

Editorial

Passing the Baton, *Journal of Retailing* 2001–2007

It seems hard to believe that more than 6 years ago, we took over the editorship of *Journal of Retailing*. We officially started processing all manuscripts on March 1, 2001, and turned over all remaining manuscripts to Jim Brown and Rajiv Dant on March 1, 2007. They started handling new manuscripts on September 1, 2006, which means this is the last issue under our editorship.

We have thoroughly enjoyed the experience of serving as editors of the oldest marketing journal, which started in 1925. It was a pleasure interacting with the authors of the 1,000 or so new manuscripts and the hundreds of revisions that we processed during our term. We would not have been able to handle such a daunting task without the help of three very efficient Managing Editors, Giao Nguyen, Morgan Wolters, and Britt Hackmann; assistance from our publisher Elsevier and Sammie Haigh in particular; support from Babson College and New York University, especially the guidance and support from Sam Craig at NYU; and the hard work of our incredibly competent Editorial Review Board (ERB) and ad hoc reviewers.

Reviewers and associate editors

With Elsevier's sponsorship, we established an Outstanding Reviewer Award to recognize the contributions of our reviewers. Table 1 lists the outstanding reviewers that have been recognized each year. We have strived to maintain a quick turnaround of approximately 30 days and normally made publication decisions after two rounds of reviews. Maintaining such turnaround speed involved a far-reaching effort from our outstanding reviewers, including both the ERB and ad hoc reviewers. Their high-quality reviews have helped maintain *Journal of Retailing* as one of the top marketing journals. We also have benefited from the invaluable assistance of two associate editors for marketing science, James Hess (University of Houston) and Praveen Kopalle (Dartmouth College).

Table 1

Journal of Retailing—Elsevier best reviewers, 2003–2007

2007:	Paul Farris, University of Virginia Shankar Ganesan, University of Arizona Mary Gilly, University of California—Irvine Jean Johnson, Washington State University Tammy Mangleburg, Florida Atlantic University Rob Palmatier, University of Washington Kristy Reynolds, University of Alabama
2006:	William Bearden, University of South Carolina Rajiv Dant, University of South Florida Jan Heide, University of Wisconsin Wagner Kamakura, Duke University Francis Mulhern, Northwestern University Glenn Voss, North Carolina State University Larry Compeau, Clarkson University Mary Jo Bitner, Arizona State University Gregory Gundlach, University of North Florida Raj Sethuraman, Southern Methodist University Robert Peterson, University of Texas
2005:	David Bell, University of Pennsylvania Terry Bristol, Arizona State University James Brown, West Virginia University Charles Ingene, University of Mississippi V. Kumar, University of Connecticut Jagdeep Singh, Case Western University Barton Weitz, University of Florida James Hess, University of Houston
2004:	Michael Brady, Florida State University Ruth N. Bolton, Arizona State University Mark Parry, University of Houston Brian T. Ratchford, University of Maryland Steven P. Brown, University of Houston Barry Babin, University of Southern Mississippi Patrick Kaufmann, Boston University
2003:	Kusum Ailawadi, Dartmouth College Mark I. Alpert, University of Texas Julie Baker, University of Texas at Arlington Ronald Goodstein, Georgetown University Michael Hui, Chinese University of Hong Kong Praveen Kopalle, Dartmouth College A. Parasuraman, University of Miami Joel Steckel, New York University

Table 2

The William R. Davidson Awards

2007 (articles in 2005 issues)

First prize: Andrea Morales, Barbara Kahn, Leigh McAlister, and Susan Broniarczyk, “Perceptions of Assortment Variety: The Effects of Congruency Between Consumers’ Internal and Retailers’ External Organization”

Honorable mention: Manjit Yadav and Rajan Varadarajan, “Understanding Product Migration to the Electronic Marketplace: A Conceptual Framework”

Honorable mention: Gail Taylor and Scott A. Neslin, “The Current and Future Sales Impact of a Retail Frequency Reward Program”

2006 (articles in 2004 issues)

First prize: Priya Raghuram, “Coupons in Context: Discounting Prices of Decreasing Profits”

Honorable mention: Kevin D. Bradford, Anne Stringfellow, and Barton A. Weitz, “Managing Conflict to Improve the Effectiveness of Retail Networks”

Honorable mention: Peter T. L. Popkowski Leszczyc, Anna Sahgal, and Ashish Sinha, “The Effect of Multi-Purpose Shopping on Pricing and Location Strategy for Grocery Stores”

Honorable mention: Anna S. Mattila and Paul G. Patterson, “The Impact of Culture on Consumers’ Perceptions of Service Recovery Efforts”

2005 (articles in 2003 issues)

First prize: Mark J. Arnold and Kristy E. Reynolds, “Hedonic Shopping Motivations”

Honorable mention: Ruth N. Bolton and Venkatesh Shankar, “An Empirically Derived Taxonomy of Retailer Pricing and Promotion Strategies”

Honorable mention: Kirk L. Wakefield and J. Jeffrey Inman, “Situational Price Sensitivity: The Role of Consumption Occasion, Social Context and Income”

2004 (articles in 2002 issues)

First prize: Aradhna Krishna, Richard Briesch, Donald R. Lehmann, and Hong Yuan, “A Meta-Analysis of the Impact of Price Presentation on Perceived Savings”

Honorable mention: Raj Sethuraman and Gerry Tellis, “Does Manufacturer Advertising Suppress or Stimulate Retail Price Promotions? Analytical Model and Empirical Analysis”

