

The Impact of the Academy Of Marketing Science on Marketing Scholarship: An Analysis of the Research Published in *JAMS*

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This article presents an analysis of the research published in the Journal of the Academy of Marketing Science (JAMS). A brief history of the journal is chronicled, and its output in recent years is considered. Special attention is paid to the content of the articles published and the research methods used. An analysis of frequent contributors is also conducted. Much of the analysis focuses on the past 10 years. The conclusion is that JAMS has made a significant impact on marketing scholarship and has emerged as a top marketing journal of which all the fellows of the academy can justifiably be proud.

The Academy of Marketing Science was founded in 1971 at the C. W. Post Center, Long Island University (Berkman 1992). The first issue of the *Journal of the Academy of Marketing Science (JAMS)* was published in 1973 under the editorship of Jane K. Fenyo. A chronological history of *JAMS* is presented in Table 1. As we celebrate the 25th anniversary of the Academy of Marketing Science, it is appropriate that we analyze our scholarly contributions as embodied in *JAMS*, the flagship publication of the academy.

In this article, I analyze the output of *JAMS* to measure its stability and maturity. The emphasis then shifts to the content of articles published in *JAMS*. This is followed by an analysis of the methods and techniques applied in the various content areas. I also identify the most prolific contributors to the journal. Although the history and author analysis cover the entire period (i.e., the first 23 volumes

published from 1973 to 1995), the focus of the analysis is on the past 10 years, 1986 to 1995.

OUTPUT OF *JAMS*

Table 2 shows the number of articles and notes published each year for the past 10 years. The classification of papers into articles and notes reflects not only the relative contribution but also the fact that several commentaries (classified as notes) were invited in some of the special issues, notably the 20th anniversary issue published in 1992 and the relationship marketing issue published in 1995. I suspect that it also reflects editorial preference. Hence, for further analysis, it is more meaningful to ignore this distinction. It is clear from Table 2 that *JAMS* exhibits the characteristics of a stable and mature journal. The number of articles and notes published each year has varied only little from 35. The spike of 43 in 1992 can be attributed to the two special issues published during that year. Starting in 1988, the number of pages published each year has also been confined to a narrow range, varying from 355 to 405. In 1988, there was a distinct jump in the average number of pages per article or note. This increase in the average page length can be attributed to two factors, among other reasons. First, the theoretical foundations for articles and notes published in *JAMS* have become more comprehensive and sophisticated. Second, the research methodologies employed have become more rigorous, requiring greater explanation. An analysis of the content shows that the quality of publications in *JAMS* has increased markedly starting in 1988.

TABLE 1
A Chronological History of JAMS

| | |
|------|---|
| 1971 | Birth of the Academy of Marketing Science at the C. W. Post Center, Long Island University |
| 1973 | First issue of <i>JAMS</i> published under the editorship of Jane K. Fenyo |
| 1983 | Academy of Marketing Science approved for nonprofit (501.c.6) status by Internal Revenue Service Paul Hertz becomes the interim editor of <i>JAMS</i> |
| 1984 | Academy of Marketing Science Foundation approved for nonprofit (501.c.3) status by Internal Revenue Service Irene Lange becomes the editor of <i>JAMS</i> |
| 1986 | Best <i>JAMS</i> article award initiated |
| 1988 | William Darden becomes the editor of <i>JAMS</i> |
| 1989 | "Marketing and the Law" section added to <i>JAMS</i> JAI Press becomes the publisher of <i>JAMS</i> |
| 1991 | Academy of Marketing Science celebrates 20th anniversary |
| 1992 | Robert A. Peterson becomes the editor of <i>JAMS</i> Special 20th anniversary issue of <i>JAMS</i> wins high praise Best <i>JAMS</i> article award renamed in honor of Jagdish N. Sheth |
| 1994 | David W. Cravens becomes the editor of <i>JAMS</i> Sage Publications becomes the publisher of <i>JAMS</i> |
| 1995 | <i>JAMS</i> special issue on relationship marketing wins high praise This issue is mailed to all the American Assembly of Collegiate Schools of Business deans |
| 1996 | Academy of Marketing Science celebrates 25th anniversary |

CONTENT OF JAMS

The content of articles and notes published in *JAMS* during the past 10 years is given in Table 3. In this table, each article or note was classified based on its primary thrust into one or two content areas. Following an earlier review (Malhotra 1988), double counting was permissible. For example, an article on international channel strategy was classified as both a channels article and an international article. Such a system of classification should better reflect the coverage of different content areas.

