

## Editorial: Thanks to the Many Individuals Who Make Publication of *Marketing Science* Possible

### Announcements and Journal Statistics

To accommodate new submission growth, this year *Marketing Science* has become a bimonthly journal. We are also celebrating 25 years, and the last issue this year will be a very special Anniversary Issue.

During the transition from quarterly publication, we are being somewhat conservative this year and maintaining a larger backlog to ensure timely production. We currently have approximately 29 manuscripts in copyediting and a total backlog (accepted articles, including those with authors) of approximately 41 articles, excluding articles scheduled for the special anniversary issue. We will return to our normal backlog as soon as we adjust to the new schedule.

As noted earlier, bold innovative research in marketing science continues at a record, if not remarkable, pace. Manuscript submissions to *Marketing Science*, our eminent journal, remain high. As Panel 1 indicates, during the term of the current editor-in-chief, submissions have grown from a stable 124 per year to a projected 323 per year. Panel 2 indicates that total submissions (new submissions plus revisions) during the first half of 2006 were 276, compared with 199 during the same period in 2005. Panel 3 indicates that selectivity remains high. For example, the 18 regular published articles in 2005 represent 6.2% of the 290 new submissions in 2005. That percentage is lower than our annual average because we published 12 articles (4.1% of new submissions) in a Special Issue. Adding these numbers together reveals that published articles represent approximately 10.3% of new submissions, although the Special Issue submissions occurred before the current editor-in-chief's term. There were also 11 Research Notes published in 2005. Hence, published articles and Research Notes in 2005 represented approximately 14.1% (41/290) of new submissions for that year.

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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](http://mktsci.pubs.informs.org).

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

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 4 reveals that the average turnaround time per manuscript continues to decline. From a high of over 100 days prior to 2002, we now have an average turnaround time of 63 days in 2006. However, this number includes desk rejections and final revisions. Hence, authors should usually expect a turnaround time of approximately 75–85 days on the first submission. All of the raw data are available on our website ([www.marketingscience.org](http://www.marketingscience.org)).

Panel 5 shows the distribution of turnaround time for our last 547 submissions. We processed 50% in under 70 days and 75% in under 85 days. All submissions were processed in under 186 days.

Panel 6 shows the entire duration for the review process from the first day the manuscript arrived to the day it appeared in print and was mailed to our readers. For the last five issues, the entire review process averaged 3.0 years. This number includes time with the authors for revisions.

Panel 7 illustrates volume at *Marketing Science*. For example, in 2005, we received 1,058 reviews and 397 area editor reports, and we made 429 editorial decisions.

We greatly benefited from the admirable and fastidious efforts of approximately 904 different individuals who provided manuscript reviews during the term of the current editor-in-chief (733 during the last two years). *Marketing Science* publishes an exhaustive list each year. We very much appreciate the efforts of all of the individuals (ad hoc and regular reviewers) who have provided reviews and area editor (guest and regular) reports.

Panel 8 shows the best 77 of 904 reviewers (e.g., most completed on-time reviews and fastest average turnaround time) during the term of the current editor-in-chief.

Panel 9 shows the best 59 of 733 reviewers during the last two years. Note that *Panels 8 and 9 provide the primary data for determining new board member decisions.*

Panel 10 shows the the best 24 of 133 of our very dedicated regular and guest area editors.

Panel 11 shows the the best of 30 of 114 area editors during the last two years.

Finally, let us not forget to thank the authors. *Marketing Science* requires and receives outstanding submissions from many leading researchers and prestigious organizations.

