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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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 submit paper

EIC evaluates for fit with JAMS and assign to 4 reviewers

EIC desk rejects at first read

ERB/ad hoc reviewers complete evaluations (25 days)

EIC rejects paper at first round before AE

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

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