Marketing Science

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

Steven M. Shugan,

Please scroll down for article—it is on subsequent pages

Editorial

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

Steven M. Shugan

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Announcements and Journal Statistics

Marketing Science continues as a bimonthly journal. We are planning a greatest-hits issue and implementing the data report later this year.

During the transition from quarterly to bimonthly publication, we were conservative and maintained a larger backlog to ensure timely publication schedules. We currently have approximately 33 manuscripts in copyediting and a total backlog (accepted articles including those still with authors) indicated on our *Marketing Science* website. We are now returning to a more normal backlog.

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 348 per year. Panel 2 shows the pattern of submissions. Panel 3 indicates that selectivity remains high. For example, in 2006, the 28 regular published articles represent 8.6% of new submissions that year. Note that new submission excludes Practice Prize and MSI submissions for special sections.

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.

Panels 4 and 5 reveal that authors should usually expect a turnaround time of approximately 80 days and seldom experience delays beyond 120 days. All of the raw data are available on our website (http://www.marketingscience.org).

Panel 6 shows the entire duration of 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 10 issues, the entire review process averaged $(3.1 + \cdots + 2.4)/10 = 2.5$ years. This number includes time with the authors for revisions.

Panel 7 illustrates volume at *Marketing Science*. For example, in 2006, we received 1,317 reviews, 484 area editor reports, and we made 483 editorial decisions.

We greatly benefited from the admirable and fastidious efforts of more than 1,000 different individuals who provided manuscript reviews during the term of the current editor-in-chief (more than 760 during the last two years). *Marketing Science* publishes an exhaustive list each year. We very much appreciate the efforts of all of the individuals who have provided (ad hoc and regular) reviews and area editor (guest and regular) reports.

Panel 8 shows the most productive (i.e., number of reviews completed on time) and the fastest reviewers (i.e., fastest turnaround time) during the term of the current editor-in-chief. Panel 9 shows the most productive and fastest 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 most productive and fastest of our very dedicated regular and guest area editors. Panel 11 shows the most productive and fastest 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 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	325
2007	348*

  * Projection.

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
7/1/06–12/31/06	143	81	224

Note. Submission date was based on when the PDF file was approved by author.

Panel 3   Published Articles by Period and by Type

Year	Issue	Regular articles	Research notes	Other (comments, notes, etc.)	Special issue or sections	Total Items published	Regular articles per submission (%)
(Quarterly)							
2002	1	5	0	1		6	
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	9.7
2003	1	5	1	1		7	
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	10.0
2004	1	10	2	1		13	
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	12.4
2005	1	0	0	3	12	15	
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	6.2
(2006 is bimonthly)							
2006	1	6	1	1		8	
2006	2	4	2	1		7	
2006	3	2	3	1		6	
2006	4	5	1	1		7	
2006	5	8	0	3		11	
2006	6	3	0	26	3	32	
2006	Full year	28	7	33	3	71	8.6
(2007 is bimonthly)							
2007	1	8	0	1		9	
2007	2	7	2	1		10	

Note. Other publications include comments, rejoinders, Practice Prize Reports, editorials, etc.

Panel 4   Average Time from Submission to Decision

Year when manuscript was submitted	Average time with reviewers (days)	Average time with area editor (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	40	16	7	15	78	269

Notes. These numbers only include completed manuscripts. Numbers can change as more manuscripts are processed. Decision periods can differ from submission periods. These data include special issues and guest editors. Administrative time includes waiting for defaulting reviewers.

Panel 5   Distribution of Time from Submission to Decision (Last 481 Submissions)

Percent complete (%)	Days required	Manuscripts processed
25	59	120
50	79	240
75	100	360
99	180	477
100	269	481

Note. For example, 50% of the manuscripts (initial submissions and revisions) were processed in less than 79 days.

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

Volume number	24, No. 2	24, No. 3	24, No. 4	25, No. 1	25, No. 2	25, No. 3	25, No. 4	25, No. 5	25, No. 6	26, No. 1
Count (number of regular articles)	9	14	9	7	6	5	6	10	15	8
Average years from initial submission to appearance in print	3.1	3.0	3.2	2.4	3.1	2.0	2.2	2.1	1.6	2.4
Minimum (years)	2.3	2.0	2.7	1.2	1.8	1.0	1.4	1.0	0.2	1.9
Maximum (years)	4.6	6.1	4.4	3.9	4.8	3.0	4.1	5.1	2.5	4.3
Standard deviation	0.6	1.0	0.5	0.8	1.1	0.9	1.0	1.2	0.6	1.0

Panel 7   Number of Reviews, Number of Area Editor Reports, 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	1058	397	429
2006	1317	484	483
2007 (est.)	1791	658	659

Note. Post-2004, numbers exclude editor acting as area editor or reviewer.

