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## *JMR*: The Bass Years (1972–1975)

Frank Bass became the third editor of *Journal of Marketing Research* (*JMR*) in 1972 and was the third well-known Midwestern academic to head up what had already become a prestigious marketing journal known for its rigorous approach to marketing science. Under Bass, the reputation of *JMR* continued to grow and prosper even as other journals appeared, further supporting the development of marketing science. The Bass years as editor at *JMR* began with the last issue (November) in 1972 and concluded with the third issue (August) in 1975. I do not recall why Bass's term was not co-terminus with annual volumes, but the record shows that this was the case. In this brief review and discussion of the Bass years at *JMR*, I attempt, as an eyewitness and participant, to put Professor Bass's term in the context of the evolution of marketing science in the 1960s and 1970s, in addition, of course, to discussing the term itself. For further discussion of the history of marketing science, see Steckel and Brody (2001) and Montgomery (2001).

### GENESIS AND EVOLUTION OF MARKETING SCIENCE

Many of the important early developments in marketing science are outlined in Table 1. Before the launch of *JMR* in 1964 by Robert Ferber, the Marketing Science Institute (MSI) was founded in Philadelphia as an academic–industry partnership in which the academics were to provide the research rigor while the industry contingent was to supply interesting problems, data, and funding. The MSI moved to Boston in 1968 and continues to thrive well past its 50th year. As this entire journal section is devoted to *JMR*, suffice it to say that Ferber's launch of *JMR* was a landmark event in the evolution of marketing science.

The next in the list was the founding of the TIMS (The Institute of Management Sciences) Marketing College. Because *JMR* had a more empirical bent, there was a felt need for an association catering to those with a more management science/operations research approach to marketing research. Although some at American Marketing Association (AMA) at the time were concerned that TIMS was encroaching on AMA turf, the two organizations quickly joined forces to seek a more scientific approach to research in marketing. This led to the 1968 pre-AMA Educators' Conference workshop on Management Science in Market-

ing, which was attended by approximately 80 participants and directly led to a research collaboration that resulted in two lead articles in *Management Science*, an early example of the value of academic–industry collaboration.

In 1969, two important events occurred, one more behavioral and one more quantitative: the founding of the Association for Consumer Research and the development of the Marketing Department at *Management Science*, for which I served as the first departmental editor. In 1974, in the middle of Frank Bass's *JMR* term, *Journal of Consumer Research* (*JCR*), cosponsored by nearly a dozen organizations, including the AMA, began under the editorship of one of the pioneers, Ron Frank. Also that year, Volume 1 of *Advances in Consumer Research* was published; it has continued for decades. In about 1978, the marketing field was fortunate that simultaneously Frank Bass was president of TIMS and John D.C. Little was president of ORSA (Operations Research Society of America; this was just before the merger). As most everyone acknowledges, Frank and John, along with Paul Green, were the iconic founding fathers of scientific marketing from the quantitative perspective. The behavioral area has its own list of heroes. Frank and John, representing econometric modeling and management science/operations research modeling, respectively, continued to debate their perspectives for the first five years of the Marketing Science Conference. This conference, first held at Stanford in 1979 and cochaired by the late Dick Wittink and myself, has become the leading quantitative marketing conference globally. Its 35th conference was held in Istanbul in 2013 and had more than 1,000 attendees. By 1982, it was time for *Journal of Marketing* (*JM*) to develop more rigorous research in its pages, and Jerry Wind taking over as editor did much to set the course for an improved *JM*. Finally, the journal *Marketing Science*, owned by the successor to the TIMS Marketing College—INFORMS Society for Marketing Science—was founded by Don Morrison as editor in 1982. Note that *Marketing Science* is also subsidized by the Marketing Science Conference.

