List of Selected Library E-Resources on DIGITAL MARKETING

This Subject Guide will serve as a tool to e-resources like e-books and e-journals available in the library’s online databases.

I. ELECTRONIC BOOKS

A. EBSCOHOST


II. E-JOURNALS

A. EBSCOHOST BUSINESS SOURCE COMPLETE

1. Atlantic Marketing Journal
   Bibliographic Records: 07/01/2013 To Present
   Full Text: 07/01/2013 To Present
   Description: Publishes scholarly articles in the general area of marketing, logistics and closely related areas.

2. European Journal Of Marketing
   Bibliographic Records: 03/01/1967 To Present
   Description: An international journal of articles on new ideas in marketing, the thinking, theory and practice, and a forum for debate.

   Bibliographic Records: 01/01/2015 To Present
   Full Text: 01/01/2015 To Present

4. Global Journal Of Management & Marketing (GJMM)
   Bibliographic Records: 01/01/2017 To Present
   Full Text: 01/01/2017 To Present

5. ICFAI Journal Of Marketing Management
   Bibliographic Records: 11/01/2007 To Present
   Full Text: 11/01/2007 To Present

   Bibliographic Records: 03/01/2011 To Present
   Full Text: 03/01/2011 To Present
Description: Discusses advertising and promotion management, business information systems, direct marketing, marketing research, operations research and statistics and technology innovation.

Bibliographic Records: 01/01/2012 To Present
Full Text: 01/01/2012 To Present
Description: Features original developments and practices within the field of marketing, business communication & related subject areas.

8. International Journal Of Nonprofit & Voluntary Sector Marketing
Bibliographic Records: 02/01/2001 To Present
Full Text: 02/01/2001 To Present (With A 12 Month Delay)
*Full Text Delay Due To Publisher Restrictions(“Embargo”)
Description: Latest original analysis of key developments in marketing for the non-for-profit sector.

Bibliographic Records: 01/09/2015 To Present
Full Text: 01/09/2015 To Present
Description: Covers topics such as new trends in retailing, the relationships between members of the supply chains & distribution channels, green tailing, e-commerce, customer relationship management, management of services, branding and similar fields.

10. IUP Journal Of Marketing Management
Bibliographic Records: 11/01/2007 To Present
Full Text: 11/01/2007 To Present

11. Journal Of Business-To-Business Marketing
Bibliographic Records: 03/01/1993 To Present
Full Text: 03/01/2000 To Present (With A 18 Month Delay)
*Full Text Delay Due To Publisher Restrictions(“Embargo”)
Description: Will publish quality research to reflect the state of scholarship and practice throughout the world. Will feature diverse approaches to business marketing theory development and problem solving.

12. Journal Of Direct Marketing
Bibliographic Records: 01/01/1987 To Present
Full Text: 01/01/1987 To 10/01/2008
Description: TITLE CHANGED to Journal of Interactive Marketing.Original articles that extend or contribute to our knowledge of direct marketing or that change the way direct marketing is viewed, studied and practiced.

Bibliographic Records: 03/01/2011 To Present
Full Text: 03/01/2011 To Present
Description: Covers research and best practices of business and economic development.

Bibliographic Records: 01/01/2007 To Present
Full Text: 01/01/2007 To Present
Description: Devoted to high quality research that develops empirical generalisations related to marketing, consumer behavior, and strategy.

15. Journal Of Financial Services Marketing
Bibliographic Records: 04/01/2001 To Present
Full Text: 04/01/2001 To 06/01/2011
Description: Original analysis of key developments in the marketing of financial services from figures in industry and academia.

16. Journal Of Global Marketing
   Bibliographic Records: 09/01/1987 To Present
   Full Text: 03/01/2000 To Present (With A 18 Month Delay)
   *Full Text Delay Due To Publisher Restrictions("Embargo")
   Description: Addresses marketing challenges, opportunities, and problems encountered by firms, industries, and governments on a global scale. Contains significant contributions to the fields of global marketing form scholars, practitioners, and public policymakers.

