Journal of the Academy of Marketing Science

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

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

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

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.
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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

Review Process

Author submits paper
EIC evaluates for fit with JAMS and assign to 4 reviewers
ERB/ad hoc reviewers complete evaluations (25 days)
AE evaluates paper
EIC rejects paper at first round before AE
Author receives invitation for revision
EIC rejects paper at first round after AE

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