

Editorial

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

A Personal Note

First, on a personal note, this year *Marketing Science* published a special issue on competitive responsiveness. David J. Reibstein and Dick R. Wittink edited this distinguished special issue.

Sadly, Dick tragically died just a few months after his special issue appeared. Our heartfelt thanks goes out to Dick for both his everlasting imprint on the profession of marketing and his enduring contribution to *Marketing Science*. I deeply regret the loss of a colleague, a true scholar, an exemplar, and a friend.

Journal Statistics

Bold innovative research in marketing science continues at a record pace. Manuscript submissions to *Marketing Science*, our eminent journal, remain high.

As Panel 1 (new submissions), Panel 2 (all submissions), and Panel 3 (published articles) reveal that submissions, revisions, and acceptances are all at historically high levels, we project 2005 new manuscript submissions to be 101% higher than those of 2001.

As Panel 4 illustrates, a coordinated team effort by diligent area editors, meticulous reviewers, and dedicated, responsive authors has not let the increased volume hurt either the efficiency of the review process or its quality. We continue to decrease total turnaround time while maintaining the same number of quality reviews. Hardworking review teams have been able to maintain the outstanding quality of the journal while adhering to remarkably tight deadlines. Certainly, every author sincerely appreciates constructive reviews delivered in a timely manner.

Panel 5 shows the impact of our higher submission rate. Increased submissions have led to a greater burden on reviewers and area editors. *Marketing Science* now processes over 380 manuscripts per year with over 900 reviews by 500 to 600 different reviewers. We also benefitted from the admirable and fastidious effort of sixty to eighty different area editors and four recent acting editors.

Editorial pages are not part of the regular *Marketing Science* page budget. We thank the INFORMS Society of Marketing Science for paying for all editorial pages. We also thank the Society for granting every page supplement requested by the current editor.

We welcome and often post responses to editorials. Please see mktsci.pubs.informs.org.

Authors can look forward to decisions that are both quick and careful, a minimum number of revisions, and a rapid copyediting assigned and reviewed by our first-rate production editor, Stephen Siegforth. It is impossible here to detail all of the much-appreciated efforts of all of the individuals who have provided (ad hoc and regular) reviews and area editor (guest and regular) reports.

Panels 6, 7, and 8 recognize just a few of our 69 recent area editors (guest and regular) and 560 recent reviewers (guest and regular).

Panel 6 recognizes a few of our most productive area editors, based on the number of reports written and on the speed of completion.

Panel 7 recognizes a few of our most productive area editors (based on combined timeliness and the number of reports written).

Panel 8 recognizes the cumulative efforts of several very dedicated area editors during the term of the current editor-in-chief.

Panel 9 recognizes a few of our most productive regular and ad hoc reviewers (based on number of reports written, speed of completion, and a combination of these two criteria).

Finally, let us not forget to thank the authors. *Marketing Science* requires and gets outstanding manuscripts from many individuals. Panel 10, based on some very preliminary citation data, provides some of the most-cited articles by year over the last three years. Note that citation counts do change from year to year. For example, Bolton (1998) has just become the most-cited *Marketing Science* article in the last 10 years. Moreover, citations are obviously just one measure of impact, and this panel includes only a very small number of the myriad articles that contribute to the distinction of *Marketing Science* and its coveted impact in numerous communities.

Thank you all for an outstanding job!

Steven M. Shugan*
Editor-in-Chief
Marketing Science

*Steven M. Shugan is the Russell Berrie Foundation Eminent Scholar in Marketing.

