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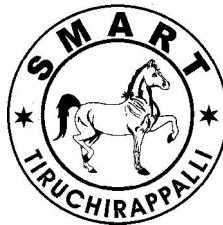
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MAPPING OF HARVARD BUSINESS REVIEW PUBLICATIONS

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Abstract

This paper analyses the publication pattern of Harvard Business Review (HBR) from 1999-2010. It is a Premier Periodical on Management Studies, published by the Harvard Business School, Boston, United States. The study was based on 3329 Research Articles which received 8167 Global Citation Scores covering the study period. The source of the study was the internationally known, highly used and authentic database, Web of Science. This paper illustrates Authorship Pattern, Growth of Publications, Source-wise Distribution, Institutions wise Distribution, and h-Index based on the analysis of data. The country wise analysis reveals USA as the major contributor with 47.40% of total literature.

Introduction

Harvard Business Review is a general Management Magazine published since 1922 by the Harvard Business School Publishing which is owned by the Harvard Business School. A monthly research-based Magazine written for business practitioners, it claims a high ranking readership among academics, executives, and management consultants. Its worldwide English-language circulation is 2,50,000, and there are 11 licensed editions of the Magazine and it is indexed by Web of Science online Database.

Bibliometric Mapping is the visual representation of publication pattern and relationship between citation of the publications. It describes the output traits in terms of organizational research structure, resource inputs and outputs, develops benchmarks to evaluate the quality of information output. These studies characterize the disciplines using the growth pattern and other attributes. The present study is an attempt to map the literature output of HBR for the last decade.

Objectives of the Study

The main objectives framed for the purpose of the study are:

- To identify the rate of growth of literature on Harvard Business Review
- To analyse the authorship pattern
- To assess the institution wise research concentration
- To apprehend and test the applicability of Lotka's Law on scientific productivity of authors.
- To analyse the country wise distribution of publications of Harvard Business Review.

Scope and Methodology

The data for analysis were collected from ISI (Institute for Scientific Information) Web of Science Database. Web of Science is a product of ISI which provides access to current and retrospective multidisciplinary information from approximately 8,500 of the most prestigious, high impact research journals

around the world. Its coverage is world wide and provides good information on Science and Management area. The data collected from Web of Science during the period of 1999-2010, were used for retrieving Social Science Citation Index and Arts and Humanities Citation Index. Lotka's Law and h-index applicability also have been examined. The retrieved data were imported into Histcite, a bibliographic software for making appropriate analysis and inferences.

Analysis of the Study

The analysis of data was done with a view to measuring growth of literature over the years, authorship pattern, authorship distribution, institution wise and country wise distribution of articles published in the magazine and to determine the h-index of the periodical. Simple percentile analyses and average frequency of citations, h-index were some of the analyzing techniques used in this study.

Growth of Publications

Table - 1 shows the growth of publications in Harvard Business Review Magazine. It is evident that during the period 1999-2010, a total of 3329 publications were published at the International Level. The highest publication was 381 in the year 2009, followed by 349 papers in 2006 and 346 papers in the year 2007. There is an increasing trend in terms of number of publications of HBR since 1999. As this study covers only issues of January - February 2010 of HBR, the number of contributions are less. The growth of publications in Harvard Business Review is depicted in **Graph - 1**.

Country wise Distribution of Publications

Table - 2 indicates that 47.40% of total (1578) articles were contributed by USA, followed by England with 130 (3.91), Canada with 66 (1.98) and France with 62 (1.86). The Indian Researchers contributed 13 publications and they were positioned 9th rank among the global level in terms of number of research

publications in Business and Management published in Harvard Business Review. The Literature published in HBR during the study period was contributed from 43 countries all over the globe.

Institution wise Distribution of Publications

Table - 3 indicates Institution-wise research productivity for top 20 Institutes of the world. It is noted that Harvard University ranks first in order by contributing 346 (10.39%) of total research output of 3329 articles covered during the period. London Business School secured the second place with 52 (1.56%) records, while INSEAD, which shares 47 (1.41%) Publications secured 3rd position and University of Pennsylvania achieved fourth position with 43 (1.29%) publications.

Ranking of Authors

Table - 4, illustrates the authors who contributed ten and above research papers during the study period. It is found that 21 individual authors contributed ten and above research articles while the remaining authors contributed below ten research papers in HBR. Among the individual authors, Landry, JT and Stewart, TA secured 1st and 2nd position with 132 (3.97%) and 75 (2.25%) publications.