We see that consumer behavior has been the most popular topic during 1986-1990 and during 1991-1995. Its popularity has increased further during the most recent years. In addition to mainstream consumer behavior topics, several of the articles or notes in other areas of marketing have been approached from a consumer behavior perspective, and these investigations have incorporated several consumer behavior constructs. Other topics that have been addressed frequently include marketing strategy and segmentation, product management, advertising, sales management, channels, retailing, general marketing management issues, business-to-business/industrial marketing, and international marketing. Thus the journal presents a balanced coverage of the field, with the exception of pricing. The underrepresentation of pricing research reflects the state of the discipline in which the pricing area is not receiving adequate attention from marketing scholars. It is very encouraging to note that significant attention has been devoted to research methods involving both research design and data analysis issues. *JAMS* has contributed not only to advances in the substantive areas of marketing but also to the development and use of more

TABLE 2
JAMS Output per Year: 1986-1995

| Year | Articles | Notes | Articles + Notes | Total Pages | Pages per Article or Note |
|------|----------|-------|---------------------|-------------|------------------------------|
| 1986 | 30 | 2 | 32 | 278 | 8.69 |
| 1987 | 34 | 4 | 38 | 328 | 8.63 |
| 1988 | 32 | 3 | 35 | 366 | 10.46 |
| 1989 | 34 | 1 | 35 | 357 | 10.20 |
| 1990 | 34 | 1 | 35 | 368 | 10.51 |
| 1991 | 35 | 0 | 35 | 400 | 11.43 |
| 1992 | 25 | 18 | 43 | 387 | 9.00 |
| 1993 | 23 | 12 | 35 | 355 | 10.14 |
| 1994 | 25 | 6 | 31 | 405 | 13.06 |
| 1995 | 19 | 13 | 32 | 376 | 11.75 |

rigorous and sophisticated research procedures. Thus *JAMS* truly is a broad-based journal within our discipline covering a wide range of topic areas, substantive issues, and research methodologies.

Not only has *JAMS* presented a balanced coverage of the various topics in marketing in its regular issues but the journal has also sought to foster development in emerging areas and other important topics at an early stage through the vehicle of special issues. Most of the articles or notes in areas such as relationship marketing, marketing theory, history of marketing thought, logistics, forecasting, and computers and decision support systems have been published in special issues. The various special issues and special sections are listed in Table 4.

It is also noteworthy that *JAMS* has been sensitive to contemporary issues such as ethics, international marketing, and marketing of services. Table 3 supports the statement by Peterson (1992) that *JAMS* has "been the repository of a higher proportion of articles on international marketing, marketing theory, marketing education, and ethical issues in marketing than other top-tier marketing journals" (p. 295). We hope that *JAMS* will continue to be on the leading edge—or, as some would say, on the "bleeding edge"—of identifying and exposing new and innovative areas in marketing. Given the increasing importance of international marketing, additional comments on the role that *JAMS* has played in contributing to our understanding of this topic seem warranted.

