

To *JM* on Its 75th Anniversary

This article discusses how *Journal of Marketing (JM)* has influenced marketing science and practice by publishing articles on substantive topics relevant to customers, managers, organizations, markets, and society. The journal's 75th anniversary coincides with the 50th anniversary of the Marketing Science Institute (MSI). Frequently, *JM* and MSI have collaborated to address important substantive marketing issues identified in MSI's Research Priorities. The author highlights seminal articles on brand equity; business-to-business marketing (including sales force management); connecting marketing information, metrics, and strategy; consumer behavior; innovation, new product development, and product management; marketing orientation and capabilities; and market research, methodology and services. She also draws attention to articles that have won the Sheth Foundation/*JM* Award and the H. Paul Root Award. The article describes how *JM*'s knowledge dissemination is amplified by powerful social network effects. Ideas in *JM* articles diffuse through the business community, influencing the mind-set of managers worldwide.

Keywords: role of marketing, brand equity, business-to-business, metrics, marketing information, consumer behavior, innovation, capabilities, marketing research, services

What's past is prologue; what to come, in yours and my discharge.
—William Shakespeare, *The Tempest* (Act 2, Scene 1, Lines 245–254).

Happy anniversary to *Journal of Marketing (JM)*! There is much to celebrate. While its format and content have changed dramatically over the past 75 years, *JM*'s promise to its readers—articles that rigorously address substantive issues in marketing and marketing management—has remained the same. Moreover, with each issue, it delivers on that promise.

At the Marketing Science Institute (MSI), we believe that *JM*'s focus on substantive issues in marketing has become increasingly important for two reasons. First, since *JM*'s inception, changes in markets, customers, and technologies have enabled new business models, processes, and products, such as the infusion of services into goods-dominant firms, products coproduced or cocreated with customers or network partners, and offerings dynamically customized as customer behavior is observed over time. These changes raise many compelling questions about substantive issues in marketing (MSI 2010). Second, as some marketing thought leaders have observed, there is an increasing gap between the interests, standards, and priorities of academics and those of practitioners who function in this complex business landscape (e.g., Reibstein, Day, and Wind 2009). For these reasons, *JM* plays an important role in encouraging rigorous research on marketing issues that are relevant to organizations and society.

The 75th anniversary of *JM* coincides with the 50th anniversary of MSI. For many decades, their activities have been closely intertwined. Thus, it is useful to briefly reflect on the shared history of MSI and *JM* and contemplate how

their activities have shaped—and will continue to shape—the future of marketing.

Knowledge generated and disseminated by MSI and *JM* has so infused modern business practice that many managers do not recognize its origin. Our member company trustees are often surprised to discover that current “best practices” in marketing were pioneered by research supported by MSI and published in *JM*. Consider a few examples from across the decades:

- Brand equity (Aaker and Keller 1990; Ailawadi, Lehmann, and Neslin 2003; Keller 1993; Kirmani, Sood and Bridges 1999);
- Business-to-business marketing, including sales force management (Churchill et al. 1985; Johnston and Bonoma 1981; Palmatier 2008; Palmatier, Dant, and Grewal 2007; Palmatier et al. 2006; Walker, Churchill, and Ford 1975);
- Connecting marketing information, metrics, and strategy (Mizik and Jacobson 2003; Moorman and Zaltman 1993; Rust, Lemon, and Zeithaml 2004; Srivastava, Shervani, and Fahey 1998; Verhoef and Leeflang 2009);
- Consumer behavior (Fournier and Mick 1999; Loken and John 1993; Wansink and Ray 1996);
- Innovation, new product development and product management (Biyalogorsky, Boulding, and Staelin 2006; Chandy, Prabhu, and Antia 2003; Chandy and Tellis 2000; Day, Shocker, and Srivastava 1979; Sood and Tellis 2005; Sorescu, Chandy, and Prabu 2003; Srivastava et al. 1984; Srivastava et al. 1981);
- Marketing orientation and capabilities (Day 1994; Jaworski and Kohli 1993; Kohli and Jaworski 1990; Narver and Slater 1990; Slater and Narver 1993);
- Marketing research (Green 1975; Green and Rao 1970); and
- Services (Lovelock 1983; Parasuraman, Zeithaml, and Berry 1985; Solomon et al. 1985; Zeithaml 1988).

