MARKETING SCIENCE

DOCTORAL CONSORTIUM

NORTHWESTERN UNIVERSITY
KELLOGG SCHOOL OF MANAGEMENT
JUNE, 2014

FRED FEINBERG

ROSS SCHOOL OF BUSINESS
UNIVERSITY OF MICHIGAN

Kellogg
School of Management

Why publish in MARKETING SCIENCE

"It's an A"
"It counts" ☺

The "premier quantitative journal in marketing"

On **Financial Times** and **Business Week** top journals lists

First choice of authors for quantitative, technical papers

Leading experts as AEs and Reviewers

Super-quick time-to-print (about 4-6 months)

"Embrace diversity" (of methods / topics in marketing)

Methods: Analytical, statistical, experimental, economic theory, mathematical psychology, etc...

Topics: Channels, Pricing, Choice, Variety Seeking, Conjoint, Keyword search advertising, [tons of others ...]
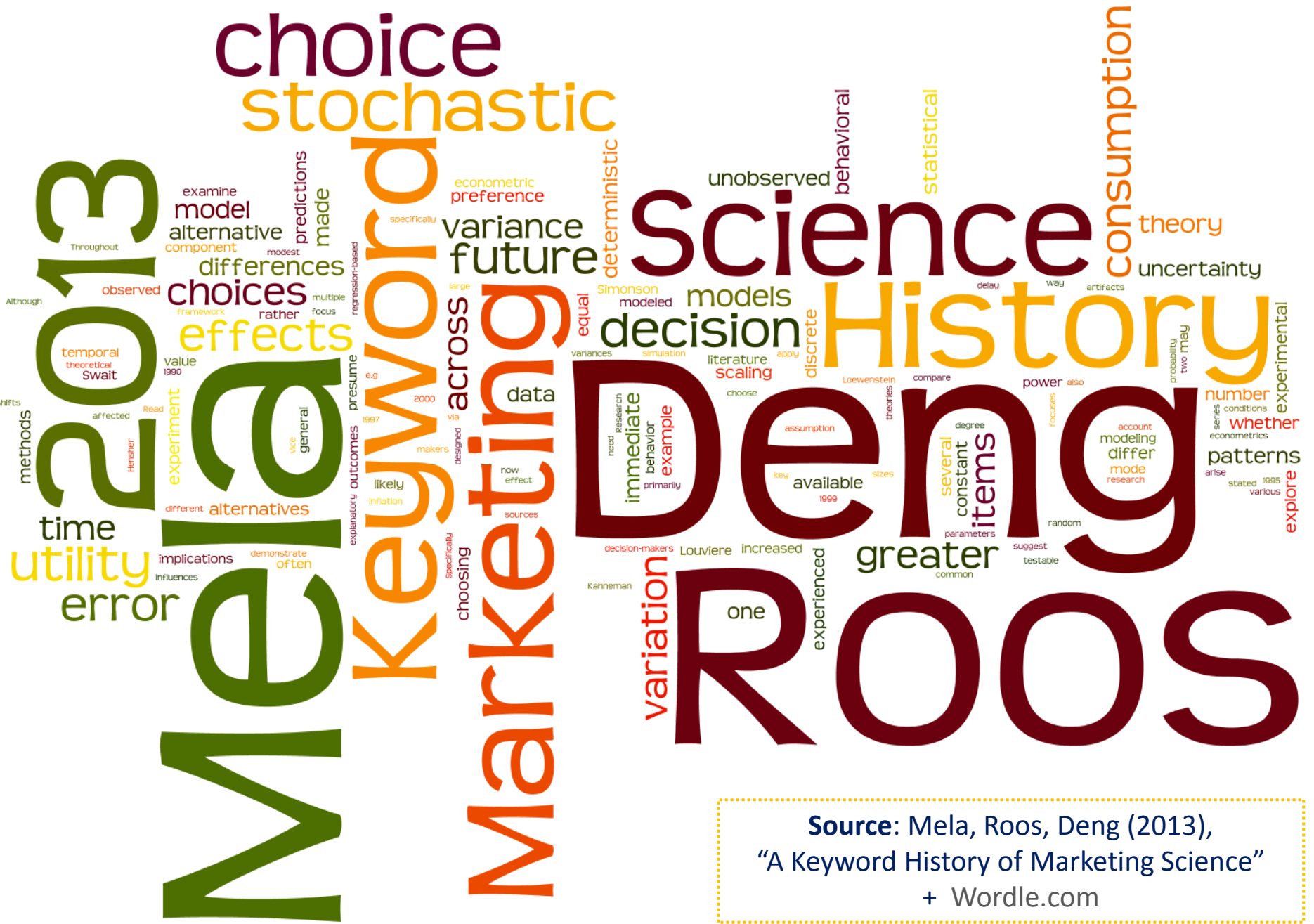
What do we publish?

