

# An Assessment of the Drake Management Review's Innovation, Impact and Engagement

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## HISTORY AND ASSESSMENT

The first issue of the Drake Management Review (DMR) was published online in October 2011. The October 2021 issue is the tenth anniversary issue. As founding and current Editor-in-Chief, this ten-year anniversary provides me with the opportunity to reflect on all of the research and practice contributions that the DMR has made during this period, and to assess the DMR's performance as an academic journal. The assessment is divided into three components: (1) innovation – what is unique about the DMR, (2) impact – to what extent has the DMR impacted other academic research, and (3) engagement – how many institutions have contributed work to the DMR? The following sections provide the assessment based on these three criteria.

## INNOVATION

The mission of the Drake Management Review is, and always has been, to provide an online, accessible, publication for high-quality, insightful, and thought-provoking viewpoints, commentaries, applied research articles, case studies, student/faculty research reports, and book reviews focusing on issues relevant to today's organizational managers and academic researchers. No fees have ever been charged for article submissions, publication, or access to full text articles. The journal is innovative because it has always been intended to be open and accessible to everyone that is interested in all aspects of business and organizational management. The DMR publishes articles in a broad range of subject areas that are listed in Table 1.

*Table 1. Drake Management Review Subject Areas*

Accounting	Actuarial Science	Business and Society
Business Analytics	Business Communications	Business Law
Economics	Electronic Commerce	Entrepreneurship
Finance	HRM and Org. Behavior	International Business
Information Systems	Insurance	Operations Management
Marketing	Public Administration	Strategic Management

Nearly all of these subjects have been the topic for published articles over the past ten years. The most recent additions to the list were business analytics and business communications. It is the intention of the DMR to always stay current and incorporate new subject areas for research and practice. It is very likely that one or two new subject areas will be added by the time the twentieth anniversary issue is published.

In total, 93 articles have been published in the DMR's first ten years. The articles include peer-reviewed journal articles, editorially reviewed journal article, viewpoint articles, book review, other publications (for example, transcripts for Drake affiliated conference presentations). The number of each type of article published in each issue is listed in Table 2. Table 3 provides a summary for how many articles have been published in each of the 18 subject areas. The subject areas that include the most articles are (1) business and society, (2) human resource management and organizational behavior, and (3) marketing.

*Table 2. Number of Articles Published in Each Issue*

<b>Volume and Issue</b>	<b>Research Articles</b>	<b>Viewpoints</b>	<b>Book Reviews</b>	<b>Other (Transcripts)</b>
Volume 1, Issue 1	5	4	4	0
Volume 1, Issue 2	3	3	4	0
Volume 2, Issue 1	1	1	2	4
Volume 2, Issue 2	2	0	3	1
Volume 3, Issue 1	2	1	0	5
Volume 3, Issue 2	3	2	0	2
Volume 4, Issue 1/2	2	0	0	4
Volume 5, Issue 1/2	1	3	0	0
Volume 6, Issue 1/2	1	1	1	0
Volume 7, Issue 1/2	3	0	0	0
Volume 8, Issue 1/2	3	3	1	0
Volume 9, Issue 1/2	3	0	0	0
Volume 10, Issue 1	4	0	0	0
Volume 10, Issue 2	2	0	1	0
Volume 11, Issue 1/2	2	6	0	0
<b>Total</b>	<b>37</b>	<b>24</b>	<b>16</b>	<b>16</b>

*Table 3. Number of Published Articles by Subject Area\**

Accounting	7	Finance	6
Actuarial Science	6	HRM and Org. Behavior	19
Business and Society	21	International Business	12
Business Analytics	3	Information Systems	8
Business Communications	2	Insurance	3
Business Law	2	Operations Management	3
Economics	5	Marketing	16
Electronic Commerce	6	Public Administration	0
Entrepreneurship	3	Strategic Management	10

\*NOTE: DMR articles may be classified in more than one subject area.

It is apparent that the DMR has published a variety of different types of articles in a broad range of subject areas. The DMR is an innovative open-source academic publication.

