FOR IMMEDIATE RELEASE

The Academy of Marketing Science Announces New Editor for the Journal of the Academy of Marketing Science
October 20, 2014

The Academy of Marketing Science is pleased to announce that Dr. Robert W. Palmatier will be the incoming editor-in-chief for the Journal of the Academy of Marketing Science beginning on June 1, 2015. Dr. Palmatier is Professor of Marketing, John C. Narver Endowed Chair of Business Administration, and Research Director for the Center for Sales and Marketing Strategy in the Foster School of Business at the University of Washington. Professor Palmatier brings extensive publishing and editorial experience to the role. He is an Area Editor at the Journal of Marketing and serves on multiple editorial review boards, including for the Journal of the Academy of Marketing Science.

JAMS is one of the premier journals in the marketing discipline. For the past five years, JAMS consistently ranks among the top marketing journals; currently in the top 10 of all business journals and second among all marketing journals (Thompson Reuters 2014 Journal Citation Reports). The commitment and development work of the current editor, Dr. Tomas Hult, has been instrumental in elevating the standing of JAMS into one of the field’s premier journals. Dr. Hult is the Byington Endowed Chair, Professor, and Director of the Center for International Business Education and Research (CIBER) in the Eli Broad College of Business at Michigan State University. He is in the last year of a two-term editorship, and AMS is very grateful for his 6-year dedication to the journal.

As a part of the editor transition, Professors Hult and Palmatier will be collaborating to institute an Area Editor (AE) structure for JAMS. This change is in response to doubling of the number of submissions during Hult’s editorship, an increase from four to six issues published annually during his term, and recognition of the breadth of topics published in JAMS. With a managerial focus and strong theoretical basis, the AE structure will continue to enhance the standing of JAMS as a premier journal covering all areas of marketing. A larger editorial team will also facilitate the continuation of JAMS’ leadership in using social media in the field of marketing (e.g., the JAMS LinkedIn group has some 4,000 members).

The Academy of Marketing Science is an international, scholarly, professional organization. AMS is dedicated to promoting high standards and excellence in the creation and dissemination of marketing knowledge and the furtherance of marketing practice through a role of leadership within the discipline of marketing around the world. The Academy of Marketing Science is committed to the highest of ethical standards and collegiality in the pursuit of this mission.

Contact Information:

Dr. Linda Ferrell
President, Academy of Marketing Science
Professor of Marketing
Bill Daniels Professor of Business Ethics
University of New Mexico
Albuquerque, NM 87131
LFerrell@unm.edu