Journal of

Services Marketing

Presented by
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Queensland University of Technology, Australia

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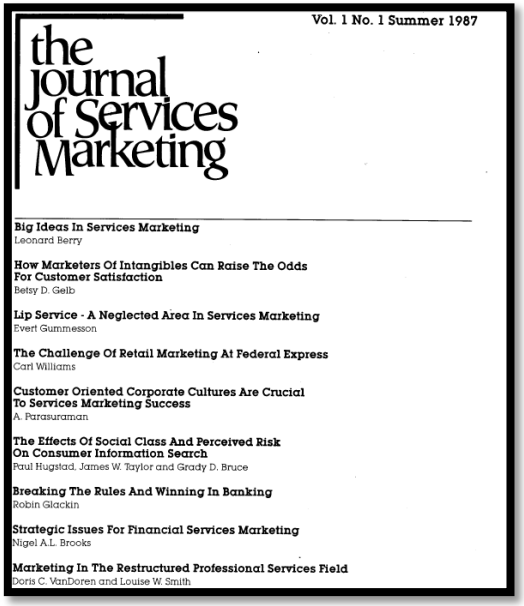
Emerald

Background

1987
Launched.
Edited by
Robert Grayson

1990-2014
Edited by
Charles Martin

2014
Edited by
Rebekah
Russell-Bennett
and Steve
Baron



Vol. 1 No. 1 Summer 1987

the journal of Services Marketing

Big Ideas In Services Marketing
Leonard Berry

How Marketers Of Intangibles Can Raise The Odds For Customer Satisfaction
Betsy D. Gelb

Lip Service - A Neglected Area In Services Marketing
Evert Gummesson

The Challenge Of Retail Marketing At Federal Express
Carl Williams

Customer Oriented Corporate Cultures Are Crucial To Services Marketing Success
A. Parasuraman

The Effects Of Social Class And Perceived Risk On Consumer Information Search
Paul Hugstad, James W. Taylor and Grady D. Bruce

Breaking The Rules And Winning In Banking
Robin Glackin

Strategic Issues For Financial Services Marketing
Nigel A.L. Brooks

Marketing In The Restructured Professional Services Field
Doris C. VanDoren and Louise W. Smith

A quarter of a century: reflections of the first 25 years of the *Journal of Services Marketing*

Charles L. Martin
W. Frank Barton School of Business, Wichita State University, Wichita, Kansas, USA and
CALIMT Learning and Innovation Research Center, Newport Beach, California, USA

Abstract
Purpose – This "viewpoint" article aims to chronicle the history and evolution of the *Journal of Services Marketing* from 1987 through 2011, from the vantage point of Professor Charles L Martin, who served on the journal's Editorial Advisory Board from 1987-1990 and as Editor from 1990 to the present day.
Design/methodology/approach – The article summarizes the events and publisher's philosophy leading up to the founding of the journal, and discusses the policies/practices and content of the journal from 1987 through 2011.
Findings – The journal has evolved as the field of services marketing has evolved – from many conceptual, "how to" and idea articles to those more empirically-based and theory-driven. However, the journal's commitment to managerial implications or other implications continues.
Practical implications – Understanding the history and evolution of the journal promises to help service researchers better understand the field's archives, identify gaps in the literature and position their research for the future. The paper promises to help service researchers and business practitioners alike to understand that the field of services marketing is not static, rather it has evolved and developed over the years and will continue to do so in the future.
Originality/value – It is useful for any organization – including journals – to periodically document and reflect on its history in order to set its sights on the future.

Keywords Services marketing, Service, Customer service, Service research, History of service, Anniversaries, Journals

Paper type Viewpoint

An executive summary for managers and executive readers can be found at the end of this article.