What do we take away from this evolutionary history of marketing science, and how does this relate to the Bass years? I believe that it demonstrates the rich intellectual marketing ferment that was going on at that time. Note that this timeline includes all five of the premier journals, either in launch or revamp, as in the case of *JM*. These developments have also had a long shelf life and continue to assist in the further development of marketing science. Thus, the Bass years at *JMR* fit into the middle of this fertile and inno-

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Table 1  
EARLY DEVELOPMENTS IN MARKETING SCIENCE: THE FIRST  
20 YEARS

Year	JMR Editor	Developments
1961	Pre-JMR	Marketing Science Institute formed as industry/academic partnership
1964	Ferber	<i>JMR</i> launched
1967	Ferber	College on Marketing within the Institute for Management Sciences (TIMS) formed
1968	Ferber	TIMS Marketing College sponsors Management Science in Marketing Workshop at Summer AMA Educators' Conference
1969	Ferber	Association for Consumer Research formed. <i>Management Science</i> launches Marketing Department
1974	Bass	<i>JCR</i> launched as joint venture with the AMA serving as one of 12 sponsors Volume 1 of <i>Advances in Consumer Research</i> published
1979	Churchill	First Marketing Science Conference
1980	Churchill	Jerry Wind becomes <i>JM</i> editor and establishes a continuing path toward more science in <i>JM</i>
1982	Perreault	<i>Marketing Science</i> launched

vative period and have contributed greatly to the long-term success of both marketing science and *JMR*.

#### FRANK BASS, PIONEER AND JMR EDITOR

The first three books that spurred doctoral students' interest in bringing management science to marketing were *Mathematical Models and Methods in Marketing* (Bass et al. 1961), *Quantitative Techniques in Marketing Analysis* (Frank, Kuehn, and Massy 1962), and *Mathematical Models and Marketing Management* (Buzzell 1964). Bass et al. (1961) was the direct result of a seminar in the 1959–1960 academic year sponsored by the Ford Foundation and held at the Harvard Business School (see also Don Morrison's [2014] article in this special section). A group of promising young marketing academics, including Bass and Buzzell, attended this seminar and coedited the book. They returned to their academic duties inspired to take this embryonic field forward, none more so than Frank Bass. So early in the 1960s, the race was on to render marketing more of a science.

In July 1966, a landmark conference was held at Purdue heralding further progress. This conference resulted in Bass, King, and Pessemier's (1968) book *Applications of the Sciences in Marketing Management*. It included a veritable who's who in marketing research, including the iconic John D.C. Little of Massachusetts Institute of Technology (MIT), who was increasingly moving into marketing after first gaining renown as an operations researcher. Bass was gracious in inviting junior members of the field, such as Don Morrison and myself, to the conference. Don Lehmann missed the conference by a couple months, as he began his doctoral program under Frank Bass that fall. The now-famous Bass model was published in *Management Science* in 1969, the year that the Marketing Department at *Management Science* began. The proliferation of prestigious scientific marketing journals during these early years testifies to the tremendous growth of the field. Frank Bass was an active participant throughout this period; the Bass (1969)

model spawned a veritable academic industry of papers and books relating to it, including notable works in *JMR*. This narrative serves to illustrate that Frank Bass was already a formidable force in marketing before becoming the *JMR* editor in 1972 and clearly merited the appointment.

Remarkably, his contributions and honors continued through the 1970s, 1980s, 1990s, and on into the twenty-first century. In addition to his many intellectual contributions over and above the Bass model, he set a record by chairing 58 doctoral dissertations, an unbelievable number that may never be surpassed. The INFORMS Society for Marketing Science doctoral dissertation award bears his name. He was president of TIMS in the late 1970s and, in that role, facilitated the development of the Marketing Science Conference (see Wittink 2001) and was an Inaugural ISMS Marketing Science Fellow in 2008, unfortunately posthumously.

#### JMR IN THE BASS YEARS

##### The Editorial Board

In addition to decision and revision recommendations on submitted papers, an editor has an impact on a journal in the editorial board that he or she recruits and appoints. Some indication of the quality of the editorial board under Bass is that, during his term, there were several scholars who received subsequent recognition, including the founding editor of *JCR* (Ron Frank) and the founding editor of *Marketing Science* (Don Morrison). Bass's editorial board also included five recipients of the Association for Consumer Research Fellow award: Paul Green, John Howard, Jacob Jacoby, Joe Newman, and William Wells. Four were INFORMS Society for Marketing Science Fellows: Don Morrison, Rick Staelin, Dave Montgomery, and Vithala Rao, the first three of whom were also Fellows of the Institute for Operations Research and the Management Sciences. Lest the board appear to be bipolar, splitting between behavioral and quantitative, I should also mention that it included the first three recipients of the AMA award for career contributions to marketing strategy—in temporal order, Dave Aaker, George Day, and myself.