Panel 8   Best Reviewers (from More Than 1,000 Reviewers) During Current Editor-in-Chief's Term

Rank (1 = best)	Most completed reviews	Fastest turnaround (>1 review)	Fastest turnaround (>2 reviews)
1	Bill Putsis	Jeroen K. Vermunt	Jeroen K. Vermunt
2	Preyas Desai	John Morgan	John Morgan
3	Yuxin Chen	Barry Pasternick	Dawn Iacobucci
4	Terry Elrod	Micael Dahlen	Paul Klemperer
5	Douglas Bowman	Dawn Iacobucci	Birger Wernerfelt
6	Bart Bronnenberg	Paul Klemperer	M. L. "Bob" Emiliani
7	Miklos Sarvary	Yoshio Takane	William Bearden
8	Christophe van den Bulte	Siddhartha Chib	Lisa Bolton
9	Xavier Drèze	Birger Wernerfelt	Koen Pauwels
10	Leonard M. Lodish	M. L. "Bob" Emiliani	Bradley Ruffle
11	Ganesh Iyer	Robert Palmatier	Joan Meyers-Levy
12	Donald R. Lehmann	Michael Schwarz	Fabian Berges
13	Eitan Gerstner	Allen Weiss	Darren Filson
14	Barry L. Bayus	William Bearden	Yunchuan Liu
15	Elie Ofek	Lisa Bolton	Subimal Chatterjee
16	Marnik Dekimpe	Koen Pauwels	William H. Greene
17	Baohong Sun	Bradley Ruffle	Richard A. Briesch
18	Andrew Ainslie	Joseph E. Harrington, Jr.	Ruqu Wang
19	Carl F. Mela	Arvid Johnson	Dennis Gensch
20	Praveen K. Kopalle	Josephine Woltman Elpers	David Olson
21	Vithala C. Rao	Joan Meyers-Levy	Joseph Cote
22	Nanda Kumar	Tilman Klumpp	Wendy Moe
23	K. Sudhir	Fabian Berges	Justin Anderson
24	Mary W. Sullivan	Darren Filson	Ye Hu
25	Eric Anderson	Yunchuan Liu	Anindya Ghose
26	Peter Fader	Rich Gonzalez	Esther Gal-Or
27	Rajeev K. Tyagi	Subimal Chatterjee	David Schweidel
28	Yong Liu	David Budescu	Arnaud De Bruyn
29	Sridhar Balasubramanian	Srinivas Bollapragada	Liran Einva
30	V. (Seenu) Srinivasan	William H. Greene	Michael H. Rothkopf
31	Eric Bradlow	Richard A. Briesch	Avi Goldfarb
32	J. Miguel Villas-Boas	Jose Rosa	John Hauser
33	Jeff Inman	John Hulland	Donald R. Lehmann
34	Shuba Srinivasan	Robert Kauffman	Dale Menkhaus
35	Florian Zettelmeyer	Ruqu Wang	Suman Mallik
36	Yunchuan Liu	Dennis Gensch	Amihai Glazer
37	Michael V. Lewis	James Choi	Siew Meng Leong
38	Robert J. Meyer	David Olson	David Zhou
39	Gila E. Fruchter	Gary Rose	Christophe van den Bulte
40	Peter Leeflang	Bing Han	Peter C. Verhoef
41	Kusum Ailawadi	Joseph Cote	Jacob Goldenberg
42	Debu Purohit	Wendy Moe	Tim Ambler
43	Fred Feinberg	Sangit Chatterjee	Sangkil Moon
44	Wilfred Amaldoss	Justin Anderson	Michel Wedel
45	Russell S. Winer	Ye Hu	Xavier Drèze
46	Peter Lenk	Andrew Sweeting	Erjen van Nierop
47	Venky Shankar	John Mittelstaedt	Ralf Van Der Lans
48	Scott Fay	Givon Moshe	Qiang Lu
49	Sachin Gupta	Anindya Ghose	Douglas MacLachlan
50	Wujin Chu	Esther Gal-Or	Carrie M. Heilman
51	Shantanu Dutta	David Schweidel	Yongmin Chen
52	Koen Pauwels	Arnaud De Bruyn	Ruth Bolton
53	Pallassana (P. K.) Kannan	Liran Einva	Sanjeev Swami
54	Aradhna Krishna	Michael H. Rothkopf	Steve Gilbert
55	Murali Mantrala	Avi Goldfarb	Frank R. Kardes
56	John Roberts	John Hauser	Marcel Corstjens
57	Charles Ingene	Donald R. Lehmann	Donald Morrison
58	Gerard J. Tellis	Dale Menkhaus	Ivan Png
59	Alan Montgomery	Suman Mallik	Patrick Kaufmann
60	Anne Coughlan	Amihai Glazer	Leslie Marx
61	Jacob Goldenberg	Amnon Rapoport	S. Abraham Ravid

