

## Two Decades of Contributions to Marketing and Public Policy: An Analysis of Research Published in *Journal of Public Policy & Marketing*

David E. Sprott and Anthony D. Miyazaki

*The authors examine the first 20 years of Journal of Public Policy & Marketing (JPP&M) to understand the nature, influences, and impact of marketing and public policy research published in the journal. After discussing the history of JPP&M, the authors report three related sets of analyses based on all articles published since the journal's inception. Specifically, a content analysis examines the scope and depth of research topics over time. Next, publication analyses assess how various authors and institutions have influenced the field through publishing in the journal. Finally, a citation analysis shows the impact of JPP&M articles on research published in journals of related fields.*

With the publication of the Fall 2001 issue, *Journal of Public Policy & Marketing (JPP&M)* celebrated the completion of 20 years of service to the field of marketing and public policy. In these two decades, there have been considerable advancements in the field, as well as substantial growth in the reach and impact of *JPP&M*. To gain a better understanding of *JPP&M*'s influence on the discipline, as well as the roles that authors and their organizations have played, we examine all work published in what has been the key source of marketing and public policy research for the past 20 years.

Our analysis consists of three parts. First, we categorize the content of all articles published in *JPP&M* since its inception in an effort to understand the journal's historical impact. Similar to content analyses in related areas (e.g., Malhotra 1996), we track general changes in content over time and provide suggestions as to how such changes may have emerged. Second, we analyze the research contributions of authors and their institutions to identify major providers of *JPP&M* content (see, e.g., Borokhovich et al. 1995; Eaton et al. 1999; Fields and Swayne 1988; Inkpen and Beamish 1994; Malhotra 1996). The result is a tool helpful not only to understand the development of research in the field but also to benchmark publishing productivity—a primary tenure and promotion criterion for many academic researchers and a significant gauge of research quality for some practitioners (Floyd, Schroeder, and Finn 1994;

Schroeder, Langrehr, and Floyd 1995). Third, to assess the impact of the journal, we analyze *JPP&M*'s citations in various academic journals. Following these analyses, we discuss implications of the findings for *JPP&M* and its contributors in light of various editorial goals.

### The Development of *JPP&M*

During its first 20 years, *JPP&M* published 455 articles, filling more than 5245 pages.<sup>1</sup> The number of articles published in each issue remained fairly constant from the first to the second decade of publication (at 14.7 articles per issue), but annual output grew from a mean of 16.2 to 29.3 articles (see Table 1). Although partially attributable to growth of the field, these increases also can be attributed to the journal's changing structure, broadening scope, and increasing reputation as a research publication outlet.

### The Changing Structure of *JPP&M*

*Journal of Public Policy & Marketing* emerged 20 years ago during an era when researchers and society were intensely interested in issues surrounding marketing and public policy. Among the various influences on the development of *JPP&M* since that time have been the five editors of the journal (in chronological order): Thomas C. Kinnear, Patrick E. Murphy, Michael B. Mazis, Debra L. Scammon, and J. Craig Andrews. Figure 1 shows a time line of the journal and important occurrences in the history of *JPP&M* under the leadership of these editors.

Tom Kinnear founded *JPP&M* in 1982 as an annual publication of the University of Michigan School of Business Administration.<sup>2</sup> Originally titled *Journal of Marketing &*

<sup>1</sup>All articles published during the first 20 years of *JPP&M* are examined in this research (book reviews and editorials are excluded). Articles written by three special issue editors are also included in the analyses because one (Hill 1995) was not an editorial-type article and the other two (Grewal and Compeau 1999; Milne 2000) contained mainly noneditorial content.

<sup>2</sup>The concept of *JPP&M* was test-marketed by Kinnear a few years prior to the journal's introduction with the 1979 reader, titled *Public Policy Issues in Marketing*, coedited with Cindy Frey and Bonnie Reece (Frey, Kinnear, and Reece 1979; Kinnear 2001).

Table 1. The Structure of *JPP&M* and Article Counts

Volume	Issue	Year	Editor	Type of <i>JPP&amp;M</i> Article <sup>a</sup>					Total
				Traditional	Special Issue	Conference <sup>b</sup>	Policy Watch	Legal Developments	
1	—	1982	Kinnear	14	—	—	—	—	14
2	—	1983	Kinnear	13	—	—	—	—	13
3	—	1984	Kinnear	14	—	—	—	—	14
4	—	1985	Kinnear	14	—	—	—	—	14
5	—	1986	Kinnear	16	—	—	—	—	16
6	—	1987	Kinnear/Murphy	13	—	—	—	—	13
7	—	1988	Murphy	6	10	—	—	—	16
8	—	1989	Murphy	10	9	—	—	—	19
9	—	1990	Murphy	15	—	—	—	—	15
10	1	1991	Murphy	3	9	16	—	—	16
11	1	1992	Murphy	11	—	—	—	—	12
12	2	1993	Mazis	—	—	14	—	—	14
13	1	1994	Mazis	8	4	—	2	—	14
14	2	1994	Mazis	11	—	—	2	—	14
15	1	1994	Mazis	8	3	—	2	1	16
16	2	1995	Mazis	5	—	5	2	3	15
17	1	1995	Mazis	—	10	3	1	—	16
18	2	1996	Mazis	8	6	—	2	—	16
19	1	1996	Scammon	—	11	—	3	3	17
20	2	1997	Scammon	7	1	1	1	3	13
21	1	1997	Scammon	—	9	6	3	3	21
22	2	1998	Scammon	7	—	4	2	2	15
23	1	1998	Scammon	—	8	—	4	3	15
24	2	1999	Scammon	9	—	2	5	2	18
25	1	1999	Andrews	3	7	—	3	—	13
26	2	2000	Andrews	9	—	—	3	1	13
27	1	2000	Andrews	3	7	—	3	1	14
28	2	2001	Andrews	10	—	—	1	1	12
29	1	2001	Andrews	3	7	—	3	1	14
30	2		Andrews	9	—	—	1	2	12
Percent (counts) in first ten years				72.8% (118)	17.3% (28)	9.9% (16)	—	—	100% (162)
Percent (counts) in second ten years				37.9% (111)	24.9% (73)	11.9% (35)	14.7% (43)	10.6% (31)	100% (293)
Percent (counts) in 20 years				50.3% (229)	22.2% (101)	11.2% (51)	9.5% (43)	6.8% (31)	100% (455)

<sup>a</sup>Five types of articles have been published in *JPP&M*—those edited by the main editors, special issue editors, conference editors, and the Policy Watch and Legal Developments section editors.

<sup>b</sup>According to the article acknowledgments published in the journal, *JPP&M* articles from the annual conference have been edited by the following people: Mazis, Paul Bloom, Debra Ringold, Pam Scholder Ellen, Patrick Kaufmann, Hill, Ray Taylor, Easwar Iyer, and George Milne.

*Public Policy* (only for Volume 1), the name was changed to *Journal of Public Policy & Marketing* after the American Marketing Association expressed concerns that the journal's name might be confused with its own *Journal of Marketing* (Kinnear 2001). During its initial five years, *JPP&M* went on to publish a wide variety of articles; as Kinnear (1986, p. 1) notes, the journal had "grown and prospered during the five years to one that is considered a top flight outlet for research in the area of public policy within marketing."

During the next five years, under the primary editorship of Patrick E. Murphy, *JPP&M* experienced several structural changes. The first was the introduction of special issues to the journal.<sup>3</sup> As Murphy (2001) notes, the underlying motivation for this change was (in part) to encourage researchers outside of marketing to submit articles and, more generally, to increase manuscript flow. Several years into Murphy's editorship, former editor Tom Kinnear negotiated a publishing agreement with the American Marketing Association, which began in 1990 and resulted in a semi-annual publishing schedule in 1991 (Murphy 2001). At that same time, papers from the annual Marketing and Public Policy Conference began to be published in the journal, starting with Volume 10, Issue 1 (edited by Michael B. Mazis).

At the beginning of the second decade, editor Michael Mazis introduced new sections called Policy Watch (edited by Robert N. Mayer and Debra Scammon) and Legal Developments (edited by Ross D. Petty) to expose readers to a variety of contemporary and sometimes controversial public policy issues (Mazis 2001). These sections (appearing in *JPP&M* for the first time in Volume 12) allowed for, respectively, the debate of important policy issues by key players and the discussion of new legal cases and regulation. Mazis also instituted the Book Review section (directed under various editors Joshua Lyle Wiener, Gregory T. Gundlach, and Robert Mayer). Although the next editor, Debra Scammon, continued to support the three sections implemented by Mazis, she refined the content and style of these sections (Scammon 2001). The Policy Watch section (edited by Ronald Paul Hill) evolved into a point/counterpoint type of presentation involving practitioners and policymakers, with external commentary from an academic. The Legal Developments section (edited by Ross Petty, then Greg Gundlach) began a more rigorous review procedure similar to articles appearing in the main section of the journal. The fifth *JPP&M* editor, Craig Andrews, also maintained the same structure (Ron Hill and Greg Gundlach continued to serve, respectively, as the Policy Watch and Legal Developments editors).

<sup>3</sup>During the past 20 years, 13 special issues have been published in the journal. The topics (with volume, issue, and editors) include the FTC (Vol. 7, Kinnear and Murphy), health and safety (Vol. 8, Murphy), environmental issues (Vol. 10, No. 2, Murphy), ethics (Vol. 12, No. 1, Gene Laczniak), social marketing (Vol. 13, No. 1, Alan Andreasen), vulnerable populations (Vol. 14, No. 1, Hill), advertising law and regulation (Vol. 14, No. 2, Jef Richards), health and nutrition (Vol. 15, No. 1, Scammon), international issues (Vol. 16, No. 1, Gary Bamossy, Russell Belk, and Janeen Arnold Costa), warnings and disclosures (Vol. 17, No. 1, Andrews), pricing (Vol. 18, No. 1, Dhruv Grewal and Larry Compeau), privacy and ethical issues in database/interactive marketing (Vol. 19, No. 1, George Milne), and competition policy and antitrust law (Vol. 20, No. 1, Gundlach).

### The Broadening Scope of *JPP&M*

Twenty years ago, *JPP&M* was started to provide researchers with an outlet for policy-oriented marketing research. As noted by Kinnear (2001), "it was a time of great excitement for those of us interested in public policy issues in marketing.... Unfortunately, there was a limited amount of space available in the standard marketing journals as public policy research competed with many other substantive topics." As such, the journal initially solicited articles that focused on the "evaluation of current or proposed public policy programs; antitrust and monopoly issues; special markets such as children, the elderly, or the disadvantaged; government regulation and deregulation of marketing practices and various industries; consumer information and education programs; and marketing and the legal system" (Kinnear 1982, p. 1). Although the journal sought articles in various areas dealing with "public policy effects on marketing practice" and "the application of marketing and marketing research practices to public policy issues," it specifically was "not seeking articles on social marketing or marketing in not-for-profit organizations" (Kinnear 1982). This was done in an attempt to establish a "critical mass" of articles on public policy and to avoid being overwhelmed by articles dealing with social marketing—a fairly popular topic at the time (Kinnear 2001).

