To boldly go...

John Hulland¹ · Mark B. Houston²

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With this issue, *JAMS* begins its 50th annual trip around the sun. As such, it seems a good time to reflect on what the journal has accomplished to date as well as speculate upon what the future may hold. The timing is particularly precipitous for the two of us (John Hulland and Mark Houston), as we have just completed three years as editors of the journal and are now embarking on our second three-year mission.¹ Below, we provide a brief, historic review of the journal, describe current initiatives, and then discuss what the future may entail.

Foundations²

As described in Babin & Krey (this issue), Harold Berkman founded the *Academy of Marketing Science (AMS)* in 1971. His aim was to create a more egalitarian community of marketing scholars with the goal of fostering “a business world of substantial competence, judicious professional dignity, and high moral persuasion.” Soon thereafter, Berkman began the *Journal of the Academy of Marketing Science (JAMS)*,

¹ Astute readers may have already picked up from various words and phrases in this opening paragraph that we are using an extraterrestrial theme for this essay. We originally considered tying everything to the *Star Trek* concept, but that proved to be a bit too constraining. As a result, we reference other science fiction works as well. However, in keeping with our original intent, we each selected one character from the *Star Trek* series that best embodies our own personality (answers at end).

² With a tip of the cap to Isaac Asimov’s science fiction classic.

✉ John Hulland
jhulland@uga.edu

Mark B. Houston
m.b.houston@tcu.edu

¹ Terry College of Business, University of Georgia, Athens, GA 30602, USA

² Neeley School of Business, Texas Christian University, Fort Worth, TX 76129, USA

boldly choosing Jane Fenyo to be the journal’s first editor, a position she held for the next decade. (Fenyo was the first woman to hold an editorship in marketing.) In the years following its launch, *JAMS* has been admirably served by twelve dedicated editors (see Table 1) who established the journal’s voice, expanded its reach, and enhanced its impact.

The results of their collective effort are embodied in a journal that is now considered one of the very top in the field of marketing, and that regularly leads in terms of its scholarly impact. Publishing six issues a year, with a target of ten articles per issue, *JAMS* seeks to publish high quality, theoretically sound, managerially relevant scholarly research in marketing.

The sands of change³

Over decades, scholarly foci have shifted as a result of broader social, environmental, and technological changes. For example, the channel-captain view of marketing, popular in the 50s and 60s, was eventually replaced by the more interactive relationship paradigm. Studies of advertising and promotion diminished in number with the arrival of social media and digital marketing. Most recently, interest in the topic of responsible research in marketing has exploded. Both the Haenlein et al. and the de Ruyter et al. editorials (see this issue) directly address this burgeoning enthusiasm, and provide conceptual frameworks to help marketers better position their research to achieve meaningful societal – in addition to scholarly – impact.

Drawing on the core principles of the responsible research movement within business and management (e.g.,

³ This reference is to *Dune*, described by Hari Kunzru (*The Guardian*) as “the paradigmatic fantasy of the Age of Aquarius. Its concerns—environmental stress, human potential, altered states of consciousness and the developing countries’ revolution against imperialism—are blended together into an era-defining vision of personal and cosmic transformation.”

Table 1 JAMS Editors

Period	Editor	Institution
1972 - 1982	Jane Fenyo	Long Island University
1982 - 1984	Paul Hertz	University of Miami
1984 - 1988	Irene Lange	California State University at Fullerton
1988 - 1991	William Darden	Louisiana State University
1991 - 1994	Robert Peterson	University of Texas at Austin
1994 -1997	David Cravens	Texas Christian University
1997 - 2000	A. Parasuraman	University of Miami
2000 - 2003	P. Rajan Varadarajan	Texas A&M University
2003 - 2006	George Zinkhan	University of Georgia
2006 - 2009	David W. Stewart	Loyola Marymount University
2009 - 2015	G. Thomas M. Hult	Michigan State University
2015 - 2018	Robert W. Palmatier	University of Washington
2018 - Present	John Hulland (EiC); Mark Houston (Editor)	University of Georgia; Texas Christian University

RRBM), Haenlein et al. emphasize three critical dimensions encompassing impactful research: service to society, credibility, and usefulness. They explore the ramifications of the usefulness dimension for marketing research in more detail, decomposing it into two sub-components—impact magnitude and impact breadth. De Ruyter et al. expand this idea by using the lens of stewardship to identify three complementary principles (responsibility, respectfulness, and resilience) capable of guiding the ongoing transformation of marketing towards more meaningful and useful solutions. They argue that stewardship theory recognizes “the importance of balancing personal goals with goals of a larger entity.” Whereas a traditional view of marketing might see this larger entity as the firm, today’s researchers are increasingly being challenged to boldly view it as multiple stakeholders, society, or even the planet.

With its emphasis on “substantial competence, judicious professional dignity, and high moral persuasion,” *JAMS* is an appropriate publication outlet for such work. We agree with de Ruyter et al. that the academic marketing community is “well-placed to lead on relevant change” across the social and environmental landscape, and that “through purposeful engagement with the world’s grand challenges” we have an opportunity to enrich our understanding of and impact on the world. This does not mean that every paper published in the journal will require this grand vision. On the other hand, we encourage authors to think boldly about confronting these “grand challenges” and offering useful marketing solutions.⁴

⁴ To this end, *JAMS* has issued a call for papers for both a Special Issue and a Thought Leadership Forum on “Reimagining Marketing Strategy: Driving the Debate of Grand Challenges”. The Thought Leadership Forum, hosted at King’s College London, UK, will take place June 15–17, 2022. Submissions to the Special Issue begin September 1, 2022 and end October 29, 2022. More information on both can be found on the *JAMS* website.

Outer limits⁵

Research related to the themes articulated above is welcomed, and we envision some growth in the portion of the journal’s pages devoted to such work over time. Nonetheless, we continue to encourage submissions based on a wide variety of more traditional topics, theories, and methodological approaches that continue to have value.⁶ We remain committed to our mission of featuring high-quality scholarship that promises substantive insights for the practice of marketing, across its broad conceptual domain.

With that said, our field is in a time of rapid change, driven by numerous societal, cultural, and technological forces. Thus, in addition to continued interest in traditional marketing topics, along with greater impact on our world’s biggest problems, we actively welcome papers that boldly push the boundaries of marketing. As expressed in a prior editorial (Houston 2019), we recognize that important, cutting-edge questions may exist for which the perfect data or enough history do not exist. We are open to stewarding strong papers that ask these important questions, contextualizing their contributions in light of current constraints.

The voyage continues

Both of us have tremendously enjoyed our experience thus far as *JAMS* editors. Being in this role enables us to meet terrific people, discuss fascinating ideas, read compelling and

⁵ Like the better known *Twilight Zone*, *The Outer Limits* was an early 60s TV show with single episode stories typically focused on action-and-suspense plots where protagonists confronted manifest threats (e.g., aliens).

⁶ Further, the two perspectives can be combined. For example, practical issues such as pricing still need attention, but might be addressed in the context of setting just prices for all parties.

important research, and meaningfully improve the work of others. We are honored to have been asked to continue guiding *JAMS*, and we both look forward to our ongoing intellectual voyage over the next three years. With that in mind, we offer you the following Roddenberryesque summary -

These are the voyages of JAMS

Its ongoing mission

To explore strange new phenomena

To seek out new methods and new theories

To boldly go where no marketing journal has gone before

John “Scotty” Hulland and Mark “Bones” Houston

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