Panel 8   (Continued.)

Rank (1 = best)	Most completed reviews	Fastest turnaround (>1 review)	Fastest turnaround (>2 reviews)
62	Werner Reinartz	Rosellina Ferraro	Praveen Aggarwal
63	Dmitri Kuksov	Jacquelyn Thomas	Harald Wiese
64	Dave Godes	Siew Meng Leong	Zsolt Sandor
65	Joel H. Steckel	David Zhou	Abbie Griffin
66	Jorge Silva-Risso	Christophe van den Bulte	Jean-Pierre Dubé
67	Subramanian ("Bala") Balachander	Peter C. Verhoef	Itamar Simonson
68	Naufel J. Vilcassim	Jacob Goldenberg	John Gourville
69	David Bell	Tim Ambler	Aydin Alptekinoglu
70	Puneet Manchanda	James Dana	John Bowman
71	Esther Gal-Or	Igal Hendel	Amna Kirmani
72	Abbie Griffin	Sangkil Moon	Liang Guo
73	Eric Greenleaf	Michel Wedel	Inseong Song
74	Ashutosh Prasad	Xavier Drèze	Rebecca J. Slotegraaf
75	Raj Sethuraman	Erjen van Nierop	Henrik Sattler
76	Neeraj Arora	Ralf Van Der Lans	Vidyanand Choudhary
77	Peter Danaher	Qiang Lu	Vicki G. Morwitz
78	Hao Zhao	Douglas MacLachlan	Bruce Cooil
79	Bruce Hardie	Carrie M. Heilman	Niraj Dawar
80	Sunil Gupta	Yongmin Chen	William D. Perreault, Jr.
81	Amiya Basu		Fred Zufryden
82	Seethu Seetharaman		
83	Jean-Pierre Dubé		

Note. From more than 1,000 reviewers.

Panel 9   Best Reviewers from More Than 760 Reviewers (Last 2 Years Only)

Rank (1 = best)	Most completed reviews	Fastest turnaround (>1 review)	Fastest turnaround (>2 reviews)
1	Baohong Sun	Ronald L. Goettler	Jeroen K. Vermunt
2	Pallassana (P. K.) Kannan	Jeroen K. Vermunt	John Morgan
3	Wilfred Amaldoss	John Morgan	Dawn Iacobucci
4	Yunchuan Liu	Dawn Iacobucci	P. V. (Sundar) Balakrishnan
5	Yuxin Chen	P. V. (Sundar) Balakrishnan	Paul Klemperer
6	Terry Elrod	Paul Klemperer	Yunchuan Liu
7	Barry L. Bayus	Yoshio Takane	Darren Filson
8	Elie Ofek	Siddhartha Chib	Lisa Bolton
9	Bing Jing	Yunchuan Liu	William Bearden
10	Nanda Kumar	Darren Filson	Bradley Ruffle
11	V. (Seenu) Srinivasan	Robert Palmatier	Pierre Chandon
12	Donald R. Lehmann	Michael Schwarz	Koen Pauwels
13	Esther Gal-Or	Allen Weiss	Michael H. Rothkopf
14	Michael V. Lewis	Sriram Dasu	Birger Wernerfelt
15	Dmitri Kuksov	Suman Mallik	John Hauser
16	Preyas Desai	Lisa Bolton	Subimal Chatterjee
17	K. Sudhir	William Bearden	Ruqu Wang
18	Koen Pauwels	Bradley Ruffle	Ruth Bolton
19	Jacob Goldenberg	Joseph E. Harrington, Jr.	Leslie Marx
20	Jean-Pierre Dubé	Marcel Corstjens	Donald R. Lehmann
21	Xavier Drèze	Tilman Klumpp	Peter C. Verhoef
22	Liang Guo	Pierre Chandon	Priya Raghubir
23	Wagner Kamakura	Koen Pauwels	Joseph Cote
24	Eitan Gerstner	Rich Gonzalez	Wendy Moe
25	Niladri Syam	Michael H. Rothkopf	Harald Wiese
26	Bart Bronnenberg	Birger Wernerfelt	Justin Anderson
27	Peter Fader	John Hauser	Leonard M. Lodish
28	Gila E. Fruchter	Subimal Chatterjee	Anindya Ghose
29	Subramanian ("Bala") Balachander	David Budescu	Patrick Kaufmann
30	John C. Liechty	Arnaud De Bruyn	Steven Scott

