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 Numbers

| 5.888 | 315,956 | 8+ |
| Impact Factor | Yearly article downloads | 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.
**Review Process**

1. Author submits paper
2. EIC evaluates for fit with JAMS and assign to 4 reviewers
3. ERB/ad hoc reviewers complete evaluations (25 days)
4. EIC evaluates paper/reviews and assigns AE if not rejected
5. AE evaluates paper
6. EIC evaluates AE and reviewer comments
7. EIC rejects paper at first round after AE
8. EIC rejects paper at first round before AE
9. Author receives invitation for revision
10. EIC desk rejects at first read

**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