Welcoming Sage Publications

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Welcoming Sage Publications

Abstract
With this issue, the Cornell Hotel and Restaurant Administration Quarterly switches publishing houses to Sage Publications (hereafter referred to as Sage). To clarify what this means, the Quarterly is still owned by the School of Hotel Administration at Cornell University and is published within the scope of The Center for Hospitality Research (CHR). However, Sage now manages the Quarterly’s publishing functions. That is, Sage is responsible for printing the hard copies of the journal, managing the journal’s electronic distribution, filling orders for the journal, selling advertising in the journal, and other related functions. The CHR remains responsible for the editorial content of the journal—the articles, the editor’s column, and this column.

Keywords
Center for Hospitality Research, editorial, academic publishing

Disciplines
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From the Center

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Motivations for the Change
The list of reasons why we changed publishers is long and varied. The root of the problems was that our goals for the Quarterly were not the same as those of the previous publisher. We want the Quarterly to reach as far as possible into the hospitality industry to disseminate useful management information. The previous publisher viewed the Quarterly as an academic journal to be circulated mostly to institutions—not at all in keeping with the mission statement that we have diligently followed for more than forty years. The consequences of this divergence in goals were that numerous readers (and wannabe subscribers) told us of the former publisher’s poor or nonexistent order fulfillment, both for the journal as a whole and for reprints, and little apparent advertising or promotion of the journal. In short, the previous publisher compromised the Quarterly’s effort to reach practicing managers.

The process of switching publishing houses was nontrivial (the details would fill this issue). When the CHR requested proposals from other publishers, Sage emerged clearly as the top candidate in our evaluations. My predecessor as executive director, Cathy Enz, and the CHR’s managing director, Joe Strodel, deserve significant credit for moving this change forward.
Expected Outcomes
In my interactions with Sage staff members, I have been impressed with their professionalism. If one can judge performance on the basis of how fast e-mail messages are answered, then Sage would be a clear winner. Sage has a well-developed business plan for the Quarterly, a plan that includes advertising and promoting the Quarterly. Sage seems particularly cognizant of the importance of including more industry managers in the Quarterly’s readership mix.

There are two changes in the Quarterly that I predict will be most notable from the subscribers’ perspective. The first is better customer service with respect to subscription inquiries. Sage has assured us that subscription requests will be handled promptly and professionally, and everything they have done to date indicates they will deliver on this promise. The second notable change is the frequency of issues: the Quarterly will be returning to quarterly publication. (Indeed, I often think a good trivia question would be, how often is the Cornell Quarterly published? Yes, people do ask. The answer over the recent history would be six times a year! We never thought, however, that changing the name to “Cornell Bimonthly” would be wise.)

Welcome, Sage!
In closing, I would like to extend a hearty welcome to Sage. To our new publishing partner, we say that we at the CHR (TheCenterForHospitalityResearch.org) and the School of Hotel Administration at Cornell University (HotelSchool.com) are pleased that you are assuming the role of managing the Cornell Quarterly, and we thank you for your patience in the process. We look forward to a long and successful relationship!—G.M.T.