No single school or group of schools dominated the board. Immediately before the Bass years, 13 schools were represented, with no school having more than one editor. This seemed to be an unwritten rule. In the first issue under Bass, 12 schools had only one editorial board position, while 6 schools had two to four editors: Columbia University (four), University of Pennsylvania (i.e., the Wharton School) (three), Indiana University (two), Purdue University (two), Stanford University (two), and University of California, Berkeley (two).

##### Main Articles

Articles during Bass's term were grouped into three categories: main articles, research notes and communications (which I refer to as "comments" here), and computer abstracts. Because the content and topics of papers in *JMR* have been examined across the years with rigor (see Huber, Kamakura, and Mela 2014 [in this issue]), I will not repeat such analysis and conclusions here, except as noted in specific instances. In Tables 2 and 3, I provide a four-decade glimpse of some aspects of the articles during

Bass's years and how things have changed in the ensuing decades.

While the number of main *JMR* articles during a three-year editorial term remained stable for the next three decades, as is evident from the snapshot view in Table 2, these data show a steady and substantial increase in the number of pages per article, rising from 8.28 pages per article to 12.94 between the Bass years and early in the 2000s. Going beyond Table 2, if one were to examine the 2012 February and April 2013 issues of *JMR*, the trend toward

Table 2  
*JMR* MAIN ARTICLES

Dates	Main Article Pages	Number of Main Articles	Number of Single-Authored Articles	Number of Pages per Main Article	Percentage of Single-Authored Articles
11/72–8/75	936	114	54	8.21	47.4%
11/82–8/85	1259	112	34	11.24	30.4%
11/92–8/95	1459	118	25	12.36	21.2%
11/02–8/05	1398	108	15	12.94	13.9%

Table 3  
SOURCES OF AUTHORS IN *JMR* BASS YEARS (NUMBER OF PAPERS HAVING AT LEAST ONE AUTHOR FROM THE SOURCE)

> 2	= 2	= 1
Industry 15	Cal Riverside 2	Alabama 1
Wharton 9	Cal San Diego 2	Alaska 1
Purdue 7	Columbia 2	Arizona 1
Boston 5	Georgia 2	Bradford (United Kingdom) 1
Stanford 5	Indiana 2	Brigham Young University 1
Florida 4	Kentucky 2	British Columbia 1
Illinois 4	Laval 2	Cal Berkeley 1
UCLA 4	Massachusetts 2	Cal Poly Pomona 1
Harvard 3	MIT 2	Chicago 1
Michigan 3	Michigan State 2	Cincinnati 1
Minnesota 3	Northwestern 2	City U New York 1
Texas Austin 3	NYU 2	Claremont 1
Wisconsin Madison 3	Ohio State 2	CMU 1
Wisconsin Milwaukee 3	Queens 2	Connecticut 1
	Tel Aviv 2	Cornell 1
	Temple 2	Dartmouth 1
	Toronto 2	ESSEC (France) 1
	Uppsala 2	Florida Tech. 1
	Western Ontario 2	Hawaii 1
	York 2	Iowa 1
		Lancaster (UK) 1
		LBS 1
		Miami Ohio 1
		Missouri St. Louis 1
		North Carolina 1
		Northern Illinois 1
		Northeastern 1
		Old Dominion 1
		Penn State 1
		State University of New York Brockport 1
		Stockholm School of Economics 1
		Tennessee 1
		Tulane 1
		Washington 1
		Wichita State 1

greater paper length continues, with the page average increasing to 14.41 per main article. In another domain, the proportion of single-authored papers steadily dropped from approximately half (47.4%) during the Bass years to 13.9% in the 2002–2005 period and fell further to a mere 3.3% in the 2012–early 2013 period. Authors seem increasingly reluctant to “go it alone” in the current century. In the earlier part of Bass's editorial term, tenure review committees would look askance at a scholar who had not demonstrated the ability to single-author an article in the top journals. As one who was under tenure review during the Bass years, I can say that, back then, the prudent young faculty member considered single authorship carefully in planning a professional career.

