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 Financial Times top 50 journals list
• Highest possible distinction in ABS Academic Journal Guide 2018, with a 4* ranking

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, 60 articles per year

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

Author submits paper  
EIC evaluates for fit with JAMS and assign to 4 reviewers  
EIC rejects paper at first read  
ERB/ad hoc reviewers complete evaluations (25 days)  
EIC evaluates paper/reviews and assigns AE if not rejected  
AE evaluates paper  
EIC evaluates AE and reviewer comments  
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