Over time, the various editors have steadily broadened the scope of the journal in several ways. For example, though Patrick Murphy adhered to Tom Kinnear's initial criteria, Murphy (2001) began what he later described as an "unconscious" shift to a more broadened view of public policy by soliciting articles on topics that had not received substantial treatment in the literature. Mazis (2001) continued this effort by appointing special issue editors on a more regular basis and by branching into areas that included social and ethical issues but did not necessarily directly involve laws or regulations. To ensure that the more broadened topics received rigorous reviews, Scammon (2001) expanded the breadth of expertise of the Editorial Review Board. She also encouraged a widened set of methodological approaches such as qualitative data collection, historical research, and meta-analyses. Finally, Craig Andrews broadened the author base to more readily include students and young faculty by instituting a mentor program wherein *JPP&M*'s Editorial Review Board members volunteered their expertise to young scholars for developing their research programs. The broadening scope of *JPP&M* has continued to the present time, as illustrated by incoming editor Joel B. Cohen's (2001, p. 8) statement that the mission of the journal includes the goal of "publishing thoughtful articles on how marketing practice shapes and is shaped by societally important factors." Note, however, that *JPP&M* contributors have always been encouraged to consider the public policy implications of their research (Andrews 2001b).

### The Academic Reputation of *JPP&M*

Several factors suggest that over the past 20 years, *JPP&M* has developed into the premier policy-oriented marketing journal. First, journal subscriptions (AMA 2001a) have increased from nearly 350 for the 1992–93 fiscal year to 549 for the 2000–2001 fiscal year (after peaking at 640 during 1995–96). Second, and more indicative of reputation, a

Figure 1. Time Line for *JPP&M*

Editor <sup>a</sup>	Year	Vol. & Issue	HISTORIC EVENTS			
			Structural Changes	Special Issues	Other Events	
Thomas C. Kinnear	1982	1 ←	Introduced as <i>Journal of Marketing &amp; Public Policy</i> .		University of Michigan is founding publisher.	
	1983	2 ←	Renamed <i>Journal of Public Policy &amp; Marketing</i> .			
	1984	3				
	1985	4				
	1986	5				
	1987	6				
Patrick E. Murphy	1988	7 ←		Federal Trade Commission		
	1989	8 ←		Health and Safety		
	1990	9 ←			New publisher is American Marketing Association.	
	1991	10, 1 ←			Environmental Issues	Semiannual publication begins. Papers from annual conference begin to be published in the journal.
		10, 2 ←				
Michael B. Mazis	1992	11, 1	Introduced Legal Developments, Policy Watch, and Book Reviews.			
		11, 2 ←				
	1993	12, 1 ←		Ethics		
		12, 2				
	1994	13, 1 ←		Social Marketing		
13, 2						
1995	14, 1 ←		Vulnerable Populations			
	14, 2 ←		Advertising Law			
Debra L. Scammon	1996	15, 1 ←		Health and Nutrition		
		15, 2				
	1997	16, 1 ←		International Issues		
16, 2						
J. Craig Andrews	1998	17, 1 ←		Warnings and Disclosures		
		17, 2				
	1999	18, 1 ←		Pricing	Mentor program begins with <i>JPP&amp;M</i> review board.	
18, 2						
2000	19, 1 ←		Privacy			
	19, 2					
	2001	20, 1 ←		Competition and Antitrust		
20, 2						

<sup>a</sup>Dates of editorships are based on when the editor's name appeared on the journal's masthead. The end of an editor's official term does not necessarily indicate the end of the editor's impact on the journal's content. For example, some articles edited by Debra Scammon were published under the editorship of Craig Andrews, and Andrews's term as editor will extend to 2002 (Volume 21, Issue 1), with a special issue on Social Marketing, for which Andrews selected the issue editor (Andrews 2001a; Scammon 2001).



recent survey of marketing academics at doctorate-granting institutions ranked *JPP&M* twelfth (of 93 publications) in terms of importance, ahead of other policy- and consumer-oriented marketing journals such as *Journal of Consumer Affairs*, *Journal of Business Ethics*, and *Journal of Consumer Psychology* (Hult, Neese, and Bashaw 1997). Finally, an examination of *Social Sciences Citation Index (SSCI)* data indicates that *JPP&M* ranks fifth in current research impact from 1986 to 2000 (behind *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Marketing Research*, and *Journal of Advertising*) among marketing journals in which policy-oriented research may be published. For the most recent time frame (1992 to 2000), *JPP&M* ranks fourth. Details of this analysis are provided in Table 2. Although the impact scores need to be interpreted with some caution (Zinkhan and Leigh 1999), *JPP&M* has consistently ranked among the top marketing journals during the past 10 years of its existence, with the highest impact occurring in 1993.

## Content Analysis

To assess *JPP&M*'s contribution to public policy, it is important to understand the nature of work published in the journal. To this end, a content analysis was conducted with respect to (1) the perspective and (2) the topic of the published research. The research perspective analysis captures who was studied (i.e., consumers, marketers, or policymakers), and the research topic analysis focuses on what is studied (e.g., antitrust, commercial speech, privacy, social marketing). The perspective and topic analyses are independent in that any research topic can be studied from the three different research perspectives. For example, the recent Microsoft case (an antitrust research issue) could be studied from the perspective of the consumer (e.g., How do consumers respond when court rulings are announced?), the policymaker (e.g., What is the role of various courts when developing an antitrust case?), or the marketer (e.g., How has Microsoft responded at a strategic level to the litigation?).

## Research Perspective

Marketing and public policy can be studied from three perspectives, that of the consumer, the marketer, or the policymaker. Accordingly, all *JPP&M* articles were coded as to whether the research focused on (1) consumers (such as how consumers react to nutrition information), (2) marketers (such as how marketers operate under various types of governmental regulation), or (3) policymakers (such as how government agencies formulate policy). Two coders (the primary investigators) read the abstract and first page of all articles published in *JPP&M* ( $n = 455$ ) and independently coded each with respect to who was studied (each article received only one code). When the abstract and first page were not sufficient to determine the research perspective, the entire article was examined. Disagreements between the coders (resolved by discussion) were minimal, as is indicated by a high intercoder reliability,  $I_r$ , of .96 (Perreault and Leigh 1989; Rust and Cooil 1994).

The results indicate that 42.6% (194 articles) of the published research focused on consumers, 32.5% (148 articles) focused on policymakers, and the remaining 24.8% (113

articles) focused on marketers. The focus has changed slightly between the first and second decades of the journal such that the proportion of articles centered on consumers decreased (from 47.5% to 39.9%) and those focused on marketers increased (from 21.0% to 27.0%).<sup>4</sup> Articles focusing on policymakers remained nearly the same between the two time periods (31.5% and 33.1%, respectively). Additional analysis using five-year time periods showed that these changes occurred primarily during the first five years of publication and that all three perspectives have been relatively equally represented for the past 15 years.

## Research Topic

We performed the research topic analysis (i.e., examining what is studied in the research) using a category structure developed specifically for this research.<sup>5</sup> The categorization consists of four major areas: (1) protection of consumers, (2) protection of competition and marketers, (3) policy and policymaking, and (4) societal issues. The first two areas are based on traditional views—espoused by organizations such as the Federal Trade Commission (FTC; 2001) and by various academics in the field (e.g., Andrews 2001c; Cohen 1995; Gundlach 2001)—holding that public policy in the marketing arena should primarily protect the well-being of consumers and marketplace competition (FTC 2001). We based the inclusion of policy and policymaking on the observation that much research published in *JPP&M* considers policy and the process by which it is developed. Examples of this research exist across the life of the journal, ranging from studies of federal agencies to commentary on court decisions that are likely to affect the field.

Although *JPP&M* publishes much research that focuses directly on issues of public policy and encourages authors to consider policy implications of all topics, there is a substantial portion of published research that is not directly related to public policy (e.g., research investigating business ethics and social marketing). As former editor Mazis (1997, p. 140) stated, "the view of the field has broadened to include issues not only involving government policy but also affecting society at large." Indeed, the current *JPP&M* mission statement (American Marketing Association 2001b) suggests that not all research published in the journal must be directly related to public policy: "*JPP&M* endeavors to comprehend the effects on marketing of public policy issues, as well as discuss marketing issues that may result in changes to public policy. Public concerns, such as ecology, health, and privacy, are also covered from the marketing perspective." To reflect research contributions from such areas, a fourth major area, representing societal issues, was included in the category structure.

<sup>4</sup>In that these figures represent a census, no statistical analyses are presented.

<sup>5</sup>A potential preexisting scheme existed within the *JPP&M* subject indices. In particular, seven indices review articles published in Volumes 1–6, 1–10, and 11–15 and annual reviews for Volumes 16, 17, 18, and 19 (also see Laverie and Murphy 1993). These indices are not employed here because they do not have a collective hierarchical structure that allows aggregation across subcategories. Indeed, these subject indices are based on various approaches to categorization, including research domain, marketing-mix element, agency jurisdiction, product type, targeted group, and policy issue.

Table 2. The Impact of Marketing Journals<sup>a</sup>

Journal <sup>b</sup>	Annual SSCI Impact Factors <sup>c, d</sup>													Average Impact				
	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	1986-1991	1992-2000	1986-2000
1. <i>Journal of Marketing</i>	.98	1.54	1.04	1.36	1.73	1.74	3.15	2.00	2.37	2.43	3.25	2.78	2.93	2.55	2.04	1.40	2.61	2.28
2. <i>Journal of Consumer Research</i>	2.23	2.17	1.88	2.00	3.11	2.29	2.43	2.10	2.28	1.37	1.62	1.38	1.83	2.48	2.46	2.28	1.99	2.26
3. <i>Journal of Marketing Research</i>	1.28	1.63	1.36	1.43	1.60	1.37	1.28	1.48	1.89	1.72	1.35	1.28	1.60	2.58	1.68	1.44	1.65	1.68
4. <i>Journal of Advertising</i>	.62	.39	.39	.35	.67	1.00	.79	.55	.82	.52	.58	.48	.56	.71	.63	.57	.63	.65
5. <i>JPP&amp;M</i>	.11	.50	.17	.48	.17	.18	.63	1.13	.65	.90	.53	.81	.62	.46	.66	.27	.71	.57
6. <i>Journal of Retailing</i>	.51	.47	.39	.32	.45	.12	.36	.70	.44	.49	.71	.44	.84	.68	.50	.49	.52	.54
7. <i>Journal of Advertising Research</i>	.43	.63	.62	.48	.41	.39	.31	.40	.50	.32	.52	.66	.78	.64	.60	.38	.58	.54
8. <i>Journal of Business Research</i>	.26	.18	.17	.19	.24	.14	.30	.27	.38	.32	.40	.41	.25	.30	.41	.20	.34	.30
9. <i>Journal of Consumer Affairs</i>	.41	.48	.13	.30	.20	.08	.23	.15	.17	.27	.15	.06	.21	.52	.34	.26	.23	.26

<sup>a</sup>Marketing journals included here are those likely to publish public policy-related research using data available from SSCI.

<sup>b</sup>Journals are rank-ordered by average impact factor from 1986 through 2000.

<sup>c</sup>The impact factor is an indicator of a journal's current influence on knowledge development (for a more detailed review of the measure, see Zinkhan and Leigh 1999). Data are from Zinkhan and Leigh (1999) and *Journal Citation Reports* from SSCI.

<sup>d</sup>Data are unavailable from SSCI for *JPP&M* prior to 1986.

Using the four major topic areas as a supporting structure, we developed the detailed aspects of the categories in a two-stage process. In the first stage, we used subject indices from *JPP&M* (i.e., multivolume reviews for Volumes 1–6, 1–10, and 11–15 and annual reviews for Volumes 16, 17, 18, and 19) along with three edited texts from the field (Bloom 1991; Bloom and Gundlach 2001; Hill 1996) to develop a list of 84 potential categories. After examining all categories with respect to the four major areas detailed previously, we dropped from further consideration any category that did not reflect at least one of the areas. We added categories as appropriate to complete the initial category structure.

In the second stage, we refined the initial category structure using an iterative process that included the coding and recoding of large sets of randomly selected articles. As is shown in the Appendix, the final category structure is fairly elaborate. Subsumed under the four major areas are 23 main categories (e.g., antitrust, information provision) and 60 subcategories (e.g., exporting, Nutrition Labeling and Education Act).