About anniversaries

Marketers are quite cognizant of the potency of anniversaries – temporal milestones set aside to remember and recognize meaningful personal events such as birthdays and weddings that accentuate our individuality, as well as shared historical events and traditions (often couched in terms of "holidays") that help preserve a culture's heritage or reinforce a group's bonds. Of course, we can validate, celebrate or otherwise observe significant points in the past whenever we choose, but the ebb and flow of life's normal daily routines leave too little time for most of us to observe the past as frequently and as thoughtfully as it might deserve. Thus the emergence of anniversaries – periods set aside to "properly" focus attention on featured events.

Perhaps because people appreciate being recognized for their own personal anniversaries, they seem to be a bit more tolerant of marketers who seize opportunities to tout an organization's anniversaries – to tell the organization's story, to celebrate its achievements, to say "thank you" to all who have contributed to its success, and, while reflecting on the past, to contemplate the future.

And so it is only fitting that I should seize the moment to remind the *Journal of Services Marketing* (*JSM*) family of readers, authors, reviewers and members of the Editorial Advisory Board that the Journal's 25th anniversary has arrived – 25 years of thought-provoking, cutting-edge articles that have shaped service and marketing theory and improved practice in countless organizations. Accordingly, in this editorial I would like to reflect on the first 25 years of *JSM*'s history and brag a bit about what the *JSM* family has accomplished.

In the beginning

The Journal of Service Marketing was conceived in the mid-1980s at a time when there were very few publications dedicated solely to services or services marketing. In the USA, the American Marketing Association's (AMA) periodic services marketing conference had published about five or six proceedings by that time and attendance at the conferences provided convincing evidence that there was a strong and growing body of researchers interested in services marketing. In the UK, a series of annual services marketing workshops were born at about the same time – hosted by a sponsoring university for two or three years before moving to another sponsoring university. These conferences were valuable mechanisms that brought together well over 300 service researchers to share ideas and legitimize the emerging area (not yet a "field") of services marketing. Despite the thought-provoking contributions to the conferences and the AMA's published proceedings, services marketing needed its own journal.

The current issue and full text archive of this journal is available at www.emeraldinsight.com/0887-6045.htm

Emerald

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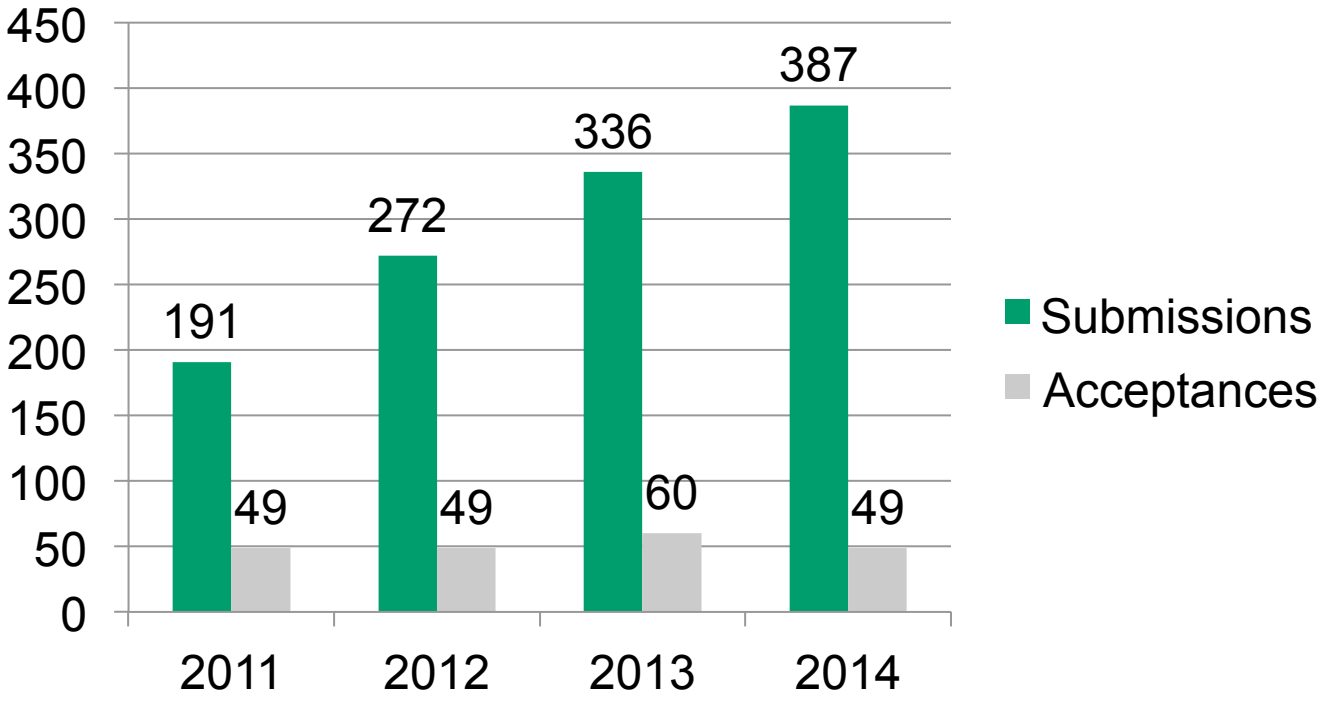
Quality indicators

