

## Editorial

# Marketing Science—Growth and Evolution

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In June of 2004, this committee unanimously and enthusiastically recommended to the INFORMS Publications Committee that Prof. Steven M. Shugan be reappointed as Editor in Chief for *Marketing Science*. The committee further recommended that *Marketing Science* move to a bimonthly publication cycle, with a corresponding increase in pages (subject to approval by the INFORMS Board). The INFORMS Publications Committee unanimously endorsed these recommendations.

### Analysis

The journal is healthy and growing. Submissions have grown dramatically; acceptance rates are comparable to historic levels; turnaround time is excellent; and decisions are being made earlier in the process. Impact indices such as ISI's Journal Citation Reports are strong and improving. INFORMS polled readers of *Marketing Science* and members of the INFORMS Society for Marketing Science (ISMS). In general, those who responded praised highly Steve's actions, initiatives, and tenure with the journal. Both the committee and Steve received important diagnostic information that will lead to further improvements in the journal.

The committee looked carefully at the growth in submissions. The data suggest that the field itself is

healthy and growing and that the quality of papers has remained strong. Not only have submissions increased dramatically for *Marketing Science*, but also they have increased for *Management Science* and the *Journal of Marketing Research*. The growth in academic interest at the Marketing Science Institute and the success of a new journal, *Quantitative Marketing and Economics*, are evidence that the field is expanding and healthy. Analysis of submissions and other data suggest that there are two key drivers of this growth—the emergence of strong international interest in marketing science and the diffusion of talent and interest to a broader set of schools. The finances of ISMS and the journal are healthy.

Based on these data, a transition in publication frequency from quarterly to bimonthly will serve the field well. More frequent publication (and expanded pages) will enable *Marketing Science* and ISMS to maintain the philosophy of making absolute judgments on the quality of manuscripts and then finding the means to publish them. For example, ISMS regularly supports publication of additional pages in *Marketing Science*.

### Innovations and Experiments

Steve Shugan introduced many innovations at *Marketing Science*, including provocative editorials, doctoral reviews, informational reviews, Fast Track papers, compartmentalized reviews, extensions of articles

and/or applications, an appeals process, and making the journal electronic. Our review of these initiatives and feedback from readers and ISMS members endorse the general process of experimentation and improvement. The process led to a number of suggestions for incremental improvement that will be implemented in Steve's second term. For example, Steve will encourage constructive response to all editorials (and papers) and will post such responses on the *Marketing Science* website (subject, of course, to editorial suggestions). We laud Steve for his initiatives

and for his responsiveness to feedback from many sources. They have made the journal better.

### **Getting Involved**

We encourage all readers and potential authors to continue to send constructive suggestions to the Editor in Chief, the *Marketing Science* Editorial Board, the ISMS Advisory Board, and the INFORMS Publications Committee. We wish to thank everyone who was involved in this process and everyone who has supported the journal.