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Broadening *Journal of Public Policy & Marketing's* Outreach: My "Tour of Duty" as Editor

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It has been almost nine years since I concluded my term as the fifth editor of *Journal of Public Policy & Marketing (JPP&M)*. As indicated in my outgoing “Editor’s Statement” (2001), I consider it a tremendous honor to have served as editor for a journal that has evolved into one of the leading outlets for scholarly work in the marketing field. However, as most former editors will acknowledge, it can be best described as an ever-changing journey, with peaks and valleys in the evolution process. Therefore, the purpose of this article is to reflect on my tenure and background, my objectives for the journal, initiatives that were tried (including what worked and what didn’t), special issues and sections, and award-winning articles and reviewers. I conclude with a closing set of thoughts and reflections for future *JPP&M* editors, authors, reviewers, and readers.

Tenure and Prior Background

My tenure as the fifth editor of *JPP&M* officially began in July 1998 as editor-elect, a position in which the incoming editor receives and begins processing manuscripts but is not yet responsible for the current issue. Although panic may set in for editors-elect when they realize that they must fill the very next issue, the reality is that special sections and holdover manuscripts do help in this regard. As such, my first official issue was spring 1999 and my “tour of duty” as editor ended in June 2002, because I was asked to extend my service through the Spring 2002 issue. In total, I served as *JPP&M* editor for four years, though arguably, it *seemed* like five, as I was responsible for the Spring 1998 special issue, “Warnings and Disclosures,” with the manuscript processing beginning in June 1997.

To regress a bit, most editors (and their selection committees) will acknowledge that the process and development of being an editor actually occurs many years before the official appointment (not that a person would ever know many years prior that he or she would be in the position of being named editor in the future). In my case, the journey began in 1988 with a study of whether student drinkers would believe a series of alcohol warning labels, some of which Congress had approved in the Alcohol Labeling Bev-

erage Act of 1988. Although all were rated as believable in an absolute sense, certain risks (e.g., birth defects, driving impairment) were viewed as significantly more believable than others (e.g., hypertension, liver disease, cancer, addiction, combination with other drugs; Andrews, Netemeyer, and Durvasula 1990). In turn, this led to other questions (and research) with colleagues on the underlying processes for such warning label beliefs and subsequent studies on televised ad disclosures (Hoy and Andrews 2004) and graphic visual warnings on tobacco packages (Kees et al. 2006, 2010). My early interest in this area resulted in an opportunity to edit a 1998 *JPP&M* special issue, “Warnings and Disclosures,” in which 30 manuscripts were submitted, resulting in eight final articles and a few “Policy Watch” and “Legal Development” items on this important topic.

The initial success at *JPP&M* with our alcohol warning label research provided an incentive to attend the 1990 Marketing & Public Policy miniconference held in Washington, D.C., and sponsored by American University and the American Marketing Association (AMA). This was a fortuitous event personally, because I received important information on a Federal Trade Commission (FTC) sabbatical position at the conference and it represented the first time I worked as a *JPP&M* reviewer. Following service as an ad hoc reviewer for *JPP&M* in Spring 1992 under editor Patrick Murphy, I was appointed to the editorial board in Spring 1993 under new editor Michael Mazis. During this time, I worked as a consumer research specialist for the FTC in the Bureau of Consumer Protection and was involved in more than 50 cases from 1992 to 1993. This rewarding experience was a career-changing one that aided not only my role as a future *JPP&M* editor but also my scholarship and teaching. An additional factor that helped prepare me in my future role as editor was serving as the chair of the AMA’s Marketing & Society special interest group from 1995 to 1996. From this experience, I learned quickly that our discipline had a wider mission than solely that of consumer protection, including important areas of antitrust, marketing ethics, social marketing, and macro-marketing. I wanted to embrace this broader perspective in setting and continuing the objectives for the journal.

One final observation on editor tenure is that a critical period in the life of any journal is the transition or handoff between outgoing and incoming editors. In the case of *JPP&M* at that time, this meant not only the coordination of

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articles accepted and under review that might be published in the incoming editor's forthcoming issues, but also providing consistency on matters such as the other journal sections (i.e., "Policy Watch," "Legal Developments," "Book Reviews"), the editorial board, board meetings, "Meet the Editors" sessions, and the role of the Marketing & Public Policy Conference with the journal. I was fortunate in that regard to have had the fourth editor, Debbie Scammon, provide invaluable advice on these issues in what I (and I hope others) believe was a seamless transition from the fourth to fifth editor.

