

Teilranking Marketing (VHB-JOURQUAL3, Feb. 2015)

A+ = Herausragende, weltweit führende wissenschaftliche Zeitschrift auf dem Gebiet der BWL oder ihrer Teildisziplinen

A = Führende wissenschaftliche Zeitschrift auf dem Gebiet der BWL oder ihrer Teildisziplinen

B = Wichtige und angesehene wissenschaftliche Zeitschrift auf dem Gebiet der BWL oder ihrer Teildisziplinen

C = Anerkannte wissenschaftliche Zeitschrift auf dem Gebiet der BWL oder ihrer Teildisziplinen

D = Wissenschaftliche Zeitschrift auf dem Gebiet der BWL oder ihrer Teildisziplinen

| Zeitschrift | ISSN | JQ3 | Signatur | Bestand (Print) | E-Journal |
|---|-----------|-----|----------|--------------------------------------|----------------------|
| Journal of Consumer Research | 0093-5301 | A+ | B 870 | | Link |
| Journal of Marketing | 0022-2429 | A+ | B 264 | 60.1996 - | Link |
| Journal of Marketing Research | 0022-2437 | A+ | B 237 | 36.1996 - | Link |
| Marketing Science | 0732-2399 | A+ | B 456 | 1.1982 - 33.2014 | Link |
| International Journal of Research in Marketing | 0167-8116 | A | B 566 | 20.2003 - 32.2015 | Link |
| Journal of Applied Psychology | 0021-9010 | A | | | Link |
| Journal of Consumer Psychology | 1057-7408 | A | | | Link |
| Journal of Product Innovation Management (JPIM) | 0737-6782 | A | | | Link |
| Journal of Retailing | 0022-4359 | A | B 300 | 45.1969/70 - 74.1998 | Link |
| Journal of Service Research - JSR | 1094-6705 | A | | | Link |
| Journal of the Academy of Marketing Science | 0092-0703 | A | | | Link |
| AMS Review | 1869-814X | B | | | |
| Decision Support Systems (DSS) | 0167-9236 | B | B 740 | 34.2002 - 37.2004 | Link |
| Group Decision and Negotiation | 0926-2644 | B | | | Link |
| Industrial Marketing Management | 0019-8501 | B | B 814 | 32.2003 - 51.2015 | Link |
| International Marketing Review | 0265-1335 | B | B 591 | 5.1988,2 - 8.1991 | Link |
| Journal of Advertising | 0091-3367 | B | B 1229 | 19.1990 - 20.1991; 25.1996 - 33.2004 | Link |
| Journal of Behavioral Decision Making | 0894-3257 | B | | | Link |
| Journal of Communication | 0021-9916 | B | | | Link |

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|--|-----------|----------|-------|-------------------|----------------------|
| Journal of Cultural Economics | 0885-2545 | B | | | Link |
| Journal of Forecasting | 0277-6693 | B | | | Link |
| Journal of Interactive Marketing | 1094-9968 | B | | | Link |
| Journal of International Marketing | 1069-031X | B | | | Link |
| Journal of Media Economics | 0899-7764 | B | | | Link |
| Journal of Purchasing & Supply Management | 1478-4092 | B | | | Link |
| Journal of Service Management | 1757-5818 | B | | | Link |
| JPP&M Journal of Public Policy & Marketing | 0743-9156 | B | | | Link |
| JPSSM - Journal of Personal Selling & Sales Management | 0885-3134 | B | | | Link |
| Marketing Letters | 0923-0645 | B | | | Link |
| Psychology & Marketing | 0742-6046 | B | | | Link |
| Quantitative Marketing and Economics (QME) | 1570-7156 | B | | | Link |
| Structural Equation Modeling: A Multidisciplinary Journal | 1070-5511 | B | | | |
| Advances in Consumer Research | 0098-9258 | C | | | Link |
| Advances in International Marketing | 1474-7979 | C | | | |
| Electronic Commerce Research | 1389-5753 | C | | | Link |
| Electronic Commerce Research and Applications (ECRA) | 1567-4223 | C | | | Link |
| European Journal of Marketing | 0309-0566 | C | B 869 | 8.1974 - 25.1991 | Link |
| International Journal of Advertising | 0265-0487 | C | | | Link |
| International Journal of Electronic Business | 1470-6067 | C | | | |
| International Journal of Nonprofit and Voluntary Sector Marketing | 1465-4520 | C | | | Link |
| International Journal of Retail & Distribution Management | 0959-0552 | C | | | Link |
| International Review of Retail, Distribution and Consumer Research | 0959-3969 | C | | | Link |
| Journal of Advertising Research JAR | 0021-8499 | C | B 235 | 1.1960/61 - | Link |
| Journal of Brand Management | 1350-231X | C | | | Link |
| Journal of Business & Industrial Marketing | 0885-8624 | C | | | Link |
| Journal of Business-to-Business Marketing | 1051-712X | C | | | |
| Journal of Computer-Mediated Communication (JCMC) | 1083-6101 | C | | | Link |
| Journal of Consumer Affairs | 0022-0078 | C | | | Link |
| Journal of Consumer Behaviour | 1472-0817 | C | | | Link |
| Journal of Consumer Policy | 0168-7034 | C | B 889 | 26.2003 - 34.2011 | Link |

