

MARKETING SCIENCE

Olivier Toubia, Editor-in-Chief

Columbia Business School, Columbia University

Marketing Science focuses on articles that answer important research questions in marketing. Researchers employ a rigorous mathematical modeling approach aimed at improving the actions of marketing decision makers, offering a deeper understanding of marketing phenomena.

Marketing Science is the premier journal focusing on empirical and theoretical quantitative research in marketing. The journal promises to provide constructive, fair, and timely reviews with the goal of identifying the best submissions for publication.

Marketing Science articles report significant findings and methodological advances related to many marketing topics, including pricing, new products, channels, promotions, salesforce management, buyer behavior, product lines, forecasting, advertising, competitive strategy, services marketing, targetability, and segmentation.

Frequency: 6 issues/year (bimonthly) | ISSN: 0732-2399 (Print) | eISSN: 1526-548X (Online) | First Issue: 1982

GO TO THE *MARKETING SCIENCE* HOME PAGE TO:

- » Read recent journal content
- » Sign-up for our Table of Contents eAlerts
- » Get familiar with the Editorial Board
- » Access INFORMS Author Portal
- » Submit a manuscript

INFORMS EDITORIAL AND JOURNAL SITE:

pubsonline.informs.org/journal/mksc

SUBSCRIPTION INFORMATION:

pubsonline.informs.org/page/mksc/prices-and-ordering



5521 Research Park Drive, Suite 200, Catonsville, MD 21228
1-800-4-INFORMS | 443-757-3500 | informs@informs.org | www.informs.org

