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Incoming Editor's Statement

J. Craig Andrews

Marquette University, craig.andrews@marquette.edu

Editor's Statement

This issue represents the beginning of the 18th year of publication for the *Journal of Public Policy & Marketing (JPP&M)*. *JPP&M* first was edited by Thomas C. Kinnear and published by the University of Michigan. Under editors Thomas Kinnear (1982–1987), Patrick Murphy (1987–1992), Michael Mazis (1992–1995), and Debra Scammon (1995–1998), the journal has developed into one of the leading outlets for scholarly work in the marketing discipline. In 1990, the American Marketing Association (AMA) began publishing *JPP&M* and broadening its readership base. During the past several years, *JPP&M*'s impact factor in the Social Sciences Citation Index has placed it among the leading journals in marketing. As *JPP&M*'s new editor, I plan to continue in this tradition of excellence as established by the preceding editors and contributors to our field.

In this editor's statement, I will share *JPP&M*'s editorial philosophy and mission with our readers, as well as important information regarding our Web site, new *JPP&M* activities, section editors, and special issues and conferences. The following *JPP&M* editorial philosophy and mission should be of interest to readers and all prospective contributors.

Editorial Philosophy and Mission

JPP&M is a scholarly journal that publishes articles, thoughtful commentary, legal issues, and book reviews on marketing and public policy topics. It serves to inform readers about the influence of public policy issues on marketing practice and the impact of marketing activity on public policy decisions. *JPP&M* serves as a bridge between academic researchers interested in developing new insights and practitioners concerned with solving current problems. *JPP&M*'s objective is to provide scholars and practitioners with useful ideas and high quality research.

JPP&M publishes articles that use varied research approaches. Authors are encouraged to submit empirical research papers, as well as integrative review papers, legal evaluations of case law or regulations, conceptual analyses of public policy issues, and ethical studies of social problems.

JPP&M is the premier academic and professional journal on a wide variety of public policy issues and their impact on marketing. As such, *JPP&M*'s contributors, reviewers, and readers represent many disciplines. Therefore, I plan to continue the outreach efforts initiated by my predecessors in encouraging manuscript submissions from a diverse set of fields, such as consumer behavior, economics, government, industry, international marketing, law, and psychology, among others. Such a multidisciplinary focus also is reflected in the diversity and strength of our editorial board. This practice will continue to ensure that new perspectives are introduced into our discipline.

Web Site Information

For those seeking information on *JPP&M*'s editorial policy, editorial guidelines, manuscript guidelines, manuscript

review process, editorial review board, and staff contact, the information pages on the *JPP&M* Web site (<http://www.ama.org/pubs/jppm>) should be of interest. The editorial policy also is found in print form at the end of this issue, and the manuscript guidelines were published in the last issue of *JPP&M* (Vol. 17, No. 2). Readers and potential contributors are encouraged to read about the following editorial guidelines subsections on the *JPP&M* Web site (<http://www.ama.org/pubs/jppm/info/info2.asp>): mission, primary reader targets, relevance to reader groups, manuscript development/review, editorial philosophy, scholarly contribution, varied perspectives, content of published articles, and stimulating interest in marketing and public policy research.

New *JPP&M* Activity

One important *JPP&M* initiative is to encourage young scholars to develop research programs on marketing and public policy topics and submit manuscripts to *JPP&M* and other related journals in the field. Therefore, a significant outreach effort is being undertaken by the *JPP&M* Editorial Board, the Marketing & Society special interest group of the AMA, and the Marketing & Public Policy Conference to assist such scholars. Specifically, a mentorship program is being initiated whereby *JPP&M* Editorial Board members will be asked to identify doctoral programs and recent graduates who might need friendly advice in the development of their marketing and public policy research. Also, members of the Board will be asked to volunteer their own areas of public policy expertise for possible assistance to young scholars (e.g., a friendly read of a manuscript). It is hoped that members of the Marketing & Society special interest group of the AMA also will become involved in aiding such beginning scholars. Efforts have been made at several Marketing & Public Policy conferences (including this year's) to hold consortia and special sessions for doctoral candidates.

JPP&M Section Editors

JPP&M will continue its tradition of offering three special sections—Legal Developments, Policy Watch, and Book Reviews—as part of most journal issues. Such manuscripts are managed entirely by the section editors. The purpose of each section is described with the section editor contact information (also see <http://www.ama.org/pubs/jppm/info/info7.asp>).

Legal Developments Section Editor: Gregory T. Gundlach, University of Notre Dame

The Legal Developments section seeks manuscripts for blind review that discuss and analyze recent legal trends and important cases, statutes, and regulations in key marketing and public policy areas. Manuscripts contain rigorous legal analysis and implications for marketers and provide commentary on public policy implications.

***Policy Watch Section Editor: Ronald Paul Hill,
University of Portland***

The Policy Watch section publishes opinions, commentary, and debates on current controversial public policy issues in marketing. Whenever possible, several divergent perspectives on the specific public policy topic are published in the same issue, with a well-known scholar who has conducted research in the area acting as a coordinator.

***Book Reviews Section Editor: Robert N. Mayer,
University of Utah***

The Book Review section solicits critical reviews of recent books on public policy and marketing topics. Although many of the books are authored by marketing scholars, books are encouraged from a wide variety of disciplines in the field. The content of the reviews should emphasize a balanced analysis of the book's merits and employ a scholarly and thought-provoking style.

Special Issues and Conferences

In each spring issue, *JPP&M* features a special issue section that provides an in-depth treatment of an important marketing and public policy topic. In the past, such topics have included warnings and disclosures, international issues, nutrition and health, vulnerable populations, social marketing, and ethical issues, among others. This year's special issue is "Pricing and Public Policy," with Dhruv Grewal and Larry Compeau serving as the special issue coeditors. Next

year's special issue, "Privacy and Ethical Issues in Database/Interactive Marketing and Public Policy," will be edited by George Milne. Finally, Greg Gundlach is serving as the special issue editor for "Competition Policy and Antitrust Law," which will appear in Spring 2001, with a deadline for manuscripts of April 1, 2000. Authors are encouraged to contact the special issue editor(s) regarding details for manuscript submissions.

Finally, *JPP&M* plans to continue its association with the annual Marketing & Public Policy Conference held each spring. Conference papers that are submitted for *JPP&M* publication will be held to the same criteria as regular *JPP&M* manuscript submissions.

A Word of Thanks

In summary, I personally wish to thank Debra Scammon, my predecessor, for her leadership and help in the transition period. I also thank former editors Mazis, Murphy, and Kinneer and the editorial board for their encouragement and assistance this year. In addition, I appreciate the help and patience of Francesca VanGorp Cooley, the journal's managing editor, and Elisabeth Nevins, the journal's technical editor, in the publication process. In conjunction with our excellent editorial board, I look forward to helping publish a set of scholarly articles that will continue to contribute to and advance the marketing and public policy discipline.

J. CRAIG ANDREWS
Editor