



NEWS RELEASE

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RAY TAYLOR APPOINTED IJA EDITOR

LONDON/VILLANOVA — World Advertising Research Center, publisher of the *International Journal of Advertising*, announces the departure of Professor Douglas West (University of Birmingham) as Editor and the appointment of Professor Charles R. (“Ray”) Taylor of Villanova University. Professor Taylor will serve a three-year term starting immediately.

During Professor West’s tenure as Editor, the *International Journal of Advertising* has become increasingly competitive and is now recognized as one of the leading marketing communication journals. The number of submissions has increased dramatically and the acceptance rate is currently running at 11%. In 2007 the journal was accepted for inclusion in the Social Science Citation Index.

Incoming Editor Professor Taylor is the John A. Murphy Professor of Marketing at Villanova University and Senior Research Fellow at the Center for Marketing and Policy Research. He is a former President of the American Academy of Advertising and has served on the Board of Directors of the Marketing and Society special interest group of the American Marketing Association, and on the Executive Board of Directors of the Korean Academy of Marketing Science.

Professor Taylor has conducted extensive research in the areas of international advertising, advertising regulation, signage research and regulation, global marketing

strategy, and marketing to minority groups, and has published in numerous top-rated journals. He serves on several editorial boards and most recently has served as an Associate Editor of the *Journal of Advertising* and the *Journal of Public Policy and Marketing*.

Outside academia, Professor Taylor has consulted to firms such as General Motors, Philip Morris, McCann Erickson, Viacom, Clear Channel, and Lamar. He has also provided testimony to the U.S. House of Representatives and has served as an expert witness in litigation involving marketing and advertising issues.

Commenting on Professor Taylor's appointment, WARC's Publishing Director Matthew Coombs said: "IJA's increased profile and impact in recent years is a testament to Professor West's leadership, and we are immensely grateful for his contribution. In Professor Taylor we have found a successor of the highest caliber with the experience and vision to build on the recent momentum and firmly establish the journal as an outlet for advertising research of the highest quality. WARC is delighted that the journal will be passing into such capable hands."

Further information

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