

An Analysis of the Institutional and Individual Authorship Sources of Articles in the Journal of Applied Business Research: 1985-1993

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Abstract

This study traces the development of the Journal of Applied Business Research (JABR) in terms of the institutional and individual sources of published articles. The study is based on an analysis of the 478 articles published in the JABR from Fall 1985 through Fall 1993. The analysis of the data provides a taxonomy of the subject areas for the articles, summary information on authorship including the impact of collaboration, and an assessment of the institutional affiliations of the contributing authors. The study finds that there has been widespread participation in the development of the JABR based on the breadth of interest from a diverse range of authorship sources such that the journal, to its credit, is not regarded as being dominated by a few prolific scholars. The results also show that the JABR has developed into a respected outlet for refereed business research as evidenced by the substantial number of contributing authors affiliated with high quality institutions.

Introduction

The beginning of 1994 marked the tenth year of publication for the *Journal of Applied Business Research* (JABR). The JABR plays an integral role in the development of business by serving as a refereed publication outlet for researchers to share their ideas relevant to all the major disciplines of business including, accounting, economics, finance, management, and marketing. Most importantly, the JABR bridges the gap between academe and practice by fulfilling its stated policy of considering both theoretical and applied research manuscripts.

Once a journal is firmly established, such as the JABR, it is useful to undertake an analysis of its authorship sources as a basis for understanding the direction that the journal has taken, and to gain insights as to where the journal is or should be headed in the future. For example, Exhibit 1 provides a listing of previously published single journal studies. There have been 23 studies published pertaining to 17 journals. Most significantly, 14 of these studies have provided an analysis of the institutional and/or individual sources for the articles published in specific journals including some

of the most prominent journals in business: *Academy of Management Journal*; *Accounting Review*; *American Economic Review*; *Journal of Accounting Research*; *Journal of Finance*; *Journal of Marketing*; and *Journal of Marketing Education*. These prior studies share a common goal of providing a beneficial retrospective appraisal of journal development.

The purpose of this study is to trace the development of JABR in terms of its contribution to published business research. The results provide a summary description of the subject areas, institutional sources, and individual sources for all articles published in the JABR from Fall 1985 through Fall 1993. The study concludes with observations concerning some important trends and their implications for the development of the JABR in the future.

Methodology

The data for this study consist of the 478 articles that were published in the JABR from Fall 1985 through Fall 1993. Published book reviews and commentaries were

Exhibit 1
Previously Published Single Journal Studies

Journal	Author/Year
Academy of Management Journal	Weaver, 1975
Accounting, Organizations & Society	Brown, Gardner & Vasarhelyi, 1987
Accounting Review	Fleming, Graci & Thompson, 1991
	Fleming, Graci & Thompson, 1990
	Heck & Bremser, 1986
	Williams, 1985
American Economic Review	Cleary & Edwards, 1960
Auditing: A Journal of Practice and Theory	Smith & Krogstad, 1988
	Smith & Krogstad, 1984
Contemporary Accounting Research	Falk, 1989
Journal of Accounting Education	Lehman & Street, 1990
Journal of Accounting Research	Dyckman & Zeff, 1984
Journal of Advertising	Muncy, 1991
Journal of Business Communication	Koch, 1979
Journal of Counseling Psychology	Katz & Brophy, 1975
Journal of Finance	Heck, Cooley & Hubbard, 1986
	Schweser, 1977
Journal of Marketing	Marquardt & Murdock, 1983
	Grether, 1976
Journal of Marketing Education & Sales Management	Clark & Hanna, 1986
Journal of Personal Selling	Swan, Powers & Sobczak, 1991
Journal of Vocational Behavior	Haase, Snow, Warren, & Winer, 1980
Measurement & Evaluation Guidance	Westbrook, Baker & Mastie, 1983

excluded from the study. The results of the analysis are organized in three sections. The first section presents a taxonomy of the articles by subject area. The second section provides summary information on the individual sources for the articles published. The final section presents the results of an analysis of the institutional sources for articles published in the JABR.

Subject Areas

A taxonomy of the JABR articles based on subject areas is presented in Exhibit 2. The data is classified according to the five primary business subjects of accounting, economics, finance, management and marketing. In addition to these subject areas, there were 57 articles classified under the category referred to as other in Exhibit 2. This category contains articles on topics such as public policy, information systems, and education. The data in Exhibit 2 is arranged by year so that important trends are highlighted.

