games (2 citations).

The remaining citations were to 16 different manuscripts. Nine marketing manuscripts were cited in *SMR*, six of which related to service and two to consumer behaviour. There were five citations to management focused manuscripts, two relating to culture, two to human resource management in diversity and volunteers. Multiple citations all related to the service domain.

- Chelladurai and Chang (2000). Targets and standards of quality in sport services (2 citations).
- Murray and Howat (2002). The relationships among service quality, value, satisfaction, and future intention of customers at an Australian sports and leisure centre (2 citations).

Of the four citations to *IJSM* in 2006, three were in the area of consumer behaviour.

There were 82 citations to *ESMQ* from the four journals, with peak citations in 2006. Once again, marketing manuscripts, with 51 of the citations, exerted most influence. Thirty-two of the marketing citations were to consumer behaviour, followed by 15 to service quality. The 18 citations to management manuscripts were evenly spread between organisational theory (6), human resources (5), leadership (3) and culture (3). Unlike *JSM*, there was neither a dominant manuscript nor author cited in *ESMQ* in the consumer behaviour domain. The author associated most regularly with manuscripts in this domain was Funk (5). Only Slack (6) from within the management domain, was a more frequently cited author in one category.

3.5.4. Summary

Of the 320 citations identified from this analysis of *JSM*, *SMQ* and *ESMQ*, 214 (66.9%) were attributed to marketing, with 119 (37.2%) of these citations specifically to consumer behaviour related manuscripts. Over half of the marketing citations were to consumer behaviour research.

4. Discussion

4.1. Macro analysis: In-field and out-of-field citations

This study has identified those journals influencing research published in the four sport management journals. At a macro level, 2954 (16.4%) citations were to the seven sport management and marketing journals, and the remaining 15,099 to a plethora of non-sport management journals. Although it is recognised that some of the 15,099 citations are sourced from 'sport/leisure' related journals, they are not specifically focused on sport management and marketing, as is the case with the seven sport journals investigated in this study.

The first question to arise from the results of this study relate to the balance between 'in-field' citations, that is, those citations to the seven sport management journals, and those to 'out-of-field' citations. In this study, out-of-field citations are defined as those to any journal other than the seven sport management journals. It is reasonable to consider, therefore, if 16.4 percent of citations attributable to the seven sport management and marketing journals represents an acceptable outcome. In other words, is this good or bad for the field of sport management? Clearly, the majority of citations influencing research published in *JSM*, *SMQ*, *SMR* and *ESMQ* are out-of-field citations.

Unfortunately, there are no previous studies of sport management journals in this area against which to compare this outcome. There was, however, one study of leisure journals against which a comparison of this result can be made. [Samdahl and Kelly \(1999\)](#) conducted citation analysis of the *Journal of Leisure Research (JLR)* and *Leisure Science (LS)* in a similar way to that conducted in this present study. Eight key leisure journals were identified as 'leisure sources' with citations in these journals equivalent to the status of in-field citations to the seven sport management journals. Citations to 'leisure sources' also included key leisure textbooks central to the curricula in leisure programs. All citations from sources other than the eight core leisure journals were deemed 'outside sources' or out-of-field citations. [Samdahl and Kelly \(1999\)](#) conducted their analysis using the SSCI and, consequently, were able to study journals indexed in the SSCI citing *JLR* and *LS*. In the five-year period, 1992–1996, the authors found that:

articles from *JLR* had been cited 487 times and articles from *LS* had been cited 269 times by other articles indexed in SSCI. Fourteen percent of the references to *JLR* and 19% of the references to *LS* were to authors citing their own work. Another 50% of the references to each journal came from authors publishing in *JLR*, *LS* or *Society and Leisure* (the only other leisure journal included in the SSCI). Outside sources accounted for about one third of references to both *JLR* and *LS*. (p. 177)

Although [Samdahl and Kelly's study](#) was conducted over ten years ago, focused on two journals, and included citations to key textbooks in the field, the finding that outside sources accounted for about one-third of citations is useful by way of comparison. Obviously, in this present study, out-of-field citations were much higher at 83.4 percent, although it is acknowledged that some of the citations in journals beyond the seven sport management journals will have published what could be deemed in-field related studies. Even accounting for this limitation, out-of-field citations are quite high.

