

Contents lists available at [ScienceDirect](http://www.sciencedirect.com)

Intern. J. of Research in Marketing

journal homepage: www.elsevier.com/locate/ijresmar

Editorial

From the (Past) Editors

This is our last editorial as co-editors of *IJRM*. Our successor, Marnik G. Dekimpe, one of the world's most renowned and awarded marketing scientists, was elected *IJRM* editor in March 2009 and will assume responsibility over new manuscripts as of October 1, 2009. During the transition period between October 1, 2009 and January 1, 2010, we will continue to process revisions of papers that started under our tenure. As of January 1, 2010, Marnik will take complete responsibility for all *IJRM* matters, including both new and revised submissions.

We are happy to report that *IJRM* is healthy and to thank the many people who have helped us manage *IJRM* since the start of our editorship in 2006.

The status of a journal can be measured by several indicators, all of them imperfect. One such indicator is the ISI Journal Citation Index. The Impact Factor of *IJRM* has consistently remained between 1 and 2 between 2006 and 2009 with an upward trend and stands today at a healthy 1.61, placing it in the league of top marketing journals (such as the *Journal of Consumer Research* at 1.59). This high impact factor is a product of long-term investments in quality by past editors, authors, and reviewers and associate editors. Such long-term investments in quality also lead to reduced variability in the impact factor over time, another important signal of the stature of *IJRM*.

A second indicator is the quality of the articles published. A glance at the past volumes provides an impressive selection of competitive papers from the most cited scholars in marketing, prior editors of major journals, and from scholars who have awards named after them. Equally important and encouraging is the number of younger, lesser-known authors who have chosen *IJRM* as a place to showcase their best research.

A third indicator is the quality of the process of a journal. In the past three years, all the issues were on time. The review process was among the smoothest in the field. The journal now has a turnaround time of less than two months (55 days in 2008). Further, most authors received a decision in the first round and most of those we asked to revise were given a commitment to publish the revision at that time.

Fourth, submissions continue to rise, from 245 in 2006 to 286 in 2008. Based on the submissions so far, *IJRM* is expected to receive over 300 submissions in 2009 of an average quality, higher than any time before.

Based on these four indicators, it is safe to say that the journal is in good health.

We introduced several innovations to *IJRM* during our editorship these past three years. Upon taking over, we realized that given the volume and breadth of submissions to *IJRM*, the journal would benefit from an associate editor (AE) system. Thus, we introduced an AE system and initially appointed 12 AEs and later increased to 19. This

was one of our best decisions, and the quality of work by the AEs was exemplary. We also revised the board substantially to make sure that it consisted of very productive scholars, who are diverse geographically and in terms of their expertise. The constituency of *IJRM* is, by far, the most global among all marketing journals.

We altered in some ways, the style of an *IJRM*-article. We encouraged “elevator-pitch”-style abstracts and self-explanatory tables and figures. We also requested that each paper be firmly embedded in past literature published in *IJRM*. Equally important, the articles were published in the voice of the author and not that of the reviewers, although we were not shy in recommending changes in substance and in wording.

We actively encouraged novelty. When discussions between reviewers and authors centered on a novelty-rigor tradeoff, we sided with novelty (which often meant siding with the authors).

We initiated and published one special issue, on Marketing and Health, which contained 11 papers selected from the 55 originally submitted. Based on the quality and number of submissions, we think this special issue was a major success. We also generated three special sections: on Marketing and Organic Growth (in this issue), on Competition (to appear in 2010), and on Managing the Salesforce (to appear in 2010). These special issues and sections enhanced the relevance of *IJRM*.

The credit for the current good health of *IJRM* belongs to many sources. First, *IJRM* owes a debt of gratitude to those who came before us and laid the foundation upon which we have built. Second, our Associate Editors, members of the Editorial Board, and ad hoc reviewers have helped select and, more importantly, improve the quality of the work that appears in *IJRM*. The quality of their efforts and inputs is equal to that of any other top journal in marketing. (This is not surprising when you observe that they are largely the same people who sit on the editorial boards of other leading journals). Third and most critical, contributing authors have submitted wonderful papers to the journal. We enjoyed working with them on their high-quality manuscripts and on the suggestions for improvement offered by the review team. Fourth, EMAC and Elsevier form together a wonderful team in their support for the journal. What's more, they believed in the “experiment” of having bi-continental co-editors, which to us was a success. (Amazingly, not only are we still speaking to each other but we are also beginning to collaborate on joint research.)

A very special resource of *IJRM* and its editors is Dr. Cecilia Nalagon, to whom we express our sincerest thanks. Cecilia has managed both the journal and us. Without her efficiency and effort, the journal would not be what it is today. Therefore, while we are sad to say goodbye, we are delighted that she has agreed to stay on and provide the same excellent service to our successor, Marnik Dekimpe,

and to the entire *IJRM* community we have served for the last three years.

Speaking of our successor, EMAC and the field are fortunate to have been able to convince Marnik Dekimpe to serve as editor. He brings to the position both academic excellence and great taste. With an editor of Marnik's stature and *IJRM*'s present position, the future looks brighter than ever. *IJRM* is a journal of choice for the truly novel research by top-notch scholars who seek a global audience. Many things may change under its new editor, but we are confident that *IJRM* will continue to be a leading journal in marketing.

During our tenure as editors, we consciously refrained from submitting any of our own work to *IJRM* because of conflict of interests. Now that we are stepping down as editors, we look forward to again publish our work in *IJRM*, one of our journals of choice. We will also continue to observe *IJRM*'s continued success as avid readers and reviewers. We are ready to support it in any way our successor deems appropriate. We will miss not only seeing what others are working on but also working with authors on their manuscripts. We will certainly not miss having to reject papers. As to the time that will be freed up with the end of our editorial responsibilities, we're sure we can find something to do with it.

Best regards,

Stefan Stremersch & Don Lehmann
IJRM Editors 2007-2009

Stefan Stremersch
*Erasmus School of Economics, Erasmus University Rotterdam, Marketing,
H15-01, Burg Oudlaan 50, PO Box 1738, Rotterdam, 3000 DR,
The Netherlands*
Corresponding author. Tel.: +31 10 4081301.
E-mail address: Editors-ijrm@ese.eur.nl.

Don Lehmann
*Marketing Division, Columbia Business School, Columbia University,
New York, NY, USA*