Objectives for the Journal

As I described in my first "Editor's Statement" (Andrews 1999, p. 1), *JPP&M* at the time was a "scholarly journal that publishes articles, thoughtful commentary, legal issues, and book reviews on marketing and public policy issues." The objective was to inform readers about the impact of public policy issues on marketing practices and the influence of marketing activity on public policy. (An objective of studying public policy per se also had been cited in "Meet the Editors" sessions.) At the time, *JPP&M* encouraged the use of varied research approaches (e.g., experiments [lab and field], surveys, qualitative analysis, meta-analyses, legal and policy analysis, case studies, conceptual analyses of public policy issues). Contributors, reviewers, and readers were from a diverse set of disciplines: consumer behavior, economics, government, industry, law, international marketing, and psychology, among others. Building on my experiences with the Marketing & Society special interest group, and Michael Mazis and Debbie Scammon's past efforts, I sought to broaden the journal's outreach to include not only consumer protection and antitrust/competition issues but marketing ethics, social marketing, and macromarketing issues as well. It is encouraging to see that this effort has continued with recent special issues on children and obesity, covert marketing, and consumption constraints under current Editor Ron Hill, and with future planned issues devoted to social entrepreneurship and culture and ethnicity.

One other objective that has been discussed over time is the need for contributing authors to consider the interplay between the policy issue or problem, theory, and method employed. (Research that examines the substantive, conceptual, and methodological domains also refers to this interplay; Brinberg and McGrath 1985.) Certainly, *JPP&M* encourages researchers to first carefully and thoroughly consider the specific marketing and public policy issue and its implications and to study it from many perspectives. This can make it difficult for *JPP&M* researchers focusing on pure theory testing as a starting point, because it is not likely to map in cleanly with the policy issue or needed methodology/sample for the issue (cf. Cohen 2005). However, this should not preclude researchers from using relevant theory to offer supportive evidence or attempting to apply conceptual rationale or theory to the policy issue at hand. Thus, examining the contributions of (and relationships among) the three domains in a researcher's work is an important step before submission to *JPP&M*.

More specific goals during my tenure as *JPP&M* editor included encouraging diverse topics and methods addressing marketing and public policy, trying to develop emerging scholars interested in the field, helping to establish a named award for the most significant *JPP&M* contribution in a given year, and increasing online access to information about *JPP&M*. I cover each of these goals more thoroughly in the next section, including some initiatives (or lost opportunities) that were more challenging.

Initiatives Tried (Successes and Challenges)

Potentially, *JPP&M* can cover a wide range of topical areas, especially when considering the broader marketing and society interests of social marketing, marketing ethics, and macromarketing. Michael Mazis (1992) noted this in his conscious effort to include issues affecting not only governmental policy but society as a whole. During my term, I credit the journal's success in this area partly to a set of strong and diverse special issue topics on pricing and public policy, privacy and ethical issues in database/interactive marketing, competition policy and antitrust law, and social marketing initiatives. Also, I sought to widen the methodological approaches considered in examining these diverse topics. For example, in addition to the more traditional experiments (lab and field), content analyses, legal analysis, case studies, and conceptual analyses of public policy issues, I encouraged and received work on ethnography, complex consumer survey issues, meta-analyses, and other qualitative research (e.g., articles in the Fall 2001 special section, "Methodological Approaches to Marketing and Policy Issues").

Another important initiative that I sought for my term was to encourage emerging scholars to more fully develop and apply their research programs in the marketing and public policy field. Although arguments have been expressed against this in the past (i.e., for doctoral programs to concentrate solely on consumer behavior, modeling, or strategy development per se without an eye to its application area), many leaders in the field believed it was essential to provide some assistance in the marketing and public policy field to these emerging scholars in the early stages of their careers. Therefore, in 1999, I established a mentor program in which I asked *JPP&M* editorial board members to volunteer their areas of public policy expertise to emerging scholars for possible assistance in their development. I was encouraged when 28 of the 65 board members signed up to volunteer their time and provide insight and advice to these new scholars in the field. Since this time, conference chairs at the Marketing & Public Policy Conference have held successful consortia and workshops for new scholars expressing an interest in marketing and public policy.

Beginning in 1993, the *JPP&M* editorial board has given an annual award for the *JPP&M* article (usually from a prior three-year period) that its members believed made the most significant contribution to the understanding of marketing and policy issues. However, in 1999, the board agreed that an endowment and naming the award would provide another incentive for authors to provide high-quality research in the marketing and public policy discipline. In

2001, with the aid of the board and the AMA Foundation, we renamed the award as the “Thomas C. Kinnear/*Journal of Public Policy & Marketing* Award” in honor of the journal’s originator and first editor.

Other initiatives during my tenure included increasing online access to information about *JPP&M* (e.g., editorial policy, editorial guidelines, manuscript review process, editorial review board, staff contacts, awards, current issues and calls). In addition, we sought to maintain the overall rigor of the journal (e.g., acceptance rates ranged from 12% to 23%, 60-day turnaround on first review) and ties to the annual Marketing & Public Policy Conference and to continue the popular “Legal Developments” (Greg Gundlach, editor), “Policy Watch” (Ron Hill, editor), and “Book Review” (Rob Mayer, editor) sections.