In reality, this outcome could be viewed as a double-edged sword. In other words, there could be merit in the high proportion of out-of-field citations, in that the field is clearly drawing on a variety of well-tested theories and applying them to sport management. Equally, however, it could be argued that if the field is reliant on reference disciplines or, in this case, mainstream 'management' and 'marketing' theories, there is little that is distinctive about sport management. This is an issue [Chalip \(2006\)](#) has previously addressed when he noted that, "if the study of sport management is to position itself as a distinctive discipline, then it must take seriously the possibility that there are distinctive aspects to the management of sport" (p. 3). Defining what constitutes a reference discipline lacks agreement ([Grover, Ayyagari, Gokhale, & Lim, 2006](#)) but, in essence, Chalip's view on identifying the distinctive aspects of sport management equates to addressing whether sport management could become a reference discipline. A reference discipline typically provides foundational knowledge cited by other areas to progress the state of its knowledge. For example, management and marketing theories, as previously noted, could be considered reference disciplines in relation to sport management, although there could also be the view that both these disciplines are heavily influenced by other 'reference' disciplines such as economics, sociology and psychology. Notwithstanding the debate in relation to defining a reference discipline, if sport management were to be considered a

reference discipline, it would need to produce theories influencing the way research is conducted in either management or marketing. These unique theories, therefore, would emanate from the sport context and have demonstrated applicability to other fields. Balancing the merits of this argument underlines the embryonic state of the field.

In this study, *JSM* was noted as the field's oldest journal, having been in existence since 1987. In reality, this is not a long period of time, particularly when compared to traditional academic areas of endeavour in the sciences, sociology and psychology. Moreover, five of the journals to which citations were identified have only been in existence since 1994 or later. Identifying the distinctive elements of the field, if there are any, is a product of time. It is also a factor of existing generic theories as they might relate, or be applicable, to sport management. Therefore, it is reasonable to expect that the ratio of in-field to out-of-field citations would favour out-of-field in the early years of an embryonic field. Whether this ratio changes over time and by how much is a matter for further research. Whether it should change, is a matter for further debate. This analysis is even more interesting given the differing rates of in- and out-of-field citations across the four journals.

JSM (13.9%) demonstrated the lowest reliance on in-field citations, followed by *ESMQ* (14%), *SMR* (17.6%) and *SMQ* (21.3%). It should come as no surprise that *JSM* recorded the lowest percentage of in-field citations, as it was the first journal in the field. For many years, there were no other sport management and marketing journals to which authors could refer. It is also not surprising that citations to *JSM* manuscripts from research published in *JSM* were also high. Simply, for a field setting out to define itself, this was an obvious means through which to stimulate thought and research in relation to identifying distinctive elements of the field. For example, as shown in Fig. 2, citations to *JSM* by 1996 were 46 compared to 10 in *SMQ* and one to the *European Journal for Sport Management*. By 2007, the ratio of *JSM* citations to *SMQ* and the other journals had reduced, with 53 *JSM* citations to 34 in *SMQ*, 10 to *ESMQ*, nine to *SMR*, three to *IJSMS* and two to *IJSM*.

Interestingly, *ESMQ*'s in-field citation percentage (14%) is almost identical to *JSM* yet, research published in *ESMQ* has had the benefit of at least six other journals being in existence (including *ESMQ*'s antecedent *European Journal for Sport Management*) before its inception in 2001. What is of particular interest in relation to *ESMQ* was the different range and emphasis of out-of-field journals (see Tables 6 and 7) cited and the balance between them. A stronger leisure focus was noted as influencing research published in *ESMQ*, with seven leisure oriented journals composing the top 20 non-sport management journals cited in *ESMQ*. The *Journal of Leisure Research* (68) was the most highly cited non-sport management journal, with *Leisure Sciences* (51) ranked fifth. Moreover, an economics influence was also found with four journals in the top 20 contributing to citations. These journals included the *Journal of Sport Economics* (57) which ranked third as shown in Table 8, *American Economic Review* (29), *Journal of Political Economy* (28) and the *Scottish Journal of Political Economy* (27).

