



Marketing Science

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2025 Marketing Science Service Awards

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The success of *Marketing Science* critically depends on the community of scholars who voluntarily contribute their time and expertise to provide thoughtful and timely input into the review process. In the 2025 calendar year, *Marketing Science* received 725 reviews and 501 associate editor reports. Thanks to the diligence of our reviewers and associate editors, we were able to keep our average time to first decision to be around 70 days in 2025 (mean, 70.8 days; median, 68.0 days).

As senior editors, we deeply appreciate the service of all those who contribute to our journal, and we express our gratitude to the 92 scholars on our 2025 editorial review board and the 36 scholars on our 2025 associate editor board. We are also grateful for our managing editor, Mabelle Zellers, who works relentlessly, often behind the scenes, to keep the journal running.

We grant *Marketing Science* Service Awards to those associate editors and editorial review board members who have consistently gone above and beyond to provide high quality and timely input into the review process. The recipients of these awards were selected by the 2025 senior editor team based on the quantity, quality, and timeliness of reports submitted in 2025. Recipients of the 2024 awards were not considered for this year's awards.

The *Marketing Science* Service Award recipients for 2025 are as follows among our associate editors (in alphabetical order):

- Anocha Aribarg, University of Michigan

- Junhong Chu, University of Hong Kong
- Brett Hollenbeck, University of California, Los Angeles
- Song Lin, Hong Kong University of Science and Technology
- Matthew Osborne, University of Toronto Mississauga
- Anna Tuchmann, Northwestern University
- Dennis Zhang, Washington University in St. Louis

The *Marketing Science* Service Award recipients for 2025 are as follows among our editorial board members (in alphabetical order):

- W. Jason Choi, University of Maryland at College Park
- Giovanni Compiani, University of Chicago
- Yiting Deng, University College London
- Ryan Dew, University of Pennsylvania
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