Using this category structure, we independently coded each article at the subcategory level (unless no subcate-

gories existed for a particular main category). Each article received one or two research topic codes (see Malhotra 1996), which represented the primary research topics in the article. The process progressed in a nonsequential manner (with respect to journal volume) to reduce possible order effects. Intercoder reliability for the overall topic analysis was high, with an  $I_r$  for all 455 articles of .93. The results of the research topic analysis are presented in Table 3 at the main category level and explained in the following sections.

### *Protection of Consumers*

The majority of research examining issues of consumer protection surrounds information provision to consumers. Research in this category, however, has waned over time, with over a 30% reduction in the percentage of articles from the first to the second ten-year time period (from 29.0% of all articles in the first ten years to 19.5% in the second ten years). This change may be due, in part, to a shift away from the use of informational remedies by the FTC and the Food and Drug Administration (FDA) during this later time period. Indeed, a closer examination of the subcategories for information provision indicates that much of this change is due to declines in research focusing on remedies for mis-

**Table 3. Research Topics of *JPP&M* Articles**

Research Topics	1982–2001	First Ten Years	Second Ten Years
<b>Protection of Consumers</b>			
Information provision	22.9 (104)	29.0 (47)	19.5 (57)
Product performance and safety	16.3 (74)	13.6 (22)	17.7 (52)
Deceptive and unfair practices	6.2 (28)	5.6 (9)	6.5 (19)
Privacy	4.0 (18)	2.5 (4)	4.8 (14)
<b>Protection of Marketers</b>			
Antitrust	6.8 (31)	3.7 (6)	8.5 (25)
Liability	5.1 (23)	8.6 (14)	3.1 (9)
Commercial speech	4.6 (21)	4.3 (7)	4.8 (14)
Self-regulation	2.9 (13)	3.1 (5)	2.7 (8)
Intellectual property	2.9 (13)	1.2 (2)	3.8 (11)
Contracts and agreements	2.2 (10)	1.9 (3)	2.4 (7)
<b>Policy and Policymaking</b>			
U.S. executive branch	9.7 (44)	11.1 (18)	8.9 (26)
Input to the policymaking process	7.9 (36)	9.9 (16)	6.8 (20)
U.S. legislative branch	6.6 (30)	4.9 (8)	7.5 (22)
U.S. judicial branch	5.9 (27)	4.3 (7)	6.8 (20)
Multinational policymakers	2.0 (9)	.0 (0)	3.1 (9)
Non-U.S. policymakers	1.1 (5)	1.2 (2)	1.0 (3)
<b>Societal Issues</b>			
Corporate social responsibility	10.8 (49)	6.8 (11)	13.0 (38)
Societal issues	10.3 (47)	6.2 (10)	12.6 (37)
Environmental protection	7.9 (36)	14.2 (23)	4.4 (13)
Politics and public opinion	4.4 (20)	6.2 (10)	3.4 (10)
Quality of life	4.0 (18)	4.3 (7)	3.8 (11)
Social marketing	3.3 (15)	3.7 (6)	3.1 (9)
International issues	2.6 (12)	3.7 (6)	2.0 (6)

Notes: Cell entries include the percentage of total articles receiving a particular topic code for a given time period. The number in parentheses indicates the number of articles receiving a specific code. For example, 6.81% (31/455) of all articles include research topics related to antitrust. The percentages sum to more than 100% because each article can receive up to 2 codes. A total of 683 codes was assigned to the 455 articles.

leading/missing information (from 6.8% to 1.4% of all articles), presentation and format of information (from 5.6% to 2.4%), and information about consumer hazards (from 8.0% to 5.8%). All other main categories for consumer protection increased across these time periods, and the percentage of articles focusing on privacy nearly doubled from 2.5% to 4.8%.

### **Protection of Marketers**

The protection of competition and marketers encompasses the fewest research topics. Although various topics have been addressed regarding protection of competition, the most predominant category during the past 20 years is antitrust, which experienced 130% growth in the percentage of articles from the first ten years (3.7%) to the second (8.5%). Conversely, articles focusing on liability experienced a notable decrease in percentage (from 8.6% to 3.1%).

### **Policy and Policymaking**

Policy and policymaking was the third most prevalent research topic. Most of these articles were distributed relatively evenly among the three primary branches of the U.S. federal government. Relatively few articles were devoted to policymaking outside the United States. The other main category of note in this section pertains to input to the policymaking process, reflecting research that develops new research methods for use by policymakers, comments on the policy formation process, or presents other academic research directed at the development of public policy (such as commentary offered by various experts on the future of the field; Kinnear 1997; Mazis 1997).

### **Societal Issues**

The majority of research topics related to societal issues dealt with corporate social responsibility (e.g., corporate ethics, advertising's effects on society), various types of societal issues (ranging from addiction to violence), and environmental protection. In terms of changes over the two ten-year time periods, notable increases occurred for research on corporate social responsibility (from 6.8% to 13.0%) and societal issues (from 6.2% to 12.6%), whereas research on environmental protection decreased (from 14.2% to 4.4%).

### **Influences on Research Topics**

As demonstrated by the preceding analyses, the prevalence of research topics addressed in *JPP&M* has ebbed and flowed over the past 20 years, and such changes likely are due to one or more of the following factors: (1) the structure of the journal, (2) the interests of researchers who publish in the journal, and (3) changes in the external environment. Each of these factors is discussed subsequently.

The structure of *JPP&M* (i.e., specific sections such as Policy Watch, special issues, and so forth) is a likely influence on the topics published in the journal. Indeed, an examination of research topics across the five types of articles published in *JPP&M* (as edited by the main editors, the special issue editors, the conference editors, and the Policy Watch and Legal Developments section editors) shows that topics vary by the section in which the article appeared (see

Table 4). For example, Legal Developments published a higher percentage of articles on policy and policymaking (15.2% of the total articles in this category) and marketer protection (16.2%) than on consumer protection (4.0%) and societal issues (.5%). In addition, special issues had a strong influence on the prevalence of certain topics published in the journal. For example, a substantial portion of research on privacy and antitrust (two areas that increased in proportion from the first to the second ten years) has appeared in special issues.

Another influence on research topics published in *JPP&M* is researcher interest. As Wilkie (1997) notes, a single researcher (or small group of researchers) can have a substantial impact on the field, potentially changing the nature and/or magnitude of published research topics. For example, of the articles coded as antitrust for the second ten years of the journal, Greg Gundlach has been an author on fully 20% of them. Had his efforts been directed elsewhere during this time period, the high growth rate of research in this area would have been considerably smaller (assuming that no other researchers took his place and published a similar number of articles).

Finally, as has been observed by noted experts in the area, *JPP&M*'s research topics are influenced by various changes in the external environment (e.g., Bloom 1997; Kinnear 1997). For example, increases in research on the legislative branch (from 4.9% to 7.5%) may be due in part to new legislation (such as the Nutrition Labeling and Education Act) that directly affects the marketing field. Similarly, decreases in environmental protection research (from 14.2% to 4.4%) can be attributed partially to the high number of articles during the first ten years of *JPP&M* that responded to both the energy crisis of the late 1970s and the more general interest in the environment during that time.

### **Publication Analysis**

Because *JPP&M* relies for the most part on submitted articles, its content greatly reflects the research interests of its authors and their supporting institutions. As such, we conducted analyses of individual and institutional contributors to the journal. The analyses include all 455 articles published during the first 20 years of the journal.

### **The Nature of *JPP&M* Authorship**

The publication analysis begins with a brief examination of general article authorship, an issue of importance for many academic researchers with respect to tenure and promotion within their institutions (Floyd, Schroeder, and Finn 1994; Schroeder, Langrehr, and Floyd 1995; Urban, Wayland, and McDermott 1992). During its first 20 years, *JPP&M* published 455 articles by 602 different authors from 272 institutions. Of those 455 articles, 177 (39%) are sole-authored, 152 (33%) have two authors, 99 (22%) have three authors, and 27 (6%) have four or more authors. As noted in Table 5, the mean number of authors per article has gradually increased over the past ten years because of a higher percentage of articles being coauthored by four or more people, a trend also experienced by other marketing-related journals (Fields and Swayne 1988; Schroeder, Langrehr, and Floyd 1995).



Table 4. Research Topics and the Structure of *JPP&M* Articles

Research Topic	Percentage by Type of Article				
	Traditional	Special Issues	Conference	Policy Watch	Legal Developments
<b>Protection of Consumers (224)</b>	<b>52.2</b>	<b>25.0</b>	<b>12.1</b>	<b>6.7</b>	<b>4.0</b>
Information provision (104)	57.7	24.0	7.7	7.7	2.9
Product performance and safety (74)	52.7	23.0	10.8	9.5	4.1
Deceptive and unfair practices (28)	46.4	21.4	28.6	.0	3.6
Privacy (18)	27.8	44.4	16.7	.0	11.1
<b>Protection of Marketers (111)</b>	<b>51.4</b>	<b>14.4</b>	<b>8.1</b>	<b>9.9</b>	<b>16.2</b>
Antitrust (31)	29.0	35.5	19.4	.0	16.1
Liability (23)	78.3	.0	.0	13.0	8.7
Commercial speech (21)	52.4	4.8	.0	23.8	19.0
Self-regulation (13)	46.2	23.1	7.7	23.1	.0
Intellectual property (13)	46.2	7.7	.0	.0	46.2
Contracts and agreements (10)	70.0	.0	20.0	.0	10.0
<b>Policy and Policymaking (151)</b>	<b>41.7</b>	<b>17.9</b>	<b>13.2</b>	<b>11.9</b>	<b>15.2</b>
U.S. executive branch (44)	22.7	29.5	22.7	13.6	11.4
Input to the policymaking process (36)	63.9	5.6	22.2	5.6	2.8
U.S. legislative branch (30)	46.7	10.0	3.3	23.3	16.7
U.S. judicial branch (27)	48.1	7.4	3.7	11.1	29.6
Multinational policymakers (9)	11.1	44.4	.0	.0	44.4
Non-U.S. policymakers (5)	40.0	60.0	.0	.0	.0
<b>Societal Issues (197)</b>	<b>49.2</b>	<b>30.5</b>	<b>6.1</b>	<b>13.7</b>	<b>.5</b>
Corporate social responsibility (49)	42.9	30.6	4.1	22.4	.0
Societal issues (47)	44.7	31.9	6.4	14.9	2.1
Environmental protection (36)	61.1	27.8	8.3	2.8	.0
Politics and public opinion (20)	60.0	20.0	5.0	15.0	.0
Quality of life (18)	50.0	27.8	.0	22.2	.0
Social marketing (15)	33.3	40.0	20.0	6.7	.0
International issues (12)	58.3	41.7	.0	.0	.0

Notes: Cell entries include the percentage of articles (by type of article) coded as the focal research topic. The percentages sum to 100% across a row. For example, of the articles coded as "information provision," 57.7% (60/104) appeared as traditional articles. A total of 683 codes was assigned to the 455 articles.

Contributors to the journal are affiliated with academic, corporate, government, or nonprofit organizations. Given the focus of the journal, it is not surprising that researchers from academe constitute the vast majority (89.6%) of authors. As shown in Table 5, there has been little change in the percentage of contributions by academics over time and only slight fluctuations in contributions by other groups. A more detailed examination of academic authors, however, reveals some changes in the academic ranks of authors over time. For example, a midperiod dip in contributions by full professors occurred concurrently with a peak for assistant professors. In addition, the percentage of students publishing in the journal has slowly risen over time.