Accounting leads all the other areas in the number of articles published in the JABR. Of the 478 articles, appearing in the first nine volumes, 151 or 31.6% were

articles on accounting. The frequency of accounting articles is a fairly recent trend that emerged during the period 1990 to 1993 when 110 articles were published on accounting. For this period approximately 40% of all the articles published in the JABR concerned accounting issues.

Economics represents the area in which the fewest articles are published. Only 41 articles have been published on economics and this represents 8.6% of the total. For an eight-year period from 1986 through 1992 the JABR published an average of 6 economics articles per year. However, only one economics article appeared in the JABR for 1993.

After accounting, finance is the second area in terms of the most articles published in JABR. There have been 97 finance articles and this represents 20.3% of the total number of articles published. Based on Exhibit 2, the number of finance articles peaked at 17 in 1988 then declined to 6 in 1990, but has since been increasing during the period 1991 to 1993.

Management has been the subject of 72 articles in the

Exhibit 2

Taxonomy of JABR Articles
By Subject Area

Year	Volume	Accounting		Economics		Finance		Management		Marketing		Other	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1985	1	2	16.7	0	0.0	2	16.7	3	25.0	1	8.3	4	33.3
1986	2	5	13.9	5	13.9	9	25.0	0	0.0	3	8.3	14	38.9
1987	3	10	22.7	7	15.9	11	25.0	5	11.4	2	4.5	9	20.5
1988	4	15	23.4	3	4.7	17	26.6	13	20.3	4	6.3	12	18.8
1989	5	9	17.0	7	13.2	15	28.3	9	17.0	9	17.0	4	7.5
1990	6	21	38.2	6	10.9	6	10.9	12	21.8	5	9.1	5	9.1
1991	7	25	37.3	6	9.0	9	13.4	11	16.4	12	17.9	4	6.0
1992	8	34	44.7	6	7.9	14	18.4	10	13.2	11	14.5	1	1.3
1993	9	30	42.3	1	1.4	14	19.7	9	12.7	13	18.3	4	5.6
Total		151	31.6	41	8.6	97	20.3	72	15.1	60	12.6	57	11.9

JABR or 15.1 % of the total. Similar to finance, management peaked at 13 articles in 1988. However, in contrast to finance, the number of management articles has been steadily decreasing from 1989 through 1993.

Throughout the JABR's formative years, 1985-1988, there were very few articles published in marketing. More recently, during 1991-1993, the number of marketing articles has increased. Overall, there have been 60 articles published on marketing in the JABR and this represents 12.6 % of all the articles.

Deriving substantive inferences from the taxonomy of articles based on subject areas is difficult without information on the quantity and quality of manuscript submissions to the JABR. In turn, both the quantity and the quality of submissions is dependent on the level of prestige that contributing authors attribute to a journal as a publication outlet for their research. Several studies of journal quality perceptions have been published during the past twenty years. However, the JABR was only recently ranked for the first time in a published study of journal quality in 1990 by Hull and Wright. Importantly, the results of the Hull and Wright study received widespread recognition by virtue of

publication in *Accounting Horizons* which is one of the principal journals of the American Accounting Association. This level of visibility helps to generate interest among accounting academicians in considering the JABR as an established outlet for accounting research.

Individual Sources

Summary information on the number of articles published in relation to the number of contributing authors is presented in Exhibit 3. The 478 articles published in the JABR were attributed to the contributions of 882 authors. The most significant finding in Exhibit 3 is the steady increase in the ratio of authors to articles. This ratio is indicative of the extent of collaboration in the production of research that is published in the JABR. The ratio was 1.33 authors per article in 1985, the first year of publication for the JABR. Thereafter, the ratio increased each year, and most recently for 1992 and 1993 the ratio was 2.08 and 2.01, respectively. The rise in multiple-authored articles published in JABR is in line with the trend toward more collaborative efforts in the production of scholarly research as identified by Urbancic (1992). Based on an empirical analysis Urbancic established that a substantial

Exhibit 3

A Comparison of Authors to Articles
Published in JABR

Year	Volume	Total Number of Articles Published	Total Number of Contributing Authors	Ratio of Authors to Articles
1985	1	12	16	1.33
1986	2	36	53	1.47
1987	3	44	72	1.64
1988	4	64	110	1.72
1989	5	53	103	1.94
1990	6	55	101	1.84
1991	7	67	126	1.88
1992	8	76	158	2.08
1993	9	71	143	2.01
Total		478	882	1.85

increase in collaborative research has occurred, and that this increase has facilitated significant gains in both the quantity of published research and the quality of the research.

