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## Editor's Statement

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# Editor's Statement

It has been a tremendous honor for me to serve for the past three years as the editor of *Journal of Public Policy & Marketing*. I consider myself fortunate to follow in the footsteps of the previous editors, Thomas Kinnear (1982–87), Patrick Murphy (1987–92), Michael Mazis (1992–95), and Debra Scammon (1995–98), who served the discipline well in developing the journal into one of the leading outlets for scholarly work in the marketing discipline. When I began as editor in July 1998, my objectives were to continue the tradition of high standards set by my predecessors and to focus on several goals mentioned in my incoming editor statement in the Spring 1999 issue.

One important goal, as established by previous editors, was to encourage a diverse set of topics on marketing and public policy, as well as the use of a variety of methodological approaches. I credit our success in this area in part to the strong and diverse special issue topics during my tenure: pricing and public policy, privacy and ethical issues in database/interactive marketing, competition policy and antitrust law, and social marketing initiatives. I thank all the contributing authors, reviewers, and especially the special issue editors, Dhruv Grewal (Babson College), Larry Compeau (Clarkson University), George Milne (University of Massachusetts), Greg Gundlach (University of Notre Dame), and Connie Pechmann (University of California, Irvine), for their exceptional work on behalf of *JPP&M*.

Another initiative set forth by *JPP&M* was to encourage young scholars in the field in the development of research programs applied to marketing and public policy and to provide some assistance to these scholars in early stages of their research. To help such scholars, the *JPP&M* Editorial Board and the Marketing & Public Policy Conference undertook a significant outreach effort. Specifically, a mentor program was established in 1999 whereby *JPP&M* Editorial Board members were asked to volunteer their own areas of public policy expertise for possible assistance to young scholars in the development of their research programs. I thank 28 members of the board who offered their advice and expertise to these young scholars. Similarly, conference chairs at several recent Marketing & Public Policy conferences have held consortia and special sessions for doctoral candidates who express an interest in our field.

Since 1993, the *JPP&M* review board has presented an annual award for the *JPP&M* article that it believes has made the most significant contribution to the understanding of marketing and public policy issues. However, it was felt that an endowment and naming of the award would help provide an extra incentive for authors to produce high-quality research in the marketing and public policy field. In 2000, with the help of the board and the AMA Foundation, the award was renamed to honor Thomas Kinnear in recognition of his exceptional service to the marketing discipline by helping create *JPP&M* and serving as its first editor. The first recipients of the Thomas C. Kinnear/ *Journal of Public Policy & Marketing* Outstanding Article Award were announced in the Spring 2001 issue. The award consists of

a plaque and cash prize, both presented at the annual Marketing & Public Policy Conference.

One other goal was to increase access to information about *JPP&M*. This was accomplished through the listing of *JPP&M*'s editorial policy, editorial guidelines, manuscript review process and guidelines, editorial review board, staff contact information, awards, current issue information, and calls for papers on the AMA's Web site ([www.marketingpower.com/jppm](http://www.marketingpower.com/jppm)). In addition to providing useful and timely information for potential contributors (including many international scholars), it has helped streamline the review process for authors. The editor-elect, Joel Cohen, plans to continue working on this initiative and has posted additional information about *JPP&M* at [www.cba.ufl.edu/jppm](http://www.cba.ufl.edu/jppm).

It also should be mentioned that *JPP&M* continues to be rated as one of the leading specialty journals in the field of marketing. Our number of submissions last year (excluding the Legal Developments and Policy Watch sections) has risen to 90, and overall acceptance rates during my tenure have ranged from 12% to 23%. In addition to a strong set of special issues, one reason for this continued growth has been the number of submissions that are simultaneously considered for Marketing & Public Policy Conference presentation and journal publication. As begun under the editorship of Michael Mazis, conference papers eventually accepted for *JPP&M* publication have been evaluated using the same criteria as "regular" *JPP&M* submissions. I would like to thank the following Marketing & Public Policy Conference co-chairs for their outstanding work in handling the joint conference/*JPP&M* submissions during my term: 1998, Alan Andreasen (Georgetown University) and Craig Smith (London Business School); 1999, Greg Gundlach, Pat Murphy, and Bill Wilkie (all University of Notre Dame); 2000, Paula Bone (West Virginia University), Karen France (West Virginia University) and Josh Wiener (Oklahoma State University); and 2001, Ron Hill (University of Portland) and Ray Taylor (Villanova University).

Former editor, Michael Mazis, created three important sections of *JPP&M*—Legal Developments, Policy Watch, and Book Reviews—and under editor Debbie Scammon these sections continued to thrive. This tradition continued under my editorship, and I sincerely thank the following section editors for all their hard work: the Legal Developments section editor, Greg Gundlach (University of Notre Dame); the Policy Watch editor, Ron Hill (University of Portland); and the Book Review editor, Rob Mayer (University of Utah). Over the years, the insightful and provocative articles and reviews in these sections have certainly contributed to the success of the journal.

I would be remiss if I did not mention my sincere appreciation and thanks to the 65 members of the *JPP&M* editorial review board who served during my term. Their hard work, effort, time, and dedication in the reviewing process made the board one of the best in the marketing field and one with which I was very proud to be associated. We have received many positive comments from authors that the

reviews have been quite constructive, thorough, and insightful and have truly helped their research programs. (This includes several comments from authors of rejected manuscripts.) Certainly, my job as editor was made easier by the help of this outstanding board.

I should note that though my last official issue will be Spring 2002, Joel Cohen (University of Florida) has begun his term as *JPP&M* editor as of July 1, 2001, and is receiving new submissions in preparation for the Fall 2002 issue. Joel is an exceptional scholar in marketing, has a distinguished record of research in consumer behavior and public policy, and brings many years of service and expertise on consumer protection and governmental issues to his duties as editor. Joel and I have worked hard on the transition process, and I am confident that *JPP&M* will flourish and continue its high standards of excellence under Joel's lead-

ership. I am certain that you will continue to consider *JPP&M* an outlet for your best research.

As a final note, I would like to thank the members of the American Marketing Association Publications Group and the AMA Vice Presidents of Publications, Tom Kinnear, Bart Weitz, and Mike Houston, for all their help, support, encouragement, and cooperation during my three-year term. In particular, I am indebted to Francesca Van Gorp Cooley, Managing Editor, and Elizabeth Nevins and Beth Ammerman, Technical Editors, for their help in handling many managerial and operational details and allowing me to focus on my editorial duties associated with the journal.

Thank you for all your help, support, and generous contributions to the marketing and public policy discipline during my term. I wish you all the best.

CRAIG ANDREWS  
Editor