Welcome to the Journal for Advancement of Marketing Education (JAME). Since 2001 we have been serving you, the Marketing Educator. JAME is a scholarly peer-review outlet for high quality empirical research contributing to excellence in marketing education worldwide.

Key Facts
- Acceptance rate <15%
- Four to six week review cycle
- Double blind manuscript review process
- Published two online issues per year
- Indexed with Cabell's Directory of Publishing Opportunities in Marketing, Scopus, ProQuest, EBSCO, Google Scholar, Directory of Open Access Journals, ABDC Journal Quality List and American Marketing Association academic resources listing of marketing journals
- A publication of the Marketing Management Association

Advisory Board
Joseph Hair, Kennesaw State University, Roger Kerin, Southern Methodist University, Bill Pride, Texas A&M University, Michael Solomon, St. Joseph’s University, Valarie Zeithaml, University of North Carolina - Chapel Hill, Peggy Cunningham, Dalhousie University, Canada, Nigel Piercy, University of Warwick, UK, Pascale Quester, University of Adelaide, Australia.

Contact the Editor
Editor: Professor Pallab Paul, Ph.D. at JAME@mmaglobal.org