INTERNATIONAL THRUST OF JAMS

The globalization of markets, the rapid development of emerging markets, and organizational response to competition on a worldwide scale are three factors that are transforming the fundamental nature of business scholarship. The focus of a significant core of research across many disciplines has shifted from purely domestic issues to issues that transcend national and cultural boundaries. Most of this research is being published in a few "purely" international journals; most functional journals regard the investigation of international issues as separate, some-

issues—history of marketing thought (Fall 1990), marketing theory (Spring 1992), 20th anniversary (Fall 1992), and relationship marketing (Fall 1995)—contain only review-type, conceptual, or theoretical articles. The earlier special issues and special sections do contain some empirical articles along with several that are purely conceptual. Yet by no means have the conceptual articles been confined to special issues and special sections. *JAMS* consistently has published innovative and integrative conceptual articles and thought pieces in its regular issues. As can be seen from Table 5, these conceptual articles have appeared in a variety of areas including consumer behavior, international marketing, strategy/segmentation, research methods (research design, data analysis), channels, business-to-business/industrial marketing, and general marketing management issues.

Some of these articles have made seminal contributions by defining or redefining the field or some areas of it (e.g., Hunt 1992 on "Marketing Is . . ."). Many of these articles have been breakthroughs that have brought new perspectives to old phenomena. A good example of this type of research is the article by Dick and Basu (1994), which presents an integrated conceptual framework for customer loyalty discussing its antecedents and consequences. This article won the Sheth best-article award in 1995. Other articles have challenged dominant conceptual or methodological paradigms, causing a shift in our thinking (e.g., Green 1992; Malhotra 1992; Perreault 1992).

By far the most popular technique has been analysis of variance (ANOVA) and related procedures such as analysis of covariance (ANCOVA) and multivariate analysis of variance and covariance (MANOVA and MANCOVA, respectively). In fact, several of the articles employing the ANOVA framework have made appropriate use of ANCOVA and MANCOVA. Most of these applications have appeared in consumer behavior followed by advertising. This is not surprising given that the experimental research design often employed in these areas lends naturally to the use of ANOVA techniques.

Multiple regression (including stepwise) has been the second most popular analysis technique. Given the flexibility of this procedure, regression has been used in almost all of the topic areas. It should be noted that these findings are similar to those reported for the *Journal of Marketing Research (JMR)*. A similar analysis by Malhotra (1988) for articles published in *JMR* during 1980-1986 also found that regression and ANOVA were by far the two most popular techniques.

The use of descriptive statistics (e.g., frequencies, cross-tabulations, hypotheses testing) as the primary techniques declined significantly during 1991-1995 as compared to 1986-1990. Whereas descriptive statistics were the major techniques in 37 topic areas during 1986-1990, the corresponding number was only 12 for 1991-1995. For example, all seven of the applications of descriptive statistics in international marketing appeared prior to 1991, that is, during 1986-1990. Progress in international marketing has been hindered due to methodological problems (Malhotra, Agarwal, and Peterson forthcoming). For example, a recent meta-analysis of country-of-origin effects

concluded that even after 30 years of research, this phenomenon was not well understood (Peterson and Jolibert 1995). To obtain unequivocal findings and to contribute to theory development, it is essential that data analyses go beyond the use of descriptive statistics. Hence the recent decrease in the use of descriptive statistics as primary analysis techniques is indeed welcome.

Factor analysis, discriminant analysis, and cluster analysis have also been used. Factor analysis has been used primarily to identify underlying dimensions and a smaller set of uncorrelated variables for use in subsequent analysis (Malhotra 1996). For example, some articles have used the factor scores as input into regression, discriminant analysis, or cluster analysis. Applications of this type have occurred in consumer behavior, retailing, sales management, and strategy/segmentation. Applications of factor analysis have also been made in the area of measurement. The most frequent applications of cluster analysis have appeared in the area of strategy/segmentation, where clusters often are used to identify segments. Similar applications have also been made in international marketing (e.g., Baalbaki and Malhotra 1995). International marketing also serves as the area in which the most frequent applications of multiple discriminant analysis have appeared. The different countries being investigated serve as natural groups in an attempt to identify discriminating variables.