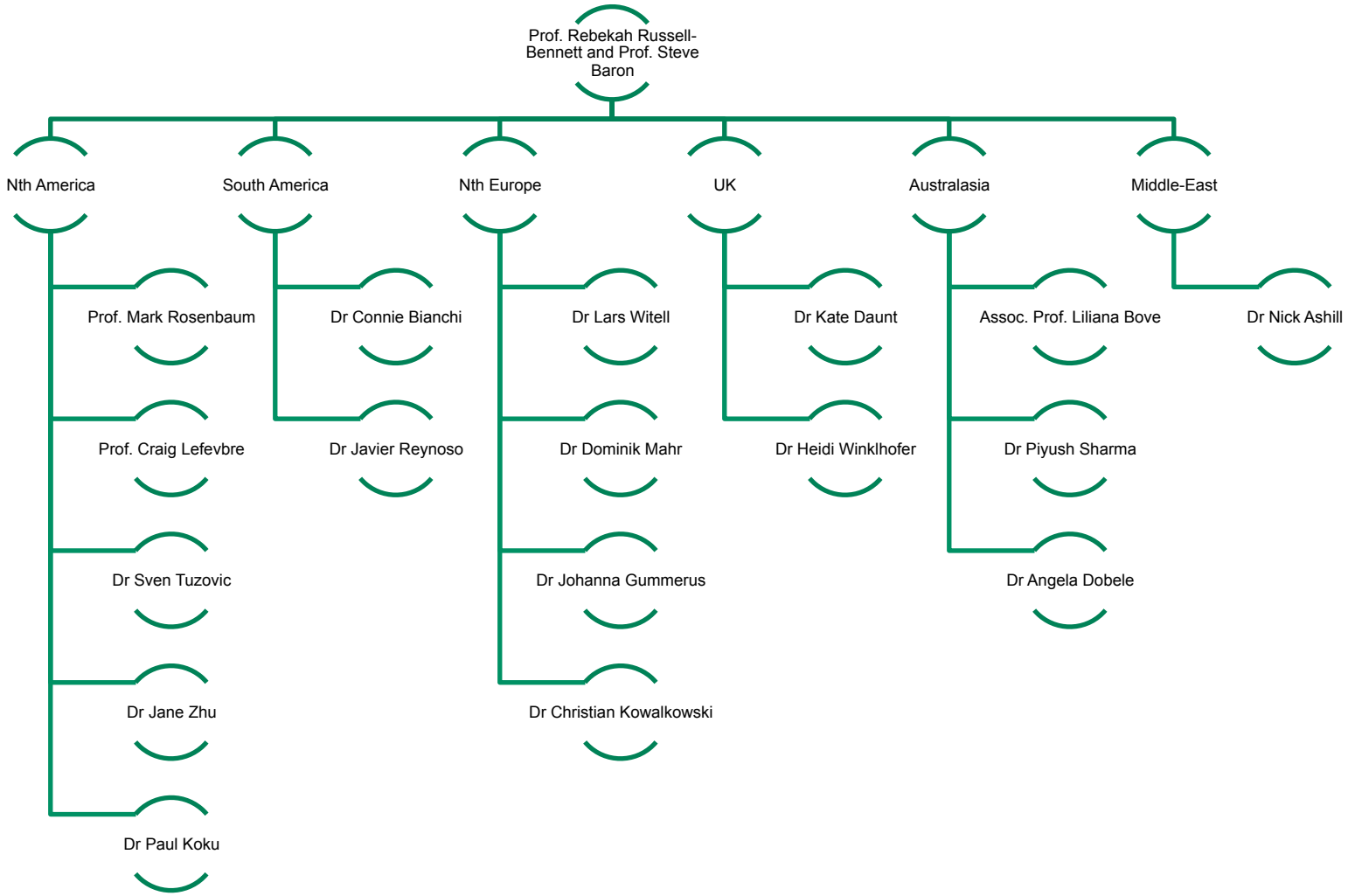
- Included in SSCI
- Included in Scopus
- ABDC ranking A
- ABS Currently rated 2 (Request for upgrade to 3 with ABS – new release expected shortly)
- Current Impact factor 0.783 (this is the third IF and it has increased each year)
- Scimago ranking – Quartile 1 (29/158 marketing titles using Scopus data and ranked on impact)

