

FROM THE EDITOR'S DESK

Last year, the *Journal of Business and Management* moved from California State University–Dominguez Hills to Colorado State University. The former editor, Professor Burhan Yavas, compiled the material for this issue. He also devoted considerable time and effort to making the editorial transition a smooth one. The officers of the Western Decision Sciences Institute likewise have been most helpful in matters related to *JBM*. Accordingly, I would like to thank Dr. Yavas and the officers for their gracious cooperation. I also want to add a few comments about my activities as editor.

As a practical matter, most of us aim to publish our research in a “top-tier” journal. Some journals enjoy a reputation as a particularly prestigious outlet, and faculty expect greater rewards for publishing in those periodicals. The criteria associated with a journal’s reputation include its circulation, the number of citations to articles, the quality of its content, and the overall perceptions of scholars in the field about the journal’s value. *JBM*, I believe, offers readers and authors an attractive and interesting forum for scholarly work. With some cooperative effort, we can improve the visibility of our journal and benefit from its enhanced status.

One important step in moving *JBM* up the academic ladder is to gain more national exposure. We could accomplish that objective in part by contracting with a commercial publisher, rather than printing and distributing the journal through our own resources. Some well-known journals, such as the *Academy of Management Review*, and the *Decision Sciences Journal*, make their own markets. Other periodicals, though, need the expertise and visibility of an outside press. After discussing our situation with a national publisher, I have some idea what would be required to successfully compete as a quality journal. Those requirements are an increase in the number of submissions, a continuous program of quality improvement, and an expansion of our subscriptions.

Toward that end, this issue contains various materials that I urge you to look over. I’ve included a form for prospective reviewers, which is a crucial aspect of the publishing process. Please complete one of the forms and return it to our office. You can also find information for individual and institutional subscribers. It is absolutely essential that we develop a broad circulation base, so please ask your library to acquire our journal. Finally, I would like to enlarge our Board of Editors. If you would like to serve on the board, or to nominate someone else to do so, I welcome your suggestions.

Your support is important for the continued development of *JBM*. Thank you, and I look forward to working with the WDSI officers and members.

Raymond L. Hogler
Professor of Management
Colorado State University