Panel 9 (Continued.)

Rank (1 = best)	Most completed reviews	Fastest turnaround (>1 review)	Fastest turnaround (>2 reviews)
31	Puneet Manchanda	Fabian Berges	Jacob Goldenberg
32	Leonard M. Lodish	Srinivas Bollapragada	David Schweidel
33	Philip Hans Franses	Ruth Bolton	Siew Meng Leong
34	Rajdeep Grewal	Jose Rosa	Scott Fay
35	Christophe van den Bulte	Carrie M. Heilman	Esther Gal-Or
36	Shibo Li	John Hulland	Abbie Griffin
37	Xiaotong Li	Thorsten Hennig-Thurau	Inseong Song
38	Uday Rajan	Robert Kauffman	Vicki G. Morwitz
39	Bill Putsis	Jonathan Baron	Erjen van Nierop
40	Eric Greenleaf	Ruqu Wang	Ye Hu
41	Carl F. Mela	Leslie Marx	Qiang Lu
42	Praveen K. Kopalle	James Choi	Tim Ambler
43	Marnik Dekimpe	Donald R. Lehmann	Ivan Png
44	Peter Leeflang	Peter C. Verhoef	Steve Gilbert
45	Bruce Hardie	Priya Raghubir	Miguel Brendl
46	Charles Ingene	Gary Rose	J. Scott Armstrong
47	Mary W. Sullivan	Bing Han	S. Abraham Ravid
48	Eric Anderson	Joseph Cote	Min Ding
49	John Roberts	Wendy Moe	Michael V. Lewis
50	Peter Lenk	Sangit Chatterjee	Sangkil Moon
51	Ganesh Iyer	Harald Wiese	Aydin Alptekinoglu
52	Douglas Bowman	Justin Anderson	Eric Bradlow
53	Peter Danaher	Andrew Sweeting	Gary M. Erickson
54	Olivier Toubia	John Mittelstaedt	Jean-Pierre Dubé
55	Michaela Draganska	Vidyanand Choudhary	Xavier Drèze
56	Miklos Sarvary	David Olson	Philip Hans Franses
57	Atanu Sinha	Leonard M. Lodish	Douglas MacLachlan
58	Shuba Srinivasan	Anindya Ghose	Liran Einav
59	Jorge Silva-Risso	Patrick Kaufmann	Albert Bemmaor
60	Dave Godes	Steven Scott	Henrik Sattler
61	Vithala C. Rao	Jacob Goldenberg	Rajdeep Grewal
62	Sri Devi Duvvuir	David Schweidel	Christophe van den Bulte
63	Rajeev K. Tyagi	William H. Greene	Sachin Gupta
64	Sridhar Balasubramanian	Amnon Rapoport	Liang Guo
65	Scott Fay	Rosellina Ferraro	Bruce Cooil
66	Werner Reinartz	Fiona Scott Morton	Niraj Dawar
67	Raji Srinivasan	Jacquelyn Thomas	Jan B. Heide
68	Sanjay Jain	Siew Meng Leong	Ioannis Papadakis
69	Neeraj Arora	Scott Fay	Eyal Biyalogorsky
70	David Soberman	Esther Gal-Or	Robert E. Krider
71	Ashutosh Prasad	Abbie Griffin	Itamar Simonson
72	Ernan Haruvy	Charles Weinberg	Alison Lo
73	Yong Liu	James Dana	Martin A. Lariviere
74	Peter Boatwright	Inseong Song	Edward Hak-Sing Ip
75	Leigh McAlister	Vicki G. Morwitz	Rakesh Niraj
76	Young-Hoon Park	Erjen van Nierop	Myong-Hun Chang
77	Kusum Ailawadi	Ye Hu	Wolfgang Jank
78	Haipeng Chen	Qiang Lu	Hubert Gatignon
79	Robert J. Meyer	Tim Ambler	Sanjeev Swami
80	Jeff Inman	Ivan Png	Pallassana (P. K.) Kannan
81	Shantanu Dutta	Martin Spann	Shibo Li
82	Asim Ansari		
83	Andrew Ainslie		

Note. From more than 760 reviewers.

