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 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
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