H-Index

The h-index is based on a list of publications ranked in the descending order by the times cited. The value of h is equal to the number of papers (N) in the list that have N or more citations. This metric is useful because it discounts the disproportionate weight between highly cited papers and papers that have not yet been cited. The HBR's H Index is 38 and it means that there are 38 papers which received more than 38 and above citations.

| | | |
|------------------------------|---|------|
| Citations of the Times Cited | : | 8167 |
| Average Citation Per Item | : | 2.45 |
| H Index | : | 38 |

The above information shows that total number of citation as 8167, average citation per item as 2.45 and the H Index for the study period is 38.

Graph - 2 indicates that the number of articles published in HBR has gradually increased during the period, 2005 to 2008 and significant difference was in the year 2009. Citation pattern shows that the articles of the HBR received more citations in the year 2008 and 2009.

Table - 5 shows that top five articles were the highly cited papers published in the HBR during the study period.

Conclusion

As HBR, a leading magazine from USA, entertains a majority of contributions by the US authors, it is interesting to note that India is one among the top ten contributing countries to this Business and Management Literature. Concentration of the growth in terms of literature and citation pattern of HBR was recorded between the period 2005 - 2009. Harvard University and London Business School are the top institutions which contributed more research papers during the study period. Top twenty institutions alone contributed. 81% of the total literature output of HBR during the study period. Bibliometric Studies do help in analyzing the trend of the growth of literature output in specific disciplines. As the Harvard Business Review is being one among the top Management and Business Magazines in the world, it is appropriate to reveal the publishing pattern. This would enable the management researchers to find major institutions, individuals and the areas where the business and management research growth is reported to be significant.

Reference

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Analysis of the American Journal of Veterinary Research to produce a list of Core Veterinary Medicine Journals. *J Med Library Association*, Vol-94, No-4, 430-434.

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- Surulinathi, M. et. al. (2007). Scientometric Dimensions of Knowledge Management Research in India: A Study based on Scopus Database. *Sri Lankan Journal of Librarianship and Information Management*, Vol-2, No-2, 13-24.

General Reference

01. www.isiknowledge.com
02. www.hbr.org/magazine
03. www.histcite.com

Table - 1
Year-wise Distribution of Publications

| # | Publication Year | Records | % of 3329 | # | Publication Year | Records | % of 3329 |
|---|------------------|---------|-----------|----|------------------|-------------|---------------|
| 1 | 2009 | 381 | 11.44 | 7 | 2003 | 283 | 8.50 |
| 2 | 2006 | 349 | 10.48 | 8 | 2001 | 277 | 8.32 |
| 3 | 2007 | 346 | 10.39 | 9 | 2002 | 276 | 8.29 |
| 4 | 2005 | 337 | 10.12 | 10 | 1999 | 202 | 6.07 |
| 5 | 2008 | 337 | 10.12 | 11 | 2000 | 188 | 5.65 |
| 6 | 2004 | 293 | 8.80 | 12 | 2010 | 60 | 1.80 |
| | | | | | Total | 3329 | 100.00 |

Source: www.isiknowledge.com (Social Science Citation Index)

