

2021

ISSN 0973 - 8703

Indexed in Scopus

Indexed in ABDC Journal List (Rating : C)

NAAS Rating = 4.24

10

JOURNAL METRICS

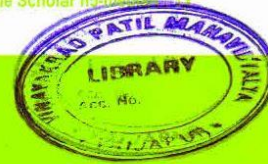
Source Normalized Impact per Paper (SNIP) : 0.731

SCImago Journal Rank (SJR) : 0.209 ; Scopus CiteScore = 1.5 ;

Scopus CiteScore Journal Rank : 104/177

Google Scholar h5-index : 10 ; Google Scholar h5-median : 13

₹ 350/-



Indian Journal of MARKETING

VOLUME : 51

ISSUE NUMBER : 1
(MONTHLY)

JANUARY 2021

In This Issue

Product Innovation, Customer
Satisfaction, and Brand Loyalty of
Using Smartphones Among University
Students : PLS – SEM Approach

Shrikant Krupasindhu Panigrahi
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Moderating Role of Cultural Values on
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Materialism, and Impulse Buying : A
Conceptual Framework

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Factors Influencing Passengers' Purchase
Intention Towards App-Cab Services in
Metro Cities of India : A Study
on Smartphone Users

Debarun Chakraborty

ISSN 0973 - 8703

Indexed in Scopus (Q3)

Indexed in ABDC Journal List (Rating : C)

Included in UGC - CARE List of Journals (Group II)

NAAS Rating = 4.24

JOURNAL METRICS

Source Normalized Impact per Paper (SNIP) : 0.729

SCImago Journal Rank (SJR) : 0.321 ; Scopus CiteScore (2021) = 2.1;

Scopus CiteScore Journal Rank : 120/195

Google Scholar h5-index : 13

(Google Scholar Citations : 4,300 + Citations)

₹ 350/-

Indian Journal of MARKETING

VOLUME : 52

ISSUE NUMBER : 10
(MONTHLY)

OCTOBER 2022

In This Issue

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Marketing Strategies in Entrepreneurship – A

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Case Study of WhiteHat Jr

Streaming Apps - A Study on Consumer

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Satisfaction Toward the Usage of These

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Platforms During COVID-19 in Kolkata, West Bengal

Sonam Choudhary

Consumer Acatalepsy Towards Buying Behaviour

Dhiresk Kulshrestha

for Need-Based Goods for Sustainability During

Muklesh Kumar Tiwari

the COVID-19 Pandemic

Kumar Shalender

Sandhir Sharma

2024

ISSN 0973 - 8703

Indexed in Scopus (Q3)

Indexed in ABDC Journal List (Rating : C)

Included in UGC - CARE List of Journals (Group II)

JOURNAL METRICS

Source Normalized Impact per Paper (SNIP) : 0.567

SCImago Journal Rank (SJR) : 0.253 ; Scopus CiteScore (2023) = 2.5;

Scopus CiteScore Journal Rank : 127/210

Google Scholar h5-index : 16

(Google Scholar Citations : 5,000 + Citations)

₹ 350/-

Indian Journal of MARKETING

VOLUME : 54

ISSUE NUMBER : 12
(MONTHLY)

DECEMBER 2024

In This Issue

Indian Journal of Marketing in association with FORE School of Management, New Delhi: Special Issue on "Marketing for Sustainability: Transformation through Innovation and Technology"

Understanding Customer Confusion in the
Marketplace – A Systematic Literature Review

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Exploring Market Environment for Corporate
Social Responsibility (CSR) Implementation Modes

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Abinash Panda
Ajay Kumar Pandey

Analyzing the Role of Technological Capabilities
and Digital Marketing on the Performance of
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Determinants of Brand Loyalty of
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Analyzing the Attributes for Ice Cream Purchase
Decisions Among Generation Z Consumers

Khush Kalavadia
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