

Brief description of *Journal of Retailing*

1. The *Journal of Retailing* has a long tradition of publishing high quality research. It is the “oldest” journal amongst major marketing journals such as those in our group: it was established 90 years ago in 1925 and predates *JM* by 9 years, *JMR* by 38, *JAMS* by 48, *JCR* by 49, and *MS* by 57. Thus *JR* is a well-established ‘brand’ and really needs no introduction!
2. It was founded and is owned by New York University and published by Elsevier <http://www.journals.elsevier.com/journal-of-retailing/>.
3. The present Co-Editors of the journal (from January 1, 2015) are Steve P. Brown (University of Houston) and Murali K. Mantrala (University of Missouri, Columbia, MO). Steve is the point of contact and typically responsible Editor for qualitative and behavioral research submissions; Murali is typically responsible for quantitative model-based research submissions.
4. *JR* aims to and does publish the *best* research in *retailing, i.e., articles that appeal to academics and practitioners with an interest in retailing and related topics*. It publishes 4 issues every year.
[Retailing encompasses procuring, inventorying, merchandising, pricing, promotion, selling, servicing and delivery of physical goods, as well as offerings of retail services to ultimate consumers.]
5. *JR* has top-class international Advisory and Editorial Boards and attracts high quality research from the best scholars – many attending this Consortium.
6. *JR*’s review process is double-blind, with typically 3 Reviewers assigned for each submission that is entered in the review process. Typically, “up or down” decisions are made by the Editors by the end of two rounds of reviews.
7. Typically, authors receive Editors’ decision in a review round within 50 days.
8. The acceptance rate is about 10% and the desk-rejection rate is about 30-40%.
9. The five-year impact factor of *JR* is currently 3.115.