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

**Aim and Scope**

JAMS by the Numbers

<table>
<thead>
<tr>
<th>Metrics</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.888 Impact Factor</td>
<td></td>
</tr>
<tr>
<td>315,956 Yearly article downloads</td>
<td></td>
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<tr>
<td>8+ Percent acceptance rate (2010-2015)</td>
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</tbody>
</table>

**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

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

ERB/ad hoc reviewers complete evaluations (25 days)

AE evaluates paper

EIC evaluates paper/reviews and assigns AE if not rejected

EIC rejects paper at first round before AE

EIC rejects paper at first round after AE

EIC desk rejects at first read

EIC evaluates for fit with JAMS and assign to 4 reviewers

Author receives invitation for revision

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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