Panel 12, 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. According to the ISI Web of Science<sup>®</sup>, Besanko et al. (2005) and Moorthy (2005) were the most and secondmost cited articles, respectively, to appear in *Marketing Science* in 2005. With over 100 cites, the most cited article in *Marketing Science* in the last 10 years is Novak et al. (2000). Note that *only three cites* to this article are from *Marketing Science* articles. The secondmost cited article in the last 10 years, i.e., Bolton (1998), had *only five cites* from *Marketing Science* articles. Hence, *Marketing Science* articles have the potential of impacting research well beyond research published in *Marketing Science*. For the most-cited articles of all time in marketing, see Shugan (2005); see Shugan (2002) for the most highly cited articles in *Marketing Science*. Unfortunately, the ISI Web of Science<sup>®</sup> no longer reports citations for older articles in *Marketing Science* (including our previously most-cited articles) despite our offer to pay for the indexing of articles appearing before *Marketing Science* was admitted into the index. Google Scholar<sup>™</sup> might be a possible alternative source of citations for future editorials. Citations are obviously just one measure of impact, and Panel 12 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*

## References

Besanko, David, Jean-Pierre Dubé, Sachin Gupta. 2005. Own-brand and cross-brand retail pass-through. *Marketing Sci.* 24(1) 123–137.

Bolton, Ruth N. 1998. A dynamic model of the duration of the customer's relationship with a continuous service provider: The role of satisfaction. *Marketing Sci.* 17(1) 45–65.

Moorthy, Sridhar. 2005. A general theory of pass-through in channels with category management and retail competition. *Marketing Sci.* 24(1) 110–122.

Novak, Thomas P., Donna L. Hoffman, Yiu-Fai Yung. 2000. Measuring the customer experience in online environments: A structural modeling approach. *Marketing Sci.* 19(1) 22–42.

Shugan, Steven M. 2002. Editorial: The mission of marketing science. *Marketing Sci.* 21(1) 1–13.

Shugan, Steven M. 2005. Editorial: Brand loyalty programs: Are they shams? *Marketing Sci.* 24(2) 185–193.

**Panel 1 New Marketing Science Submissions by Year**

Year	Number of new submissions
2000	124
2001	124
2002	185
2003	220
2004	233
2005	290
2006	323*

\*This is the projected number of submissions for 2006.

**Panel 2 New Marketing Science Submissions by Period**

Time period	New manuscripts	Revised manuscripts	Total submissions
1/1/02–6/30/02	86	34	120
7/1/02–12/31/02	99	73	172
1/1/03–6/30/03	101	65	166
7/1/03–12/31/03	119	64	183
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
7/1/05–12/31/05	163	67	230
1/1/06–6/30/06	182	94	276

*Note.* The submission date is based on when the PDF file was approved by the author.

**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 (%)
(Quarterly)							
2002	1	5	0	1		6	9.7
2002	2	4	2	1		7	
2002	3	4	2	3		9	
2002	4	5	0	1		6	
2002	Full year	18	4	6		28	
2003	1	5	1	1		7	10.0
2003	2	5	0	1		6	
2003	3	7	0	0		7	
2003	4	5	0	1		6	
2003	Full year	22	1	3		26	
2004	1	10	2	1		13	12.4
2004	2	3	3	3		9	
2004	3	7	4	1		12	
2004	4	9	3	1		13	
2004	Full year	29	12	6		47	
2005	1	0	0	3	12	15	6.2
2005	2	3	6	1		10	
2005	3	9	4	5		18	
2005	4	6	1	1		8	
2005	Full year	18	11	10	12	51	
(2006 begins bimonthly issues)							
2006	1	6	1	1		8	6.6
2006	2	4	2	1		7	
2006	3	2	3	1		6	

*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	Average time with reviewers (days)	Average time with AE (days)	Average time with editor (days)	Average administrative time (days)	Average total time (days)	Maximum processing time (days)
2002	40	17	8	11	76	291
2003	40	18	8	13	79	235
2004	39	15	7	11	72	210
2005	38	15	6	10	69	186
2006*	33	11	8	11	63	146

*Notes.* These numbers only include completed manuscripts. Numbers can change as more manuscripts are processed. Decision periods can differ from submission periods. These numbers include submissions to Special Issues and guest editors. Administrative time includes waiting for defaulting reviewers.

\*First 6 months of 2006.

