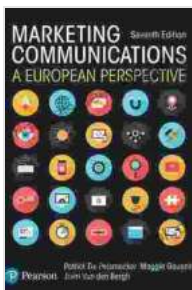


# European Perspectives in Marketing: Journal of Euromarketing Monographic

## About the Journal

The European Perspectives in Marketing: Journal of Euromarketing Monographic is a peer-reviewed academic journal that publishes original research on marketing in Europe. The journal is published by Emerald Group Publishing and is indexed in leading academic databases such as Scopus, Web of Science, and ProQuest.



## European Perspectives in Marketing (Journal of Euromarketing monographic) by Karen Leland

★★★★☆ 4.3 out of 5

Language : English  
File size : 4559 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 182 pages



The journal's mission is to provide a forum for the dissemination of high-quality research on marketing in Europe. The journal publishes original research articles, review articles, and case studies that contribute to the understanding of marketing in the European context.

The journal is edited by a team of leading marketing scholars from across Europe. The editorial board includes experts in a wide range of marketing

disciplines, including consumer behavior, marketing strategy, marketing management, and international marketing.

## **Aims and Scope**

The European Perspectives in Marketing: Journal of Euromarketing Monographic aims to publish high-quality research on marketing in Europe. The journal welcomes submissions from scholars in all disciplines of marketing, including:

\* Consumer behavior \* Marketing strategy \* Marketing management \* International marketing \* Cross-cultural marketing \* Retailing \* Services marketing \* Industrial marketing \* Non-profit marketing \* Public sector marketing

The journal is particularly interested in research that contributes to the understanding of marketing in the European context. The journal welcomes submissions from scholars in all European countries, as well as from scholars in other parts of the world who are conducting research on marketing in Europe.

## **Submission Guidelines**

The European Perspectives in Marketing: Journal of Euromarketing Monographic welcomes submissions from scholars in all disciplines of marketing. Submissions should be original research articles, review articles, or case studies that contribute to the understanding of marketing in the European context.

All submissions must be submitted through the journal's online submission system. The submission system is open for submissions at all times.

Submissions should be prepared in accordance with the journal's style guide. The style guide can be found on the journal's website.

All submissions will be subject to a double-blind peer review process. The peer review process typically takes 6-8 weeks.

Authors of accepted submissions will be required to revise their manuscripts in accordance with the reviewers' comments. The revised manuscripts will be subject to a final review by the editor-in-chief.

Authors of accepted submissions will be required to pay a publication fee. The publication fee covers the costs of peer review, copyediting, typesetting, and online hosting.

## **Indexing and Impact**

The European Perspectives in Marketing: Journal of Euromarketing Monographic is indexed in the following leading academic databases:

\* [Scopus](#) \* [Web of Science](#) \* [ProQuest](#) \* [EBSCOhost](#) \* [JSTOR](#)

The journal has a strong impact factor and is ranked in the top quartile of marketing journals.

## **Contact Information**

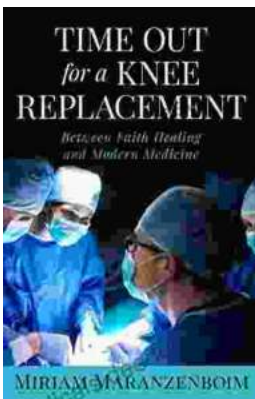
For more information, please contact the journal's editor-in-chief, Professor John Quelch, at [john.quelch@london.edu](mailto:john.quelch@london.edu).

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