As indicated by *JPP&M*'s editorial philosophy, the journal "serves as a bridge between academic researchers interested in developing new insights and practitioners concerned with solving current problems" (e.g., Andrews 1999, p. 1). One indication of how well this bridge is being developed is the nature of nonacademic authorship in *JPP&M*. A total of 75 articles (16.5% of all articles appearing in

*JPP&M*) has been published with either a nonacademic sole author (32 articles) or at least one nonacademic coauthor (43 articles). Of the joint articles, 8 had only practitioner coauthors, whereas 35 were coauthored by at least one academic and one practitioner. The latter group included academics working with corporate ( $n = 18$ ), government ( $n = 11$ ), and nonprofit ( $n = 6$ ) partners. The sole-authored articles included authors from nonprofit ( $n = 16$ ), government ( $n = 8$ ), and corporate ( $n = 8$ ) organizations. In a follow-up analysis, we examined whether the nature of contributing authors varied across the five types of *JPP&M* articles. The results indicate a significant relationship between author type and the structure of *JPP&M* ( $\chi^2 = 45.35, p < .001$ ). Specifically, few of the traditional (10.9%,  $n = 25$ ), Legal Development (6.5%,  $n = 2$ ), and special issue (11.9%,  $n = 12$ ) articles had at least one nonacademic author. In contrast, a significantly higher percentage of articles in the Policy Watch section (46.5%,  $n = 20$ ) or from a conference (31.4%,  $n = 16$ ) had at least one nonacademic author.

Table 5. *JPP&M* Authors per Article, Author Affiliation, and Author Academic Rank

Volume	Number of Authors per Article					Academic Rank					Author Affiliation			
	Mean	1	2	3	4+	Full Professor	Associate Professor	Assistant Professor	Student	Other Academic	Academic	Corporate	Nonprofit	Government
1	1.9	5	6	3	0	8	9	7	0	0	24	1	0	1
2	2.1	5	3	4	1	9	9	4	1	0	23	0	0	4
3	1.6	8	3	3	0	7	6	9	0	0	22	0	0	1
4	1.8	6	7	0	1	5	6	5	1	2	19	3	0	3
5	2.3	4	4	8	0	18	8	4	1	2	33	3	0	0
6	1.6	7	4	2	0	7	7	5	1	0	20	1	0	0
7	1.8	6	8	2	0	11	1	10	2	0	24	1	2	1
8	1.7	8	9	2	0	13	9	7	0	2	31	2	0	0
9	2.1	5	4	6	0	9	5	12	2	3	31	0	0	0
10	1.9	10	11	6	1	10	12	13	6	3	44	2	2	6
11	2.1	8	9	6	2	13	16	15	1	0	45	1	2	4
12	2.0	11	11	3	3	16	13	10	7	5	51	1	4	1
13	1.6	16	11	4	0	11	9	18	2	5	45	2	1	2
14	2.0	11	11	9	1	14	24	15	5	3	61	1	1	1
15	2.1	11	8	8	3	14	22	12	3	5	56	1	2	4
16	1.8	20	8	6	2	27	12	13	6	1	59	2	2	1
17	2.3	12	7	9	5	22	19	13	7	5	66	4	4	3
18	2.1	9	8	6	3	18	12	10	4	2	46	0	2	7
19	2.0	8	13	3	2	16	13	10	4	4	47	2	1	2
20	2.4	7	7	9	3	17	16	18	5	2	58	2	1	1
1-5 <sup>a</sup>	1.93	39%	32%	25%	3%	34.3%	27.7%	21.2%	2.2%	2.9%	88.3%	5.1%	.0%	6.6%
6-10	1.82	40	40	20	1	29.9	20.4	28.1	6.6	4.8	89.8	3.6	2.4	4.2
11-15	1.96	39	34	21	6	23.8	29.4	24.5	6.3	6.3	90.3	2.1	3.5	4.1
16-20	2.11	38	29	22	10	32.3	23.2	20.6	8.4	4.5	89.0	3.2	3.2	4.5
Totals	1.98	39	33	22	6	29.5	25.3	23.4	6.5	4.9	89.6	3.2	2.7	4.7

<sup>a</sup>For 5-year and 20-year totals, the percentage of articles in the particular category (column) for that time period (row) is shown.



### Contributions of Specific Authors and Institutions

To understand which researchers and organizations have most affected the marketing and public policy field through *JPP&M*, we examined specific contributions to the journal. Although such analyses are common, there is disagreement whether contributions (i.e., authorship counts for individual authors or institutions) should be presented in raw form or after being adjusted for the number of authors appearing on each article (Fields and Swayne 1988; see also Borokhovich et al. 1995; Clark 1985; Malhotra 1996). A raw score is calculated by summing the articles on which an individual author (or institution) appears during the reporting period, regardless of coauthorship. An adjusted score, however, gives more weight to articles with fewer authors by dividing each article by the number of authors before summing across articles. Some academic institutions use this adjusted method to determine publication productivity for tenure and promotion purposes because some scholars maintain that single-authored articles have more value than multiple-authored articles. In that (1) there is merit in both approaches, (2) prior research often reports results using both approaches (e.g., Borokhovich et al. 1995; Malhotra 1996), and (3) the two sets of results reveal some notable differences in the ordering of contributors, we present both raw and adjusted data.

#### Author Contributions

Contributions of individual authors to the journal are presented as raw and adjusted data, respectively, in Table 6, Panels A and B. Authors are included if their total articles exceed arbitrary cutoff points for each time period. It is clear from Table 6 that the type of analysis (raw versus adjusted counts) and the time period (first versus second ten-year period) greatly influence the ordering of the lists.

For the entire 20-year period, a total of 602 authors contributed to *JPP&M*. The raw scores ranged from 1 to 13 articles per author; 37 authors (6%) published four or more articles, 24 (4%) published three, 74 (12%) published two, and the remaining 467 (78%) published one article. For the adjusted scores, which ranged from .14 to 8.67, 37 authors (6%) had scores of 2.00 or higher, 35 (almost 6%) had between 1.00 and 2.00, and the remaining 530 (slightly more than 88%) had a score of 1.00 or lower.

#### Institutional Contributions

Panels A and B of Table 7 present, respectively, the raw and adjusted data for institutional contributions to *JPP&M*. Institutions are included if total articles for the 20-year period exceed the arbitrary cutoff points. Similar to the author publication analysis, separate lists are presented within Table 7 for the first and second ten-year periods.

For the 20-year period, 272 institutions are represented. During this time period, institutional contributions ranged from 1 to 21; 42 (15%) institutions published six or more articles, 8 (3%) published five, 14 (5%) published four, 28 (10%) published three, 42 (15%) published two, and the remaining 138 (51%) published one article. Although some institutions (e.g., the FTC, American University) made relatively consistent contributions over the two ten-year periods, others experienced marked differences over time. For example, several institutions that were absent during the

first ten years received relatively high rankings during the second ten years (e.g., Arkansas, Villanova, Miami, Portland, Georgetown). The opposite effect occurred as well, though not as often (e.g., Baltimore). Although several factors can effect such changes, one likely cause is the movement of prolific faculty members across institutions. Also of note is that nonacademic institutions such as the FTC and the FDA have provided consistent and substantial contributions to the journal.

### Citation Impact Analysis

We examined all citations of *JPP&M* articles to provide an understanding of the journal's impact on the progression of marketing and public policy thought. The citation analysis is based on the 427 articles published during the first 19 years of *JPP&M* (i.e., Volumes 1–19), in that we collected data during the twentieth year of the journal. We gathered citation information using the online version of the *SSCI* and a separate examination of each article's citations.

#### Overall Journal Impact

At the time of analysis, the 427 articles published in Volumes 1–19 of *JPP&M* had been cited a total of 1967 times by 223 journals. The majority of these journals (120, 53.8%) cited *JPP&M* only once, and a smaller portion (81, 36.3%) cited *JPP&M* between two and nine times. Only 22 journals (9.9%) cited *JPP&M* ten or more times; the citation counts for these journals are presented in Table 8 for each of the volumes and issues of *JPP&M*. Although these 22 journals constitute only 9.9% of all journals citing *JPP&M*, they represent 78.4% (1546) of the total citations.

The analysis provides several noteworthy observations. First, and not surprisingly, the most frequent citer of *JPP&M* is *JPP&M*; citations within the journal account for 42.4% (834 of 1967) of all citations. Second, aside from citations in *JPP&M*, 20 journals oriented toward marketing and consumer behavior (some of which are highlighted in Table 8) account for almost half of the non-*JPP&M* citations (47.2%, 535 of 1133) and a substantial portion of the overall citations (27.2%, 535 of 1967). The journal was also cited by 54 health-related journals (147 citations), 17 psychology journals (102 citations), 19 law-oriented journals (86 citations), 13 environment-related journals (35 citations), and 99 other journals (228 citations). Third, 8 of the top 20 journals citing *JPP&M* are not related directly to marketing and consumer behavior. Three of these journals (*Journal of Business Ethics*, *American Behavioral Scientist*, and *Environment and Behavior*) typically have cited articles that appeared in *JPP&M* special issues with themes related to the content of these journals.

Finally, there is considerable variation across *JPP&M* issues in terms of citation counts. This is not surprising because (1) earlier issues have had more opportunity (i.e., more time) to be cited and (2) some issues have more articles than others (the range is from 11 to 21 articles per issue). Therefore, to control for these factors, we adjusted the citation counts for the number of years an issue has been in print (in half-year increments) and for the number of articles published in a particular issue. (Note that the use of this procedure allows potential short-term anomalies to bias recent journal issues more strongly than older issues.) The

results, reported in Table 8 and illustrated in Figure 2, show that certain issues lead others in terms of average citation counts. Although the success of these issues may be influenced by their overall content (e.g., a special issue on a particular topic), further analyses (reported subsequently) show that certain key articles have a significant impact on the issue-level citation counts.

### Individual Article Impact

The 427 articles examined in the citation analysis were cited an average of 4.61 times (median = 2). Total citation counts ranged from 0 to 58 citations per article. Information for the top-cited articles—those with 20 or more total citations—is presented in Table 9. In terms of the articles published in Volumes 1–19 of *JPP&M*, these 16 articles represent 3.7% of the articles and 22.6% (444) of the citations.

Four observations are notable. First, the majority of the top-cited articles based on raw citations remain “top-cited”

even after we adjust for time. Second, the high citation counts of certain issues (e.g., Vol. 10, Nos. 1 and 2) appear to be driven by several key articles. Third, 7 of the 16 top-cited articles are the first articles in their respective issues (indeed, for 12 of the 30 journal issues examined in the citation analysis, the first article was the most highly cited article of that issue). Fourth, there is a near-exclusive focus on consumers in these top-cited articles, and the majority examine some form of information provision.

### Discussion

We explored the contributions of *JPP&M* to the arena of public policy and marketing using publication, citation, and content analyses. In the following sections, we discuss the findings and how they relate to the future development of the journal.