**Panel 5 Distribution of Time from Submission to Decision (Last 547 Submissions)**

Percent complete	Days required	Manuscripts processed
25	51	137
50	70	274
75	85	410
100	186	547

*Note.* For example, 50% of the manuscripts (initial submissions and revisions) were processed in under 70 days.

**Panel 6 Distribution of Duration in Years from Initial Submission to Print and Mailing**

Volume number	Last 5 issues	Vol. 24 (No. 2)	Vol. 24 (No. 3)	Vol. 24 (No. 4)	Vol. 25 (No. 1)	Vol. 25 (No. 2)
Count (no. of articles used)	<b>45</b>	9	14	9	7	6
Average (years)	<b>3.0</b>	3.1	3.0	3.2	2.4	3.1
+Minimum (years)	<b>1.2</b>	2.3	2.0	2.7	1.2	1.8
Maximum (years)	<b>6.1</b>	4.6	6.1	4.4	3.9	4.8
Standard deviation	<b>0.8</b>	0.6	1.0	0.5	0.8	1.1

*Note.* For example, including revisions and time with the authors for revisions, the average manuscript takes 3 years from the date of the initial submission to printed circulation. Accepted manuscripts may be posted in working paper form until they appear in print.

**Panel 7 Number of Reviews and Editorial Decisions**

Year when manuscript submitted	Number of reviews	Number of area editor reports	Number of editorial decisions
2002	635	236	264
2003	841	289	322
2004	908	329	356
2005	1,058	397	429
2006*	1,110	418	500

*Notes.* Post 2004, numbers exclude editor acting as AE or reviewer.

\*Projected for 2006.

**Panel 8 Best 77 of 904 Reviewers During Current Editor-in-Chief's Term**

Rank (1 = best)	Most completed on-time reviews	Fastest average turnaround	Fastest average turnaround (>2 reviews completed)
1	Preyas Desai	Jeroen K. Vermunt	Dawn Iacobucci
2	William Putsis, Jr.	Dawn Iacobucci	Koen Pauwels
3	Douglas Bowman	Barry Pasternick	Birger Wernerfelt
4	Terry Elrod	John Morgan	Fabian Berges
5	Yuxin Chen	Micael Dahlen	Liu Yunchuan
6	Miklos Sarvary	Koen Pauwels	Darren Filson
7	Andrew Ainslie	Paul Klempner	William H. Greene
8	Bart Bronnenberg	Yoshio Takane	Richard A. Briesch
9	Marnik Dekimpe	Gavin Fox	Joseph Cote
10	Leonard M. Lodish	Siddhartha Chib	Ye Hu
11	Christophe Van Den Bulte	Lisa Bolton	Ruqu Wang
12	Ganesh Iyer	Birger Wernerfelt	Esther Gal-Or
13	Baohong Sun	M. L. "Bob" Emiliani	Ivan Png
14	Elie Ofek	Aydin Alptekinoglu	Christophe Van Den Bulte
15	Xavier Drèze	Bradley Ruffle	Tim Ambler
16	Donald R. Lehmann	Arvid Johnson	Avi Goldfarb
17	K. Sudhir	Joseph E. Harrington, Jr.	Sangkil Moon
18	Vithala C. Rao	Josephine Woltman Elpers	John Hauser
19	J. Miguel Villas-Boas	William Bearden	Jean-Pierre Dubé
20	Barry L. Bayus	Allen Weiss	Douglas MacLachlan
21	Eric Bradlow	Joan Meyers-Levy	John Gourville
22	Eitan Gerstner	Liran Einva	Arnaud De Bruyn
23	Carl F. Mela	Tilman Klumpp	Dale Menkhaus
24	Sridhar Balasubramanian	Fabian Berges	Suman Mallik
25	Rajeev K. Tyagi	Rich Gonzalez	Siew Meng Leong

