Journal of the Academy of Marketing Science

Submissions by Content Area

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

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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.
Author submits paper

ERB/ad hoc reviewers complete evaluations (25 days)

Review Process

EIC evaluates paper/ reviews and assigns AE if not rejected

EIC rejects paper at first round before AE

EIC rejects paper at first round after AE

Author receives invitation for revision

EIC evaluates AE and reviewer comments

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

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

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