

Guest Editorial from a Previous Editor-in-Chief: Comments for 25th Anniversary Issue of *Marketing Science*

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Introduction

Readers who wish to reflect on the 25-year history of *Marketing Science* would do well to pay careful attention to the articles on the history of our field and journal that were published in the final issue of my editorship (Volume 20, Issue 4). A reading of these articles will highlight the spectacular growth of the field of marketing science, and of its journal, in a relatively short time. The reading will also highlight the very key role of a small number of pioneers in getting it all started and the very key role played by better data and enhanced computing power in this development.

The articles on the history of marketing science also indicated that, as of 2001, a number of attractive features of the field had been lost. Quantitative and behavioral research had become much more distinct; there was less collaboration between academics and practitioners; articles on applications were given lower status; and a gap between research and course content had grown (Wittink 2001). The past five years have seen significant efforts to address these issues, and considerable progress has been made. In particular, the advent of the ISMS Practice Prize, and the publication of papers based on that competition in *Marketing Science*, has fostered the col-

laboration between academics and practitioners and has provided a new set of examples of applications. Also, papers that integrate quantitative and behavioral methods have become more commonplace in *Marketing Science*. I believe that these changes are indicative of a general tendency of people in our field to address problems that become apparent. But further efforts to ensure that our work influences practice, and that our ideas are disseminated in the classroom, are needed.

It was an honor to be chosen to be an editor of *Marketing Science*. To have a hand in advancing our field by editing the journal has been a very rewarding experience. It has been especially gratifying to see a number of young authors whose work was published during my term become major players in our field. It has also been gratifying to see many of the articles published under my watch become important works that are widely cited and to see some novel approaches in these articles become widely accepted. It is nice to see that the journal has done so well under my successor, Steve Shugan.

References

- Wittink, Dick R. 2001. Market measurement and analysis: The first "Marketing Science" Conference. *Marketing Sci.* 20(4) 349–356.