Annual Submissions



- 2013: 336 new submissions, rejection rate of 82%, 60 accepted
- 2014 submissions well exceeded the 2013 total.
- Publish 7 volumes x 7 articles (49 articles per year) – moving to 65 articles per year in 2016

Editorial Team



What we're looking for

Unique and interesting research on services marketing in a contemporary global world;

A diverse range of methodological, philosophical and theoretical approaches;

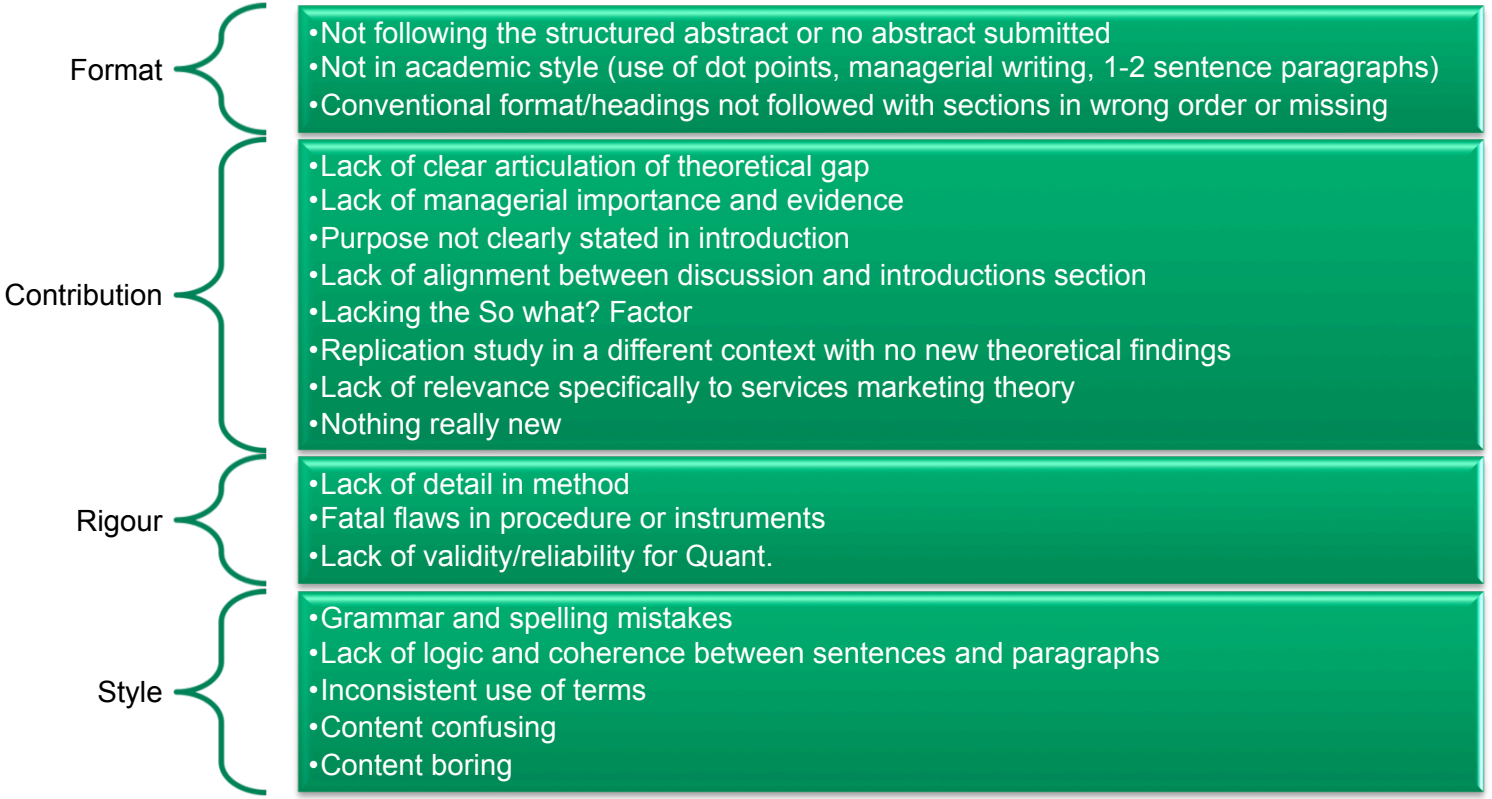
Situated within either a pure or applied research tradition;

Have a well-grounded theoretical conceptualization;

Adopt a rigorous and appropriate research methodology;

Are well written and of clear relevance and interest to services marketing scholarship and practice

Common reasons for rejection



Social marketing topics

- There must be a clear contribution to services marketing theory, research undertaken in a services context is not enough
  - Managerial problem must be a service problem
  - Alcohol, speeding, sexual health issue is the context not the managerial problem for a services journal
  - Theory gap and RQ must relate to services
- A useful theoretical base for social marketers can be Transformative Services Research (TSR)
- Read articles in Journal of Social Marketing about Services Thinking to help identify services theory gaps

What you get when you publish with JSM

- JSM citations are 996 Scopus citations in 2012 and 1126 cites in 2013.
- In 2015 we will be tweeting information about each article published to build your citations
- Benefits of being an emerald author
  - Complimentary hard-copy of the issue in which your article is published
  - Speedy and rigorous review of research
  - Online access to Emerald journals for 3 months
  - Dissemination worldwide through the Emerald database, Proquest.
  - Emerald promotion of the journal and its contents through conferences, digital campaigns
  - Your article is accessible through the major databases and indexed in major outlets

Ensuring quality content through the Editorial Process

Special Issues

CALL FOR PAPERS FOR SPECIAL ISSUE

- **Fresh Thinking in Services Marketing: Contemporary, cutting-edge and creative thoughts**
- **Deadline for full paper submission: 31 January 2015**

Process for proposing Special Issues

- Topic must be relevant to services marketing, innovative and be likely to generate at least 25 submissions
- Special Issue Editors cannot submit papers to their issue