Journal Statistics

Panel 1. New Marketing Science Submissions by Year

Year	Number of new submissions
2000	124
2001	124
2002	185
2003	220
2004	233
2005	254 (projected)

Panel 2. Submissions by Period

Time period	New manuscripts	Revised manuscripts	Total submissions
1/1/02–6/30/02	85	35	120
7/1/02–12/31/02	100	72	172
1/1/03–6/30/03	101	64	165
7/1/03–12/31/03	119	65	184
1/1/04–6/30/04	105	69	174
7/1/04–12/31/04	128	64	192
1/1/05–6/30/05	127	72	199

Panel 3. Published Articles by Period and by Type

Year	Issue	Regular articles	Research notes	Other	Special issue	Total items published	Regular articles per submission (%)
2005	2	3	6	1	0	10	2.7
2005	1	0	0	3	12	15	
2005	1st half	3	6	4	12	25	
2004	4	9	3	1		13	12.4
2004	3	7	4	1		12	
2004	2	3	3	3		9	
2004	1	10	2	1		13	
2004	Full year	29	12	6		47	
2003	4	5	0	1		6	10.0
2003	3	7	0	0		7	
2003	2	5	0	1		6	
2003	1	5	1	1		7	
2003	Full year	22	1	3		26	
2002	4	5	0	1		6	9.7
2002	3	4	2	3		9	
2002	2	4	2	1		7	
2002	1	5	0	1		6	
2002	Full year	18	4	6		28	

Notes. Marketing Science no longer accepts research notes as original submissions. Regular manuscripts can become research notes in the review process. Other publications include comments, rejoinders, Practice Prize Reports, editorials, etc. All special issue articles were submitted prior to 2002.

Panel 4. Average Time from Submission to Decision

Year when manuscript was submitted	Manuscripts processed (complete)	Average time in days	Maximum time in days
2002	264	75.7	291
2003	322	79.4	235
2004	356	72.8	210
2005 (thru 6/30/05)	131	56.4	129

Notes. These numbers only include completed manuscripts. Numbers can change as more manuscripts are processed. Decision periods can differ from submission periods. Excludes 2005 special issue.

Panel 5. Number of Reviews and Editorial Decisions

Year when manuscript submitted	Number of reviews	Number of area editor (AE) reports	Number of editorial decisions
2002	635	236	264
2003	841	289	322
2004	908	329	356
2005 (thru 6/30/05)	461	145	131

Panel 6. 2004 Best Regular and Guest Area Editors (AE)

Best 30 of 69 different guest and regular AEs,
 based on AE reports received during 1/1/04–6/10/05

Rank	Ranked by number of reports completed (greatest first) Name	Ranked by fastest completion time (fastest first) Name
1	Eugene Anderson	Wayne S. DeSarbo
2	Greg M. Allenby	Koen Pauwels
3	Z. John Zhang	Wagner Kamakura
4	Gary L. Lilien	Chris Janiszewski
5	Pradeep Chintagunta	Joel H. Steckel
6	Greg Shaffer	Anne Coughlan
7	Michel Wedel	Jordan Louviere
8	Duncan I. Simester	Carl F. Mela
9	Roland Rust	John Hauser
10	Kannan Srinivasan	Greg M. Allenby
11	Chakravarthi Narasimhan	Eitan Muller
12	Scott A. Neslin	Jan-Benedict E. M. Steenkamp
13	Tulin Erdem	Gary L. Lilien
14	Joel Huber	Tulin Erdem
15	Arvind Rangaswamy	Eugene Anderson
16	J. Miguel Villas-Boas	Eric Bradlow
17	Ravi Dhar	Preyas Desai
18	Eitan Muller	Jehoshua Eliashberg
19	Sridhar Moorthy	Fred Zufryden
20	Venky Shankar	Pradeep Chintagunta
21	James D. Hess	Venky Shankar
22	Wayne S. DeSarbo	V. Padmanabhan
23	Marnik Dekimpe	Roland Rust
24	Peter Fader	Joel Huber
25	Mary W. Sullivan	Charles Weinberg
26	Abel Jeuland	Greg Shaffer
27	Leigh McAlister	J. Miguel Villas-Boas
28	Ganesh Iyer	Barbara E. Kahn
29	Jinhong Xie	Christine Moorman
30	Robert J. Meyer	Marnik Dekimpe

Panel 7. 2004 Best Regular and Guest Area Editors

Best 20 of 69 different guest and regular AEs,
 ranked by fastest processing and at least 4 AE reports
 received during 1/1/04–6/10/05