SMR's in-field citations were 17.6% and, notably, *SMQ*'s in-field citations were higher (21.3%). *SMQ*, as the second journal established in the field and the first to specifically focus on marketing, confronted many of the 'first-mover' issues experienced by *JSM*, yet a stronger link is evident between research cited in *SMQ* and other sport management and marketing journals. This might be evidence of sport marketing having established, or establishing, a stronger link to distinctive elements of the field driving sport marketing theory. For instance, consumer behaviour, or specifically fan-related studies and sponsorship, might explain this stronger link to in-field citations. Consumer behaviour was clearly identified as a dominant theme in the analysis of peak citations. Understanding fan behaviour in particular is a special feature of sport.

There is at least one other explanation for in- and out-of-field citation patterns. In a relatively small field such as sport management, social connectedness might also explain citation patterns. As Johnson and Oppenheim (2007) noted, "It is natural to expect that a close social relationship with a colleague will increase the productivity of all those involved. This would appear to be even more pronounced in an academic network" (p. 613). For example, the evolution of work groups and cliques within a field may help to explain citation patterns. The use of social network analysis in conjunction with citation analysis is a growing area of interest. Mählck and Persson (2000), for instance, show that intra-departmental interactions can be studied by adding social data to citation patterns, and Tuire and Erno (2001) compared networks of citations and collaboration using social network analysis. More recently, Johnson and Oppenheim (2007) identified similarities between citation patterns and social closeness. Results from their study showed "that those closely connected socially are more likely to cite each other than those with little or no social connection" (p. 630). Given the relatively small size of the field, this is one stream of research that could be pursued when seeking explanations to account for in- and out-of-field citations. Social network analysis could also be used to analyse other citation patterns such as 'within country' citations, compared to 'cross-country' citation patterns based on social connectedness and, possibly, other cultural factors. This present study did not set out to address these issues, but it has emerged as an area relevant to future research.

4.2. Micro analysis: In-field impact

At the micro or individual journal level, although *JSM* demonstrated the lowest reliance on in-field citations, paradoxically, it demonstrated the greatest reliance on citations from within its own journal. *JSM*'s 709 citations were 3.1 times greater than the next most cited journal, *Administrative Science Quarterly* (228). Similarly, citations to *SMQ* from *SMQ* also dominated, with citations 2.6 times higher than the next journal, *JSM* (223). It is interesting to note that in *JSM* the next two highest cited journals after *JSM* were both generic management journals, followed by *SMQ*, yet, in *SMQ*, *JSM* was the second highest cited journal followed by the *Journal of Consumer Research* (182). Thereafter the pattern changed slightly, with *JSM* (223) the most cited journal in *ESMQ* followed by *ESMQ* (103) itself. The top three cited journals in *ESMQ* were all sport and leisure journals, with the *Journal of Leisure Research* (68) ranked third behind *JSM* and *ESMQ*, and the *Academy of*

Management Review ranked fourth, which was the first generic management or marketing journal, with 54 citations. *SMR* was dominated by *JSM* (217) and *SMQ* (128), with the *Journal of Marketing* (71) ranked third, followed by *SMR* (60).

Once again, *JSM* as the ‘first-mover’ journal relied more heavily on research published in its own journal than on any other individual journal. This trend was also apparent in *SMQ* with *SMQ* published manuscripts influencing research more than any other journal. The second significant question, or series of related questions to arise from these results relates to the extent to which research published in a journal dominates citations in that journal and, by implication, its impact on research published. In other words, is it a good or bad outcome that *SMQ* and *JSM* recorded citations two-and-a-half and three times more than the next most frequently cited journal? More importantly, will this dominance be diluted over time as the other sport journals develop their reputations? Is the ability of the other sport journals to develop their reputation impeded or enhanced by the dominance of *JSM* and *SMQ*? From a journal editor’s point of view, these are important questions that assist in determining journal positioning and focus. They are also important questions for researchers in the field to consider.