1982-1991

1992-2001

2002-2011

Source: Mela, Roos, Deng (2013),
"A Keyword History of Marketing Science"
+ Wordle.com

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New Editorial Structure

Editor-in-Chief:

Preyas Desai (Duke, Fuqua)

Senior Editors:

As in "seniority",
not "senior citizen"

Fred Feinberg (Ross, UMich)

Ganesh Iyer (Haas, UC-Berkeley)

K. Sudhir (Yale)

Russ Winer (Stern, NYU)

Editorial Process

1. Authors suggest SEs at time of submission

2. EIC assigns the paper to an SE

3. EIC and SE make desk reject decision (as needed)

4. SE selects an Associate Editor and two (or sometimes three) reviewers

5. SE makes acceptance / revision / rejection decision

Submissions and Outcomes

2013: 408 new and 175 revisions submitted

Submissions from 38 countries

Outcomes (2011-2013 data)

New submissions: 75% papers rejected (includes reject and resubmit); 25% get revisions (major or minor)

Revisions: 38% accepted, 50% revisions (includes major, minor, and conditional accepts), 12% rejected

"What we want"

Is the paper **clear** about…

   Research questions

   Relevant products, markets, business situations

   Intended contribution / Novelty

   Methods used

How **important** is intended contribution?

What are the **limitations** of the method?

   Is the answer due to the model or the analysis / estimation?

   Is the method incorrect?

   What is fixable? How ?

   How does it compare to the current literature?

Is the paper's **intended** contribution **achieved**?

"CILIA"

Clear

Important

Limitations

Intentions

Achieved

cilium

basal body

Source: Skinner, B. F. (1957), "Biological acronyms help people remember long, tedious lists", *JEP-LMC*, 43(2), 177-188.

"What we want"

3Cs: **C**ontribution, **C**orrectness, **C**larity

Complexity is not among our 3Cs!

Most papers get rejected for **C**ontribution reasons

Technical **C**orrectness important but… we do understand paradigmatic differences and state-of-the-art limitations

Clarity about data, model, assumptions, methods, analysis critical for reviewers to evaluate the paper

Don't make the review team guess

Contribution

You **can** have only substantive or only methodological contribution

Connection to marketing <u>critical</u>

Substantive papers must provide new insights: **what do we learn**?

    e.g., How / why some strategies perform better than others

        How / why some firms do better than others

        How consumer respond to some marketing actions

Methodological papers develop "relevant" methods

    Allow other researchers or managers to find new insights about important **MARKETING PROBLEMS**

    New methods need to demonstrate superiority over existing ones!

How to help yourself

TAKE YOUR BEST SHOT AT ROUND ONE!!!!!

#1 Tip!

Present, get comments <u>before</u> submission

Submitting sooner does not help if the paper is rejected

Clearly discuss the contribution

Describe the business situation where the paper is applicable

Target audience (managers, other researchers, public policy makers)

What can they do better after reading the paper?

A huge majority of rejections are due to contribution concerns

Scholar is our friend

Easy to identify other relevant papers that you may not know

Incremental contribution over other papers

New data policy

Purpose: to allow others (including PhD students!) to understand published papers in a deeper way: Improve diffusion and reduce the cost of doing research

Full policy given in Jan-Feb 2013 issue. **Please read it!**

NDAs: excluded

Non-NDA: you can submit full data, a slice of data, or synthetic data from the model

Others **cannot** use your data to publish new papers without your permission

Win-win-win for authors, fellow researchers, journal

"Contact Us"

Submit a manuscript: http://mc.manuscriptcentral.com/mksc

Questions? Just ask!

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www.facebook.com/marketingscience

@marketngscience

Questions

Now is an awesome time to ask!

where Everything = MARKETING SCIENCE