



## “The minutes rushed past, without compassion for my enthusiasm.” —Nicola Lecca, *Ritratto Notturmo*



### Farewell Editorial

Time flies when you're having fun, but this time, it flew even faster than we expected. In this farewell editorial we first want to thank the brilliant IJRM board members for an amazing three years of diligent work and exceptional scholarly spirit. Secondly, we want to recap IJRM's progress and outline our main efforts since we took over the helm

### Review policy

We maintained the following aspects that characterized IJRM as defined by the chain of previous editors:

1. IJRM is an international journal. Its geographical diversity is well represented in its editorial board and authors. IJRM is probably the best journal outside the USA, and we wanted to use it as a communication bridge between nations and cultures.
2. IJRM is open to all topics and methodological approaches.

We have placed a very high bar for desk rejection. As of 2014, the bar stood at 67%.<sup>1</sup> This was part of a policy to position IJRM as an attractive journal to both authors and reviewers. Due to the high desk rejection rate, fewer papers entered the system, so reviewers and AEs had fewer papers to review during the year and most of these papers are of higher quality. As a result of this, it was less common to have both reviewers recommend rejection in the first round. In return for this high desk rejection rate, we asked our board to exercise more patience with the papers. We did not lower the standards, but we supported papers that have interesting ideas by ignoring convergence rates. We asked the review team to help the authors improve the papers, and if the comments were not addressed properly yet we felt that the authors had the capacity to fix the problems in more rounds, we then allowed the process to be longer.

This means that authors received a fast reply when the papers are desk rejected so they could move on to a different journal. Of the papers that passed the desk rejection hurdle, 37%<sup>1</sup> were asked to revise and thus continued on to the next step. At this stage the authors received more help and support from the review team.

We believe that this policy suits very well authors who are not quite experienced and may misinterpret the reviewers' comments. IJRM does

not only screen papers; it also helps authors publish them, that is, if they pass the first hurdle.

### Replication Corner

We want to deeply thank Eric Bradlow, Joel Huber, Don Lehman and John Lynch, who built, shaped, and diligently worked to make this project successful. The data accumulated is still small, yet this corner has a potential to grow to a large free-knowledge repository. We are proud to see that some journals in other fields have also started such replication corners. We hope more journals, especially in marketing, will follow suit. Replication is an important scientific building block and we should all take pride in the fact that IJRM facilitates it.

A significant change that the replication editors introduced was the focus on replications where the original paper is highly important, as evinced by its citation numbers. We believe that this change will increase the contribution that each published replication offers to the field.

To date, we have received 80 replication submissions and 25 of them have been accepted (while 7 are still in a review process). While the importance of this corner will be known only in a few years, we believe that the marketing academic community already appreciates the effort that have been invested in it. Thanks a lot, Eric, Joel, Don and John!

### Special issues

We are very proud of the exceptional special issues that are coming out in the next few months. We favor a plurality of methodologies, thus one can see in the following descriptions the wide range of methods covered by the editors.

1. Joint AMA and EMAC Special Issue on Marketing and Innovation  
Editors: Gui Liberali, Stefan Stremersch, Roland Rust, Eitan Muller
2. Special Issue on the Entertainment Industry  
Editors: Josh Eliashberg, Thorsten Hennig-Thurau, Charles Weinberg, Berend Wierenga
3. Special Issue on Branding in a Digitally Empowered World  
Editors: Tulin Erdem, Kevin Lane Keller, Dmitri Kuksov, Rik Pieters
4. Special Issue on the Path to Digital Conversion  
Editors: P.K. Kannan, Werner Reinartz, Peter Verhoef
5. Special Issue on Theory and Practice in Marketing  
Editors: Gregory Carpenter, Don Lehmann

We deeply thank the guest editors who worked very hard to put together these special issues.

<sup>1</sup> Excluding special issue submissions and replications.

## IJRM USP

IJRM uniqueness (USP) in large part lies in the fact that many of the papers published in the journal are of what can be called a European marketing school of thought that emphasizes practical and managerially relevant quantitative research. This can be summarized as the *MBA Challenge*: “Can you present the main findings of the paper to an MBA class?” While many would claim this as a characteristic of their research, few can really deliver. If we look at the future of IJRM, this USP is being pressured by two positive recent trends in IJRM: a horizontal and a vertical one.

The horizontal pressure comes from a fact we have observed during our tenure: the quality and quantity of the behavioral papers submitted to the journal is increasing significantly. Hence the overall percentage of behavioral papers is also increasing, and we strongly expect it to continue to do so.

The vertical pressure comes from the fact that the overall quality of the journal is improving considerably. As a consequence, other schools of thought in marketing consider IJRM to be a primary outlet for their papers and thus the number and percentage of other papers will also continue to increase.

As we have mentioned, these two trends are positive, and previous and current editors, Area Editors, and ERB members have been working hard to achieve this increase in the depth and breadth of papers published in IJRM. We just wish to point out that in IJRM's success lies also the threat of losing its uniqueness.

## IJRM scientific status

IJRM keeps its upward trends in all major parameters. In 2014, 648 papers were submitted (including special issues and replications) and the acceptance rate of the journal was at 5%.

The trend in the impact factor of IJRM continues its upward tendency, and more recently, the Association of Business Schools' (ABS) Academic Journal Guide awarded IJRM a rating of 4, which puts it in the top eight marketing journals.

We wish to thank Peter Verhoef and Stefan Wuyts, and more recently Els Gijsbrechts, Bernd Skiera and Bruce Hardie for handling papers that fell within the OFAC policy of the US Department of Treasury and that we could not handle.

We wish to thank Cecilia Nalagon, our Managing Editor, for exceptional handling of individuals, papers, and processes, some of which were somewhat difficult to handle.

We welcome the next editor, Roland Rust, who already makes a few structural changes as can be read in his editorial in this issue. We wish Roland success. He has our full support and that of the IJRM editorial board as well.

Jacob Goldenberg  
Eitan Muller  
*Editors*