



Marketing Science

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A Thanks to the Many Individuals Who Make Publication of Marketing Science Possible

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A Thanks to the Many Individuals Who Make Publication of *Marketing Science* Possible

Bold innovative research in marketing science is now enjoying substantial growth. Our eminent journal, *Marketing Science*, reflects that substantial growth. As Panel 1 (new submission), Panel 2 (all submissions) and Panel 3 (published articles) reveal, we are enjoying an unprecedented gain in the number of new submissions, resubmissions and accepted articles. New manuscript submissions in 2004 could be twice those in 2001.

As Panel 4 delineates, producing a successful journal can be a difficult multistage process involving a coordinated team effort and requiring diligent area editors, meticulous reviewers, and dedicated responsive authors. Panels 5 through 8 report the remarkable and admirable efforts of the review team in accomplishing the objectives of *Marketing Science* in a thorough and timely manner. These panels show gains in every part of the review process and well as a substantial increase in the number of new participants to the process. Panel 10 reveals the extraordinary number of participants now involved in producing *Marketing Science*.

It is impossible here to detail all of the much appreciated efforts of the 460 individuals providing reviews and the 64 individuals who accepted the responsibility of being area editors in the last 1.5 years. However, Panel 11 acknowledges some of the most productive reviewers during the last 1.5 years. For example, J. Miguel Villas-Boas provided an amazing 15 excellent and constructive reviews. Panel 12 acknowledges the most productive Area Editors. Scott A. Neslin, for example, provided a remarkable 37 incredibly thorough area editor reports. Thank you for all for an outstanding job.

It is also especially critical to attain the prompt publication of timely and potentially influential research. Panel 13 acknowledges just a few of our strikingly prompt Area Editors and reviewers. Thank you for an outstanding job.

Journal Statistics (1/1/02–6/30/03)

1. New Submissions by Year

Year	Manuscripts
2000	124
2001	124
2002	185
2003	205 (projected)

2. Submissions by Period by Type

Time Period	New Manuscripts	Regular Revisions	Special Issue Revisions	Total Submissions
1/1/02–6/30/02	85	34	1	120
7/1/02–12/31/02	100	58	14	172
1/1/03–6/30/03	101	52	12	165
Combined:				
1/1/02–6/30/03	286	144	27	457

3. Published Articles by Period by Type

Number of Articles per Issue	Articles Published	New Submissions	Articles Published per Submission
1/1/02–6/30/02	11	85	12.9%
7/1/02–12/31/02	13	100	13.0%
1/1/03–6/30/03	12	101	11.9%
Combined:			
1/1/02–6/30/03	36	286	12.6%

Note. Articles exclude Editorials.

4. Steps in the Review Process

Step	Function
1	Initial review
2	Send to reviewers
3	With reviewers
4	Waiting for late reviewers
5	With AE
6	Process & Editorial Decision

Note. Not every manuscript goes through every step.

5. Average Time in each Step (Days)

Step:	1	2	3	4	5	6
1/1/02–6/30/02	1.8	1.4	40.8	8.7	18.0	7.0
7/1/02–12/31/02	0.9	0.9	35.3	7.7	20.2	7.1
1/1/03–6/30/03	1.2	0.4	32.5	10.2	15.9	6.7
Combined:						
1/1/02–6/30/03	1.3	0.9	35.7	8.8	18.3	7.0

6. Average for Reviewer and AE Time (Days)

	Average Time with Individual Reviewer (Days)	Maximum Time with Individual Reviewer (Days)	Average Time with AE (Days)	Maximum Time with AE (Days)	Average Time with Editor+ Admin. (Days)	Maximum Time with Editor+ Admin. (Days)
1/1/02–6/30/02	34.6	88.0	18.0	90.0	7.0	19.0
7/1/02–12/31/02	33.5	83.0	20.2	98.0	7.1	27.0
1/1/03–6/30/03	32.7	89.0	15.9	86.0	6.7	21.0
Combined:						
1/1/02–6/30/03	33.5	89.0	18.3	98.0	7.0	27.0

Note. Excludes Special Issue.

7. Total Manuscript Processing Time (Days)

Time Period	Average Total Turnaround	Maximum Total Turnaround
1/1/02–6/30/02	76.3	176.0
7/1/02–12/31/02	72.1	195.0
1/1/03–6/30/03	66.0	133.0
Combined:		
1/1/02–6/30/03	71.7	195.0

Note. Excludes Special Issue.

