

## **Ranking of Journals by Wine Economists.**

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### **What are the major journals for wine economists? Which ones are the most influential?**

A survey for a peer evaluation of journals by wine economists was launched on June 19 this year. The information and link to the survey was sent to 440 valid email addresses of academic researchers who participated at recent annual meetings of the American Association of Wine Economics (AAWE), the European Association of Wine Economists (EuAWE) and the Academy of Wine Business Research (AWBR). Respondents were also asked to indicate those journals they currently have an association as a reviewer or previous author.

Considering the number of new-born journals during the last ten years, this research aimed at updating the knowledge on reading and publishing habits of colleagues involved in the field of wine economics. Most faculty members say they care most about whether the journal is read by the people they most want to reach—but they think their colleagues most value journal prestige.

Journal rankings are intended to reflect the place of a journal within its field, the relative difficulty of being published in that journal, and the prestige associated with it. They are used as official research evaluation tools. Consequently, the ranking of academic journals is a highly contentious dimension of research assessment, and vigorously debated.

The objective of this survey is to present different approaches to list the best journals that researchers in the field of wine economics care about or value the most for their publications. This is an attempt to offer more than yet another journal ranking. This exercise is of potential merit for the field of wine economics and those active within it, especially young scholars who are facing a competitive environment.

## Preliminary results of the peer evaluation of journals

The on-line survey remained open for about a month from mid-June to mid-July. The average time to complete the questionnaire was less than ten minutes. At the end of the period the survey recorded a low 14% response rate. Similarly to previous studies ranking marketing or agricultural economics journals, several indices are calculated. These indices should be used to develop a complete picture of a journal's influence in the field.

A Popularity/Familiarity Index (PFI) is based on self declaration (it is well known, i.e. response is 1, as oppose to aware of existence or unknown, i.e. response is 0).  $PFI_i = \text{SUM}(R_i) / X$  where  $R_i$  is the number of times journal  $i$  was ranked as well known and  $X$  represents the maximum number of times a journal was ranked. PFI varies from 0 to 1. A Pertinence/Relevance Index (PRI) for the field of wine economics is based on average values of the proposed ranking (from A to E) transformed in value points from 5 to 1.

The following table presents a summary of the results for the top 20 journals ranked by Familiarity Index and Prestige Index. Full results will be available from the authors in a forthcoming AAWE working paper.

**Table: The top 20 journals ranked by PFI and PRI indices**

Familiarity Index (PFI)	Index	Preference Index (PRI)	Index	
			mean	SD
Journal of Wine Economics	1.00	Journal of Wine Economics	4.6	0.9
American Journal of Agricultural Economics	0.71	Wine Economics and Policy	4.5	0.7
International Journal of Wine Business Research	0.71	American Journal of Agricultural Economics	4.2	1.1
Journal of Wine Research	0.71	Journal of Wine Research	4.2	0.9
Wine Economics and Policy	0.69	International Journal of Wine Business Research	4.1	1.1
British Food Journal	0.65	Food Quality and Preference	4	1.3
European Review of Agricultural Economics	0.58	International Journal of Wine Research	4	0.9
Journal of Business Research	0.58	Australia and New Zealand Wine Industry Journal	3.9	1.1
Journal of Marketing	0.58	British Food Journal	3.9	1
Agricultural Economics	0.56	Agricultural Economics	3.8	1
Journal of Agricultural Economics	0.54	Australian J. of Agricultural and Resource Economics	3.8	0.8
Journal of Consumer Research	0.54	European Review of Agricultural Economics	3.8	0.7
Journal of Marketing Research	0.54	Journal of Agricultural Economics	3.8	1
Agribusiness	0.52	Australian Journal of Grape and Wine Research	3.7	0.9
Food Policy	0.50	American Journal of Enology and Viticulture	3.6	0.8
Journal of Marketing Management	0.48	Agribusiness	3.5	1
Journal of Consumer Marketing	0.46	Food Policy	3.5	1.2
Journal of Cleaner Production	0.42	Appetite	3.4	1.3
Journal of Consumer Psychology	0.42	Applied Economics Perspective and Policy	3.4	0.9
Canadian Journal of Agricultural Economics	0.40	Canadian Journal of Agricultural Economics	3.4	0.8

The limit of this analysis is dependent on the number of participants to the survey. Unfortunately, the answer rate for this first attempt is very low and may be due to the time period at which the survey was launched. A second round based on these results and with a limited number of journals will be proposed for peer evaluation.