However, certainly, hindsight is always 20/20, and inevitably, there are a few items that editors wish they could have accomplished. For me, one such item is the expansion of our international outreach to bring in a greater number of contributors and topics from other countries and cultures. Such outreach had occurred at *JPP&M* in the past (e.g., the 1997 special issue “International Issues in Law and Policy”) and is certainly ongoing at present with the expansion of the board and international contributors. Another item is the trade-off between personal involvement with each manuscript as opposed to the use of associate editors (and sometimes developmental editors). At the time, *JPP&M* received approximately 90–100 new submissions a year, and today’s volume of more than 125 new submissions a year would dictate the use of such associate editors, the Scholar One submission system, and other aids to the efficiency of the journal. A final issue that editors must decide on is the right mix of regular and invited articles. Although I tended to favor regular submissions over invited pieces, such invited articles can help with outreach efforts beyond the traditional contributors in the marketing and public policy field.

Developments on Special Issues and Sections

One important area in which an editor can leave his or her imprint on a journal is in the selection of special issues and sections. This can be especially challenging for a journal such as *JPP&M*. Because public policy and social initiatives are in a perpetual state of flux, an idea selected two years previously might be rendered a more modest contribution upon publication. Fortunately, the right positioning and scope of the special issues can ensure that topics initiated remain relevant today. The following special issues were published during my term, and I am indebted to the hard work of the special issue editors:

- “Pricing and Public Policy” (Spring 1999; Dhruv Grewal and Larry Compeau, editors—coordinated with Debbie Scammon);
- “Privacy and Ethical Issues in Database/Interactive Marketing and Public Policy” (Spring 2000; George Milne, editor);
- “Competition Policy and Antitrust Law” (Spring 2001; Greg Gundlach, editor); and
- “Social Marketing Initiatives” (Spring 2002; Connie Pechmann, editor—coordinated with Joel Cohen).

Another tradition that I sought to continue was the grouping of regular articles (if at all possible) into special sections that had common themes. During my tenure, such special sections included “Alcohol and Nutrition” (Spring 1999), “Advertising and Environmental Issues” (Spring 2000), “Consumer Research on Public Policy and Social Issues” (Spring 2001/Fall 2001), “Health Policy” (Fall 2001), and “*JPP&M* History and Consumer Protection Policy” (Spring 2002). Also of value to classroom and scholarship debates are sets of matched articles with diverging viewpoints or evidence, such as on dietary supplements (Vladeck vs. Emord; Spring 2000) and the role of Old Joe the Camel (Cohen vs. Calfee; Fall 2000). Finally, a special section based on a successful session at the Marketing & Public Policy Conference on “Methodological Approaches to Marketing and Policy Issues” was published in the Fall 2001 issue, with contributions on ethnography (Arnould 2001), consumer surveys (Hastak, Mazis, and Morris 2001), meta-analyses (Franke 2001), and other qualitative research (Dobscha and Ozanne 2001).

Important Topics

Sprott and Miyazaki’s (2002) outstanding review suggests four areas into which all articles published in *JPP&M* since its inception could be organized: (1) protection of consumers, (2) protection of competition and marketers, (3) policy and policy making, and (4) societal issues. Consumer protection was cited as the being most frequent topic (23% of all articles); therefore, its contributions can be divided into more specific subareas, such as information remedies for deception/unfairness, warnings and disclosures, advertising to children, nutrition labeling and ad claims, privacy, and environmental marketing/sustainability (Andrews 2007). A review of important topics published during my term (Fall 1998–Spring 2002) reveals work on health/nutrition/dietary supplements/health claims, alcohol and tobacco, environmental issues, prescription drugs, social marketing, privacy, ethics, macromarketing, trademark/copyright (intellectual property) issues, credit access, vulnerable populations, and so on. Although many articles focus on traditional consumer protection and competition/antitrust issues, the period truly reflects broader marketing and society interests. One final note is that marketing and public policy scholars should continually strive to update their knowledge in this ever-changing field, including the multiple and diverse perspectives on a given issue (e.g., viewed from consumer behavior/psychological, economic, legal, consumerists perspectives; cf. Mazis 1980). As Wilkie and Gardner (1974, p. 38) so correctly note, in the beginning era of marketing and public policy research, “marketers should recognize that public policy will continue to be created, with or without their research.” Thus, it is probably wise for all those interested in public policy to not only reacquaint themselves with the changing and complex issues at hand, but consider how our findings might be of use to these key decision makers.