Further insight concerning the increase in multiple-authored articles appearing in the JABR is provided by Exhibit 4 which classifies the 478 articles by type of authorship. In its first two years, 1985 to 1986, the articles published in the JABR were primarily single-authored. In 1987 the number of dual-authored articles exceeded the single-authored articles for the first time, and since that time the dual-authored articles have remained the dominant form of authorship. More recently, from 1991 to 1993, there was a significant increase in articles contributed by three authors, and during 1992 to 1993 four-author collaboration started to emerge as a basis for articles published in the JABR.

From Fall 1985 through Fall 1993 several researchers had multiple appearances as authors of articles published in the JABR. Exhibit 5 presents information on the 25 most frequent contributing authors of articles.

The information includes the author's institutional affiliation, academic discipline, the total number of article appearances and adjusted number of appearances. The authors are ranked based on the number of appearances adjusted for co-authorship (i.e. 1.0 for a single-authored article; .5 for dual-author, .33 for three-author, and .25 for four-author). Collectively these authors accounted for an equivalent 50.33 of the 478 articles published, or slightly more than 10 percent, and 68 of the 882 authorships or 7.7 percent. By academic discipline, all five of the major subject areas are represented by these authors, but most of the authors were from accounting. Twenty-one of the authors were affiliated with AACSB accredited schools of business and four of these schools offer a doctoral degree program in business.

Institutional Sources

The contributing authors of articles published in the JABR were affiliated with 276 different institutions world-wide. This fact alone is remarkable for a journal that just recently completed its ninth year of existence.

Exhibit 4

Types of Collaboration in the Authorship
of Articles Published in JABR

Year	Volume	One Author		Two Authors		Three Authors		Four Authors	
		No.	%	No.	%	No.	%	No.	%
1985	1	8	66.7	4	33.3	0	0.0	0	0.0
1986	2	21	58.3	13	36.1	2	5.6	0	0.0
1987	3	20	45.5	21	47.7	2	4.5	1	2.3
1988	4	25	39.1	32	50.0	7	10.9	0	0.0
1989	5	15	28.3	27	50.9	10	18.9	1	1.9
1990	6	19	34.6	28	50.9	6	10.9	2	3.6
1991	7	23	34.3	29	43.3	15	22.4	0	0.0
1992	8	19	25.0	35	46.1	19	25.0	3	3.9
1993	9	21	29.6	32	45.1	14	19.7	4	5.6
Total		171	35.8	221	46.2	75	15.7	11	2.3

Exhibit 6 presents information on the types of institutional affiliations of the contributing authors. Clearly, the academic prestige of the JARB is enhanced by the finding that 62 of the universities that grant doctoral business degrees in the U.S. had contributing authors to the journal. The authors affiliated with these doctoral schools accounted for 22.9% of all the articles published. The JABR is also an important publication outlet for faculty affiliated with non-doctoral AACSB accredited schools of business. These institutions represented 38.8% of all institutions and their faculty contributed 45.1% of all the articles in the JARB.

Exhibit 7 presents the 25 most frequent institutional affiliations for the contributing authors. Collectively, the authors affiliated with these institutions contributed an equivalent 137.22 of the 478 articles published, or 28.7 percent. Among the 25 universities that are listed there are 7 universities which offer doctoral degree programs in business. Furthermore, 21 of the universities have AACSB accredited schools of business.

Conclusion

The JABR has developed into a respected outlet for

refereed business research as evidenced by the substantial number of contributing authors affiliated with institutions of high quality. Furthermore, the results of this study indicate that the JABR provides a vehicle for scholarly dialogue across a very broad segment of the business research community worldwide as there were 276 different institutional sources represented by the articles published.

The JABR publishes studies representing all of the major fields of business, although accounting has emerged as the leading area in terms of the number of articles published. There is nothing inherently wrong with dominance by a particular field or fields as long as the acceptance/rejection decision for manuscript submissions continues to be based on a consistent application of the evaluative criteria for judging the scholarly merit and quality of research.

The study also finds that there has been widespread participation in the development of the JABR based on the breadth of interest from a diverse range of individual authorship sources for the articles published during the period 1985 to 1993. Most importantly, it is encouraging to prospective researchers that the JABR is not