It is heartening to see several applications of confirmatory factor analysis and structural equation models. More of these appeared during 1991-1995 than during 1986-1990. These techniques have been applied in analyzing attitudes and other consumer behavior issues, business-to-business/industrial marketing, channels, sales management, services, and other areas. The majority of the applications of multidimensional scaling and conjoint analysis have been in the area of research methods examining data analysis issues. Likewise, the use of generalized least squares and two-stage least squares has been limited to certain areas. The same is true of techniques such as logistic regression and log-linear models. However, it is encouraging to see applications of these uncommon techniques. Moreover, some of these applications have been innovative. For example, the first academic marketing application of bridging conjoint analysis was published in *JAMS* by Baalbaki and Malhotra (1995).

Another important observation from Table 5 is that, except for ANOVA and regression, the use of a particular technique has been confined to (or at least popular in) only certain areas. By the same token, several areas have not experienced the application of specific techniques to any significant degree. As the marketing discipline progresses further, one hopes to see innovative applications of the techniques to address important substantive issues in areas where these techniques have heretofore not been used. Additionally, several substantive areas could benefit from the application of a variety of techniques. The use of multiple techniques will go a long way in establishing clear-cut and unequivocal findings. Marketing scholars are called on to develop new techniques and to creatively borrow and adapt techniques being developed in other disciplines.

TABLE 5
Methods Used by Subject Area: 1986-1995

| Subject | Review | Descriptive | ANOVA | Regression | WLS/GLS | FA | MDA | Cluster | MDS/CA | CFA/SE | Log-Linear/ Logit | Miscellaneous | Total | Percentage of Total |
|---|--------|-------------|-------|------------|---------|------|------|---------|--------|--------|----------------------|---------------|--------|------------------------|
| Advertising | 1 | 2 | 15 | 3 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 22 | 4.27 |
| Business-to-business/ industrial marketing | 6 | 3 | 4 | 3 | 1 | 2 | 1 | 0 | 0 | 4 | 1 | 0 | 25 | 4.85 |
| Channels | 6 | 1 | 3 | 3 | 0 | 1 | 2 | 0 | 0 | 4 | 0 | 0 | 20 | 3.88 |
| Computers/decision support systems | 8 | 4 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 13 | 2.52 |
| Consumer behavior | 16 | 7 | 25 | 11 | 2 | 6 | 2 | 0 | 1 | 15 | 3 | 1 | 89 | 17.28 |
| Education | 2 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 0.97 |
| Ethics | 1 | 1 | 5 | 8 | 0 | 4 | 0 | 1 | 0 | 0 | 0 | 0 | 20 | 3.88 |
| Forecasting | 3 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 8 | 1.55 |
| History of marketing | 13 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 13 | 2.52 |
| International | 9 | 7 | 6 | 6 | 0 | 2 | 5 | 4 | 2 | 2 | 0 | 0 | 43 | 8.35 |
| Logistic | 4 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6 | 1.17 |
| Marketing management | 5 | 5 | 1 | 8 | 0 | 3 | 1 | 0 | 0 | 1 | 0 | 0 | 24 | 4.66 |
| Marketing theory | 12 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 12 | 2.33 |
| Modeling | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 4 | 0.78 |
| Miscellaneous | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.00 |
| Pricing | 1 | 0 | 4 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 8 | 1.55 |
| Product/brand management | 4 | 2 | 8 | 3 | 0 | 1 | 0 | 1 | 1 | 1 | 2 | 0 | 23 | 4.47 |
| Relationship marketing | 18 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 18 | 3.50 |
| Research methods (data analysis) | 5 | 2 | 0 | 0 | 0 | 3 | 1 | 1 | 11 | 2 | 0 | 0 | 25 | 4.85 |
| Research methods (research design) | 7 | 3 | 9 | 2 | 2 | 4 | 1 | 1 | 1 | 1 | 2 | 2 | 35 | 6.80 |
| Retailing | 2 | 2 | 8 | 1 | 0 | 5 | 1 | 0 | 0 | 1 | 1 | 0 | 21 | 4.08 |
| Sales management | 1 | 2 | 7 | 8 | 1 | 5 | 1 | 0 | 0 | 5 | 1 | 0 | 31 | 6.02 |
| Services | 4 | 2 | 4 | 2 | 1 | 1 | 0 | 1 | 0 | 4 | 0 | 0 | 19 | 3.69 |
| Strategy/segmentation | 8 | 3 | 3 | 0 | 0 | 4 | 2 | 6 | 3 | 1 | 0 | 1 | 31 | 6.02 |
| Total | 137 | 49 | 105 | 62 | 8 | 41 | 17 | 15 | 19 | 42 | 10 | 10 | 515 | 100.00 |
| Percentage | 26.60 | 9.51 | 20.39 | 12.04 | 1.55 | 7.96 | 3.30 | 2.91 | 3.69 | 8.16 | 1.94 | 1.94 | 100.00 | 100.00 |