The impact of time and reputation is manifestly apparent in these results. *JSM*, as the field’s oldest journal, has grasped the opportunity to use time to build its reputation. As indicated earlier, it is an A-rated journal according to the ERA and, in addition, Shilbury and Rentschler (2007) found that senior academics clearly rate *JSM* as the leading journal in the field. This outcome is buttressed by these findings which show *JSM* as the most highly cited journal in three of the four journals, reinforcing its influence and impact in terms of usage. Time does not automatically produce this outcome, with reputation clearly a consequence of other dimensions such as acceptance rates, quality of the publisher, reputation of the editor and editorial board, and reputation of scholars publishing in the journal. Citations as a measure of impact and usage, however, remain an important quality dimension used to assess journals.

In terms of impact and influence, the analysis of peak citations coalescing around a common year exemplifies how past research influences current and future research. More importantly, it illustrates which journals are publishing influential research and, perhaps more significantly, consolidated clusters of influential research. *SMQ*, as a consequence of focusing on marketing, dominated marketing citations. This should not be surprising given the multi-disciplinary approach adopted by the other journals, where there is a trend to publish diverse research themes in each issue. What is illuminating, however, is that consumer behaviour research was found to be the dominant theme influencing citations. Over half of the 214 marketing citations identified were to consumer behaviour focused manuscripts. As was demonstrated in the results section, there were a number of recurring manuscripts and authors impacting this outcome. This finding also illustrates how citation analysis can map the theoretical and conceptual developments in a field although, in this case, these findings represent only a small insight into the field via a breakdown of peak citations coalescing around a common year.

4.3. Journal focus

The third question to arise from this research relates to journal focus. More specifically, the question of focus is directed at those journals endeavouring to cater to the multi-disciplinary nature of the field. *JSM*, *SMR*, *ESMQ*, *IJSM* and, to a lesser extent, *IJSM* all publish manuscripts covering a wide scope. For example, *SMR* states its scope as “a multi-disciplinary journal concerned with the management, marketing, and governance of sport at all levels and in all its manifestations – whether as an entertainment, a recreation, or an occupation” (Sport Management Association of Australia & New Zealand, 2010). Similarly, *JSM*’s mission “encourages the submission of manuscripts in a number of areas as they relate to the management, governance, and consumption of sport . . .” (Human Kinetics, 2010). The relevant question, therefore, is “Does the multi-disciplinary focus adopted by both journals detract from the capacity to publish clusters of themed manuscripts capable of impacting on future research?” Would a more concentrated approach lead to greater focus in a particular domain, and would that intensified focus have more impact on future research? In the case of *JSM*, to date, this multi-disciplinary approach has not impeded its standing as the field’s leading journal. Whether this continues to be the case in the future should be monitored. Moreover, could these journals afford to narrow their focus and remain viable?

In large fields it is normal for quite esoteric areas to emerge which manifest themselves through a variety of journals. The management domain is a good example with journals focused on strategic management, international business, leadership, human resources, organisational studies and industrial relations, to mention just a few. Even in organisational studies there are numerous journals, each with their own nuanced approach. Currently, all the various areas in the management domain are catered to in most of the sport management journals, whereas, in management, there are specific journals focused on each of these areas. Notwithstanding this analysis of citation trends in terms of scope and focus, the non-sport management journals have influenced citations patterns in the four sport journals investigated.

4.4. Body of knowledge influencing sport management research

The specific non-sport management fields, represented by individual journals, were shown in Tables 2, 4, 6 and 8. To ascertain the most influential non-sport management journals, rank ordering was used. The top 20 non-sport management journal rankings in Tables 2, 4, 6 and 8 were collated to determine an overall rank. Table 10 shows 12 journals (including ties) as composing the top 10 ranked journals influencing sport management research. If a journal was ranked in the top 20 in one of the four journals examined, but not included in the top 20 in one or more of the other journals, a rank of 21 was assigned. For example, the *Academy of Management Review* was ranked two in *JSM*, three in *SMR*, six in *ESMQ*, but not ranked in the top 20 in *SMQ*. In this instance, a rank of 21 was assigned. The *Journal of Marketing* demonstrated the greatest impact, with

Table 10
Composite rank order, non-sport management journals.

