JAMS by the Numbers

5.888 Impact Factor
315,956 Yearly article downloads
8+ Percent acceptance rate (2010-2015)

Rankings
- Highest impact factor among marketing journals for 2016
- Less than 10% self-citation rate
- Included in the Financial Times top 50 journals list

Metrics
- 500+ submissions per year
- 175 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

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.

Editor-in-Chief: Robert W. Palmatier, University of Washington palmatrw@uw.edu
Managing Editor: Anne Hoekman jamsed@uw.edu
Review Process

Author submits paper

- EIC evaluates for fit with JAMS and assign to 4 reviewers
- ERB/ad hoc reviewers complete evaluations (25 days)

- EIC rejects paper at first round before AE
- EIC rejects paper at first round after AE
- EIC desk rejects at first read
- EIC evaluates paper/reviews and assigns AE if not rejected
- AE evaluates paper
- EIC evaluates AE and reviewer comments
- Author receives invitation for revision

Area Editors

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- Dipayan Biswas, University of South Florida
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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

Common Reasons for Rejection

- Single survey with all main effects hypotheses
- Behavioral research with little link 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 methods paper or scale development papers