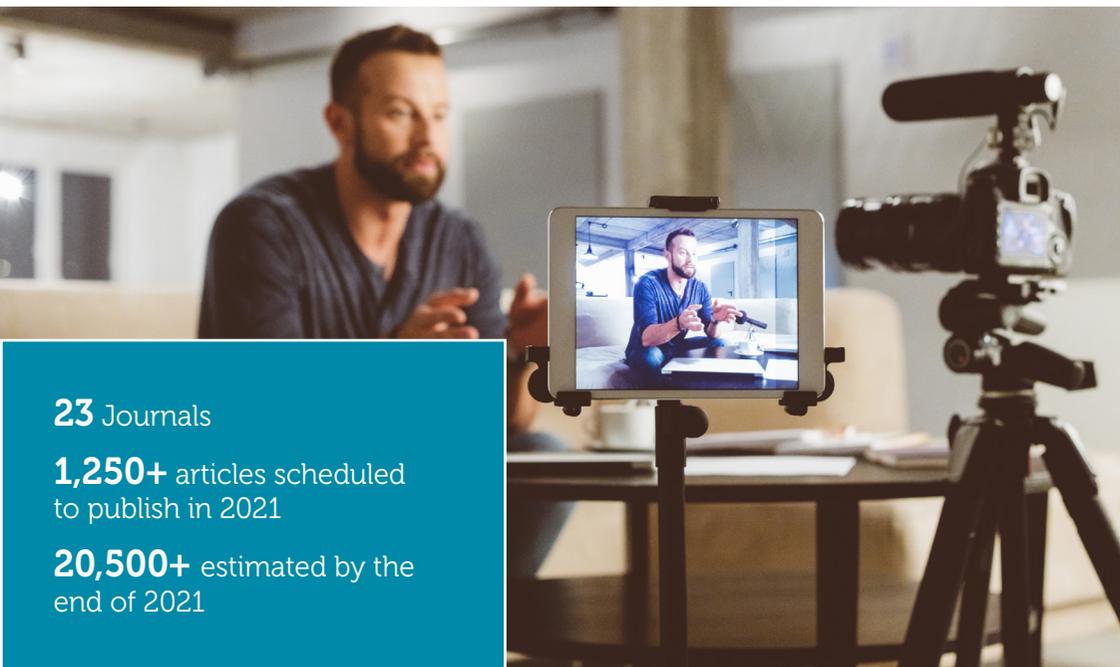




Marketing

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Topical coverage

- Branding
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- International marketing
- Multi-channel marketing
- Neuromarketing
- Non-profit marketing
- Sports marketing
- Services marketing
- Vulnerable consumers and exclusion
- Advertising
- Young consumers
- Arts marketing
- Relationship marketing
- Marketing strategy
- Sponsorship
- Place branding
- Customer experience and word-of-mouth marketing
- AI applications to marketing
- Marketing within the context of social responsibility

Content Highlights

<p>"Implicit and explicit identification of counterfeit brand logos based on logotype transposition"</p> <p><i>(Journal of Product & Brand Management)</i></p> <p>Explores the varying forms of fraudulent imitation of original brand logotypes (operationalized at the level of logotype transposition), which can aid in the detection of a counterfeit brand.</p> 	<p>"Instafamous and social media influencer marketing"</p> <p><i>(Marketing Intelligence & Planning)</i></p> <p>Tests the effects of two types of celebrities (Instagram celebrity vs traditional celebrity) on source trustworthiness, brand attitude, envy and social presence.</p> 	<p>Professor Jagdish Sheth (Emory University Goizueta Business School, USA) is the recipient of all four top awards given by the American Marketing Association. Professor Sheth is a Distinguished Fellow of the Academy of Marketing Science, Fellow of the American Psychological Association (APA), and a recipient of a Distinguished Fellow award from the International Engineering Consortium.</p> 
<p>"In their shoes: co-creating value from deaf/hearing perspectives"</p> <p><i>(Journal of Services Marketing)</i></p> <p>A case study approach in a food setting bringing together hearing customers and non-hearing employees in an innovative service experience.</p> 	<p>The <i>Journal of Business & Industrial Marketing</i> collaborates with the IMP Group, a leading network of international researchers working in B2B marketing.</p> 	<p>"A systematic review of the efficacy of alcohol warning labels: Insights from qualitative and quantitative research in the new millennium"</p> <p><i>(Journal of Social Marketing)</i></p> <p>Draws together research in alcohol warnings literature.</p> 
<p>"A multiple-item scale for measuring "sustainable consumption behaviour" construct"</p> <p><i>(Asia Pacific Journal of Marketing and Logistics)</i></p> <p>Develops a reliable and valid scale with desirable psychometric properties and sufficient level of reliability and validity to measure sustainable consumption from consumer perspectives.</p> 	<p>"Fifty years of the European Journal of Marketing: a bibliometric analysis"</p> <p><i>(European Journal of Marketing)</i></p> <p>Presents a bibliometric overview of the leading trends of the journal during this period.</p> 	<p>"Engaging Young Consumers"</p> <p><i>(Young Consumers: Insight and Ideas for Responsible Marketers, 2020)</i></p> 

Title listing

2056-4945	Arts and the Market
1355-5855	Asia Pacific Journal of Marketing and Logistics
1356-3289	Corporate Communications
0309-0566	European Journal of Marketing
0265-2323	International Journal of Bank Marketing
1750-6123	International Journal of Pharmaceutical and Healthcare Marketing
1464-6668	International Journal of Sports Marketing and Sponsorship
0265-1335	International Marketing Review
0885-8624	Journal of Business & Industrial Marketing
1363-254X	Journal of Communication Management
0736-3761	Journal of Consumer Marketing
2516-7480	Journal of Contemporary Marketing Science
1361-2026	Journal of Fashion Marketing and Management
1755-750X	Journal of Historical Research in Marketing
1759-0833	Journal of Islamic Marketing
1061-0421	Journal of Product & Brand Management
2040-7122	Journal of Research in Interactive Marketing
1471-5201	Journal of Research in Marketing and Entrepreneurship
0887-6045	Journal of Services Marketing
2042-6763	Journal of Social Marketing
0263-4503	Marketing Intelligence & Planning
1352-2752	Qualitative Market Research
1747-3616	Young Consumers: Insight and Ideas for Responsible Marketers

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EUROPEAN JOURNAL OF MARKETING

Over 50 years of publication, EJM has established itself as a prominent hub for marketing insights - the journal received over three quarters of a million downloads last year. Some of the most downloaded articles cover topics such as: the use of celebrity endorsement, corporate marketing, e-consumer behaviour, self-congruity, servicescape, brand positioning strategies and brand communities.



JOURNAL OF HISTORICAL RESEARCH IN MARKETING

Marketing history broadly defined including advertising, retailing, channels of distribution, product design and branding, pricing strategies, market research, and consumption behaviour. The multi-part special issue "Autobiographical reflections of scholarly pioneers" offers an insight into the learnings of some of the most influential figures in the field, including Jagdish Sheth, Christian Grönroos and Philip Kotler.



JOURNAL OF PRODUCT AND BRAND MANAGEMENT

Considering all aspects of branding and product management, the 2020 special issue examines "Brands and Brand Management Under Threat in an Age of Fake News". The article "Consumer response to fake news about brands on social media: the effects of self-efficacy, media trust, and persuasion knowledge on brand trust" proved to be highly topical, as it was picked up by various media sources.

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