

# Journal of the Academy of Marketing Science

**Editor-in-Chief**

Robert W. Palmatier, Ph.D.

**Managing Editor**

Anne Hoekman

**Address**

University of Washington  
Foster School of Business  
Box 353226  
Seattle, WA 98195-3226

**Phone**

+1-206-543-4348

**Email**

[jamsed@uw.edu](mailto:jamsed@uw.edu)

**JAMS Website**

[jams.edmgr.com](http://jams.edmgr.com)

**AMS Website**

[www.ams-web.org](http://www.ams-web.org)

**JAMS Publisher**

Springer



Welcome Doctoral Fellows,

**Positioning Statement:** *Journal of the Academy of Marketing Science* is a premier publication for scholars seeking to publish their high quality, theoretically sound, and managerially relevant research in marketing

**JAMS at a Glance**

- 6 issues with 6-8 articles, for 40-50 articles per year
- 11 Area Editors
  - Michael Brady*
  - Mark B. Houston*
  - John Hulland*
  - Constantine Katsikeas*
  - Linda Price*
  - Rajkumar Venkatesan*
  - Rebecca Hamilton*
  - Douglas Hughes*
  - Satish Jayachandran*
  - Neil Morgan*
  - Raji Srinivasan*

**JAMS by the Numbers**

- Impact factor
  - 2<sup>nd</sup> among marketing journals in 2014 impact factor
  - 3<sup>rd</sup> among marketing journals in 5-yr impact factor
- Lowest self-citation rate of JM, JCR, JMR, Mkt Sci, JCP, JR (8.8%)
- Acceptance rate (8%), comparable to other premier marketing journals
- International rankings: Equal to or better than 82% of all FT journals based on 5 (Germany, UK, France, Australia, and New Zealand) international ranking studies

**Submitting to JAMS**

- Any marketing domain and any method welcome
- Must have some implications for managers
- Helpful characteristics:
  - Results would change managers' actions
  - Interesting and/or surprising findings
  - Model affects a meaningful managerial outcome
  - Mixed methods and/or multiple models a positive
- Very open to conceptual, review, and meta-analytic papers
- Feel free to talk to EIC or AE about an ongoing project to get some advice

Please feel free to email or call me if you would like to discuss a paper.

Rob

Robert W. Palmatier

Professor of Marketing

John C. Narver Chair of Business Administration

Email: [palmatrw@uw.edu](mailto:palmatrw@uw.edu), Cell 206-913-3388, Office 206-543-4348

Research Director: [Center of Sales and Marketing Strategy](#)