Rank	Name
1	Wayne S. DeSarbo
2	Greg M. Allenby
3	Eitan Muller
4	Gary L. Lilien
5	Tulin Erdem
6	Eugene Anderson
7	Pradeep Chintagunta
8	Venky Shankar
9	Roland Rust
10	Joel Huber
11	Greg Shaffer
12	J. Miguel Villas-Boas
13	Marnik Dekimpe
14	Peter Fader
15	Mary W. Sullivan
16	Ravi Dhar
17	Leigh McAlister
18	Arvind Rangaswamy
19	Michel Wedel
20	Ganesh Iyer

Panel 8. Most Productive Regular and Guest Area Editors

Top 10 out of 107 different guest and regular
 AEs, based on most manuscripts processed
 by the current editor to 6/10/05

Rank	Name
1	Scott A. Neslin
2	Gary L. Lilien
3	Pradeep Chintagunta
4	Duncan I. Simester
5	Sridhar Moorthy
6	Michel Wedel
7	Greg M. Allenby
8	Eugene Anderson
9	Roland Rust
10	Kannan Srinivasan

Panel 9. 2004 Best Regular and Ad Hoc Reviewers (Consulting Editors)

Best 60 of 560 different individual reviewers, based on reviews received during 1/1/04–6/10/05

Rank	Ranked by reviews completed	Ranked by fastest completion	Ranked by fastest completion: only reviewers with 4 or more reviews
	Name	Name	Name
1	Xavier Drèze	Birger Wernerfelt	Koen Pauwels
2	Leonard M. Lodish	Dale Menkhous	Ye Hu
3	Elie Ofek	P. V. (Sundar) Balakrishnan	Darren Filson
4	Preyas Desai	Zsolt Sandor	Esther Gal-Or
5	Shuba Srinivasan	Barry Pasternick	Yunchuan Liu
6	Nanda Kumar	David Zhou	Sanjeev Swami
7	Sridhar Balasubramanian	John Morgan	Christophe Van den Bulte
8	Rajeev K. Tyagi	Koen Pauwels	Olivier Toubia
9	Michael V. Lewis	Lisa Bolton	Xavier Drèze
10	Gila E. Fruchter	Ward Hanson	Abbie Griffin
11	Yong Liu	Yoshio Takane	Donald R. Lehmann
12	Yuxin Chen	Timo Terasvirta	Vicki G. Morwitz
13	Kusum Ailawadi	Dawn Iacobucci	Scott Fay
14	Baohong Sun	Alan Sawyer	Dave Godes
15	Andrew Ainslie	Bradley Ruffle	Jacob Goldenberg
16	Koen Pauwels	Ye Hu	Michael V. Lewis
17	Darren Filson	Arvid Johnson	Raji Srinivasan
18	Yunchuan Liu	Siew Meng Leong	Eitan Gerstner
19	Christophe Van den Bulte	M. L. "Bob" Emiliani	Shibo Li
20	Marnik Dekimpe	Darren Filson	Stefan Stremersch
21	Eric Bradlow	William Bearden	Fred Zufryden
22	Douglas Bowman	Joan Meyers-Levy	Leonard M. Lodish
23	Naveen Donthu	Douglas MacLachlan	Jan-Benedict E. M. Steenkamp
24	Murali Mantrala	Sangkil Moon	Robert E. Krider
25	Terry Elrod	Jordan Louviere	Pallassana (P. K.) Kannan
26	K. Sudhir	Ruqu Wang	Eric Anderson
27	Jeff Inman	Sharan Jagpal	Wagner Kamakura
28	Miklos Sarvary	Srinivas Bollapragada	Hao Wang
29	Ganesh Iyer	Esther Gal-Or	Nanda Kumar
30	Abbie Griffin	Yunchuan Liu	Marnik Dekimpe
31	Donald R. Lehmann	Sanjeev Swami	Eric Greenleaf
32	Jacob Goldenberg	Fabian Berges	Joel H. Steckel
33	Jan-Benedict E. M. Steenkamp	David Schweidel	Eric Bradlow
34	Eric Anderson	William H. Greene	Peter Boatwright
35	Hao Wang	Richard A. Briesch	Gila E. Fruchter
36	Mary W. Sullivan	David Olson	Yong Liu
37	Ramarao Desiraju	Liang Guo	Douglas Bowman
38	Barry L. Bayus	Harald Wiese	Peter T. L. Popkowski Leszczyc
39	Raj Sethuraman	Patrick Kaufmann	Yuxin Chen
40	Oded Koenigsberg	Frank Bass	Gavan Fitzsimons
41	Jorge Silva-Risso	Tim Ambler	Werner Reinartz
42	Sunil Gupta	Gary M. Erickson	Jankhyuk Lee
43	Vithala C. Rao	Joseph Cote	Mary W. Sullivan
44	David Bell	Wolfgang Jank	Elie Ofek
45	Bart Bronnenberg	Christophe van Den Bulte	Ramarao Desiraju
46	Peter Lenk	Jean-Pierre Dubé	Peter Leeflang
47	Peter Fader	Olivier Toubia	Russell S. Winer
48	Ye Hu	Arnaud De Bruyn	Naveen Donthu
49	Esther Gal-Or	Amihai Glazer	David Soberman
50	Vicki G. Morwitz	Girish Mallapragada	Serdar Sayman
51	Scott Fay	Subimal Chatterjee	Barry L. Bayus
52	Dave Godes	Avi Goldfarb	Raj Sethuraman
53	Shibo Li	Ivan Png	Sha Yang
54	Pallassana (P. K.) Kannan	Xavier Drèze	V. Kumar
55	Wagner Kamakura	John Gourville	William Putsis, Jr.
56	Eric Greenleaf	Abbie Griffin	Yun Jeong Choi
57	Peter T. L. Popkowski Leszczyc	David Holdford	Murali Mantrala
58	Werner Reinartz	Peter Danaher	Oded Koenigsberg