The distribution of schools and affiliations of authors during Bass's editorship shows broad participation from many sources (see Table 3). There was at least one author from industry on 15 of the 114 main articles during Bass's term. In contrast, a review of the 2012 volume and the first two issues of 2013 yields only one article from industry out of a total of 89 articles, a virtual collapse of nonacademic participation in *JMR*.

The distribution across schools in Table 3 shows 68 schools contributing to *JMR* during Bass's editorship. The list of contributions is headed by the Wharton School, with 9 of the 114 main articles having at least one Wharton author. The top 7 schools (those with 4 or more papers) were present in one-third of all the papers ( $38/114 = 33.3\%$ ), and the top 13 schools (present in 3 or more of the total) were present in 49.1% ( $56/114$ ) of all the papers during the Bass years. Clearly, there was a fair amount of concentration of contributions, but nevertheless, with 68 universities having participated in publishing in *JMR* during the target period, access was fairly widespread, particularly given that there were fewer research-intensive schools and marketing faculty during this era.

Who were the authors during this period? Paul Green (Wharton) published five main *JMR* articles, followed by Jerry Wind (Wharton) and Peter Wright (University of Illinois/Stanford University) with three each. Bass (Purdue University), Beckwith (Columbia University), Bettman (University of California, Los Angeles [UCLA]), Curhan (Boston University [BU]), Heeler (York University), Hertenstein (BU), Jacoby (Purdue University), Lehmann (Columbia University), Nakanishi (UCLA), and Wilkie (Purdue University) each had two articles. A host of others added one article each, including such notables as Little (MIT), Aaker (University of California, Berkeley), Frank (Wharton), Staelin (Carnegie-Mellon University), Sawyer (Massachusetts), Day (Stanford University), Sen (University of Chicago), Churchill (University of Wisconsin–Madison), Ray (Stanford University), Tybout (Northwestern University), Zaltman (Northwestern University), Perreault (University of Georgia), and Montgomery (Stanford University). The affiliations given were those relevant at the time the paper was published; at least 11 of the authors I have specifically mentioned moved on to other institutions in later years, including Frank Bass himself.

What were the topics covered? Elsewhere in this issue, Huber, Kamakura, and Mela (2014 [in this issue]) provide a rigorous history of *JMR* topics. In Table 4, I summarize the topics covered during Bass's period as editor, as reported in



*JMR* itself through its annual indexing. I have included both main articles and research notes in this analysis. Attitude and opinion research was by far the most popular topic, followed closely by buyer behavior and regression and other statistical techniques. Among marketing's four P's, advertising (promotion) and pricing were the leading topics. For the broader context over time, refer to the Huber, Kamakura, and Mela article.

#### *Research Notes, Comments, and Computer Abstracts*

Research notes tended to be much shorter articles, but they were subjected to the same rigorous peer-review process. A few excellent examples from the Bass years are Morrison's (1973) "Reliability of Tests: A Technique Using the 'Regression to the Mean' Fallacy" and Chatfield's (1974) warning of the perils of using spectral analysis in marketing research. Research notes were popular during Bass's years, as is evident in Table 5, which shows that 63 such research notes were published during the period from November 1972 to August 1975. There were 5.25 such notes per issue on average, compared with an average of 9.5 main articles, which shows they were a significant part of the research publications. As this table also shows, there was a substantial decline of research notes over the next decade, and 20 years later, they had disappeared. There was a modest resurgence 30 years out, but an examination of the six issues in 2012 and the first two of 2013 shows that they have again disappeared. Some of us old-timers miss them, as they were short and quick to write, review, and read. When you couple that with the increasing page count per main article, I wonder if it might not be helpful to at least consider supporting some modest resurgence of these once-ubiquitous publication vehicles. The editors and the editorial board members would, of course, need to cooperate, as it surely cannot happen without their active support. This is *not* a call to dumb down *JMR*—God forbid.

What I refer to here as "comments" are sometimes also denoted as "correspondence," "responses," or "rejoinders."