Table 6. Publication Analysis

A: Raw Scores for <i>JPP&amp;M</i> Authors					
1982-2001		First Ten Years		Second Ten Years	
Morgan, Fred W.	13	Morgan, Fred	7	Hill, Ronald Paul	11
Hill, Ronald Paul	11	Mazis, Michael B.	5	Burton, Scot	8
Bloom, Paul N.	8	Wilkie, William	5	Gundlach, Gregory T.	7
Burton, Scot	8	Bloom, Paul N.	4	Petty, Ross D.	7
Gundlach, Gregory T.	8	Armstrong, Gary M.	3	Milne, George R.	6
Mazis, Michael B.	8	Calfee, John E.	3	Morgan, Fred W.	6
Petty, Ross D.	8	Gelb, Betsy D.	3	Compeau, Larry D.	5
Ringold, Debra Jones	8	Kinnear, Thomas C.	3	Grewal, Dhruv	5
Scammon, Debra L.	8	McCrohan, Kevin F.	3	Ringold, Debra Jones	5
Sheffet, Mary J.	7	Ringold, Debra Jones	3	Scammon, Debra L.	5
Calfee, John E.	6	Scammon, Debra L.	3	Bloom, Paul N.	4
Milne, George R.	6	Sheffet, Mary J.	3	Levy, Alan S.	4
Wilkie, William L.	6	Staelin, Richard	3	Mathios, Alan D.	4
Compeau, Larry D.	5	Bernhardt, Kenneth L.	2	Miyazaki, Anthony D.	4
Grewal, Dhruv	5	Brucks, Merrie	2	Netemeyer, Richard G.	4
Kopp, Steven W.	5	Caywood, Clarke L.	2	Preston, Ivan L.	4
Levy, Alan S.	5	Ellen, Pam Scholder	2	Sheffet, Mary J.	4
Mathios, Alan D.	5	Gleason, Sandra E.	2	Taylor, Charles R.	4
Morris, Louis A.	5	Hirschman, Elizabeth C.	2	Andreasen, Alan R.	3
Murphy, Patrick E.	5	Jones, Mary Gardiner	2	Andrews, J. Craig	3
Netemeyer, Richard G.	5	Kangun, Norman	2	Biswas, Abhijit	3
Preston, Ivan L.	5	Kopp, Steven W.	2	Boedecker, Karl A.	3
Richards, Jef L.	5	Maronick, Thomas J.	2	Calfee, John E.	3
Taylor, Charles R.	5	Mills, Michael K.	2	Carlson, Les	3
Andreasen, Alan R.	4	Morris, Louis A.	2	Franke, George R.	3
Andrews, J. Craig	4	Mowen, John C.	2	Hastak, Manoj	3
Boedecker, Karl A.	4	Muehling, Darrel D.	2	Jacoby, Jacob	3
Carlson, Les	4	Murphy, Patrick E.	2	Kopp, Steven W.	3
Franke, George	4	Reece, Bonnie B.	2	Laczniak, Gene R.	3
Hirschman, Elizabeth C.	4	Reid, Leonard N.	2	Manning, Kenneth D.	3
Kinnear, Thomas C.	4	Richards, Jef L.	2	Mazis, Michael B.	3
Laczniak, Gene R.	4	Rotfeld, Herbert J.	2	Morris, Louis A.	3
Miyazaki, Anthony D.	4	Samli, A. Coskun	2	Murphy, Patrick E.	3
Muehling, Darrel D.	4	Schucker, Raymond E.	2	Ozanne, Julie L.	3
Pappalardo, Janis K.	4	Stiff, Ronald M.	2	Pappalardo, Janis K.	3
Rotfeld, Herbert J.	4	Tyebjee, Tyzoon	2	Richards, Jef L.	3
Wiener, Joshua Lyle	4	Ursic, Michael	2	Rose, Randall L.	3
		Wiener, Joshua Lyle	2	Sprott, David E.	3
				Stewart, David W.	3

### Authors and Institutions

The publication analyses show that a wide variety of individual authors and institutions have contributed scholarly work to *JPP&M*. We discuss three notable findings regarding these contributors: First, the combined contribution from for-profit, nonprofit, and governmental organizations has remained at a relatively constant level (approximately 10%), which suggests that this particular connection with the "outside world" is stable, albeit relatively small. Although *JPP&M* is a respected academic journal, the prac-

itioner element is important, considering the journal's many readers and contributors from government, nonprofits, and corporations. Indeed, if *JPP&M* maintains or increases the participation rates of practitioners, it presumably could benefit from improved actual and perceived relevance of published research, as well as an increased likelihood that research will be considered for use in the field (see Andrews 2001c).

Various strategies might be employed to maintain or increase authorship by practitioners. One approach is to aim calls for papers directly toward contributors from outside of

Table 6. Continued

B: Adjusted Scores for <i>JPP&amp;M</i> Authors					
1982-2001		First Ten Years		Second Ten Years	
Morgan, Fred W.	8.67	Morgan, Fred W.	5.50	Petty, Ross D.	6.00
Petty, Ross D.	7.00	Wilkie, William L.	5.00	Hill, Ronald Paul	5.92
Gundlach, Gregory T.	6.00	Bloom, Paul N.	2.33	Gundlach, Gregory T.	5.00
Wilkie, William L.	6.00	Hirschman, Elizabeth C.	2.00	Milne, George R.	4.33
Hill, Ronald Paul	5.92	Jones, Mary Gardiner	2.00	Preston, Ivan L.	3.50
Bloom, Paul N.	4.67	Richards, Jef L.	2.00	Morgan, Fred W.	3.17
Richards, Jef L.	4.50	Armstrong, Gary M.	1.83	Andreasen, Alan R.	3.00
Sheffet, Mary J.	4.50	Mazis, Michael B.	1.83	Laczniak, Gene R.	3.00
Milne, George R.	4.33	McCrohan, Kevin F.	1.83	Sheffet, Mary J.	3.00
Mazis, Michael B.	4.17	Calfee, John F.	1.50	Pappalardo, Janis K.	2.50
Andreasen, Alan R.	4.00	Mills, Michael K.	1.50	Richards, Jef L.	2.50
Preston, Ivan L.	4.00	Reece, Bonnie B.	1.50	Ringold, Debra Jones	2.50
Jones Ringold, Debra	3.75	Rotfeld, Herbert J.	1.50	Burton, Scot	2.39
Calfee, John E.	3.50	Sheffet, Mary J.	1.50	Bloom, Paul N.	2.33
Laczniak, Gene R.	3.50	Tyebjee, Tyzoon	1.50	Mathios, Alan D.	2.33
Scammon, Debra L.	3.50	Ursic, Michael	1.50	Mazis, Michael B.	2.33
Murphy, Patrick E.	3.33	Gelb, Betsy D.	1.33	Taylor, Charles R.	2.33
Cohen, Joel B.	3.00	Mowen, John C.	1.33	Compeau, Larry D.	2.17
Pappalardo, Janis K.	3.00	Murphy, Patrick E.	1.33	Grewal, Dhruv	2.17
Rotfeld, Herbert J.	3.00	Scammon, Debra L.	1.33	Scammon, Debra L.	2.17
Silverglade, Bruce A.	3.00	Wiener, Joshua Lyle	1.33	Balto, David A.	2.00
Hirschman, Elizabeth C.	2.83	Ringold, Debra Jones	1.25	Calfee, John E.	2.00
Mathios, Alan D.	2.83	Kinnear, Thomas C.	1.17	Cohen, Joel B.	2.00
Taylor, Charles R.	2.83	Staelin, Richard	1.17	Murphy, Patrick E.	2.00
Wiener, Joshua Lyle	2.83	All others ≤ 1.00		Roth, Martin S.	2.00
Kopp, Steven W.	2.50			Silverglade, Bruce A.	2.00
Burton, Scot	2.39			Stewart, David W.	2.00
Franke, George R.	2.33			Franke, George R.	1.83
Compeau, Larry D.	2.17			Cook, Don Lloyd	1.50
Grewal, Dhruv	2.17			Hoy, Mariea Grubbs	1.50
Kinnear, Thomas C.	2.17			Jacoby, Jacob	1.50
Balto, David A.	2.00			Kopp, Steven W.	1.50
Beales, J. Howard III	2.00			Mason, Marlys J.	1.50
Gardiner Jones, Mary	2.00			Miyazaki, Anthony D.	1.50
Gould, Stephen J.	2.00			Rotfeld, Herbert J.	1.50
Roth, Martin S.	2.00			Simonson, Alexander	1.50
Stewart, David W.	2.00			Wiener, Joshua Lyle	1.50
Armstrong, Gary M.	1.83			Boedecker, Karl A.	1.33
Boedecker, Karl A.	1.83			Grier, Sonya A.	1.33
Grubbs Hoy, Mariea	1.83			Levy, Alan S.	1.33
McCrohan, Kevin F.	1.83			Smith Gooding, Sandra	1.33
Mowen, John C.	1.83			Ozanne, Julie L.	1.17
Morris, Louis A.	1.58			Netemeyer, Richard G.	1.14
Levy, Alan S.	1.53			All others ≤ 1.00	
All others ≤ 1.50					

Notes: Total = 602 authors.

academia. For example, the journal's first special issue (on the FTC in Volume 7) included several FTC commissioners who were recruited by then-editor Murphy to contribute articles (Murphy 2001). Another approach is to develop new sections and/or maintain current sections of the journal that appeal to practitioners. For example, the results reported herein indicate that nonacademic authors are more likely to publish articles in the Policy Watch section or through the annual conferences. Further research exploring publication motivations could be used to design additional strategies to encourage more practitioner participation. Other strategies, such as inviting articles by nonacademics or developing journal-sponsored joint-research efforts (e.g., between the FTC and new assistant professors), may also prove fruitful.

The distribution of authorship is a second issue worthy of discussion. The bulk of contributors to *JPP&M*—78% (467) of the individual authors and 51% (138) of the institutions—have published only a single article in the journal. This does not suggest that authors and institutions with a single published article in *JPP&M* have not made significant contributions. On the contrary, an examination of the 16 most-cited articles appearing in Table 9 reveals that 19 of the 43 authors on those articles appear only once in the journal (though 17 of these 19 authors published with more prolific coauthors). Indeed, the only two sole-authored articles on that list (Goodwin 1991; Hilton 1993) were contributed by authors with only one publication in *JPP&M*. These examples appear to be anomalies, thereby leaving a large number

Table 7. Publication Analysis

A: Raw Scores for <i>JPP&amp;M</i> Institutional Contributors					
1982–2001		First Ten Years		Second Ten Years	
Michigan State Univ.	21	Michigan State Univ.	15	Univ. of Arkansas	21
Univ. of Arkansas	21	Univ. of North Carolina	10	Louisiana State Univ.	15
Univ. of Utah	21	American Univ.	8	Univ. of Utah	15
FDA	20	Wayne State Univ.	8	Colorado State Univ.	13
Louisiana State Univ.	19	Arizona State Univ.	7	FDA	13
Wayne State Univ.	19	FDA	7	Univ. of Miami	12
American Univ.	18	FTC	7	Notre Dame	12
FTC	17	Univ. of Florida	7	Univ. of Massachusetts	11
Arizona State Univ.	16	George Mason Univ.	6	Univ. of Portland	11
Univ. of North Carolina	16	Georgia State Univ.	6	Villanova Univ.	11
Notre Dame	15	Univ. of Michigan	6	Wayne State Univ.	11
Colorado State Univ.	14	Oklahoma State Univ.	6	Univ. of Wisconsin	11
Clemson Univ.	13	Univ. of Utah	6	American Univ.	10
Univ. of Florida	13	Univ. of Baltimore	5	Clemson Univ.	10
Univ. of Massachusetts	13	Univ. of Houston	5	FTC	10
Univ. of Wisconsin	13	Marquette Univ.	5	Arizona State Univ.	9
Marquette Univ.	12	Univ. of Texas (Austin)	5	Babson College	9
Univ. of Miami	12	Virginia Tech	5	Georgetown Univ.	8
Babson College	11	Washington State Univ.	5	Loyola College	7
Georgia State Univ.	11	Florida State Univ.	4	Marquette Univ.	7
Oklahoma State Univ.	11	Louisiana State Univ.	4	Univ. of South Carolina	7
Univ. of Portland	11	Univ. of Southern California	4	Cornell Univ.	6
Univ. of Texas (Austin)	11	Auburn Univ.	3	Univ. of Florida	6
Villanova Univ.	11	Clemson Univ.	3	George Washington Univ.	6
Washington State Univ.	11	Florida International Univ.	3	Michigan State Univ.	6
Virginia Tech	10	Univ. of Georgia	3	Univ. of North Carolina	6
George Mason Univ.	9	Indiana Univ.	3	Rutgers Univ.	6
Univ. of South Carolina	9	Univ. of Maryland	3	Univ. of Texas (Austin)	6
George Washington Univ.	8	Memphis State Univ.	3	Washington State Univ.	6
Georgetown Univ.	8	Univ. of Minnesota	3	Clarkson Univ.	5
Loyola College	8	Notre Dame	3	Univ. of Colorado (Denver)	5
Univ. of Michigan	8	Pennsylvania State Univ.	3	Georgia State Univ.	5
Rutgers Univ.	8	Santa Clara Univ.	3	Univ. of Kentucky	5
Univ. of Southern California	8	Simon Fraser Univ.	3	Univ. of Nebraska	5
Auburn Univ.	7	All others 2 or fewer		Oklahoma State Univ.	5
Pennsylvania State Univ.	7			Virginia Tech	5
Univ. of Nebraska	7			Willamette Univ.	5
Univ. of Colorado (Denver)	6			All others 4 or fewer	
Cornell Univ.	6				
Florida International Univ.	6				
Univ. of Georgia	6				
Univ. of Houston	6				
All others 5 or fewer					

of these one-time authors with a limited influence on the journal. Using a marketing metaphor, these customers have sampled the product (i.e., publication in the journal) but have not made a repeat purchase.