Panel 9. (cont'd.)

Best 60 of 560 different individual reviewers, based on reviews received during 1/1/04–6/10/05			
Rank	Ranked by reviews completed	Ranked by fastest completion	Ranked by fastest completion: only reviewers with 4 or more reviews
	Name	Name	Name
59	Jankhyuk Lee	Ling-Jing Kao	Aradhna Krishna
60	Florian Zettelmeyer	Adam Finn	Preyas Desai
61	Joseph C. Nunes	S. Abraham Ravid	Jorge Silva-Risso
62	Anirudh Dhebar	Donald R. Lehmann	Sachin Gupta
63	Praveen K. Kopalle	Mari Rege	Subramanian (“Bala”) Balachander
64	Puneet Manchanda	Oscar Jorda	Sunil Gupta

Panel 10. A Few Very Recent Highly Cited *Marketing Science* Articles by Year

Year	Most cited articles in that year as of 6/13/05
2002	Kamakura, W. A., V. Mittal, F. de Rosa, J. A. Mazzon. Assessing the service-profit chain. 21 (3) 294–317. Talukdar, D., K. Sudhir, A. Ainslie. Investigating new product diffusion across products and countries. 21 (1) 97–114.
2003	Iyer, G., A. Pazgal. Internet shopping agents: Virtual co-location and competition. 22 (1) 85–106. Tellis, G. J., S. Stremersch, E. Yin. The international takeoff of new products: The role of economics, culture, and country innovativeness. 22 (2) 188–208.
2004	van Heerde, H. J., P. S. H. Leeflang, D. R. Wittink. Decomposing the sales promotion bump with store data. 23 (3) 317–334. Dubé, J. P. Multiple discreteness and product differentiation: Demand for carbonated soft drinks. 23 (1) 66–81.
Last 10 years	Bolton, R. N. (largest total cites). A dynamic model of the duration of the customer’s relationship with a continuous service provider: The role of satisfaction. 17 (1) 45–65 (Winter 1998). Lynch, J. G., Jr., D. Ariely (largest cites per year since publication). Wine online: Search costs affect competition on price, quality, and distribution. 19 (1) 83–103 (Winter 2000).

Notes. Ranked by year, then by citations reported by ISI web of knowledge combined citation index. Recent citations are very early and, hence, extraordinarily preliminary. Citations only include cites by ISI journals and represent only one measure of impact.