Journal	Top 20 ranking				Overall Rank order
	JSM	SMQ	SMR	ESMQ	
Journal of Marketing	14	2	1	6	1
Academy of Management Review	2	–	3	2	2
Journal of Leisure Research	10	12	5	1	2
Journal of Sport & Social Issues	4	7	8	14	3
Academy of Management Journal	5	–	7	4	4
Journal of Consumer Research	12	1	4	20	4
Administrative Science Quarterly	1	–	9	8	5
Sociology of Sport Journal	3	18	12	10	6
Journal of Personality & Social Psychology	15	6	2	–	7
Journal of Marketing Research	–	4	10	–	8
Journal of Sport Behavior	18	5	–	17	9
Leisure Sciences	16	–	–	5	10

rankings of 14 in *JSM*, two in *SMQ*, one in *SMR* and six in *ESMQ*. The *Academy of Management Review* and the *Journal of Leisure Research* were jointly ranked second, followed by the *Journal of Sport and Social Issues* and then the *Academy of Management Journal*. Five of the journals shown in Table 10 are sport/leisure focused; three are management focused, three marketing focused, and one psychology oriented.

The balance between these areas is interesting and raises the fourth question relevant to this research. What bodies of knowledge are influencing sport management and marketing research, and in what quantity? Instinctively, given the focus on sport management and marketing journals, it could be reasonably expected that some of these generic journals would rank highly in terms of citations influencing sport management research. Moreover, the results from this study exhibit some symmetry in that there are three generic management and three generic marketing journals. Significantly, all six journals are ERA A*–rated highlighting the reported link between journal quality and citation patterns (Judge et al., 2007). This outcome should reflect well on the focus of the journals investigated in this study. Of the five sport/leisure journals, two are specifically leisure oriented, two are social issues/sociologically grounded, and the *Journal of Sport Behavior*, as the name implies, is psychology/social psychology focused. The two leisure journals are ERA A–rated, the two sociology journals B–rated and the *Journal of Sport Behavior* C–rated. Unlike the generic journals, there are no ERA A* sport or recreation rated journals, which is a factor of the relative youth and multi-disciplinary nature of the field. Some journals, such as *Sociology of Sport Journal* and *Journal of Sport Behavior*, are included in their parent disciplines, such as sociology or human movement rather than in the sport or recreation field of research.

5. Conclusions

Results from this study reinforce *JSM* as the leading journal in the field. *JSM* was the most frequently cited journal in three of the four journals studied, and the second most frequently cited in *SMQ*. There is a match, therefore, between journal ranking lists that identify *JSM* as the leading journal in the field and the results reported in this paper. Obviously, *JSM* has had time to establish its reputation and has managed quality indicators to ensure that it has capitalised on its first-mover advantage. *SMQ*, as the second most-established journal was the second most-cited journal thus reinforcing the link between time and impact. In this case, journal focus on marketing also explains this outcome. Overall, the seven sport management and marketing journals to which citations were identified accounted for 16.4 percent of all citations. Although there is limited scope against which to compare this outcome, it does provide the starting point for debate as to the merits of this outcome. The opportunity for impact has obviously been hindered by the start-up and establishment stages for all journals, and the field generally. Whether the number of in-field citations relative to out-of-field citations increases during the next 20 years is worth investigating. One would expect that if the field is identifying distinctive elements, then the proportion of in-field to out-of-field citations should increase.

A small insight as to how the distinctive elements of the field could influence citation trends in the future was noted through the analysis of peak citations which coalesced around one year. Marketing generally, but consumer behaviour manuscripts specifically, emerged as strongly impacting on research published in those common years. Understanding fan behaviour and the motivations for participation is a unique aspect of the field, with a link demonstrated between current research in this domain and prior published research. Given that the common years in which peak citations occurred were 2005 and 2006 suggests that the consumer behaviour research is relatively current, and likely to continue to influence future research. In-field citations could, therefore, be self-perpetuating as a consequence of consumer behaviour research and other marketing-related areas such as sponsorship, branding and service quality. These trends, although only apparent through the peak citation analysis, would need more extensive investigation before we could predict these influences with confidence.

