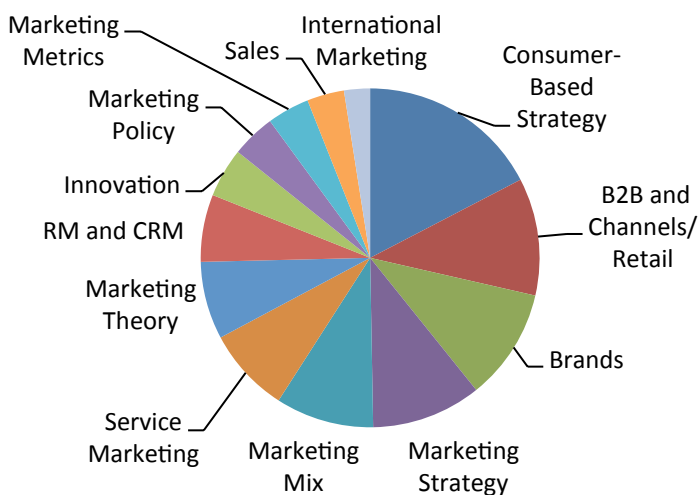


Journal of the Academy of Marketing Science

FACT SHEET

Submissions by Content Area



Editor-in-Chief: Robert W. Palmatier,
University of Washington
palmatrw@uw.edu

Managing Editor: Anne Hoekman
jamsed@uw.edu

Aim and Scope

JAMS is a top publication for scholars seeking to publish their high quality, theoretically sound, and managerially relevant research in marketing. JAMS welcomes submissions in any marketing domain and using any method; articles must have some implications for managers.

JAMS by the Numbers¹

3.818 Impact Factor

315,956 Yearly article downloads

8% Acceptance rate (2010-2015)

Rankings

- Third highest 5-year impact factor among marketing journals
- Less than 10% self-citation rate
- Equal to or better than 82% of *Financial Times* journals based on 5 international ranking studies

Metrics

- 500+ submissions per year
- 155 editorial review board members
- 40% non-US authors
- 40 days or less turnaround for first-round reviews
- 6 issues per volume, 40-50 articles per year

¹For more information, please see our full benchmark report at www.springer.com/jams.

Journal of the Academy of Marketing Science

Area Editors

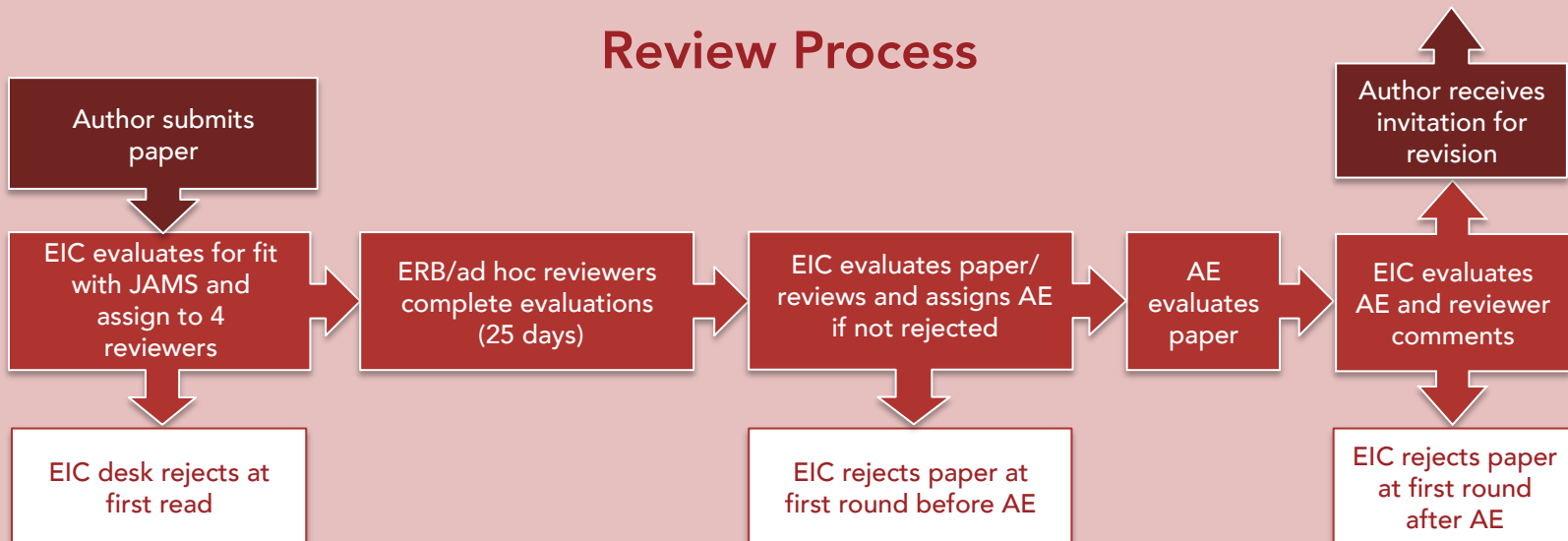
Michael Ahearne, University of Houston
Michael Brady, Florida State University
Dhruv Grewal, Babson College
Rebecca Hamilton, Georgetown University
Kelly L. Haws, Vanderbilt University
Mark B. Houston, Texas A&M University
John Hulland, University of Georgia
Satish Jayachandran, University of South Carolina

Constantine S. Katsikeas, University of Leeds
V. Kumar, Georgia State University
Neil A. Morgan, Indiana University
Linda Price, University of Arizona
Shrihari Sridhar, Pennsylvania State University
Raji Srinivasan, University of Texas at Austin
Rajkumar Venkatesan, University of Virginia

Research Priorities

- Meta-analyses on managerial constructs and research domains
- Editorials on current topics relevant to managerial research in marketing
- Research in service marketing, sales management, B2B, and retail domains
- Consumer-based strategy research including field experiments, managerially-controllable moderators, and objective outcomes
- Managerial research investigating dynamic effects using longitudinal and/or secondary data
- Review papers on managerially relevant topics

Review Process



Common Reasons for Rejection

- Single survey with all main effects hypotheses
- Behavioral research with little linkage to managerial research and few moderators that are managerially relevant
- Not positioned well for JAMS
- Lack of linkage to extant managerial research in marketing (e.g., JM, JAMS)
- Low managerial impact or contribution
- Narrow methodological or scale development papers