

# Search Committee Report: *Marketing Science*—A Strong Franchise with a Bright Future

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On October 4, 2001, this committee recommended to the INFORMS Publication Committee that Dr. Steven M. Shugan of the University of Florida be appointed Editor-in-Chief of *Marketing Science* for a three-year term, beginning January 1, 2002. Steve graduated from Northwestern University in 1978 and, after a brief stint at the University of Rochester, earned the rank of full professor at the University of Chicago. He left Chicago in 1992 to become the Russell Berrie Eminent Scholar Chair and Professor. He is well-known in marketing science, with significant, well-referenced publications in a variety of areas of marketing science. He has won and has been a finalist for major best-paper awards from *Marketing Science*, the *Journal of Marketing Research*, and the *Journal of Marketing*. He has substantial editorial experience at the top marketing journals (the *Journal of Marketing*, the *Journal of Marketing Research*, *Marketing Science*, *Management Science*, the *Journal of Business*, and the *Journal of Consumer Research*) and continues to be an active researcher in a variety of relevant areas of marketing. Steve has a number of creative ideas about building on *Marketing Science's* core strengths to expand its reach and enhance its impact. Many of these ideas are detailed in his first editorial in this issue of *Marketing Science*.

## Gathering Input

Our committee was appointed in April 2001 and was chosen to represent a variety of interests within the INFORMS College of Marketing. Throughout May, June, and July we sought extensive and intensive in-

put with direct letters to the editorial boards of *Marketing Science* and *Management Science* and other interested parties, with personal calls to a sampling of these colleagues, and with formal announcements. This input culminated with both formal and informal discussions at the *Marketing Science* conference in Wiesbaden, Germany. After listening carefully, we found opinions to be diverse and constructive with strong support and energy for the journal. We wish to thank everyone for their help.

## State of the Journal

There is much good news about the journal. It is a strong franchise with core strengths in quantitative marketing, especially the application of economic methods and statistics to address interesting marketing problems. The journal also has historic strengths in the management sciences, the behavioral sciences, and applied problem solutions, although many hoped for more papers in these areas. The journal has a reputation for complete, thoughtful, constructive reviews with good turnaround times. It is perceived by many as an "A" journal that is important in tenure reviews. From everyone we heard strong praise for the current editor, Dr. Brian Ratchford. He is doing an excellent job and deserves our gratitude for his stewardship of the journal. Indeed, the Advisory Board recently voted unanimously to recognize Brian for his contributions to the journal.

One indicator of strength is that 35 different people were nominated for editor. (However, we quickly eliminated the five who had already served.) The im-

pressive credentials of the people on this list demonstrate how the field has grown and matured in the last 20 years to represent a breadth of committed excellence. Choosing from so many excellent candidates was both a pleasure and a challenge.

We found many opportunities for *Marketing Science* to build on its core franchise. The journal's strength and reputation for quality mean that we can seek synergies with related journals, explore new methodologies and new topics, explore more work at the interfaces with other disciplines, reclaim probability and optimization applications, and seek a broader partnership with the applied research in industry. We felt that the new editor must maintain the journal's quality and core strengths while beginning new initiatives to reach out to a broader audience and to enhance the impact of the journal. We were particularly concerned that new members of our community, such as students and recent graduates, see the journal as receptive to their ideas. We hoped for a wide impact internationally on a broad set of universities and practicing firms.

We agreed on a set of criteria for the new editor, based on these data. The new editor should: (1) understand the different philosophies of science, understand the trade-offs inherent in the relative definitions of "right," and be able to strike a balance; (2) believe in outreach; make our name more widely known and our articles more widely read; (3) develop an effective strategy for applied content; (4) maintain a prestigious image and be well-known in the field; (5) demonstrate proven administrative skills and have the resources to devote the requisite time; and (6) exhibit demonstrated service to the field. Fortunately or unfortunately, a large fraction of the candidates did well on this list, which bodes well for future editorial searches. However, the list did guide our deliberations.

### **Final Selection Process**

After much discussion we agreed on a short list of finalists, each of whom was asked to submit proposals. Each was asked questions based on the evaluative criteria. We interviewed each finalist via teleconference (with special thanks to Duke University's magic telephone system). In the end we were able to reach a clear decision. All of the finalists had great ideas and demonstrated their commitment.

### **Term**

Standard terms for the editors of INFORMS journals are three-year appointments with the possibility of one three-year reappointment. The first three editors of *Marketing Science* served under these conditions. With the appointment of the fourth editor and by mutual agreement, the term was changed to a single four-year term. This committee, the Advisory Board, and the INFORMS Publications' Committee see advantages and disadvantages to both systems but, after careful consideration, the new editor was appointed according to the INFORMS standard.

### **Advisory Board Initiatives**

The College Advisory Board is committed to the journal. For example, for the lifetime of the journal, there have been no effective constraints on published pages. The Advisory Board has made it possible for the editor to focus on absolute quality and contribution. If the editor can find more excellent papers, he or she has the option of publishing all of them. The Board has continued this tradition of support by voting to make the journal available at cost (or subsidized at no cost) to students. The Board is open to other ideas to expand the reach of *Marketing Science* and to enhance its impact. Please send suggestions to the President of the INFORMS College of Marketing.