## IMPACT

Another method for assessing academic journal performance is the impact the journal has had on other research as measured by the number of times DMR articles have been cited in other published articles. Table 4 lists the top eight most cited DMR articles.

Table 4. Most Cited Articles

Number of Citations*	Article Reference
23	Obermiller, C., Arnesen, D., & Cohen, M. (2012). Customized pricing: Win-win or end run? <i>Drake Management Review</i> , 1(2), 12-28.
18	Hill, B., Lunn, M., Morrison, W., Mueller, J., & Robertson, C. (2015). Saudi Arabia: An overview of executive compensation, board structure, and sustainability. <i>Drake Management Review</i> , 4(1/2), 20-33.
14	Scullen, S. E. (2011). Why do you have a performance appraisal system. <i>Drake Management Review</i> , 1(1), 183-193.
9	Hodne, N., Murphy, S., Ottenbacher, M., & Ruggles, T. (2013). Australia and the United States: A comparison and contrast of corporate governance practices. <i>Drake Management Review</i> , 3(1), 58-80.
8	Darby, V., & Morrell, D. L. (2019). Generations at work: A review of generational traits and motivational practices impacting millennial employees. <i>Drake Management Review</i> , 8(1/2), 1-13.
8	Gallistel, D. J., Phan, T., Bartlett, G. D., & Dodd, J. L. (2012). IASB & FASB Convergence Project: Revenue Recognition. <i>Drake Management Review</i> , 2(1), 36-51.
6	Eddis, C., Grau, M., Miller, J., Moklestad, M., & Oskvig, J. (2013). Corporate Governance Comparison and Analysis: Brazil. <i>Drake Management Review</i> , 3(1), 81-102.
5	Power, D. J., & Mitra, A. (2016). Reducing "bad" strategic business decisions. <i>Drake Management Review</i> , 5(1/2), 15-21.

\*NOTE: The citation numbers were determined based on a search using Publish or Perish on October 16, 2021 for all articles published in the Drake Management Review.

The DMR has had an impact on business and organizational management research. DMR articles have been cited a total of 116 times over the past ten years across a variety of disciplines.

## ENGAGEMENT

Finally, the DMR would be successful if it engaged with a large number of other educational and business organizations. One measure of the extent to which the DMR has engaged with other universities is the number of unique university affiliations for authors who have contributed articles. Table 5 lists the contributor affiliations in the order in which the papers were published from 2011-2021.

Table 5. Author University Affiliations

Henderson State University	Kent State University	University of North Florida
Clemson University	City University of Hong Kong	University of South Carolina, Upstate
University of North Carolina – Greensboro	Ohio University	Fordham University
University of South Florida, Sarasota-Manatee	San Jose State University	Trident University
Seattle University	University of California, Los Angeles	Missouri State University
Iowa State University	University of Northern Iowa	Canisius College
University of Minnesota	University of Dayton	Oklahoma State University
Creighton University	Western Carolina University	Bellarmino University
American University	Troy University	Belmont University
University of Georgia	Montana State University-Billings	University College Cork, Ireland
Southern Illinois University, Edwardsville	Middle Tennessee State University	Eastern Kentucky University

Thirty-three different universities have contributed articles to the Drake Management Review. Additionally, some authors were employees of various businesses and not university faculty or students. This represents a significant level of engagement between the Drake University CBPA and other universities in the United States and around the world.

**CONCLUDING REMARKS**

The Drake Management Review has a ten-year record as a successful online academic journal. From 2011-2021 it has published research articles, viewpoints, book reviews and other articles across 18 different subject areas. It is innovative. The journal’s article address issues across a very broad scope including 18 different subject areas. In addition, it was open-source before open-source became a common publication format. No fees have ever been charged for submission, publication or access to the full-text articles. It is impactful. Many of the articles have been cited in other academic publications. And it is engaged. DMR contributors have been affiliated with Drake University, several business and governmental organizations, and 33 other universities from the US and other countries. Overall, the DMR has been a success. It has established a solid record of accomplishment in its first ten years, and the hope is that this will continue in the next ten years.