Findings from this study also highlighted the non-sport management journals most influencing research published in the four journals investigated. Given that the focus was on sport management and marketing journals, it could reasonably be predicted that generic management and marketing journals would exert some influence. Less predictable perhaps, were the

exact journals and the extent of this influence. Interestingly, a degree of symmetry emerged, with three generic management and three generic marketing journals included in the top 12 journals influencing research published in the sport journals. Significantly, all six were A*-rated journals reinforcing previous studies which have found an established link between journal quality and citation patterns. That same pattern was reflected in the sport journals, with the highest rated journal, *JSM*, the most cited of the sport journals. Other journals found to be influencing research published in *JSM*, *SMQ*, *SMR* and *ESMQ* included two leisure journals, two sport sociology journals and two psychology journals, although one, the *Journal of Sport Behavior* was sport focused. Although there were variations in terms of non-sport management journals impacting on research published in the four sport journals, overall, this outcome provides some important insights into the intellectual foundations of the field.

Finally, journal focus emerged as an issue in relation to the sport journals. The multi-disciplinary focus of most of the sport journals could be impeding the field's ability to establish stronger patterns of influence. This observation is made in the context of a journal's ability to publish clusters of related work with a heightened capacity to impact on future work, although, at this point, *JSM*'s standing has not been impeded. *SMQ*, for example, although a B-rated journal, demonstrated strong impact, an outcome largely explained by its sole focus on marketing. Whether the field is large enough and ready to respond to this challenge is to be determined but, at some point in the future, a sharper focus on this issue will likely emerge. In effect, this will become a matter of strategy for journal editors and the future positioning of their journals, or subsequent journals. Moreover, the dominance of in-journal citations such as those found in *JSM* and *SMQ*, raises some interesting issues. Citations to *JSM* from *JSM* manuscripts were 3.1 times higher than the next most-cited journal. Equally, citations to *SMQ* from *SMQ* were 2.6 times higher. The only difference between the two journals was that the second most-cited journal in *JSM* was *Administrative Science Quarterly*, whereas *JSM* was the second most-cited journal in *SMQ*. Once again, the distinctiveness of the field is relevant.

If the field is distinctive, over time it is reasonable to expect the sport journals to dominate citation patterns. Whether it is healthy for the field, or merely a sign of impact and quality that individual journals dominate citation trends in the way demonstrated by *JSM* and *SMQ*, warrants further attention. For example, there is risk of an insular approach to the field if an over-reliance develops on citations from within the one journal to that same journal. Would, for instance, this outcome restrict the field's range of perspectives on acceptable research methods, or attitudes on what defines the theoretical and conceptual doctrines of the field? Ultimately, bibliometric analysis techniques have the capacity to assist us to answer many of these questions by mapping the usage of past research which is influencing future research. That we should, as researchers in a specific field, be interested in these outcomes and continually investigate these trends is self-evident.

