Journal of the Academy of Marketing Science

Submissions by Content Area

- Marketing Theory
- Service Marketing
- Marketing Strategy
- Marketing Mix
- Brands
- B2B and Channels/Retail
- Consumer-Based Strategy
- International Marketing
- Sales
- Marketing Policy
- Innovation
- RM and CRM
- Marketing Metrics

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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 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

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