NOTE: ANOVA = analysis of variance; WLS = weighted least squares; GLS = generalized least squares; FA = factor analysis; MDA = multiple discriminant analysis; MDS = multidimensional scaling; CA = cluster analysis; CFA = confirmatory factor analysis; SE = structural equation.

ingly, this development parallels that of the Academy of Marketing Science. The international membership of the academy has expanded significantly in recent years, as indeed has the domestic membership. Thus *JAMS* readership has increased globally. In addition to the Bi-annual World Marketing Congress, the academy is cosponsoring an increasing number of international academic marketing conferences.

The rest of this decade will witness several exciting international developments: the return of Hong Kong to China; the full implementation of the European Union; the continuation of enormous changes in Eastern Europe; the continued development of Asian countries such as China, India, and Indonesia; and the attempts of South American nations to become part of the North American Free Trade Agreement. We hope that *JAMS* will continue to maintain and even enhance its leadership in international marketing and keep its readers informed of the implications for marketing that these worldwide developments portend.

METHODS BY TOPIC AREAS

As mentioned earlier, *JAMS* has published a significant number of articles devoted to research methods covering

research design and data analysis issues (Table 3). Here we examine the application of specific techniques in the various substantive areas. Table 5 presents information on methods or techniques by topic areas for 1986-1995. The cell counts indicate the frequency with which each technique has been used as a major technique for investigating issues in a particular substantive area. This classification was determined by examining in detail each article published during 1986-1995. Although multiple counting was allowed for both techniques and substantive areas, it was limited to major applications. (The grand total in Table 5 [515] is greater than the grand total in Table 3 [449] because multiple counting was allowed for the techniques. A topic area may have been examined using more than one major technique.) This analysis was also conducted separately for 1986-1990 and 1991-1995. However, these results are not presented due to space constraints. Several pertinent comments can be made based on these analyses.

A large number of the topic areas covered involved a review of the literature. These were conceptual or theoretical articles that did not involve any empirical analyses. Although this was true for both periods (i.e., 1986-1990 and 1991-1995), it was further accentuated during 1991-1995. To a large extent, this skew can be attributed to the special issues. For example, the previous four special

issues—history of marketing thought (Fall 1990), marketing theory (Spring 1992), 20th anniversary (Fall 1992), and relationship marketing (Fall 1995)—contain only review-type, conceptual, or theoretical articles. The earlier special issues and special sections do contain some empirical articles along with several that are purely conceptual. Yet by no means have the conceptual articles been confined to special issues and special sections. *JAMS* consistently has published innovative and integrative conceptual articles and thought pieces in its regular issues. As can be seen from Table 5, these conceptual articles have appeared in a variety of areas including consumer behavior, international marketing, strategy/segmentation, research methods (research design, data analysis), channels, business-to-business/industrial marketing, and general marketing management issues.