There are several likely reasons a researcher would contribute only one article to *JPP&M*. For example, given the multidisciplinary nature of the journal, authors in other areas (such as sociology, anthropology, economics, and public

health) may direct the majority of their scholarly efforts toward publishing in journals that are more specific to their fields. One-time authors also may find the effort-to-reward ratio too high, considering the relatively stringent review process (acceptance rates for regular submissions are under 20% for each of the past four years) and the reluctance of some institutions to rank *JPP&M* alongside journals of similarly low acceptance rates. Indeed, some of the one-time

Table 7. Continued

B: Adjusted Scores for <i>JPP&amp;M</i> Institutional Contributors					
1982-2001		First Ten Years		Second Ten Years	
FTC	12.00	Michigan State Univ.	8.17	Babson College	8.50
Michigan St. Univ.	12.00	Univ. of Florida	6.50	Notre Dame	8.50
Notre Dame	10.83	Wayne State Univ.	6.00	Univ. of Wisconsin	8.00
Babson College	10.50	Univ. of North Carolina	5.33	Villanova Univ.	7.58
Univ. of Florida	10.50	FTC	4.50	FTC	7.50
Univ. of Utah	9.00	Oklahoma State Univ.	3.33	Univ. of Massachusetts	7.00
Univ. of Wisconsin	9.00	George Mason Univ.	3.00	Georgetown Univ.	6.67
Wayne State Univ.	8.50	Univ. of Texas (Austin)	3.00	Univ. of Utah	6.50
Univ. of North Carolina	8.33	American Univ.	2.83	Univ. of Arkansas	5.89
Univ. of Massachusetts	7.67	Arizona State Univ.	2.67	Univ. of Miami	5.00
Villanova Univ.	7.58	Marquette Univ.	2.67	Univ. of Portland	4.83
American Univ.	7.00	Univ. of Utah	2.50	George Washington Univ.	4.50
Marquette Univ.	7.00	Univ. of Houston	2.33	Marquette Univ.	4.33
Georgetown Univ.	6.67	Univ. of Michigan	2.33	American Univ.	4.17
Oklahoma State Univ.	6.33	Notre Dame	2.33	FDA	4.08
Arizona State Univ.	6.25	Simon Fraser Univ.	2.33	Univ. of Florida	4.00
Univ. of Texas (Austin)	6.25	Univ. of Southern California	2.33	Michigan State Univ.	3.83
George Washington Univ.	6.00	Virginia Tech.	2.17	Clemson Univ.	3.67
Univ. of Arkansas	5.89	Univ. of Baltimore	2.08	Louisiana State Univ.	3.65
FDA	5.68	Babson College	2.00	Arizona State Univ.	3.58
Louisiana State Univ.	5.48	Baruch College	2.00	Colorado State Univ.	3.33
Rutgers Univ.	5.17	CIRI <sup>a</sup>	2.00	Univ. of Texas (Austin)	3.25
Univ. of Miami	5.00	Georgia State Univ.	2.00	Rutgers Univ.	3.17
Univ. of Portland	4.83	Indiana Univ.	2.00	CSPI <sup>b</sup>	3.00
Univ. of So. California	4.83	NYU	2.00	Cornell Univ.	3.00
Clemson Univ.	4.67	Pennsylvania State Univ.	2.00	Univ. of Illinois	3.00
Virginia Tech.	4.67	Rutgers Univ.	2.00	Univ. of North Carolina	3.00
George Mason Univ.	4.50	Santa Clara Univ.	2.00	Oklahoma State Univ.	3.00
Colorado State Univ.	4.33	Southern Illinois Univ.	2.00	U. of Colorado (Denver)	2.83
Univ. of Illinois	4.33	Louisiana State Univ.	1.83	Loyola College	2.75
Georgia State Univ.	4.17	Florida State Univ.	1.67	Univ. of Kentucky	2.67
CSPI <sup>a</sup>	4.00	Washington State Univ.	1.67	Auburn Univ.	2.50
Auburn Univ.	3.83	FDA	1.60	Boston College	2.50
Univ. of Michigan	3.83	George Washington Univ.	1.50	U. of Southern California	2.50
Loyola College	3.75	Memphis State Univ.	1.50	Stanford Univ.	2.50
Pennsylvania State Univ.	3.67	Wilfrid Laurier Univ.	1.50	Univ. of Tennessee	2.50
Washington State Univ.	3.67	All others below 1.50		Virginia Tech.	2.50
NYU	3.50			Wayne State Univ.	2.50
U. of Colorado (Denver)	3.33			Willamette Univ.	2.50
Univ. of Nebraska	3.25			Univ. of South Carolina	2.42
Univ. of South Carolina	3.08			Univ. of Nebraska	2.25
Cornell Univ.	3.00			Univ. of Alabama	2.17
Baruch College	2.67			Clarkson Univ.	2.17
Univ. of Houston	2.67			Georgia State Univ.	2.17
Univ. of Kentucky	2.67			All others ≤ 2.00	
All others ≤ 2.50					

<sup>a</sup>Consumer Interest Research Institute.

<sup>b</sup>Center for Science in the Public Interest.

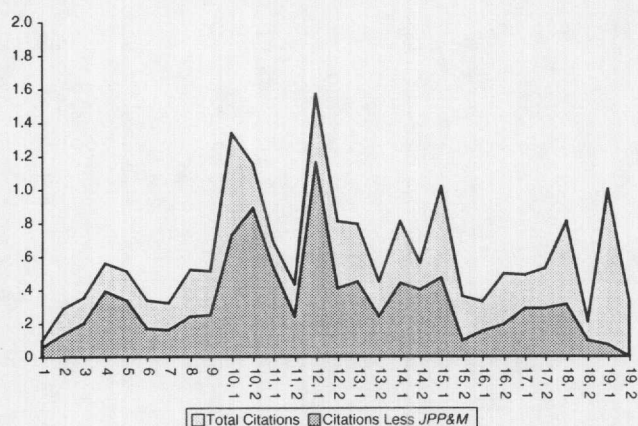
Notes: Total = 272 institutions.

Table 8. JPP&M Citation Counts Across Journals

Volume and Issue	Journals Citing JPP&M Articles																Citation Counts									
	J. Adv. J. Advertis. Res.	J. Consum. Res.	J. Marketing Res.	J. Annu. Rev. Psychol.	J. Bus. Res.	J. Consum. Res.	Psychol. Market.	Am. Bus. Law J.	J. Advertising Res.	J. Bus. Ethics	Am. Behav. Sci.	J. Acad. Market. Sci.	J. Marketing Res.	Environ. and Behav.	J. Retailing	Am. J. Public Health	Anti-trust Law J.	J. Econ. Psychol.	J. Appl. Soc. Psychol.	J. Study Alcohol	Total Citations	Total Citations Less JPP&M	Adjusted for Time			
1	12	2	3	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	27	15	.10	.06		
2	36	2	2	0	2	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	68	32	.29	.14		
3	37	4	6	3	7	2	3	8	0	0	3	4	0	0	2	0	0	0	0	0	84	47	.35	.20		
4	39	9	12	2	2	1	1	4	0	0	0	1	1	2	2	3	0	0	0	2	126	87	.56	.39		
5	40	4	7	2	10	6	4	4	2	0	1	0	0	0	0	0	0	1	0	0	122	82	.51	.34		
6	30	9	1	2	1	3	0	0	2	2	1	0	0	0	0	0	0	0	0	0	61	31	.34	.17		
7	34	9	3	0	2	0	1	0	1	0	1	0	0	0	0	0	0	1	0	0	67	33	.32	.16		
8	64	8	3	3	5	0	0	2	1	0	0	1	0	0	1	1	1	1	2	0	119	55	.52	.24		
9	42	2	1	5	3	0	0	3	1	0	2	0	2	0	0	0	0	1	0	1	84	42	.51	.25		
10,1	99	2	5	11	9	0	2	2	4	0	3	2	4	0	0	1	3	0	0	2	215	116	1.34	.73		
10,2	30	10	15	3	6	1	10	0	7	1	0	5	2	0	0	0	0	1	5	0	131	101	1.15	.89		
11,1	15	9	2	6	2	1	0	2	2	1	0	1	0	1	0	0	0	1	0	0	68	53	.69	.54		
11,2	22	3	4	0	0	2	0	2	1	0	1	0	1	1	0	0	1	0	2	0	51	29	.43	.24		
12,1	40	2	0	4	2	8	0	0	5	1	0	11	10	0	0	0	0	0	0	5	151	111	1.57	1.16		
12,2	42	1	1	3	2	4	5	0	1	0	2	2	2	0	0	0	0	1	1	0	85	43	.81	.41		
13,1	38	2	7	7	2	7	0	0	1	1	2	3	1	0	1	0	0	0	0	0	88	50	.79	.45		
13,2	21	2	1	4	1	3	0	1	0	1	1	2	0	1	0	0	0	1	0	0	44	23	.45	.24		
14,1	36	5	3	3	2	6	3	0	1	1	0	3	1	0	1	0	6	1	0	0	78	42	.81	.44		
14,2	14	4	1	6	1	7	1	0	1	0	0	1	0	1	1	0	1	3	0	0	49	35	.56	.40		
15,1	47	2	4	4	1	0	1	0	0	1	0	9	0	0	0	0	0	0	0	0	87	40	1.02	.47		
15,2	15	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	21	6	.36	.10		
16,1	15	0	3	2	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	28	13	.33	.15		
16,2	16	3	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	26	10	.50	.19		
17,1	9	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	22	13	.49	.29		
17,2	11	2	0	1	1	0	0	0	2	0	0	2	0	0	1	1	0	0	1	0	24	13	.53	.29		
18,1	13	2	0	0	2	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	21	8	.81	.31		
18,2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	2	.21	.10		
19,1	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	14	1	1.00	.07		
19,2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	.33	.00		
Total	834	98	84	74	66	49	40	34	31	27	25	25	24	23	22	16	14	13	13	12	11	11	1967	1133	—	—



Figure 2. Adjusted Citation Counts Across First 20 Years of *JPP&M*



Notes: The citation counts are adjusted for the number of articles per issue and the time the issue was published.

authors may be attempting to republish in the journal but have yet to overcome the acceptance rate figures. Finally, one-time authors, whether or not they are from academe, may not have the publication of academic research as a primary focus of their career efforts.