**Panel 8 Continued.**

Rank (1 = best)	Most completed on-time reviews	Fastest average turnaround	Fastest average turnaround (>2 reviews completed)
26	Peter Fader	Liu Yunchuan	Donald R. Lehmann
27	Nanda Kumar	Darren Filson	Sanjeev Swami
28	Shuba Srinivasan	Subimal Chatterjee	Michel Wedel
29	Praveen K. Kopalle	Srinivas Bollapragada	Jacob Goldenberg
30	Eric Anderson	William H. Greene	David Schweidel
31	Mary W. Sullivan	Richard A. Briesch	Ruth Bolton
32	Fred Feinberg	Joseph Cote	Michael H. Rothkopf
33	Kusum Ailawadi	Qiang (Steven) Lu	Patrick Kaufmann
34	Florian Zettelmeyer	Jonathan Baron	Frank R. Kardes
35	Venky Shankar	Robert Kauffman	Xavier Drèze
36	John Roberts	Dennis Gensch	Leslie Marx
37	Jeff Inman	James Choi	Praveen Aggarwal
38	Russell S. Winer	Ye Hu	S. Abraham Ravid
39	Yong Liu	David Olson	Itamar Simonson
40	Michael V. Lewis	Anindya Ghose	Zsolt Sandor
41	Robert J. Meyer	Bing Han	Abbie Griffin
42	Debu Purohit	Justin Anderson	Wolfgang Jank
43	Wujin Chu	Paul Berger	Xiaotong Li
44	Peter Lenk	Ruqu Wang	John Bowman
45	Peter Leeflang	Sangit Chatterjee	Wendy Moe
46	Murali Mantrala	Givon Moshe	Amna Kirmani
47	V. (Seenu) Srinivasan	Esther Gal-Or	Harald Wiese
48	Gila E. Fruchter	Ivan Png	Olivier Toubia
49	Aradhna Krishna	Christophe Van Den Bulte	Peter C. Verhoef
50	Scott Fay	Chuan He	Werner Reinartz
51	Liu Yunchuan	Tim Ambler	Brian Mittendorf
52	Anne Coughlan	Avi Goldfarb	Fred Zufryden
53	Shantanu Dutta	Sangkil Moon	Inseong Song
54	Alan Montgomery	John Hauser	Ioannis Papadakis
55	Joel H. Steckel	Kenneth Train	Fusun Gönül
56	Sachin Gupta	Jean-Pierre Dubé	Miguel Brendl
57	Koen Pauwels	Douglas MacLachlan	Myong-Hun Chang
58	Seethu Seetharaman	John Gourville	Vicki G. Morwitz
59	Naufel J. Vilcassim	Arnaud De Bruyn	William Putsis, Jr.
60	David Bell	Dale Menkhaus	Liang Guo
61	Gerard J. Tellis	Suman Mallik	Shibo Li
62	Amiya Basu	Amihai Glazer	Wagner Kamakura
63	Raj Sethuraman	Jacquelyn Thomas	Girish Mallapragada
64	Ashutosh Prasad	Steve Gilbert	Bruce Cooil
65	Eric Greenleaf	Siew Meng Leong	Wilfred Amaldoss
66	Wilfred Amaldoss	David Zhou	David Holdford
67	Paul R. Messinger	Donald R. Lehmann	Edward Haksing Ip
68	Puneet Manchanda	Sanjeev Swami	Douglas Bowman
69	Rabikar Chatterjee	Igal Hendel	Harmen Oppewal
70	Gary Russell	James Dana	Niraj Dawar
71	Charles Ingene	Ka Lok Lee	Raji Srinivasan
72	Mengze Shi	Michel Wedel	Scott Fay
73	Sunil Gupta	Jacob Goldenberg	Min Ding
74	Hao Zhao	Ralf Van Der Lans	Robert J. Meyer
75	Ramarao Desiraju	David Schweidel	Greg Shaffer
76	Werner Reinartz	Yongmin Chen	Christian Terwiesch
77	Jacob Goldenberg	Jule B. Gassenheimer	Jan B. Heide
78		Vishal Narayan	Jorna Leenheer