References

- Armstrong, K. L. (2002). An examination of the social psychology of Blacks' consumption of sport. *Journal of Sport Management*, 16, 267–288.
- Chalip, L. (2006). Toward a distinctive sport management discipline. *Journal of Sport Management*, 20, 1–21.
- Chelladurai, P., & Chang, K. (2000). Targets and standards of quality in sport services. *Sport Management Review*, 3, 1–22.
- Doherty, A. J., & Chelladurai, P. (1999). Managing cultural diversity in sport organizations: A theoretical perspective. *Journal of Sport Management*, 13, 280–297.
- Fink, J. S., Pastore, D. L., & Riemer, H. A. (2001). Do differences make a difference? Managing diversity in Division IA intercollegiate athletics. *Journal of Sport Management*, 15, 10–50.
- Fink, J. S., Trail, G. T., & Anderson, D. F. (2002). Environmental factors associated with spectator attendance and sport consumption behavior: Gender and team differences. *Sport Marketing Quarterly*, 11, 8–19.
- Funk, D. C., & James, J. D. (2001). The Psychological Continuum Model (PCM): A conceptual framework for understanding an individual's psychological connection to sport. *Sport Management Review*, 4, 119–150.
- Funk, D. C., & Pastore, D. L. (2000). Equating attitudes to allegiance: The usefulness of selected attitudinal information in segmenting loyalty to professional sports teams. *Sport Marketing Quarterly*, 9, 175–184.
- Funk, D., Haugtvedt, C., & Howard, D. (2000). Contemporary attitude theory in sport: Theoretical considerations and implications. *Sport Management Review*, 3, 125–144.
- Funk, D. C., Mahony, D. F., Nakazawa, M., & Hirakawa, S. (2001). Development of the Sports Interest Inventory (SII): Implications for measuring unique consumer motives at sporting events. *International Journal of Sports Marketing and Sponsorship*, 3, 291–316.
- Funk, D. C., Mahony, D. F., & Ridinger, L. (2002). Characterizing consumer motivation as individual difference factors: Augmenting the Sport Interest Inventory (SII) to explain level of spectator support. *Sport Marketing Quarterly*, 11, 33–43.
- Funk, D. C., Mahony, D. F., & Havitz, M. (2003). Sport consumer behavior: Assessment and direction. *Sport Marketing Quarterly*, 12, 200–205.
- Funk, D. C., Ridinger, L. L., & Moorman, A. J. (2003). Understanding consumer support: Extending the Sport Interest Inventory (SII) to examine individual differences among women's professional sport consumers. *Sport Management Review*, 6, 1–32.
- Gladden, J. M., & Funk, D. C. (2002). Developing an understanding of brand associations in team sport: Empirical evidence from consumers of professional sport. *Journal of Sport Management*, 16, 54–81.
- Gladden, J., & Milne, G. (1999). Examining the importance of brand equity in professional sports. *Sport Marketing Quarterly*, 8, 21–29.
- Gladden, J. M., Milne, G., & Sutton, W. A. (1998). A conceptual framework for evaluating brand equity in Division I college athletics. *Journal of Sport Management*, 12, 1–19.
- Gladden, J. M., Irwin, R., & Sutton, W. (2001). Managing North American major professional sport teams in the new millennium: A focus on building brand equity. *Journal of Sport Management*, 15, 297–317.
- Grover, V., Ayyagari, R., Gokhale, R., & Lim, J. (2006). About reference disciplines and reference differences: A critique of Wade et al. *Journal of the Association for Information Systems*, 7, 336–350.
- Human Kinetics. (2010). *JSM Mission*. Retrieved August 2, 2010, from <http://journals.humankinetics.com/jsm-mission>.
- James, J. D., & Ross, S. D. (2004). Comparing sport consumer motivations across multiple sports. *Sport Marketing Quarterly*, 13, 17–25.
- Johnson, B., & Oppenheim, C. (2007). How socially connected are citers to those they cite? *Journal of Documentation*, 63, 609–637.
- Judge, T. A., Cable, D. M., Colbert, A. E., & Rynes, S. L. (2007). What causes a management article to be cited—article, author or journal? *Academy of Management*, 50, 491–506.
- Kahle, L. R., Kambara, K. M., & Rose, G. M. (1996). A functional model of fan attendance motivations for college football. *Sport Marketing Quarterly*, 5(4), 51–60.
- Kikulis, L. M. (2000). Continuity and change in governance and decision making in national sport organizations: Institutional explanations. *Journal of Sport Management*, 14, 293–320.