Further research could examine why authors with one *JPP&M* publication have not published additional research in the journal. Such research could examine individual publication records to determine where other policy-related research is being published. This would provide several important deliverables including a list of reasons researchers do not publish more in *JPP&M*, a list of likely "competitors" for policy-related marketing research, and directions for developing appropriate strategies to influence researchers' submission of more manuscripts to the journal.

A third issue is the steady decline in the participation of assistant professors over the past 15 years of the journal (see Table 5), as well as minimal changes in student participation. This potential threat to the future of *JPP&M* has not gone unnoticed by leaders in the discipline (e.g., Andrews 1999; Mazis 1997). Recent research suggests that many new scholars in the field are interested in marketing topics related to public policy and society, yet they may not be familiar with the various outlets that publish this type of research (Wilkie and Moore-Shay 1997).

Introducing newer researchers to the journal and maintaining their interest would require a multifaceted approach. Wilkie and Moore-Shay (1997) suggest that increased awareness of research outlets may be helpful, as well as increased coverage of policy and society topics in marketing doctoral programs. Any promotion of the journal to young scholars would need to address a variety of issues, such as the nature of its published research, the perception of the journal's quality in the discipline, upcoming special issues, and review procedures. Similar approaches aimed at academic leaders (e.g., department chairpersons, college deans,

doctoral program coordinators) may also prove beneficial and could focus on journal acceptance rates, *SSCI* impact data, and various rankings to illustrate the level of prestige the journal has obtained. In addition, established scholars in the field can continue to encourage and support those newer to the field in their efforts to conduct marketing and public policy research (Andrews 1999; Mazis 1997). The continued development of the recently established mentor program (Andrews 1999) and improved attendance of young scholars at annual conferences and consortia will be helpful in achieving this goal.

### The Impact of *JPP&M*

The overall impact of *JPP&M* in the field was assessed in the current research through two approaches. First, analysis of *SSCI* impact factor data indicated that the journal ranks relatively high in the field since 1992. Note, however, that the current impact of *JPP&M* peaked in 1993 and has not reached such levels since that time. Further research needs to determine the factors that affect the impact of *JPP&M* on the field in order to develop possible strategies for increasing impact. One avenue for such research is to conduct an expanded analysis of *SSCI* data, employing measures other than the current impact factor scores used here (see Zinkhan and Leigh 1999).

Second, an examination of citations showed that nearly 58% of citations of *JPP&M* articles were by non-*JPP&M* articles. This is comparable to Cote, Leong, and Cote's (1991) analysis finding that approximately 60% of citations of *Journal of Consumer Research* were attributed to external sources. From the perspective that a higher percentage of external citations is better (Cote, Leong, and Cote 1991; Hamelman and Mazze 1973), *JPP&M* appears to be doing well. By calculating the proportion of external citations to total citations for each journal issue, we can develop a more detailed understanding of external citations. Although no clear pattern exists for these proportions over time, note that the proportion of external citations is positively related to the overall number of citations for a particular issue ( $r = .52$ ,  $p < .05$ ).<sup>6</sup> In that a goal of the journal may be to increase overall citations, a potential strategy would be to develop content that is likely to be cited by external sources. Such a goal would need to be balanced with the desire to have contributors accurately represent the nature of prior research as published in the journal—a goal necessitating greater referencing of *JPP&M* articles.

One obvious approach to increasing citation counts is to increase the distribution of the journal. The steady decline in *JPP&M*'s circulation, by approximately 14% over the past five years, is due to declining individual subscriptions (corporate subscriptions have increased slightly). It seems reasonable that if individual subscribers are less informed about the content of the journal (because they no longer subscribe), then citations (and the journal's impact) will decrease. Before developing strategies to combat declines in circulation, further research needs to address why decreases in circulation have occurred. For example, the declines may

<sup>6</sup>Because recent issues with small numbers of citations may bias the result, we conducted the same analysis using only journal issues with at least 20 citations. The result was similar ( $r = .43$ ,  $p < .05$ ).

Table 9. Most Frequently Cited *JPP&M* Articles

Author	Title	Volume, Issue	Article Position	Total	Citations		
					Non- <i>JPP&amp;M</i>	Adjusted Total	Adjusted Non- <i>JPP&amp;M</i>
1. Bettman, Payne, and Staelin	Cognitive Considerations in Designing Effective Labels for Presenting Risk Information	5	1	58	43	3.87	2.87
2. Levy et al.	The Impact of a Nutrition Information Program on Food Purchases	4	1	46	37	2.88	2.31
3. Granzin and Olsen	Characterizing Participants in Activities Protecting the Environment	10, 2	1	34	27	3.58	2.84
4. Brucks, Mitchell, and Staelin	The Effect of Nutritional Information Disclosure in Advertising: An Information Processing Approach	3	1	33	21	1.94	1.24
5. Mazis, Morris, and Swasy	An Evaluation of the Alcohol Warning Label: Initial Survey Results	10, 1	15	29	17	2.90	1.70
6. Ellen, Wiener, and Cobb-Walgren	The Role of Perceived Consumer Effectiveness in Motivating Environmentally Conscious Behaviors	10, 2	6	28	22	2.95	2.32
7. Scammon, Mayer, and Smith	Alcohol Warnings: How Do You Know When You Have Had One Too Many?	10, 1	14	24	14	2.40	1.40
8. Schwepker and Cornwell	An Examination of Ecologically Concerned Consumers and Their Intention to Purchase Ecologically Packaged Products	10, 2	5	24	18	2.53	1.89
9. Hilton	An Overview of Recent Findings on Alcoholic Beverage Warning Labels	12, 1	1	23	16	2.88	2.00
10. Stewart and Martin	Intended and Unintended Consequences of Warning Messages: A Review and Synthesis of Empirical Research	13, 1	1	22	12	3.14	1.71
11. Andrews, Netemeyer, and Durvasula	Believability and Attitudes Toward Alcohol Warning Label Information: The Role of Persuasive Communications Theory	9	1	21	11	1.91	1.00
12. Ippolito and Mathios	Health Claims in Food Marketing: Evidence on Knowledge and Behavior in the Cereal Market	10, 1	2	21	7	2.10	.70
13. Goodwin	Privacy: Recognition of a Consumer Right	10, 1	10	21	7	2.10	.70
14. Calfee and Pappalardo	Public Policy Issues in Health Claims for Food	10, 1	3	20	9	2.00	.90
15. Andrews and Franke	The Determinants of Cigarette Consumption: A Meta-analysis	10, 1	6	20	15	2.00	1.50
16. Hankin et al.	The Impact of the Alcohol Warning Label on Drinking During Pregnancy	12, 1	2	20	17	2.50	2.13

be due to wider availability of the journal from Web-based resources or perhaps the increased costs associated with traditional subscriptions.

### The Breadth and Depth of Research Content

As demonstrated in the content analysis, the nature of what is published in *JPP&M* is broad and touches many areas that are directly and indirectly related to public policy and marketing. Nevertheless, a substantial portion of this research is restricted to relatively few topics. For example, the large majority of knowledge regarding policy and policymaking is based on the U.S. federal government, whereas research on state, local, and international policymaking is relatively isolated. Such a situation is indicative of the balance that should be struck in the journal between sufficient breadth of research topics and sufficient depth at least of what might be determined the "most important" topics.

To illustrate the issue of research breadth and depth for a particular topic area, we analyzed *JPP&M* articles that examine potentially harmful products. Using a process mirroring the content analysis, we developed a simple categorization for potentially harmful products and coded each of the 455 articles with respect to that structure.<sup>7</sup> The breadth of research in this area is represented by 14 categories of potentially harmful products, whereas research depth is illustrated by cigarettes (22 articles) and alcohol (28 articles) jointly accounting for 53.8% of such research in *JPP&M*. The dilemma here is whether future efforts should focus on expanding research breadth or deepening research depth. That is, should researchers be encouraged to investigate potentially harmful products that have not been addressed previously in the journal (e.g., building materials such as asbestos and lead, cosmetic surgery, weight loss products and programs) or to dig deeper into topics that have been only marginally addressed in *JPP&M* (e.g., gambling and lotteries, over-the-counter drugs, weapons)?

One way to address this dilemma is the strategic use of special issues—an obvious prior influence on both breadth and depth of research topics. Indeed, the achievement of Cohen's (2001, p. 8) goal "to broaden the Journal's scope to incorporate penetrating analyses of economic efficiency, competition and industry performance and consumer welfare" will no doubt be aided by the topics solicited in the first special issue under his editorship—an issue focusing on the consumer welfare and economic performance implications of marketing's information technology revolution. Our results indicate that, historically, increased coverage of topics such as antitrust, multinational policymakers, and privacy has been influenced significantly by the special issues that focus on those topics. It is not evident, however, that special issues will result in a stream of manuscripts on a particular topic over time. In addition, because of *JPP&M*'s semiannual publication schedule, special issues on a particular topic are unlikely to be repeated with the frequency

needed to ensure steady attention to such topics without increasing the total number of special issues. Unfortunately, increasing the number of issues published per year is a strategy with its own set of drawbacks.

### Conclusion

The present research should prove useful for various groups connected with marketing and public policy, including researchers with interests in the field as well as future *JPP&M* editorial teams. For example, scholars may benefit by considering the content analysis when developing their own programs of research in the area, because this analysis provides a deeper understanding of the breadth and depth of research published in the field's leading journal. In addition, current and future editorial teams may consider the results and implications of the publication, citation, and content analyses when designing efforts to enhance the nature, quality, and scope of the journal.

During the past 20 years, *JPP&M* has come to represent a wide base of authors and institutions, has been cited by a wide variety of academic journals, and has offered a varied and unique repertoire of research topics. Although certain individual authors and institutions lead in the quantity of articles published and citations garnered, it is the set of contributions as a whole that has advanced the field and has moved *JPP&M* to its position as the primary outlet for marketing and public policy research.

---

## Appendix A

### Alphabetic Listing of Research Topic Structure

#### *Policy and Policymaking*

1. Executive Branch
  - Bureau of Alcohol, Tobacco, and Firearms
  - FDA
  - FTC
  - Internal Revenue Service
  - Securities and Exchange Commission
2. Input to General Policymaking Process
  - Academic research
  - Policy formation processes
  - Research methods
3. Judicial Branch
4. Legislative Branch
  - Americans with Disabilities Act
  - Communications Decency Act
  - Dietary Supplement Health Act
  - Fair Credit Reporting Act
  - Foreign Corrupt Practices Act
  - Lanham Act
  - Magnuson–Moss Warranty Act
  - Nutrition Labeling and Education Act
  - Robinson–Patman Act
  - Sherman Antitrust Act
  - Taxation
  - Technology Innovation Act
  - Telephone Consumer Protection Act

<sup>7</sup>The 14 categories (number of articles in parentheses) are alcohol (28); chemicals, cleaners, and so forth (2); drugs—illegal (4); drugs—over-the-counter (4); drugs—prescription (10); equipment and appliances (1); food products and additives (5); gambling, lotteries, and sweepstakes (5); medical procedures (1); nutritional and/or dietary supplements (5); sex and pornography (3); tobacco products (22); violent entertainment (e.g., video games) (2); and weapons (1).