**Panel 9 Best 59 of 733 Reviewers During the Last Two Years**

Rank (1 = best)	Most completed on-time reviews	Fastest average turnaround	Fastest average turnaround (>2 reviews completed)
1	Baohong Sun	Aidan Hollis	Dawn Iacobucci
2	K. Sudhir	Jeroen K. Vermunt	P. V. (Sundar) Balakrishnan
3	Nanda Kumar	Priya Raghbir	Koen Pauwels
4	Elie Ofek	Zsolt Sandor	Darren Filson
5	Preyas Desai	Dawn Iacobucci	Liu Yunchuan
6	Michael V. Lewis	P. V. (Sundar) Balakrishnan	Joseph Cote
7	Liu Yunchuan	Barry Pasternick	Harald Wiese
8	Terry Elrod	David Zhou	Ruqu Wang
9	Donald R. Lehmann	John Morgan	Donald R. Lehmann
10	Koen Pauwels	Koen Pauwels	Ye Hu
11	Puneet Manchanda	Paul Klemperer	Tim Ambler
12	Peter Lenk	Yoshio Takane	Peter C. Verhoef
13	Shuba Srinivasan	Gavin Fox	Sangkil Moon
14	Eric Anderson	Siddhartha Chib	Esther Gal-Or
15	Leonard M. Lodish	Lisa Bolton	Jean-Pierre Dubé
16	Xavier Drèze	Darren Filson	Ivan Png
17	Rajeev K. Tyagi	Liu Yunchuan	Douglas Maclachlan
18	John Liechty	Allen Weiss	Leslie Marx
19	Sridhar Balasubramanian	Sriram Dasu	Dale Menkhaus
20	John Roberts	Suman Mallik	Siew Meng Leong
21	Kusum Ailawadi	Aydin Alptekinoglu	Abbie Griffin
22	Marnik Dekimpe	Bradley Ruffle	Xavier Drèze
23	Peter Fader	Joseph E. Harrington, Jr.	Min Ding
24	Mary W. Sullivan	M. L. "Bob" Emiliani	Richard A. Briesch
25	Barry L. Bayus	William Bearden	Christophe Van Den Bulte
26	Yuxin Chen	Joan Meyers-Levy	David Schweidel
27	Pallassana (P. K.) Kannan	Tilman Klumpp	Sanjeev Swami
28	Wilfred Amaldoss	Rich Gonzalez	Jacob Goldenberg
29	Jacob Goldenberg	Birger Wernerfelt	S. Abraham Ravid
30	Andrew Ainslie	John Hauser	Inseong Song
31	Vithala C. Rao	Subimal Chatterjee	Ron Shachar
32	Jorge Silva-Risso	Srinivas Bollapragada	Pierre Chandon
33	Bing Jing	Fabian Berges	Gary M. Erickson
34	Peter Boatwright	Joseph Cote	John Gourville
35	Murali Mantrala	Qiang (Steven) Lu	Wolfgang Jank
36	Raj Sethuraman	Jonathan Baron	Xiaotong Li
37	Gila E. Fruchter	Liran Einva	Ruth Bolton
38	Eitan Gerstner	Robert Kauffman	Michael V. Lewis
39	Eric Greenleaf	James Choi	Philip Hans Franses
40	Carl F. Mela	Michael H. Rothkopf	Leonard M. Lodish
41	Raji Srinivasan	Patrick Kaufmann	Vicki G. Morwitz
42	Liang Guo	Anindya Ghose	Robert E. Krider
43	Scott Fay	Bing Han	Hao Wang
44	Shibo Li	Justin Anderson	Ioannis Papadakis
45	Christophe Van Den Bulte	Paul Berger	Shibo Li
46	Esther Gal-Or	Harald Wiese	Brian Mittendorf
47	Seethu Seetharaman	Ruqu Wang	Scott Fay
48	Jeff Inman	William H. Greene	Miguel Brendl
49	Miklos Sarvary	Douglas D. Davis	Myong-Hun Chang
50	V. (Seenu) Srinivasan	Ronald L. Goettler	Werner Reinartz
51	Joseph C. Nunes	Sangit Chatterjee	Liang Guo
52	Dave Godes	Donald R. Lehmann	Eyal Biyalogorsky
53	Peter Leeftang	Ye Hu	Wilfred Amaldoss
54	Yong Liu	David Olson	Rajdeep Grewal
55	Ashutosh Prasad	Wendy Moe	Eric Bradlow
56	Joel H. Steckel	Ziv Carmon	Girish Mallapragada
57	Dmitri Kuksov	Chuan He	David Holdford
58	Niladri Syam	Tim Ambler	Eddie Haksing Ip
59	Rajdeep Grewal	Peter C. Verhoef	Fred Zufryden
60	Ye Hu		Harmen Oppewal