17. Journal Of International Consumer Marketing
   Bibliographic Records: 07/16/1997 To Present
   Full Text: 01/01/2000 To Present (With A 18 Month Delay)
   *Full Text Delay Due To Publisher Restrictions("Embargo")
   Description: Peer reviewed coverage of cross-cultural/national aspects of consumer behavior reseach and application; for and by practitioners, policymakers, and academicians from a variety of countries.

18. Journal Of Interactive Marketing (John Wiley & Sons)
   Bibliographic Records: 01/01/1987 To Present
   Full Text: 01/01/1987 To 10/01/2008
   Description: A catalyst for helping shape the issues and ideas associated with the emerging interactive/electronic commercial environment, while elevating the level of research conducted around more traditional direct marketing concerns.

19. Journal Of International Marketing
   Bibliographic Records: 03/01/1993 To Present
   Full Text: 03/01/1993 To Present
   Description: Publishes articles aimed at both practitioner and educator audiences covering international marketing practice and theory through original research articles, executive insights, and book reviews.

20. Journal Of Management & Marketing Review (JMMR)
   Bibliographic Records: 10/01/2017 To Present
   Full Text: 10/01/2017 To Present

21. Journal Of Marketing
   Bibliographic Records: 07/01/1936 To Present
   Full Text: 07/01/1936 To Present
   Description: Publishes articles selected by blind review judged on their contributions to the advancement of the science and/or practice of marketing that provide new insights, new ideas or new empirical results.

22. Journal Of Marketing Channels
   Bibliographic Records: 02/02/2000 To Present
   Full Text: 02/02/2000 To Present (With A 18 Month Delay)
   *Full Text Delay Due To Publisher Restrictions("Embargo")

23. Journal Of Marketing Communications
   Bibliographic Records: 09/01/1998 To Present
   Full Text: 09/01/1998 To Present (With A 18 Month Delay)
   *Full Text Delay Due To Publisher Restrictions("Embargo")
   Description: Contains research papers & information on all aspects of marketing communication & promotion management.
24. **Journal Of Marketing Development & Competitiveness**  
   - Bibliographic Records: 11/01/2010 To Present  
   - Full Text: 11/01/2010 To Present  
   - Description: Focuses on marketing and covers related disciplines including entrepreneurship, management, economics and finance.

25. **Journal Of Marketing & Management**  
   - Bibliographic Records: 11/01/2010 To Present  
   - Full Text: 11/01/2010 To Present  
   - Description: Covers research and best practices of marketing and management strategies.

26. **Journal Of Marketing Management**  
   - Bibliographic Records: 06/01/1985 To Present  
   - Full Text: 06/01/1985 To Present (With A 18 Month Delay)  
   - Description: Concerned with all aspects of the management of the marketing mix; intended to provide a forum for the exchange of the latest ideas and best practice in the field of marketing as a whole.

27. **Journal Of Marketing Management (10711988)**  
   - Bibliographic Records: 03/01/1992 To Present  
   - Full Text: 03/01/1992 To Present  
   - Description: Publishes up & coming research in the field of marketing management.

28. **Journal Of Marketing Research (JMR)**  
   - Bibliographic Records: 02/01/1964 To Present  
   - Full Text: 02/01/1964 To Present  
   - Description: Written for technically oriented professional market researchers and academicians. Articles cover concepts, methods, & applications of marketing research, as well as reviews and comments relating to the research industry and its practices.

29. **Journal Of Marketing Theory & Practice**  
   - Bibliographic Records: 09/01/1992 To Present  
   - Full Text: 09/01/1992 To Present  
   - Description: Contains articles addressing contemporary marketing issues.

30. **Journal Of Marketing Thought**  
   - Bibliographic Records: 05/01/2015 To Present  
   - Full Text: 05/01/2015 To Present  
   - Description: This publishes original research analysis and inquiry into issues of importance to the aspects of marketing.

   - Bibliographic Records: 09/01/2011 To Present  
   - Full Text: 09/01/2011 To Present  
   - Description: Academic publication on new trends and developments in marketing.

