Journal of the Academy of Marketing Science

Submissions by Content Area

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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 Numbers1

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

FACT SHEET

Submissions by Content Area

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

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

- Michael Ahearne, University of Houston
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- Michael Brady, Florida State University
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- Shrihari Sridhar, Texas A&M University
- Raj Kumar Venkatesan, University of Texas at Austin
- Rajkumar Venkatesan, University of Virginia
- Stefan Wuyts, Koç University

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

- Author submits paper
- EIC evaluates for fit with JAMS and assign to 4 reviewers
- EIC desk rejects at first read
- ERB/ad hoc reviewers complete evaluations (25 days)
- EIC evaluates paper/reviews and assigns AE if not rejected
- AE evaluates paper
- EIC rejects paper at first round before AE
- EIC evaluates AE and reviewer comments
- EIC rejects paper at first round after AE
- Author receives invitation for revision

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