Exhibit 5

The 25 Most Frequent Contributing Authors of JABR Articles: 1985-1993

Author	Institution	Discipline	Total Appearances	Adjusted Appearances
Wright, T.A.	U of Nevada-Reno	Man. Sciences	3	3.00
Armitage, J.L.	U of Nebraska-Omaha	Accounting	3	2.50
Colbert, J.L.	Auburn U	Accounting	3	2.50
Clute, R.C.	U of Wyoming, Metro St. Col. of Denver	Accounting	5	2.33
Brazelton, J.K.	Col. of Wm & Mary	--	3	2.33
Coppage, R.E.	U of Louisville	Accounting	3	2.00
Keating, B.P.	Notre Dame	--	3	2.00
Agbetsiafa, D.	Indiana U-So. Bend	--	2	2.00
Benson, G.L.	U of WI-Whitewater	Business	2	2.00
Clements, B.J.	Providence College	--	2	2.00
Fuhr, J.P.	Widener University	Economics	2	2.00
Jerris, S.I.	SMU & West Va. U.	Accounting	2	2.00
Martin, D.R.	DePaul University	--	2	2.00
Pillsbury, C.M.	U of WI-Milwaukee DePaul U.	Accounting	2	2.00
Prezas, A.P.	U of IL-Chicago	Finance	2	2.00
Sweeney, R.J.	Marquette U	--	2	2.00
Yang, D.C.	U of Hawaii	Accounting	2	2.00
Castleberry, S.B.	U of GA & U of MN-Duluth	Marketing	4	1.83
Farrelly, G.E.	Rutgers U	Accounting	3	1.83
Holdren D.P.	West Va U & E TN St.	Finance	3	1.83
McEnroe, J.E.	DePaul University	Accounting	3	1.83
Zech, C.E.	Villanova U	Economics	3	1.83
Garman, G.B.	Metro St. College of Denver	Info Systems	3	1.50
King, W.L.	Ft. Hayes St. U	Accounting	3	1.50
Milne, R.A.	U of Nevada-Las Vegas	Accounting	3	1.50
Total			68	50.33

Exhibit 6

Types of Institutional Affiliations of Authors Contributing
Articles to JABR: 1985-1993

Type of Institution	Number of Institutions	Percent	Number of Equivalent Articles	Percent
Doctoral Business Degree Granting Universities	62	22.5	109.30	22.9
AACSB Accredited Non-Doctoral Universities	107	38.8	215.36	45.1
Non-Accredited Universities	71	25.7	131.10	27.4
Non-U.S. Universities	13	4.7	10.91	2.3
Organizations Other Than Universities	23	8.3	11.33	2.4
Total	276	100%	478	100%

dominated by a few prolific scholars. This is evidenced by the finding that the 25 leading authors accounted for only 10.5 percent of the articles published and 7.7 percent of all the authorships. Thus, the efforts of authors that submit manuscripts for consideration have a fair opportunity of leading to publication given that the JABR is not bound to any limitations on specific theories or methodologies for accepted manuscripts.

In conclusion, the success of the JABR seems largely attributable to its policy of providing researchers with a forum to freely explore relevant issues using a scholarly approach that is not hampered by restrictions on theory or methodology. This policy has served the JABR well and has enabled it to be instrumental in advancing the various fields of business by disseminating the results of meaningful research.

Suggestions for Future Research

The development of the JABR was examined on the basis of its institutional and individual authorship sources of articles published during the period 1985 to 1993. This study did not attempt to assess the quality of the articles or their contribution to the business literature. Therefore, future research should focus on the impact of the JABR on business literature as evidenced by the extent to which JABR articles are subsequently cited in research studies published by other journals. The study of *Accounting, Organizations and Society* by Brown, Gardner and Vasarhelyi (1987) is an excellent example of how to use citation analysis in researching

the contributions of a specific journal.

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Exhibit 7

**The 25 Most Frequent Institutional Affiliations of
Contributing Authors of JABR Articles: 1985-1993**

Institution	Total Appearances	Adjusted Appearances
Metropolitan State College of Denver	21	11.00
Loyola University of Chicago	17	11.00
Marquette University	13	8.00
University of Nebraska-Omaha	10	6.50
University of North Texas	13	6.16
DePaul University	9	6.16
West Virginia University	11	6.00
University of South Alabama	10	6.00
Auburn University	9	6.00
University of Toledo	13	5.66
Wright State University	13	5.50
University of Nevada-Las Vegas	9	5.50
University of Dayton	14	5.41
University of Wyoming	7	5.33
Clarion University	8	4.33
University of Texas-San Antonio	8	4.33
Southern Illinois U-Carbondale	12	4.25
University of Nebraska-Lincoln	7	4.16
Virginia Poly Institute & State U	7	4.00
California State U-San Bernardino	7	3.83
Oklahoma State University	9	3.75
University of Mississippi	9	3.66
San Diego State University	8	3.66
University of Hartford	8	3.50
University of Notre Dame	8	3.50
Total	260	137.22

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