Graph - 1

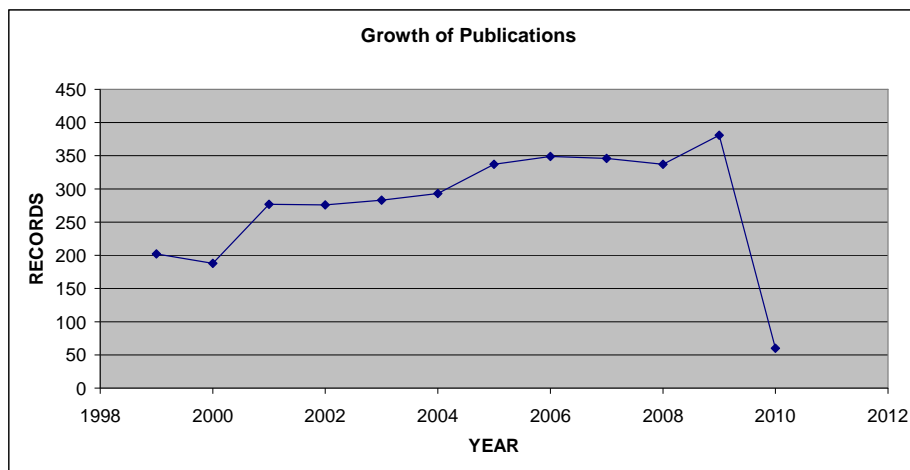


Table - 2
Country wise Distribution of Publications

| S.No | Country | Records | % of 3329 | S.No | Country | Records | % of 3329 |
|------|-----------------|---------|-----------|------|---------------|---------|-----------|
| 1 | USA | 1578 | 47.40 | 23 | Austria | 3 | 0.09 |
| 2 | England | 130 | 3.91 | 24 | North Ireland | 3 | 0.09 |
| 3 | Canada | 66 | 1.98 | 25 | South Africa | 3 | 0.09 |
| 4 | France | 62 | 1.86 | 26 | Chile | 2 | 0.06 |
| 5 | Australia | 25 | 0.75 | 27 | New Zealand | 2 | 0.06 |
| 6 | Germany | 25 | 0.75 | 28 | Russia | 2 | 0.06 |
| 7 | Switzerland | 24 | 0.72 | 29 | Thailand | 2 | 0.06 |
| 8 | Peoples r China | 19 | 0.57 | 30 | Ukraine | 2 | 0.06 |
| 9 | India | 13 | 0.39 | 31 | Argentina | 1 | 0.03 |
| 10 | Netherlands | 10 | 0.30 | 32 | Croatia | 1 | 0.03 |
| 11 | Sweden | 9 | 0.27 | 33 | CYPRUS | 1 | 0.03 |
| 12 | Italy | 8 | 0.24 | 34 | Ecuador | 1 | 0.03 |
| 13 | Japan | 8 | 0.24 | 35 | Egypt | 1 | 0.03 |
| 14 | Singapore | 8 | 0.24 | 36 | Hungary | 1 | 0.03 |
| 15 | Brazil | 6 | 0.18 | 37 | Ireland | 1 | 0.03 |
| 16 | Denmark | 6 | 0.18 | 38 | Saudi Arabia | 1 | 0.03 |
| 17 | Spain | 6 | 0.18 | 39 | Scotland | 1 | 0.03 |
| 18 | Finland | 5 | 0.15 | 40 | South Korea | 1 | 0.03 |
| 19 | Mexico | 5 | 0.15 | 41 | Turkey | 1 | 0.03 |
| 20 | Belgium | 4 | 0.12 | 42 | Arab Emirates | 1 | 0.03 |
| 21 | Israel | 4 | 0.12 | 43 | Wales | 1 | 0.03 |
| 22 | Taiwan | 4 | 0.12 | | | | |

Source: www.isiknowledge.com (Social Science Citation Index)

Table - 3
Institution wise Distribution of Publications

| # | Institution Name | Records | % of 3329 |
|----|--|---------|-----------|
| 1 | Harvard University | 346 | 10.39 |
| 2 | London Business School | 52 | 1.56 |
| 3 | INSEAD (The Business School for the World) | 47 | 1.41 |
| 4 | University of Pennsylvania | 43 | 1.29 |
| 5 | Northwestern University | 36 | 1.08 |
| 6 | Stanford University | 36 | 1.08 |
| 7 | Bain & Co | 35 | 1.05 |
| 8 | MIT | 33 | 0.99 |
| 9 | University Michigan | 31 | 0.93 |
| 10 | University of California, Berkeley | 22 | 0.66 |
| 11 | University of Southern California | 21 | 0.63 |
| 12 | Babson College | 20 | 0.60 |
| 13 | Boston Consulting Group, Inc. | 17 | 0.51 |
| 14 | Columbia University | 17 | 0.51 |
| 15 | McKinsey | 17 | 0.51 |
| 16 | Boston University | 16 | 0.48 |
| 17 | Duke University | 14 | 0.42 |
| 18 | University of California, Los Angeles | 12 | 0.36 |
| 19 | Columbia Business School | 11 | 0.33 |
| 20 | New York University | 11 | 0.33 |

