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Article
Editorial

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Editorial

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With this editorial I would like to draw your interest to two articles that are of particular interest.

Firstly, you will find an article by Eisend who critically assesses whether VHB-JOURQUAL 2, the official journal ranking of the German Academic Association of Business Research (VHB), can be considered as a good measure for the construct “scientific quality”. This ranking has gained wide attention so that any study that rigorously investigates its validity is welcome. The correlations with other international rankings that measure the same construct based on different methods show that VHB-JOURQUAL 2 has acceptable, but moderate convergent validity. The validity varies considerably across disciplines, showing that the heterogeneity of business administration is not sufficiently represented by this overall ranking. The variability is related to the variation in members per discipline represented by the German Association for Business Research. Furthermore, the measure shows a weak correlation with acceptance rates as an indicator of nomological validity in some disciplines. As the ranking is derived from subjective evaluations of the

members of VHB, the community is asked to critically assess its own evaluations in the light of these findings when it comes to a new survey leading to VHB-JOURQUAL 3.

Secondly, you will find an article by Henningsen, Heuke, and Clement on a meta-analysis that offers the full data base as coded for the statistical analysis on which interested researchers can perform complementing analyses. This is very important because coding involves personal judgment and unless everything is publicly available it is unclear whether everything has been coded correctly. For example, I was involved in one meta-analysis where I found that even the authors disagreed on the elasticities that were reported in a certain meta-analysis. In order to eliminate these shortcomings, this study contributes to extant research by providing the first *international, online-access advertising elasticity database* in Excel, which includes empirical elasticities from 62 studies and can be downloaded freely. This will hopefully motivate researchers to extend this data base or report conflicting assessments.

Sönke Albers, editor-in-chief