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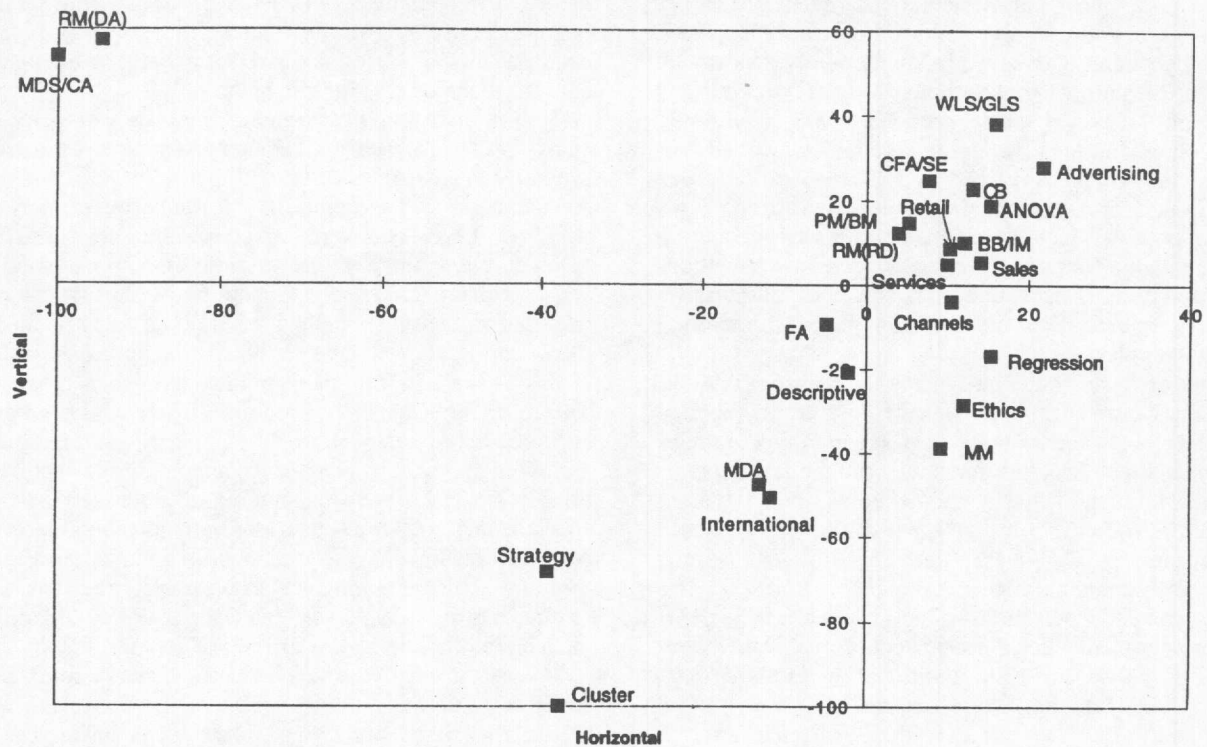
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FIGURE 1
Correspondence Analysis: Methods by Subject Areas



NOTE: ANOVA = analysis of variance; WLS = weighted least squares; GLS = generalized least squares; FA = factor analysis; MDA = multiple discriminant analysis; CB = consumer behavior; CFA = confirmatory factor analysis; SE = structural equation; BB/IM = business-to-business/industrial marketing; PM/BM = product/brand management; RM(RD) = research methods (research design); MM = marketing management.

The matrix of Table 5 covering topic areas that have appeared in regular issues was condensed to a smaller 14×9 matrix to reduce sparse cells. It was then analyzed via correspondence analysis, and the resulting two-dimensional plot is given in Figure 1. Although between-set distances should not be interpreted, Figure 1 is helpful in assessing the similarity of the various topic areas and the similarity of techniques. It is not surprising that sales management, channels, and services are located closer together. Likewise, the relative closeness of strategy and international marketing indicates similarity in subject content. For example, some of the articles in strategy and in international marketing have focused on segmentation issues. Note the relative proximity of confirmatory factor analysis/structural equation models and ANOVA as frequent applications of these techniques have been made in similar topic areas, most notably in consumer behavior. Although factor analysis, multiple discriminant analysis, and cluster analysis all appear in the same quadrant, they are not very proximate. These techniques sometimes have been applied in tandem such as using factor scores as input into clustering and using multiple discriminant analysis to discriminate the segments. Yet the applications of these techniques have also appeared in different areas. The reader is encouraged to make other such interpretations from Figure 1.