Panel 10   Best Area Editors Out of 167 Area Editors—During Current Editor-in-Chief's Term

Rank (1 = best)	Most completed area editor reports	Fastest turnaround (>1 area editor report)	Fastest turnaround (>2 area editor reports)
1	Gary L. Lilien	Richard Johnson	Koen Pauwels
2	Scott A. Neslin	Koen Pauwels	Birger Wernerfelt
3	Pradeep Chintagunta	Birger Wernerfelt	Wayne S. DeSarbo
4	Duncan I. Simester	Wayne S. DeSarbo	Leonard M. Lodish
5	Greg M. Allenby	Jean-Pierre Dubé	Dilip Soman
6	Michel Wedel	Jeff Inman	Eric Bradlow
7	Eugene Anderson	Lakshman Krishnamurthi	Ruth Bolton
8	K. Sridhar Moorthy	Eitan Muller	Carl F. Mela
9	Z. John Zhang	Sivaramakrishnan (Sid) Siddarth	Dawn Iacobucci
10	Chakravarthi Narasimhan	Wilfred Amaldoss	Douglas Bowman
11	Arvind Rangaswamy	Gary M. Erickson	Eitan Muller
12	Greg Shaffer	Leonard M. Lodish	Eugene Anderson
13	Roland Rust	Brian Ratchford	Esther Gal-Or
14	Kannan Srinivasan	George S. Day	Tülin Erdem
15	Ravi Dhar	Jordan Louviere	Gary L. Lilien
16	Joel Huber	Olivier Toubia	Bart Bronnenberg
17	Tülin Erdem	Balachander Subramanian	Roland Rust
18	J. Miguel Villas-Boas	Dilip Soman	David Soberman
19	James D. Hess	Eric Bradlow	J. Miguel Villas-Boas
20	Eitan Muller	Alan Cooke	V. Padmanabhan
21	Jinhong Xie	Sunil Gupta	Eric Greenleaf
22	Eric Bradlow	Chris Janiszewski	Joel H. Steckel
23	Bill Boulding	Fred Zufryden	Venky Shankar
24	Charles Weinberg	Ruth Bolton	Pradeep Chintagunta
25	Wayne S. DeSarbo	Carl F. Mela	Charles Ingene
26	John Hauser	Dawn Iacobucci	Greg M. Allenby
27	Leigh McAlister	Hans Baumgartner	John Hauser
28	Abel Jeuland	Douglas Bowman	John Roberts

Note. Out of 133 regular and guest area editors.

Panel 11   Best of 144 Area Editors (Last 2 Years Only)

Rank (1 = best)	Most completed area editor reports	Fastest turnaround (>1 area editor report)	Fastest turnaround (>2 area editor reports)
1	Gary L. Lilien	Richard Johnson	Koen Pauwels
2	Ravi Dhar	Koen Pauwels	Wayne S. DeSarbo
3	Eugene Anderson	Douglas Bowman	Leonard M. Lodish
4	Duncan I. Simester	Fred Zufryden	Eric Bradlow
5	Jinhong Xie	Wayne S. DeSarbo	Dilip Soman
6	Greg M. Allenby	Gary M. Erickson	Eitan Muller
7	Z. John Zhang	Jean-Pierre Dubé	Gary L. Lilien
8	Greg Shaffer	Lakshman Krishnamurthi	Ruth N. Bolton
9	Scott A. Neslin	Sivaramakrishnan (Sid) Siddarth	Dawn Iacobucci
10	Eric Bradlow	Wilfred Amaldoss	Carl F. Mela
11	Michel Wedel	Leonard M. Lodish	Roland Rust
12	Pradeep Chintagunta	Eitan Muller	Eugene Anderson
13	Arvind Rangaswamy	Eric Bradlow	Tülin Erdem
14	J. Miguel Villas-Boas	Dilip Soman	Pradeep Chintagunta
15	Kannan Srinivasan	Olivier Toubia	Esther Gal-Or
16	Chakravarthi Narasimhan	Balachander Subramanian	Venky Shankar
17	Tülin Erdem	Birger Wernerfelt	Joel H. Steckel
18	Wayne S. DeSarbo	Vithala C. Rao	Bart Bronnenberg
19	John Hauser	Gary L. Lilien	Abbie Griffin
20	Joel Huber	Ruth N. Bolton	J. Miguel Villas-Boas
21	Venky Shankar	Alan Cooke	David Soberman
22	Eitan Muller	Sunil Gupta	Charles Weinberg
23	Leigh McAlister	Dawn Iacobucci	Eric Greenleaf

