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.
Author submits paper

ERB/ad hoc reviewers complete evaluations (25 days)

AE evaluates paper/reviews and assigns AE if not rejected

EIC evaluates paper/reviews and assigns AE if not rejected

EIC desk rejects at first read

EIC rejects paper at first round before AE

EIC rejects paper at first round after AE

Author receives invitation for revision

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

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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Research Priorities

• Meta-analyses on managerial constructs and research domains
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