Overall, the methods by subject areas analysis and conclusions presented here for *JAMS* are somewhat similar to those for *JMR* (Malhotra 1988). This may seem surprising at first given that the orientations of *JAMS* and *JMR* are very different. Upon reflection, the element of surprise is reduced when it is realized that each of these analyses reflects the state of the art in marketing. Thus it is fair to claim that *JAMS* has emerged as a top journal that presents a balanced coverage of topical areas that are investigated using common as well as rigorous and sophisticated analysis techniques.

ANALYSIS OF AUTHORSHIP

Any analysis of research published in a journal would be incomplete without an analysis of authorship (Inkpen and Beamish 1994). Table 6 presents a list of the most prolific authors in *JAMS* during 1986-1995. These authors are ranked by adjusted publications where adjustments are made for multiauthorships (see, e.g., Inkpen and Beamish 1994). Only authors with more than two adjusted publications during 1986-1995 are reported. Naresh K. Malhotra is ranked at the top, followed by Shelby Hunt, Ishmael Akaah, Rajan Vardarajan, and Paul Green. It should be

TABLE 6
Most Prolific Authors in JAMS: 1986-1995

| Author ^a | Adjusted Publications | Total Publications |
|----------------------|-----------------------|--------------------|
| Malhotra, Naresh K. | 5.16 | 7 |
| Hunt, Shelby D. | 3.66 | 5 |
| Akaah, Ishmael P. | 3.50 | 4 |
| Vardarajan, P. Rajan | 3.08 | 5 |
| Green, Paul E. | 2.66 | 5 |
| Mentzer, John T. | 2.66 | 5 |
| Bagozzi, Richard P. | 2.50 | 3 |
| Peterson, Robert A. | 2.50 | 3 |
| Lusch, Robert F. | 2.33 | 4 |
| Samlee, Saeed | 2.33 | 4 |
| Sirgy, M. Joseph | 2.25 | 3 |
| Lumpkin, James R. | 2.16 | 5 |

a. Authors are ranked by adjusted publications where adjustments are made for multi-authorships. Only authors with more than 2 adjusted publications during 1986-1995 are reported.

noted that Malhotra was also ranked number one based on publications in *JMR* during 1980-1985 (Wheatley and Wilson 1987), and he holds the all-time record for the maximum number of publications in the *Journal of Health Care Marketing* (Association for Consumer Research 1994; Latta 1994). It is noteworthy that this list includes three *Journal of Marketing* editors (Hunt, Vardarajan, and Lusch) and one *JMR* and *JAMS* editor (Peterson). The authorship analysis for the first 23 volumes, 1973-1995, is presented in Table 7. This list also ranks Malhotra at the top and includes the three *Journal of Marketing* editors (Hunt, Vardarajan, and Lusch) and the one *JMR* and *JAMS* editor (Peterson). By any standards, these lists (Tables 6 and 7) include some of the most respected scholars in the field. The editorial review board of *JAMS* also reflects the same scholarly orientation. The final issue of *JAMS* (Volume 23, No. 4) shows that several former and current editors of the *Journal of Marketing*, *JMR*, *Journal of Retailing*, and other journals serve on the *JAMS* editorial review board.

