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Url: http://www.indianjournalofmarketing.com
Email: editor@indianjournalofmarketing.com

SUBSCRIPTION

Dear Sir/Madam,

Indian Journal of Marketing is a double blind peer reviewed refereed monthly journal, which is being published since 1968. It is an authentic research publication dealing with the following topics: marketing, advertising, consumer behaviour, sales management, advertising & promotion management, marketing strategy, customer loyalty, marketing segmentation and targeting, customer value modelling, business information systems (MIS), business law, communication, direct marketing, e-commerce, global business, marketing research, marketing theory & applications, office administration/management, retailing, sales/selling, services, online branding, strategic use of IT, multichannel marketing, digital marketing, social media and social networks, viral marketing, mobile marketing, direct and interactive B2B marketing, and agricultural marketing among others.

Being a continuous medium of marketing education, it enjoys the readership of academicians, students, and marketing managers from top B-schools, universities, and colleges in India and abroad. Its objective is to disseminate knowledge, which ensures good practice of professional marketing. By encouraging research and thinking, it attempts to contribute to a better perception of marketing theories, its framework, resources, structures, systems, processes, and performance of organizations. Its focal point is on research and reflections relevant to academicians and practicing managers.

Indian Journal of Marketing is indexed/abstracted in Elsevier's Scopus; the Cabell's Directory of Publishing Opportunities, USA; Ulrich's International Periodicals Directory, USA; the ISSN (ISSN 0973-8703); Index Copernicus Journals Master List, Index Copernicus International, Poland; and Indian Science Abstracts (ISA - NISCAIR). The Index Copernicus Impact Value assigned a value of 7.12 to Indian Journal of Marketing. The NAAS Rating of Indian Journal of Marketing (conferred by the National Academy of Agricultural Sciences, New Delhi (a Govt. of India Institute)) is 3.89 on a scale of 10.

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Dear Sir/Madam,

Indian Journal of Finance, a source of sophisticated analysis of developments in the rapidly expanding world of finance, is a double blind peer reviewed refereed monthly journal that publishes articles on a wide variety of topics ranging from corporate to personal finance, insurance to financial economics, and derivatives. It provides a forum for exchange of ideas and techniques among academicians and practitioners and thereby, advances applied research in financial management.

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SUBSCRIPTION

Dear Sir/Madam,

Indian Journal of Marketing, Indian Journal of Finance, and Prabandhan: Indian Journal of Management have successfully set a benchmark for quality research in the field of Marketing, Finance, and Management. These journals are an excellent forum for intradisciplinary and interdisciplinary study of various aspects of Marketing, Finance, and Management, and act as an intellectually stimulating platform for academicians, consultants, researchers, and business practitioners to share and promulgate their research work.

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INDIAN JOURNAL OF RESEARCH IN CAPITAL MARKETS

ISSN 2394 - 3459

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Indian Journal of Marketing, Indian Journal of Finance, Prabandhan: Indian Journal of Management, and Arthshastra Indian Journal of Economics & Research have firmly established themselves as the leading journals of research in Marketing, Finance, Management, and Economics disciplines in India. Our journals provide a platform to researchers, practitioners, academicians, and professionals in all areas of Business and Management to share innovative research achievements and practical experiences to stimulate scholarly debate in the development of Management Science and Decision Making.

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