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

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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Submissions by Content Area

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

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

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. **Author receives invitation for revision**
8. **EIC rejects paper at first round before AE**
9. **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