Information on the number of authors per article or note is given in Table 8. In general, there is a trend away from single-author articles or notes. The only exception to this is the Volumes 16-20 duration, which featured four special issues and two special sections (see Table 4). In a special issue, often articles or notes are invited from individuals. This was especially true in the 20th anniversary issue, in which all of them were invited and all were authored by individuals. This trend away from single-author articles toward increased collaborative research has also been observed in other journals in management. For example, the percentage of single-author articles or notes in the *Academy of Management Journal*, the *Academy of Management Review*, and *Administrative Science Quarterly* declined from 82 percent during the 1960s to 40 percent during the 1980s (Floyd, Schroeder, and Finn 1994; Inkpen and Beamish 1994). This increase in collaborative research reflects the desirability of adopting multiple orientations

TABLE 7
Most Prolific Authors in JAMS: 1973-1995

| Author ^a | Adjusted Publications | Total Publications |
|-----------------------|-----------------------|--------------------|
| Malhotra, Naresh K. | 6.16 | 8 |
| Enrick, Norbert L. | 5.83 | 8 |
| Lusch, Robert F. | 4.66 | 8 |
| Lamb, Charles W., Jr. | 4.58 | 10 |
| Bagozzi, Richard P. | 4.50 | 5 |
| Futrell, Charles M. | 4.50 | 5 |
| Vardarajan, P. Rajan | 4.08 | 6 |
| Hunt, Shelby D. | 4.00 | 6 |
| Sheth, Jagdish N. | 4.00 | 5 |
| Teas, R. Kenneth | 4.00 | 5 |
| Samlee, Saeed | 3.83 | 6 |
| Berkman, Harold | 3.75 | 6 |
| Sirgy, M. Joseph | 3.75 | 5 |
| Ferrell, O. C. | 3.66 | 8 |
| Akaah, Ishmael P. | 3.50 | 4 |
| Dubinsky, Alan J. | 3.50 | 7 |
| Peterson, Robert A. | 3.50 | 5 |

a. Authors are ranked by adjusted publications where adjustments are made for multi-authorships. Only authors with 3.5 or more adjusted publications during 1973-1995 are reported.

and perspectives in research as well as the increased demands of scholarly research.

CONCLUSION

From its humble beginning in 1973, *JAMS* has emerged as a major journal in marketing with an international reputation and standing. The output has stabilized, showing signs of maturity. The journal presents a balanced coverage of all the important areas in marketing. It has published several seminal breakthrough articles that have made a significant impact. Moreover, *JAMS* has been on the cutting edge by focusing on innovative areas in marketing during the early stages of development, as exemplified by the special issue on computers and decision support systems in 1987 and the special issue on relationship marketing in 1995. It is also rich in terms of research methodology. The journal has published several articles on research methods covering both research design and data analysis. In addition, there have been innovative applications of sophisticated techniques.

Another testament to the reputation and top standing of *JAMS* is that some of the leading scholars in the field have been frequent contributors. This list includes editors of other major marketing journals and authors who have been prolific contributors to other journals. Thus, as the flagship journal of the Academy of Marketing Science, *JAMS* has established an undisputed position as a top general marketing journal that has made a significant impact on marketing scholarship. There is no doubt that *JAMS* will continue to identify, define, and shape research developments in marketing in the years to come. So here is wishing the academy a happy silver anniversary!

TABLE 8
Number of Authors per Article or Note: 1973-1995

| | Volumes 1-5 | | Volumes 6-10 | | Volumes 11-15 | | Volumes 16-20 | | Volumes 21-23 | |
|----------------------|-------------|------------|--------------|------------|---------------|------------|---------------|------------|---------------|------------|
| | Number | Percentage | Number | Percentage | Number | Percentage | Number | Percentage | Number | Percentage |
| Single author | 77 | 43.50 | 66 | 39.76 | 67 | 34.90 | 69 | 37.70 | 30 | 30.30 |
| Two authors | 75 | 42.37 | 78 | 46.99 | 92 | 47.92 | 69 | 37.70 | 42 | 42.42 |
| Three authors | 23 | 12.99 | 21 | 12.65 | 31 | 16.15 | 40 | 21.86 | 25 | 25.25 |
| Four or more authors | 2 | 1.13 | 1 | 0.60 | 2 | 1.04 | 5 | 2.73 | 2 | 2.02 |
| Total | 177 | 100.00 | 166 | 100.00 | 192 | 100.00 | 183 | 100.00 | 99 | 100.00 |

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