Note. Out of 733 regular and guest area editors.

**Panel 10 Best 24 of 133 Area Editors During Current Editor-in-Chief's Term**

Rank (1 = best)	Most completed AE reports	Fastest turnaround	Fastest turnaround (>2 AE reports)
1	Gary L. Lilien	Birger Wernerfelt	Koen Pauwels
2	Scott A. Neslin	Brian Ratchford	Wayne S. Desarbo
3	Pradeep Chintagunta	Richard Johnson	Eric Bradlow
4	Duncan I. Simester	Koen Pauwels	Carl F. Mela
5	Greg M. Allenby	Wayne S. Desarbo	Dawn Iacobucci
6	Michel Wedel	Jean-Pierre Dubé	Ruth Bolton
7	K. Sridhar Moorthy	Jeff Inman	Anne Coughlan
8	Eugene Anderson	Sivaramakrishnan (Sid) Siddarth	Eric Greenleaf
9	Chakravarthi Narasimhan	Leonard M. Lodish	Eugene Anderson
10	Arvind Rangaswamy	Subramanian Balachander	Eitan Muller
11	Roland Rust	George S. Day	Bart Bronnenberg
12	Z. John Zhang	Jordan Louviere	Tülin Erdem
13	Kannan Srinivasan	Eric Bradlow	Gary L. Lilien
14	Greg Shaffer	Carl F. Mela	John Hauser
15	Joel Huber	Chris Janiszewski	J. Miguel Villas-Boas
16	Tülin Erdem	Fred Zufryden	Roland Rust
17	Ravi Dhar	Dawn Iacobucci	Eitan Gerstner
18	James D. Hess	Ruth Bolton	V. Padmanabhan
19	Eitan Muller	Dilip Soman	Venky Shankar
20	J. Miguel Villas-Boas	Anne Coughlan	Pradeep Chintagunta
21	Bill Boulding	Esther Gal-Or	Greg M. Allenby
22	Jinhong Xie	Joffre Swait	David Soberman
23	Charles Weinberg	Skander Essegai	Charles Ingene
24	Barbara E. Kahn	Stephen Hoch	Preyas Desai
25	Abel Jeuland	Werner Reinartz	

Note. Out of 133 regular and guest area editors.