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| Journal of Customer Behaviour | 1475-3928 | C | | | |
| Journal of Electronic Commerce in Organizations | 1539-2937 | C | | | |
| Journal of Electronic Commerce Research | 1526-6133 | C | | | Link |
| Journal of Global Marketing | 0891-1762 | C | | | |
| Journal of Macromarketing | 0276-1467 | C | | | Link |
| Journal of Marketing Management | 0267-257X | C | B 1052 | 6.1990 - 19.2003 | Link |
| Journal of Marketing Theory and Practice | 1069-6679 | C | | | Link |
| Journal of Product & Brand Management | 1061-0421 | C | | | Link |
| Journal of Relationship Marketing | 1533-2667 | C | | | |
| Journal of Retailing and Consumer Services | 0969-6989 | C | | | Link |
| Journal of Revenue and Pricing Management | 1476-6930 | C | | | Link |
| Journal of Services Marketing | 0887-6045 | C | | | Link |
| Journal of Strategic Marketing | 0965-254X | C | | | Link |
| Marketing Theory | 1470-5931 | C | | | Link |
| Marketing. ZFP - Journal of Research and Management (früher: Zeitschrift für Forschung und Praxis (Marketing ZFP)) | 0344-1369 | C | B 571 | 1.1979 - | |
| Review of Marketing Science | 1546-5616 | C | | | Link |
| Journal of Consumer Marketing | 0736-3761 | C/D | | | Link |
| Australasian Marketing Journal | 1441-3582 | D | | | Link |
| Corporate Reputation Review | 1363-3589 | D | | | Link |
| der markt - International Journal of Marketing (eingestellt 2013) | 0025-3863 | D | B 277 | 1.1962 - 51.2012 | |
| GfK Marketing Intelligence Review | 1865-5866 | D | B 112/1 | [1.]2009 - 6.2014 | Link |
| International Journal of Consumer Studies | 1470-6423 | D | | | Link |
| International Journal of Market Research (früher: Journal of the Market Research Society) | 0025-3618 | D | | | |
| International Journal of Sports Marketing & Sponsorship | 1464-6668 | D | | | Link |
| Journal of Business Market Management (jbm) | 1864-0753 | D | | | Link |
| Marketing Review St. Gallen | 1865-6544 | D | | | Link |
| Marketing Theory and Applications (Proceedings of the AMA Winter Educators' Conference) | 1054-0806 | D | | | |

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|---|-----------|--------|-------|------------------|----------------------|
| Proceedings der European Marketing Academy Conference (EMAC) | keine | D | | | |
| Proceedings of the AMA Summer Educators' Conference | 0888-1839 | D | | | |
| Sport Marketing Quarterly (SMQ) | 1061-6934 | D | | | Link |
| Transfer. Werbeforschung & Praxis | 1436-789X | D | | | Link |
| Asian Journal of Marketing | 1819-1924 | k.R. | | | Link |
| Consumption, Markets and Culture | 1025-3866 | k.R. | | | |
| Customer Needs and Solutions | 2196-291X | k.R. | | | |
| International Journal of Bank Marketing | 0265-2323 | k.R. | | | Link |
| International Journal of Business Communication (IJBC) | 0021-9436 | k.R. | | | Link |
| International Journal of Internet Marketing and Advertising | 1477-5212 | k.R. | | | |
| Jahrbuch der Absatz- und Verbrauchsforschung (eingestellt 2009) | 0021-3985 | k.R. | B 112 | 2.1956-54.2008 | Link |
| Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior | 0899-8620 | k.R. | | | |
| Journal of Financial Services Marketing | 1363-0539 | k.R. | | | Link |
| Journal of Marketing Analytics (früher: Journal of Targeting, Measurement and Analysis for Marketing) | 2050-3318 | k.R. | | | |
| Journal of Marketing Channels | 1046-669X | k.R. | | | |
| Journal of Marketing Communications | 1352-7266 | k.R. | | | Link |
| Journal of Marketing Education (jme) | 0273-4753 | k.R. | | | Link |
| Journal of Promotion Management | 1049-6491 | k.R. | | | |
| Journal of Travel & Tourism Marketing | 1054-8408 | k.R. | | | |
| Marketing Health Services (früher: Journal of Health Care Marketing) | 1094-1304 | k.R. | | | Link |
| Marketing Intelligence & Planning | 0263-4503 | k.R. | | | Link |
| Multivariate Behavioral Research | 0027-3171 | k.R. | | | |
| NeuroPsychoEconomics | 1861-4523 | k.R. | | | Link |
| Qualitative Market Research | 1352-2752 | k.R. | | | Link |
| Review of Marketing Research | 1548-6435 | k.R. | | | |
| Service Business | 1862-8516 | k.R. | | | |
| Absatzwirtschaft | 0001-3374 | k.w.Z. | B 2 | 4.1961 - 19.1976 | Link |