Honorable mention: Robert V. Kozinets, John F. Sherry, Jr., Benet DeBerry-Spence, Adam Duhachek, Kritinee Nuttavuthisit, and Diana Storm, “Themed Flagship Brand Stores in the New Millennium: Theory, Practice, Prospects”

2003 (articles in 2001 issues)

First prize: Steven Shugan and Ramarao Desiraju, “Retail Product-Line Pricing Strategy When Costs and Products Change”

Honorable mention: Sanjay K. Dhar, Stephen J. Hoch, and Nanda Kumar, “Effective Category Management Depends on the Role of the Category”

Honorable mention: Sangman Han, Sunil Gupta, and Donald R. Lehmann, “Consumer Price Sensitivity and Price Thresholds”

2002 (articles in 2000 issues)

First prize: Joel E. Urbany, Peter R. Dickson, and Alan G. Sawyer, “Insights into Cross and Within Store Price Search: Retailer Estimates vs. Consumer Self Reports”

Honorable mention: Pratibha A. Dabholkar, C. David Shepherd, and Dayle I. Thorpe, “A Comprehensive Framework for Service Quality: An Investigation of Critical Conceptual and Measurement Issues Through a Longitudinal Study”

Honorable mention: Katia Campo, Els Gijbrecchts, and Patricia Nisol, “Towards Understanding Consumer Response to Stock-Outs”

2001 (articles in 1999 issues)

First prize: Karen Gedenk and Scott A. Neslin, “The Role of Retail Promotion in Determining Future Brand Loyalty: Its Effect on Purchase Event Feedback”

Honorable mention: Shelby H. McIntyre and Christopher M. Miller, “The Selection and Pricing of Retail Assortments: An Empirical Approach”

Honorable mention: Byung-Do Kim, Kannan Srinivasan, and Ronald T. Wilcox, “Identifying Price Sensitive Consumers: The Relative Merits of Demographic vs. Purchase Pattern Information”

2000 (articles in 1998 issues)

First prize: Roger R. Betancourt and David A. Gautschi, “Distribution Services and Economic Power in a Channel”

Honorable mention: Nireen Sirohi, Edward W. McLaughlin, and Dick R. Wittink, “A Model of Consumer Perceptions and Store Loyalty Intentions for a Supermarket Retailer”

Honorable mention: Cynthia Huffman and Barbara E. Kahn, “Variety for Sale: Mass Customization or Mass Confusion?”

1999 (articles in 1997 issues)

First prize: Gary J. Russell and Wagner A. Kamakura “Modeling Multiple Category Brand Preference with Household Basket Data”

Honorable mention: Richard L. Oliver, Roland T. Rust, and Sajeev Varki, “Customer Delight: Foundations, Findings, and Managerial Insight”

Honorable mention: Sanjay Putrevu and Brian T. Ratchford, “A Model of Search Behavior with an Application to Grocery Shopping”

1998 (articles in 1996 issues)

First prize: Wagner A. Kamakura, Tomasz Lenartowicz, and Brian T. Ratchford, “Productivity Assessment of Multiple Retail Outlets”

Honorable mention: Saroja Subrahmanyam and Robert Shoemaker, “Developing Optimal Pricing and Inventory Policies for Retailers who Face Uncertain Demand”

Honorable mention: Robert P. Leone and Srini S. Srinivasan, “Coupon Face Value: Its Impact on Coupon Redemptions, Brand Sales, and Brand Profitability”

1997 (articles in 1995 issues)

First prize: Kusum Ailawadi, Norm Borin, and Paul Farris, “Market Power and Performance: A Cross-Industry Analysis of Manufacturers and Retailers”

Honorable mention: Scott Davis, Eitan Gerstner, and Michael Hagerty, “Money Back Guarantees in Retailing: Matching Products to Consumer Tastes”

Honorable mention: Charles A. Ingene and Mark E. Parry, “Coordination and Manufacturer Profit Maximization: The Multiple Retailer Channel”

The William R. Davidson Award

The William R. Davidson Award is given annually to authors of the best articles in the field of retail marketing published in *Journal of Retailing*. The awards are based on research appearing 2 years previous, to provide ample time for the findings to be disseminated and appreciated. The winners are chosen by a vote of the members of *JR*'s ERB. The prize is funded through the generosity of Retail Forward Inc. in honor of the lifelong contributions of Professor Davidson to the field of retailing. In addition to an illustrious academic career at The Ohio State University, where he wrote many articles on the retail field and a well-regarded textbook on retailing, Professor Davidson was one of the original founders of the highly successful retail consulting firm, Management Horizons. Management Horizons was later merged into PricewaterhouseCoopers and ultimately became the independent consulting firm Retail Forward Inc. A summary of the award-winning articles appears in [Table 2](#).

Special issues

During our term, we co-edited two special issues, one on branding and loyalty with Donald Lehmann, cosponsored by

MSI, and the other on services with Ruth Bolton, cosponsored by The Center for Services Leadership at Arizona State University. These two special issues have been well received and spawned new and exciting research in these areas.

Concluding remarks

We look forward to continuing our relationship with the *JR* in a variety of ways, including a special conference and issue of *JR* (co-edited with V. Kumar and scheduled for the end of 2008), reviewing manuscripts for the new editors and future editors, and submitting our own work to the *Journal*. We will continue to be ambassadors for *JR* and encourage colleagues to submit their best work to *Journal of Retailing*. We are confident that *JR* will uphold tradition and its reputation as the premier outlet for cutting-edge, retailing-related research.

Dhruv Grewal*

Michael Levy

Babson College, United States

Corresponding author. Tel.: +1 781 239 3902;

fax: +1 781 239 5020.

E-mail address: dgrewal@babson.edu (D. Grewal)