**Panel 11 Best 30 of 114 Area Editors (Last 2 Years Only)**

Rank (1 = best)	Most completed AE reports	Fastest turnaround	Fastest turnaround (>2 AE reports)
1	Gary L. Lilien	Richard Johnson	Koen Pauwels
2	Greg M. Allenby	Koen Pauwels	Wayne S. Desarbo
3	Eugene Anderson	Wayne S. Desarbo	Carl F. Mela
4	Duncan I. Simester	Jean-Pierre Dubé	Eric Bradlow
5	Scott A. Neslin	Sivaramakrishnan (Sid) Siddarth	Tülin Erdem
6	Greg Shaffer	Vithala C. Rao	Dawn Iacobucci
7	Z. John Zhang	Anne Coughlan	Ruth Bolton
8	Michel Wedel	Leonard M. Lodish	Gary L. Lilien
9	Pradeep Chintagunta	Subramanian Balachander	Eitan Muller
10	Ravi Dhar	Jordan Louviere	Eugene Anderson
11	Arvind Rangaswamy	Carl F. Mela	Pradeep Chintagunta
12	Kannan Srinivasan	Eric Bradlow	Eric Greenleaf
13	Chakravarthi Narasimhan	Tülin Erdem	Roland Rust
14	Jinhong Xie	Chris Janiszewski	Greg M. Allenby
15	Roland Rust	Fred Zufryden	Bart Bronnenberg
16	J. Miguel Villas-Boas	Dawn Iacobucci	Abbie Griffin
17	Leigh Mcalister	Ruth Bolton	J. Miguel Villas-Boas
18	Tülin Erdem	Gary L. Lilien	Eitan Gerstner
19	Joel Huber	Dilip Soman	V. Padmanabhan
20	Marnik Dekimpe	Paul R. Messinger	Venky Shankar
21	Wayne S. Desarbo	Eitan Muller	John Hauser
22	Eric Bradlow	Eugene Anderson	David Soberman
23	K. Sridhar Moorthy	Pradeep Chintagunta	Vicki G. Morwitz
24	Abel Jeuland	Esther Gal-Or	Peter Fader
25	Eitan Muller	Joffre Swait	Charles Ingene

**Panel 11 Continued**

Rank (1 = best)	Most completed AE reports	Fastest turnaround	Fastest turnaround (>2 AE reports)
26	Venky Shankar	Skander Essegaier	Preyas Desai
27	Carl F. Mela	Stephen Hoch	Charles Weinberg
28	Peter Fader	Werner Reinartz	Greg Shaffer
29	Yuxin Chen	Eric Greenleaf	Ravi Dhar
30	James D. Hess	Roland Rust	John Roberts
31		Jehoshua Eliashberg	Miklos Sarvary

Note. Out of 114 regular and guest area editors.

**Panel 12 A Few Very Recent Highly Cited Marketing Science Articles by Year**

Year of publication	Most cited articles in that year as of 6/30/06
2003	<ol style="list-style-type: none"> <li>Iyer, Ganesh, Amit Pazgal. 2003. Internet shopping agents: Virtual co-location and competition. <i>Marketing Sci.</i> <b>22</b>(1) 85–106.</li> <li>Tellis, Gerard J., Stefan Stremersch, Eden Yin. 2003. The international takeoff of new products: The role of economics, culture, and country innovativeness. <i>Marketing Sci.</i> <b>22</b>(2) 188–208.</li> </ol>
2004	<ol style="list-style-type: none"> <li>van Heerde, Harald J., Peter S. H. Leeflang, Dick R. Wittink. 2004. Decomposing the sales promotion bump with store data. <i>Marketing Sci.</i> <b>23</b>(3) 317–334.</li> <li>Anderson, Eric T., Duncan I. Simester. 2004. Long-run effects of promotion depth on new versus established customers: Three field studies. <i>Marketing Sci.</i> <b>23</b>(1) 4–20.</li> </ol>
2005	<ol style="list-style-type: none"> <li>Besanko, David, Jean-Pierre Dubé, Sachin Gupta. 2005. Own-brand and cross-brand retail pass-through. <i>Marketing Sci.</i> <b>24</b>(1) 123–137.</li> <li>Moorthy, Sridhar. 2005. A general theory of pass-through in channels with category management and retail competition. <i>Marketing Sci.</i> <b>24</b>(1) 110–122.</li> </ol>
Last 10 years	<ol style="list-style-type: none"> <li>Novak, Thomas P., Donna L. Hoffman, Yiu-Fai Yung. 2000. Measuring the customer experience in online environments: A structural modeling approach. <i>Marketing Sci.</i> <b>19</b>(1) 22–42.</li> <li>Bolton, Ruth N. 1998. A dynamic model of the duration of the customer's relationship with a continuous service provider: The role of satisfaction. <i>Marketing Sci.</i> <b>17</b>(1) 45–65.</li> </ol>

Notes. Ranked by year, then by citations reported by ISI Web of Science® 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.