5. Multinational Policymakers
6. Non-U.S. Policymakers

### **Protection of Consumers**

1. Deceptive and Unfair Practices
  - Deceptive advertising
  - Other deceptive and unfair practices
  - Unfair advertising
2. Information Provision
  - General information provision
  - Information regarding hazards
  - Presentation and format of information
  - Puffery
  - Remedies for misleading information
3. Privacy
4. Product Performance and Safety
  - Potentially harmful products
  - Product misuse, use, and abuse
  - Product recalls
  - Product warranties

### **Protection of Marketers**

1. Antitrust
2. Commercial Speech
3. Contracts and Agreements
4. Intellectual Property Rights
5. Protection (or Lack of) from Liability
6. Self-Regulation

### **Societal Issues**

1. Corporate Social Responsibility
  - Advertising's effects on society
  - Corporate ethics
  - Exploitative marketing practices
  - Marketing's effects on society
  - Societal marketing
2. Environmental Protection
  - Environmentally responsible behaviors
  - Pollution and waste management
  - Recycling
  - Resource conservation
3. International Issues
  - Countertrade
  - Economic development (United Nations)
  - Exporting
  - Immigration
4. Politics and Public Opinion
  - Elections
  - Lobbying
  - Marketers' perceptions of policy
  - Political activism
  - Public's perceptions of policy
5. Quality of Life
6. Social Marketing
7. Societal Issues
  - Addiction
  - Consumer debt

- Crime
- Disease
- Education
- Health care
- Nutrition
- Poverty
- Violence

### **References**

- American Marketing Association (2001a), e-mail communication, (August 7).
- (2001b), "Editorial Guidelines," (accessed May 10), [available at <http://www.ama.org/pubs/jppm/info/info2.asp>].
- Andrews, J. Craig (1999), "Editor's Statement," *Journal of Public Policy & Marketing*, 18 (1), 1-2.
- (2001a), personal e-mail communication, (August 23).
- (2001b), personal written communication, (November 8).
- (2001c), "The Use of Marketing Knowledge in Formulating and Enforcing Consumer Protection Policy," in *Handbook of Marketing and Society*, Paul N. Bloom and Gregory T. Gundlach, eds. Thousand Oaks, CA: Sage Publications, 1-33.
- , Richard G. Netemeyer, and Srinivas Durvasula (1990), "Believability and Attitudes Toward Alcohol Warning Label Information: The Role of Persuasive Communications Theory," *Journal of Public Policy & Marketing*, 9, 1-15.
- Andrews, Rick and George R. Franke (1991), "The Determinants of Cigarette Consumption: A Meta-Analysis," *Journal of Public Policy & Marketing*, 10 (1), 81-100.
- Bettman, James R., John W. Payne, and Richard Staelin (1986), "Cognitive Consideration in Designing Effective Labels for Presenting Risk Information," *Journal of Public Policy & Marketing*, 5, 1-28.
- Bloom, Paul N., ed. (1991), *Advances in Marketing and Public Policy: A Research Annual*, Vol. 2. Greenwich, CT: JAI Press.
- (1997), "Field of Marketing and Public Policy: Introduction and Overview," *Journal of Public Policy & Marketing*, 16 (1), 126-28.
- and Gregory T. Gundlach, eds. (2001), *Handbook of Marketing and Society*. Thousand Oaks, CA: Sage Publications.
- Borokhovich, Kenneth A., Robert J. Bricker, Kelly R. Brunarski, and Betty J. Simkins (1995), "Finance Research Productivity and Influence," *Journal of Finance*, 50 (5), 1691-717.
- Brucks, Merrie, Andrew A. Mitchell, and Richard Staelin (1984), "The Effect of Nutritional Information Disclosure in Advertising: An Information Processing Approach," *Journal of Public Policy & Marketing*, 3, 1-25.
- Calfee, John E. and Janis K. Pappalardo (1991), "Public Policy Issues in Health Claims for Food," *Journal of Public Policy & Marketing*, 10 (1), 33-53.
- Clark, Gary L. (1985), "Productivity Ratings of Institutions Based on Publications in Eight Marketing Journals: 1983-1984," *Journal of Marketing Education*, 7 (Fall), 12-23.
- Cohen, Dorothy (1995), *Legal Issues in Marketing Decision Making*. Cincinnati OH: South-Western.
- Cohen, Joel B. (2001), "Consumer Behavior, Marketing and Public Policy: My Goals for *JPP&M*," *ACR News*, (March/April), 8-9.
- Cote, Joseph A., Siew Meng Leong, and Jane Cote (1991), "Assessing the Influence of *Journal of Consumer Research*: A Citation Analysis," *Journal of Consumer Research*, 18 (December), 402-10.

- Eaton, John P., James C. Ward, Ajith Kumar, and Peter H. Reingen (1999), "Structural Analysis of Co-author Relationships and Author Productivity in Selected Outlets for Consumer Behavior Research," *Journal of Consumer Psychology*, 8 (1), 39-59.
- Ellen, Pam Scholder, Joshua Lyle Wiener, and Cathy Cobb-Walgren (1991), "The Role of Perceived Consumer Effectiveness in Motivating Environmentally Conscious Behaviors," *Journal of Public Policy & Marketing*, 10 (2), 102-17.
- Federal Trade Commission (2001), "Vision, Mission and Goals," (accessed May 12), [available at <http://www.ftc.gov/ftc/mision.htm>].
- Fields, D. Michael and Linda E. Swayne (1988), "Publication in Major Marketing Journals: 1960-1986," *Journal of Marketing Education*, 10 (Fall), 36-48.
- Floyd, Steven W., Dean M. Schroeder, and Dale M. Finn (1994), "Only If I'm First Author": Conflict over Credit in Management Scholarship," *Academy of Management Journal*, 37 (3), 734-47.
- Frey, Cynthia J., Thomas C. Kinnear, and Bonnie B. Reece (1979), *Public Policy Issues in Marketing*. Ann Arbor, MI: University of Michigan.
- Goodwin, Cathy (1991), "Privacy: Recognition of a Consumer Right," *Journal of Public Policy & Marketing*, 10 (1), 149-66.
- Granzin, Kent L. and Janeen E. Olsen (1991), "Characterizing Participants in Activities Protecting the Environment," *Journal of Public Policy & Marketing*, 10 (2), 1-27.
- Grewal, Dhruv and Larry D. Compeau (1999), "Pricing and Public Policy: A Research Agenda and an Overview of the Special Issue," *Journal of Public Policy & Marketing*, 18 (Spring), 3-11.
- Gundlach, Gregory T. (2001), "Marketing and Modern Antitrust Thought," in *Handbook of Marketing and Society*, Paul N. Bloom and Gregory T. Gundlach, eds. Thousand Oaks, CA: Sage Publications, 34-50.
- Hamelman, Paul W. and Edward M. Mazze (1973), "Cross-Referencing Between AMA Journals and Other Publications," *Journal of Marketing Research*, 10 (May), 215-18.
- Hankin, Janet R., Ira J. Firestone, James J. Sloan, Joel W. Ager, Allen C. Goodman, Robert J. Sokol, and Susan S. Martier (1993), "The Impact of the Alcohol Warning Label on Drinking During Pregnancy," *Journal of Public Policy & Marketing*, 12 (1), 10-18.
- Hill, Ronald Paul (1995), "Researching Sensitive Topics in Marketing: The Special Case of Vulnerable Populations," *Journal of Public Policy & Marketing*, 14 (Spring), 143-48.
- , ed. (1996), *Marketing and Consumer Research in the Public Interest*. Thousand Oaks, CA: Sage Publications.
- Hilton, Michael E. (1993), "An Overview of Recent Findings of Alcoholic Beverage Warning Labels," *Journal of Public Policy & Marketing*, 12 (1), 1-9.
- Hult, G. Tomas M., William T. Neese, and R. Edward Bashaw (1997), "Faculty Perceptions of Marketing Journals," *Journal of Marketing Education*, 19 (Spring), 37-52.
- Inkpen, Andrew and Paul Beamish (1994), "An Analysis of Twenty-Five Years of Research in the *Journal of International Business Studies*," *Journal of International Business Studies*, 25 (4), 703-14.
- Ippolito, Pauline M. and Alan D. Mathios (1991), "Health Claims in Food Marketing: Evidence on Knowledge and Behavior in the Cereal Market," *Journal of Public Policy & Marketing*, 10 (1), 15-32.
- Kinnear, Thomas C. (1982), "Editor's Statement," *Journal of Marketing & Public Policy*, 1, 1.
- (1986), "Editor's Statement," *Journal of Public Policy & Marketing*, 5, 1.
- (1997), "An Historic Perspective on the Quantity and Quality of Marketing and Public Policy Research," *Journal of Public Policy & Marketing*, 16 (1), 144-46.
- (2001), personal e-mail communication, (September 11).
- Laverie, Debra A. and Patrick E. Murphy (1993), "The Marketing and Public Policy Literature: A Look at the Past Ten Years," *Journal of Public Policy & Marketing*, 12 (Fall), 258-67.
- Levy, Alan S., Oodonna Mathews, Marilyn Stephenson, Janet E. Tenney, and Raymond E. Schucker (1985), "The Impact of a Nutrition Information Program on Food Purchases," *Journal of Public Policy & Marketing*, 4, 1-13.
- Malhotra, Naresh K. (1996), "The Impact of the Academy of Marketing Science on Marketing Scholarship: An Analysis of the Research Published in *JAMS*," *Journal of the Academy of Marketing Science*, 24 (4), 291-98.
- Mazis, Michael B. (1997), "Marketing and Public Policy: Prospects for the Future," *Journal of Public Policy & Marketing*, 16 (Spring), 139-43.
- (2001), personal e-mail communication, (August 23).
- , Louis A. Morris, and John L. Swasy (1991), "An Evaluation of the Alcohol Warning Label: Initial Survey Results," *Journal of Public Policy & Marketing*, 10 (1), 229-41.
- Milne, George R. (2000), "Privacy and Ethical Issues in Database/Interactive Marketing and Public Policy: A Research Framework and Overview of the Special Issue," *Journal of Public Policy & Marketing*, 19 (Spring), 1-7.
- Murphy, Patrick E. (2001), personal e-mail communication, (September 4).
- Perreault, William D. and Laurence E. Leigh (1989), "Reliability of Nominal Data Based on Qualitative Judgments," *Journal of Marketing Research*, 26 (May), 135-48.
- Rust, Roland T. and Bruce Cool (1994), "Reliability Measures for Qualitative Data: Theory and Implications," *Journal of Marketing Research*, 31 (February), 1-14.
- Scammon, Debra L. (2001), personal e-mail communication, (August 23).
- , Robert N. Mayer, and Ken R. Smith (1991), "Alcohol Warnings: How Do You Know When You Have Had One Too Many?" *Journal of Public Policy & Marketing*, 10 (1), 214-28.
- Schroeder, Dean M., Frederick W. Langrehr, and Steven M. Floyd (1995), "Marketing Journal Coauthorship: Is It a Hit or a Miss with Coauthors?" *Journal of Marketing Education*, 15 (Summer), 45-58.
- Schwepker, Charles H. and T. Bettina Cornwell (1991), "An Examination of Ecologically Concerned Consumers and Their Intention to Purchase Ecologically Packaged Products," *Journal of Public Policy & Marketing*, 10 (2), 77-101.
- Stewart, David W. and Ingrid M. Martin (1994), "Intended and Unintended Consequences of Warning Messages: A Review and Synthesis of Empirical Research," *Journal of Public Policy & Marketing*, 13 (1), 1-19.
- Urban, David J., Jane P. Wayland, and Dennis R. McDermott (1992), "An Empirical Investigation of Research Standards for Marketing Faculty at AACSB-Accredited Business Schools," *Journal of Marketing Education*, 14 (Summer), 53-67.
- Wilkie, William L. (1997), "Developing Research on Public Policy and Marketing," *Journal of Public Policy & Marketing*, 16 (1), 132-36.
- and Elizabeth S. Moore-Shay (1997), "Consortium Survey on Marketing and Society Issues: Summary and Results," *Journal of Macromarketing*, 17 (2), 89-95.
- Zinkhan, George M. and Thomas W. Leigh (1999), "Assessing the Quality Ranking of the *Journal of Advertising*, 1986-1997," *Journal of Advertising*, 28 (2), 51-70.