Award-Winning Articles and Reviewers

Perhaps the highlight of each year for the editor of *JPP&M* is to announce the winners of the Thomas C. Kinnear/*Journal of Public Policy & Marketing* award for outstanding

article and the Exceptional Contribution by a Reviewer award at the Marketing & Public Policy Conference. The outstanding article awards were listed each spring, covering a three-year period from the past, and made from the recommendations of the board. The Spring 1999 award covered the 1995–1997 period, and the Spring 2000 award spanned the 1996–1998 period. The following are the Kinnear Award winners that covered articles published during my tenure, which I highly recommend for reading:

- Spring 2001 Award (for 1997–1999): Clifford J. Schultz II and Morris B. Holbrook (Fall 1999), “Marketing and the Tragedy of the Commons: A Synthesis, Commentary and Analysis for Action”
- Spring 2002 Award (for 1998–2000): Brian Roe, Alan S. Levy, and Brenda M. Derby (Spring 1999), “The Impact of Health Claims on Consumer Search and Product Evaluation Outcomes: Results from FDA Experimental Data”
- Spring 2003 Award (for 1999–2001): Manoj Hastak, Michael B. Mazis, and Louis A. Morris (Fall 2001), “The Role of Consumer Surveys in Public Policy Decision Making”
- Spring 2004 Award (for 2000–2002): Janis Kohanski Pappalardo and Debra Jones Ringold (Spring 2000), “Regulating Commercial Speech in a Dynamic Environment: Forty Years of Margarine and Oil Advertising Before the NLEA”

Although this is difficult to do, and may reflect each editor’s individual research interests, we were asked to cite other exemplary articles during our tenure. Some that come to mind include (in chronological order): Mitra et al. (Spring 1999), Hill and Adrangi (Fall 1999), Cohen and Calfee (Fall 2000), Mazis (Spring 2001), Rose, Bearden, and Manning (Spring 2001), Franke (Fall 2001), and Sprott and Miyazaki (Spring 2002). (Actually, with an acceptance rate of only 12%–23%, I would recommend examining *all* articles during my term.)

Finally, the heart and soul of a journal lies with the strength of the editorial board. Comments over the years from contributing authors (including many whose manuscripts were not accepted) indicate that *JPP&M*’s editorial board is one of the strongest in the entire marketing discipline. Although it was a difficult set of choices, their outstanding reviews made it easier to select the following *JPP&M* board members for the Exceptional Contribution by a Reviewer award during my term: Connie Pechmann (Spring 1998; in consultation with Editor Debbie Scammon), Debbie Scammon (Spring 1999), George Franke (Spring 2000), and Les Carlson (Spring 2001).

Closing Thoughts

The success of a journal is not only measured in terms of Social Science (Journal) Citation Report rankings, for which *JPP&M* has done quite well over the years, but is also gauged on other important measures. For example, the journal’s research is having an important impact in congressional testimony (e.g., slotting fees, gun violence), government agencies (e.g., the FTC, Food and Drug Administration, Centers for Disease Control, Office of National Drug Control Policy), social marketing programs, public health policy, corporate ethics and sustainability policies, and many other areas. It is a journal that can make a difference in people’s lives and society. As such, I consider myself

fortunate to have had the opportunity to serve the marketing field as editor of *JPP&M*.

I want to thank several people who were invaluable during my term as editor as part of our team. Special thanks go to Francesca Van Gorp Cooley, AMA Managing Editor, for her constant help and patience during my tenure. Also, I am indebted to the *JPP&M* editorial board; ad hoc reviewers; contributing authors; prior and subsequent editors (Tom Kinnear, Pat Murphy, Mike Mazis, Debbie Scammon, Joel Cohen, and Ron Hill); special issue editors (Dhruv Grewal and Larry Compeau, George Milne, Greg Gundlach, and Connie Pechmann); “Legal Developments” (Greg Gundlach), “Policy Watch” (Ron Hill), and “Book Reviews” (Rob Mayer) section editors; AMA technical editors (Elizabeth Nevins and Beth Ammerman), the AMA Vice Presidents of Publications (Bart Weitz and Mike Houston), and the many Marketing & Public Policy Conference chairs during my term. I also benefited from advice and insight from many of my research colleagues and fellow students from the University of South Carolina: Terry Shimp, Bill Bearden, Sub Sharma, Rick Netemeyer, Scot Burton (honorary member), Sriniv Durvasula, Donnie Lichtenstein, Paula Bone, Pam Ellen, David Sprott, Anthony Miyazaki, and Ken Manning, among others—all of whom have contributed in a substantial way to the marketing and public policy field. Support from Marquette University’s College of Business Administration, the Department of Marketing, and fellow Marquette colleagues also helped make the editorship a success for me.

Again, I want to express my thanks for all of the help, support, and generous contributions to the marketing and public policy discipline during my tour of duty as editor. I hope that marketing scholars will continue to support *JPP&M* and consider it an outlet for their best research.

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