

International Journal of

Internet Marketing and Advertising

Editor-in-Chief:

Prof. Dr. HsiuJu Rebecca Yen

Visit www.inderscience.com/ijima
for more information and sample articles



www.inderscience.com

© 2017 Inderscience Enterprises Ltd



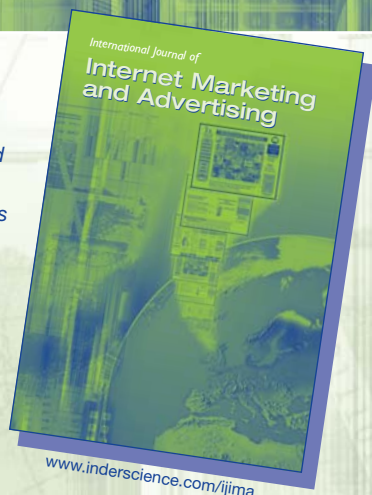
Scope of the Journal

ISSN: 1477-5212 (Print), ISSN: 1741-8100 (Online)

IJIMA is a double-blind refereed, highly professional and authoritative source of information in the field of Internet and its applications in marketing and advertising. IJIMA also publishes theories and practices that are useful to executives in managing marketing and advertising activities over the Internet.

Topics covered include:

- Advertising on the Net, internet branding, security/privacy issues
- Agency relationship management, customer relationship management
- B2B marketplace, channel management, collaborative marketing
- Consumer behaviour and loyalty
- Creativity in Web marketing and advertising
- Direct marketing, effectiveness in marketing and advertising
- E-service management, online community management, social marketing
- Ethics in marketing and advertising
- Globalisation and international marketing
- Marketing resources management, customer asset management
- Innovation and new product development
- Knowledge management, market intelligence analysis, marketing research/strategies
- Migration from marketplace to marketspace
- Product evaluation, pricing strategies, promotion, public relations, sales management
- Service marketing/trust on the Net, service/product quality/management



Not sure if this title is the one for you?

Visit the journal homepage at www.inderscience.com/ijima where you can:

- View sample articles in full text HTML or PDF format
- Sign up for our free table of contents new issue alerts via e-mail or RSS
- View editorial board details
- Find out about how to submit your papers
- Find out about subscription options, in print, online or as part of a journals collection

You can order online at www.inderscienceonline.com or download an order form from www.inderscience.com/subform.

This title is part of the Computing and Mathematics Collection (see www.inderscience.com/cm). For library collection subscriptions or for a free institutional online trial, please contact subs@inderscience.com.