8. Reviews

Time Period	Requested During Period	Declines	Defaults	Received During Period
1/1/02–6/30/02	413	120	19	247
7/1/02–12/31/02	591	172	40	386
1/1/03–6/30/03	571	165	54	448
Combined:				
1/1/02–6/30/03	1575	457	113	1081

9. Editorial Decisions

Time Period	Area Editor (AE) Reports Received During Period	Editor Decisions Made During Period
1/1/02–6/30/02	126	136
7/1/02–12/31/02	163	162
1/1/03–6/30/03	166	165
Combined:		
1/1/02–6/30/03	455	463

10. Review Team Composition

Time Period	Number of Different Scholars Returning Reviews	Number of Different Area Editors Used	Number of Acting Editors
1/1/02–6/30/03	460	64	4

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11. A Few of the Most Productive Reviewers (Based on Reviews Returned Between 1/1/02 and 7/1/03)

Name	Reviews Completed	Name	Reviews Completed	Name	Reviews Completed	Name	Reviews Completed
J. Miguel Villas-Boas	15	Eric Bradlow	9	Xavier Drèze	8	Florian Zettelmeyer	6
William Putsis, Jr.	12	Eitan Gerstner	9	Aradhna Krishna	7	Gary Russell	6
Andrew Ainslie	11	Miklos Sarvary	9	Tülin Erdem	7	Joffre Swait	6
Fred Feinberg	11	Russell S. Winer	9	Leonard M. Lodish	7	Joseph Kissan	6
Alan Montgomery	10	Greg Shaffer	9	Naufel J. Vilcassim	7	Randy Bucklin	6
Preyas Desai	10	Terry Elrod	9	Debu Purohit	7	Ram C. Rao	6
Douglas Bowman	10	Z. John Zhang	9	Rabikar Chatterjee	7	V. (Seenu) Srinivasan	6
Robert J. Meyer	10	Ganesh Iyer	8	Jinhong Xie	7	Sachin Gupta	6
Christophe Van den Bulte	10	Marnik Dekimpe	8	Yuxin Chen	7	Duncan I. Simester	6
Venky Shankar	10	Carl F. Mela	8	Amiya Basu	6	Gerard J. Tellis	6
Wujin Chu	10	Chakravarthi Narasimhan	8	Sridhar Balasubramanian	6	Vijay Mahajan	6
Bart Bronnenberg	9	Praveen K. Kopalle	8	Barry L. Bayus	6	Yong Liu	6

12. A Few of the Most Productive Area Editors (Based on Reports Returned Between 1/1/02 and 7/1/03)

Area Editor	Reports Completed	Area Editor	Reports Completed	Area Editor	Reports Completed	Area Editor	Reports Completed
Scott A. Neslin	37	Michel Wedel	19	Arvind Rangaswamy	12	Barbara E. Kahn	9
Pradeep Chintagunta	27	James D. Hess	18	William Boulding	12	Charles Weinberg	6
K. Sridhar Moorthy	27	Roland Rust	18	Dick R. Wittink	11	J. Miguel Villas-Boas	5
Duncan I. Simester	24	Greg M. Allenby	15	Tülin Erdem	11	Z. John Zhang	5
Gary L. Lilien	19	Kannan Srinivasan	15	Rajiv Lal	11		
Chakravarthi Narasimhan	19	Joel Huber	14	Eitan Muller	10		

13. Special Recognition for a Few of the Very Best (Based on Fastest Turnaround Time—5 or more reviews)

A Few of the
Very Fastest
Area Editors

A Few of the Very Fastest Reviewers

Roland Rust	Christophe Van den Bulte	Aviv Nevo	Sachin Gupta	Yuxin Chen
Tülin Erdem	Ruth N. Bolton	Carl F. Mela	Yong Liu	Eugene Anderson
Eitan Muller	Xavier Drèze	Donald R. Lehman	Mary W. Sullivan	Christine Moorman
Gary L. Lilien	Douglas Bowman	Eitan Gerstner	Eyal Biyalogorsky	J. Miguel Villas-Boas
Michel Wedel	Robert J. Meyer	Rebecca Hamilton	Barry L. Bayus	Jeff Inman
Pradeep Chintagunta	Aradhna Krishna	Yuanping Ying	Andrew Ainslie	Ramarao Desiraju
Joel Huber	William Putsis, Jr.	Russell S. Winer	Wayne S. DeSarbo	James A. Dearden
Duncan I. Simester	Greg Shaffer	Eric Bradlow	Joseph Kissan	Neeraj Arora