These are comments on published articles and/or responses to such comments. Table 5 shows that this once fairly common, informative, and often-entertaining part of our professional dialog went into sharp decline and subsequent demise shortly after the Bass years. One of my first exposures was during the Ferber era when Massy and Morrison (1968) exchanged salvos with Andrew Ehrenberg (1968).<sup>1</sup> To give a flavor for one side of the exchange, I quote from Massy and Morrison's conclusions: "It has been shown that the Vokram approach has little managerial significance or intuitive appeal.... Ehrenburg's red herrings should not be allowed to obscure the value of Markovian-type analysis." Moving forward into the Bass years, I notice that several of the comments were crafted by industry people: Bogart (1973), Lynch (1974), Day (1975), and Gold (1973). All but the Gold piece generated clarifying responses. Some such responses even came from doctoral students who no doubt were reading *JMR* as part of their program. When all controversy and confrontation happens off-stage during the review process, the field ultimately suffers from not having been a party to the active clash of ideas. In any case, I miss this part of the journal, which Frank Bass supported. Of course, I don't miss being the target.

The final portion of *JMR* from the Bass years was the computer (sometimes computer and measurement) abstracts. The first editor, Robert Ferber, implemented a proposal I had made shortly after joining the MIT faculty (Montgomery 1967), namely, that *JMR* provide an outlet for professionals to make their software available to the field (before the profit motive overtook unabashed professional goodwill). During Bass's term, 10 of the 12 issues had one or more computer abstracts, which notified the field of freely provided software for marketing analysis. This section began to fade after ten years and has totally disappeared, probably because the advent of smaller, more portable computing power, concomitant with the development of an active, reasonably priced, and well-supported software industry, rendered this once-good idea as obsolete as quill pens. I don't miss this one.

Table 4

#### KEY TOPICS DURING THE BASS YEARS AT *JMR*

Rank	Topic	%
1	Attitude and Opinion Research	12.09
2/3	Buyer Behavior	8.50
	Regression and Other Statistical Techniques	8.50
4	Advertising and Media Research	7.52
5	Brand Choice	6.21
6/7	Econometric Models	4.58
	Pricing Research	4.58

#### CONCLUSION

It was a pleasure to take this nostalgic trip, particularly in remembrance of the Bass years, as Frank Bass originally asked me to join the *JMR* editorial board and had invited me (just a rookie in the field at MIT) to attend the landmark conference at Purdue in the summer of 1966. Over the

<sup>1</sup>I was party to the exchanges prior to the publications of this exchange while I was a doctoral student at Stanford. Full disclosure requires that I note that two years later I coauthored *Stochastic Models of Buying Behavior* (1970) with Massy and Morrison.

Table 5

#### JMR RESEARCH NOTES, COMMENTS, AND COMPUTER ABSTRACTS

Dates	Research Notes	Research Notes per Issue	Comments	Comments per Issue	Computer/Measurement Number of Issues	Computer/Measurement Percentage of Issues
11/72–8/75	63	5.25	23	1.92	10	83%
11/82–8/85	23	1.92	2	.17	3 computer/2 measurement	42%
11/92–8/95	0	0	0	0	0	0%
11/02–8/05	10	.83	0	0	0	0%

years, he was a valued friend and admired colleague who set the bar incredibly high for us to follow. I found myself surprised by the many changes I discovered while involving myself in the current task of writing this retrospective. I had not realized or focused on the increasing length of the articles, the substantial growth in the editorial board, the flight from solo publishing, the demise of some of the fun early aspects of *JMR*, and the near complete elimination (withdrawal?) of the industrial community. I really shouldn't have been so surprised by the latter. When I started the TIMS Marketing College, we stipulated in the bylaws that the council had to have a balance between academics and practitioners, and when Dick Wittink and I started the Marketing Science Conference in 1979, we insisted that the attendees be fairly equally balanced between these two communities. The industrial community is also virtually gone from both these ventures, as it is with *JMR*. The academic success of these ventures, as well as *JMR*'s incredible progress over the past 50 years, is truly gratifying but may have also consequently led to the diminishing participation of the industrial community. While I have always been thrilled at *JMR*'s huge academic success, I do wish we could find a way to capture (or recapture) some of the earlier spirit of collaboration. Perhaps this wish will only be fulfilled with the likes of the MSI.<sup>2</sup> And maybe that isn't all bad. As long as we have MSI, there will be a vehicle for collaboration. We can leave the hard science to the skilled community who are taking *JMR* and the related scientific journals to new heights. I wish I had another 50 years to go with you on this journey.

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<sup>2</sup>Not giving up on the academic/industry collaboration, I served as Executive Director of MSI from 1995 to 1997.