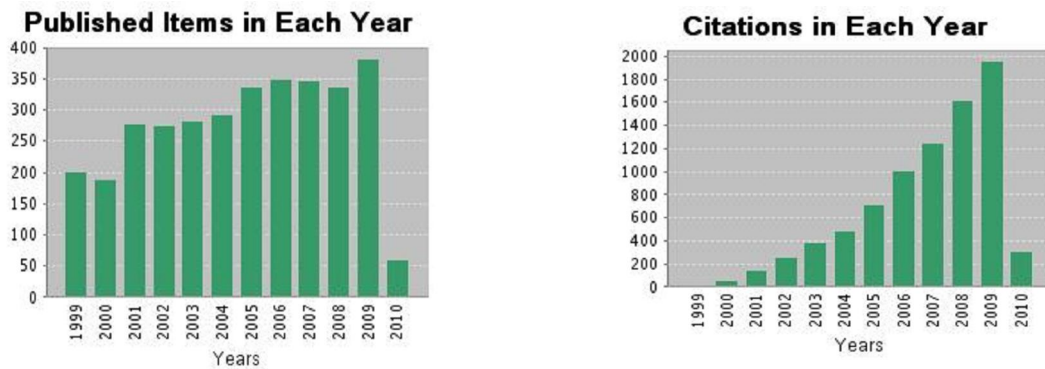
Source: www.isiknowledge.com (Social Science Citation Index)

Table - 4
Ranking of Authors

| # | Author | Records | % of 3329 | # | Author | Records | % of 3329 |
|----|--------------|---------|-----------|----|----------------------------------|---------|-----------|
| 1 | Landry, JT | 132 | 3.97 | 12 | Carr, NG | 15 | 0.45 |
| 2 | Stewart, TA | 75 | 2.25 | 13 | Hemp, P | 15 | 0.45 |
| 3 | Moyer, D | 51 | 1.53 | 14 | Christensen, CM | 14 | 0.42 |
| 4 | Morse, G | 31 | 0.93 | 15 | Champion, D | 13 | 0.39 |
| 5 | Wetlaufer, S | 25 | 0.75 | 16 | Campbell, A | 12 | 0.36 |
| 6 | O'connell, A | 22 | 0.66 | 17 | Coutu, DL | 12 | 0.36 |
| 7 | Buchanan, L | 18 | 0.54 | 18 | Nunes, PF | 12 | 0.36 |
| 8 | Fryer, B | 18 | 0.54 | 20 | Davenport, TH | 11 | 0.33 |
| 9 | Kirby, J | 17 | 0.51 | 21 | Hamel, G | 10 | 0.30 |
| 10 | Kaplan, RS | 16 | 0.48 | 22 | others Less than 10 Publications | | |
| 11 | Nohria, N | 16 | 0.48 | | | | |

Source: www.isiknowledge.com (Social Science Citation Index)

Graph - 2



Source: www.isiknowledge.com (Social Science Citation Index)

Table - 5
Top 5 Cited Paper of Harvard Business Review

| # | Title, Author, Source, Volume, Issue, Pages, year of Publications | Total | Average Citations per Year |
|---|---|-------|----------------------------|
| 1 | Title: What's your strategy for managing knowledge? Author(s): Hansen MT, Nohria N, Tierney T, Source: HARVARD BUSINESS REVIEW Volume: 77 Issue: 2 Pages: 106-+ Published: MAR-APR 1999 | 383 | 31.92 |
| 2 | Title: Communities of practice: The organizational frontier Author(s): Wenger EC, Snyder WM, Source: HARVARD BUSINESS REVIEW Volume: 78 Issue: 1 Pages: 139-+ Published: JAN-FEB 2000 | 201 | 18.27 |
| 3 | Title: E-loyalty - Your secret weapon on the Web Author(s): Reichheld FF, Schefter P, Source: HARVARD BUSINESS REVIEW Volume: 78 Issue: 4 Pages: 105-+ Published: JUL-AUG 2000 | 188 | 18.80 |
| 4 | Title: IT doesn't matter , Author(s): Carr NG Source: HARVARD BUSINESS REVIEW Volume: 81 Issue: 5 Pages: 41-+ Published: MAY 2003 | 152 | 19.00 |
| 5 | Title: Strategy and the Internet Author(s): Porter ME Source: HARVARD BUSINESS REVIEW Volume: 79 Issue: 3 Pages: 62-+ Published: MAR 2001 | 134 | 13.40 |

Source: www.isiknowledge.com (Social Science Citation Index)