- Kikulis, L., Slack, T., & Hinings, C. R. (1995). Toward an understanding of the role of agency and choice in the changing structure of Canadian national sport organizations. *Journal of Sport Management*, 9, 135–152.
- Kikulis, L. M., Slack, T., & Hinings, B. (1995). Does decision making make a difference? Patterns of change within Canadian national sport organizations. *Journal of Sport Management*, 9, 273–299.
- Kim, D., & Kim, S. (1995). QUESC: An instrument for assessing the service quality of sport centres in Korea. *Journal of Sport Management*, 9, 208–220.
- Levine-Clark, M., & Gil, E. (2009). A comparative analysis of social sciences citation tools. *Online Information Review*, 33, 986–996.
- Lovett, & Lowry, (1994). "Good Old Boys" and "Good Old Girls" clubs: Myth or reality? *Journal of Sport Management*, 1, 27–35.
- Mählck, P., & Persson, O. (2000). Socio-bibliometric mapping of intra-departmental networks. *Scientometrics*, 49(1), 81–91.
- Mahony, D., Madrigal, R., & Howard, D. (2000). Using a psychological commitment to team (PCT) scale to segment sport consumers based on loyalty. *Sport Marketing Quarterly*, 9, 15–25.
- Matsuoka, H., Chelladurai, P., & Harada, M. (2003). Direct and interaction effects of team identification and satisfaction on intention to attend games. *Sport Marketing Quarterly*, 12, 244–253.
- McDonald, M. A., Milne, G. R., & Hong, J. (2002). Motivational factors for evaluating sport spectator and participant markets. *Sport Marketing Quarterly*, 11, 100–113.
- Murray, D., & Howat, G. (2002). The relationships among service quality, value, satisfaction, and future intention of customers at an Australian sports and leisure centre. *Sport Management Review*, 5, 25–43.
- Samdahl, D. M., & Kelly, J. J. (1999). Speaking only to ourselves? Citation analysis of *Journal of Leisure Research and Leisure Sciences*. *Journal of Leisure Research*, 31, 171–180.
- Shaw, S., & Hoerber, L. (2003). A strong man is direct and a direct woman is a bitch": Gendered discourses and their influence on employment roles in sports organizations. *Journal of Sport Management*, 17, 347–375.
- Shilbury, D. (2011). A bibliometric study of citations to sport management and marketing journals. *Journal of Sport Management*, 25(5), in press.
- Shilbury, D., & Rentschler, R. (2007). Assessing sport management journals: A multi-dimensional examination. *Sport Management Review*, 10, 31–44.
- Smith, D. P. (2008). Citation analysis and impact factor trends of 5 core journals in occupational medicine, 1985–2006. *Archives of Environmental & Occupational Health*, 63(3), 114–122.
- Sport Management Association of Australia & New Zealand. (2010). *Sport Management Review* Retrieved August 2, 2010, from http://www.elsevier.com/wps/find/journaldescription.cws_home/716936/description#description..
- Sutton, W. A., McDonald, M. A., Milne, G. R., & Cimperman, J. (1997). Creating and fostering fan identification in professional sports. *Sport Marketing Quarterly*, 6(1), 15–22.
- Thibault, L., & Harvey, J. (1997). Fostering interorganizational linkages in the Canadian sport delivery system. *Journal of Sport Management*, 11, 45–68.
- Trail, G. T., Anderson, D. F., & Fink, J. S. (2000). A theoretical model of sport spectator consumption behavior. *International Journal of Sport Management*, 1, 154–180.
- Trail, G. T., Fink, J. S., & Anderson, D. F. (2003). Sport spectator consumption behavior. *Sport Marketing Quarterly*, 12, 8–16.
- Tsigilis, N., Grouios, G., Tsorbatzoudis, N., & Koidou, I. (2010). Impact factors of the sport sciences journals: Current trends, relative positions, and temporal stability. *European Journal of Sport Science*, 10(2), 81–90.
- Tuire, P., & Erno, L. (2001). Exploring invisible scientific communities: Studying networking relations within an educational research community. A Finnish case. *Higher Education* 42 493–513.
- Wakefield, K. L., & Sloan, H. J. (1995). The effects of team loyalty and selected stadium factors on spectator attendance. *Journal of Sport Management*, 9, 153–172.
- Wakefield, K., Blodgett, J., & Sloan, H. (1996). Measurement and management of the sportscape. *Journal of Sport Management*, 10, 15–31.
- Zhang, J. J., Pease, D. G., Hui, S. C., & Michaud, T. J. (1995). Variables affecting the decision to attend NBA games. *Sport Marketing Quarterly*, 4(4), 29–39.