Panel 11   **(Continued.)**

Rank (1 = best)	Most completed area editor reports	Fastest turnaround (>1 area editor report)	Fastest turnaround (>2 area editor reports)
24	K. Sridhar Moorthy	Carl F. Mela	Charles Ingene
25	Anne Coughlan	Roland Rust	Leigh McAlister
26	Yuxin Chen	Hans Baumgartner	John Roberts
27	Marnik Dekimpe	Paul R. Messinger	Vicki G. Morwitz
28	Carl F. Mela	Eugene Anderson	Peter Fader
29	Roland Rust	Tülin Erdem	K. Sridhar Moorthy
30	Donald R. Lehmann	Brian Ratchford	Anthony Dukes
31	Florian Zettelmeyer	Stephen Hoch	Greg M. Allenby

Note. Of 114 regular and guest area editors.

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

Year of publication	Rank (1 = best)	Most cited articles in that year as of 4/18//2007
2004	1	van Heerde, H. J., P. S. H. Leeflang, D. R. Wittink. 2004. Decomposing the sales promotion bump with store data. *Marketing Sci.* **23**(3) 317–334.
	2	Anderson, E. T., D. I. Simester. 2004. Long-run effects of promotion depth on new versus established customers: Three field studies. *Marketing Sci.* **23**(1) 4–20.
	2	Godes, D., D. Mayzlin. 2004. Using online conversations to study word-of-mouth communication. *Marketing Sci.* **23**(4) 545–560.
2005	1	Besanko, D., J.-P. Dubé, S. Gupta. 2005. Own-brand and cross-brand retail pass-through. *Marketing Sci.* **24**(1) 123–137.
	2	Mittal, V., E. W. Anderson, A. Sayrak, P. Tadikamalla. 2005. Dual emphasis and the long-term financial impact of customer satisfaction. *Marketing Sci.* **24**(4) 544–555.
	2	Shugan, S. M. 2005. Editorial: Brand loyalty programs: Are they shams? *Marketing Sci.* **24**(2) 185–193.
2006	1	Chintagunta, P., T. Erdem, P. E. Rossi, M. Wedel. 2006. Structural modeling in marketing: Review and assessment. *Marketing Sci.* **25**(6) 604–616.
	1	Eliashberg, J., A. Elberse, M. A. A. M. Leenders. 2006. The motion picture industry: Critical issues in practice, current research, and new research directions. *Marketing Sci.* **25**(6) 638–661.
	2	Rust, R. T., T. S. Chung. 2006. Marketing models of service and relationships. *Marketing Sci.* **25**(6) 560–580.
Last 12 years	1	Novak, T. P., D. L. Hoffman, Y. F. Yung. 2000. Measuring the customer experience in online environments: A structural modeling approach. *Marketing Sci.* **19**(1) 22–42.
	2	Bolton, R. 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.
	3	Lynch, J. G., D. Ariely. 2000. Wine online: Search costs affect competition on price, quality, and distribution. *Marketing Sci.* **19**(1) 83–103.

Panel 12, based on some very preliminary citation data, provides some of the most-cited articles by year over the last three years according to the ISI Web of Science® as of 4/18/2007. Note that citation counts do change from year to year.

In 2006, *Marketing Science* broke tradition and published a special issue, including three review articles. These review articles were the most-cited articles in 2006 as of 4/18/07. These articles were Chintagunta et al. (2006), Eliashberg et al. (2006), and Rust and Chung (2006).

See Shugan (2002) for the most highly cited articles in *Marketing Science*. Unfortunately, the ISI Web of Science® 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 to the index. Google Scholar™ might be a possible alternative source of citations for future editorials.

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!

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