A major reason for *JM*'s success in advancing the science and practice of marketing is that its articles are amplified by powerful social network effects. The ideas in *JM*'s articles have been broadly diffused through academic con-

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ferences, the popular business press, practitioner conferences, workshops and seminars, university courses and executive education, and the activities of marketing services suppliers and consulting firms. In this way, they have reached a broad community of people who are interested in marketing and business issues.

At MSI, we are especially proud that five of the nine articles that have received the Sheth Foundation/*Journal of Marketing* Award were supported by MSI: Day (1994), Jaworski and Kohli (1993), Keller (1993), Rust, Lemon, and Zeithaml (2004), and Srivastava, Shervani, and Fahey (1998). The Sheth Foundation/*Journal of Marketing* Award is given six to ten years after a *JM* article was originally published; it is awarded to the best *JM* article that has made long-term contributions to the field of marketing. These time-tested, award-winning articles have thousands of citations in the academic literature because they provide a rigorous theoretical foundation for marketers who are thinking about substantive marketing issues (Yadav 2010). Equally important, as the ideas in these articles have diffused throughout the business community, they have profoundly influenced the mind-set of managers worldwide.

Journal of Marketing and MSI have also collaborated to promote interactions among marketing academics and practitioners that generate and disseminate new knowledge on specific MSI Research Priorities. In 2004, MSI sponsored a paper competition and special section of *JM* on “Linking Marketing to Financial Performance and Firm Value.” It comprised seven articles, plus an editorial by Donald R. Lehmann, who served as consulting editor. In 2009, MSI sponsored a *JM* special section on “Marketing Strategy Meets Wall Street,” coedited by Dominique M. Hanssens, Roland T. Rust, and Rajendra K. Srivastava; it included nine articles, plus an editorial. In 1999, MSI also provided the funds to publish a special *JM* issue on “Fundamental Issues and Directions for Marketing”; coedited by George

S. Day and David B. Montgomery, this issue celebrated the new millennium (Lusch 1999).

Another way that *JM* and MSI advance the practice of marketing is the annual H. Paul Root Award, named in honor of the president of MSI from 1990 to 1998 and cosponsored by the American Marketing Association and MSI. The topics of articles that have recently won this award show how rigorous research can address important substantive marketing issues facing managers:

- “Expanding the Role of Marketing: From Customer Equity to Market Capitalization” (Kumar and Shah 2009)
- “Drivers of Success for Market Entry into India and China” (Johnson and Tellis 2008)
- “A Longitudinal Examination of Net Promoter and Firm Revenue Growth” (Keiningham et al. 2007)
- “Creating a Market Orientation: A Longitudinal, Multifirm, Grounded Analysis of Cultural Transformation” (Gebhardt, Carpenter, and Sherry 2006)
- “Balancing Acquisition and Retention Resources to Maximize Customer Profitability” (Reinartz, Thomas, and Kumar 2005).

What’s next for *JM*? Marketing offers a rich domain to explore, and there is so much more to discover. At MSI, we believe that *JM*’s focus on substantive marketing issues is as necessary today as it was 75 years ago. In the theatrical metaphor that opens this article, Shakespeare reminds us that “what’s past is prologue”; that is, the past is the foundation for acts that will shape the future. *Journal of Marketing* has an exceptional track record of articles that rigorously address substantive issues in marketing and marketing management. However, as Shakespeare goes on to say, “what to come, in yours and my discharge.” In other words, the future is in our hands. It is *your* responsibility—as readers, authors, reviewers, editors, researchers, teachers, managers and citizens—to shape the future of marketing.

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