32. **Journal Of Nonprofit & Public Sector Marketing**  
   - Bibliographic Records: 01/01/2000 To Present  
   - Full Text: 01/01/2000 To Present (With A 18 Month Delay)  
   - Description: Forum for the development of marketing thought and for the dissemination of marketing knowledge in the non-profit and public sector of the economy. Devoted to the study of the adaptation of marketing for use by these organizations.

33. **Journal Of Professional Services Marketing**  
   - Bibliographic Records: 01/01/1998 To Present
Full Text: 01/01/2000 To Present
Description: Peer reviewed articles covering current trends and techniques in the competitive industry of services marketing.

34. Journal of Public Policy & Marketing
Bibliographic Records: 01/01/1982 To Present
Full Text: 01/01/1982 To Present
Description: Publishes articles, review articles, commentary and book reviews on a wide variety of subjects that apply to advertising, populations, legal developments and public policy in marketing.

35. Journal of Relationship Marketing
Bibliographic Records: 03/01/2002 To Present
Full Text: 03/01/2002 To Present (With A 18 Month Delay)
*Full Text Delay Due To Publisher Restrictions("Embargo")

36. Journal of Strategic Marketing
Bibliographic Records: 03/01/1993 To Present
Full Text: 03/01/1993 To Present (With A 18 Month Delay)
*Full Text Delay Due To Publisher Restrictions("Embargo")
Description: Concerned with key aspects of the interface between marketing & strategic management.

37. Journal of the Academy of Marketing Science
Bibliographic Records: 03/01/1973 To Present
Full Text: 03/01/1994 To Present
Description: Devoted to the study and improvement of marketing and serves as a vital link between scholarly research and practice by publishing research-based articles in the substantive domain of marketing.

38. Market Leader
Bibliographic Records: 03/01/2005 To 03/01/2018
Full Text: 03/01/2005 To 03/01/2018
Description: Addresses important issues in marketing and business, keeping readers abreast of new ideas, trends, and thinking; a resource for marketing directors and senior management at marketing-oriented companies.

39. Marketing (0354-3471)
Bibliographic Records: 10/01/2013 To Present
Full Text: 10/01/2013 To Present
Description: Focuses on the theory and practice of marketing and business management including such topics as modern marketing, internet marketing, consumer organizations, logistics, corporate responsibility and many more.

40. Marketing Bulletin
Bibliographic Records: 05/01/1990 To Present
Full Text: 05/01/1990 To Present
Description: Experimental and theoretical articles, review papers and book reviews, concerning marketing, market research practice and marketing education.

41. Marketing Letters
Bibliographic Records: 12/01/1989 To Present
Full Text: 12/01/1989 To Present (With A 12 Month Delay)
*Full Text Delay Due To Publisher Restrictions("Embargo")
Description: Offers a medium for the truly rapid publication of research results. The focus is on empirical findings, methodological papers, and theoretical and conceptual insights across areas of research in marketing.
42. **Marketing Management Journal**  
   Bibliographic Records: 03/01/1992 To Present  
   Full Text: 03/01/1992 To Present  
   Description: Publishes up & coming research in the field of marketing management.

43. **Marketing Review**  
   Bibliographic Records: 10/01/2000 To Present  
   Full Text: 10/01/2000 To Present  
   Description: For students & practitioners of marketing; provides clear, well written & authoritative discussions & reviews of current issues, with regular features on theory, practice, hot topics, research methods, data analysis & skills & professional development.

44. **Marketing Review / Xing Xiao Ping Lun**  
   Bibliographic Records: 12/01/2010 To Present  
   Full Text: 12/01/2010 To Present  
   Description: Covers marketing research with a focus on marketing theory and practice.

45. **Marketing Science & Inspirations**  
   Bibliographic Records: 12/01/2013 To Present  
   Full Text: 12/01/2013 To Present  
   Description: Scientific journal aimed at the area of marketing and marketing management.

46. **Marketing Week (Online Edition)**  
   Bibliographic Records: 10/09/1997 To Present  
   Full Text: 09/01/2001 To 12/23/2016  
   Description: Includes case studies, innovation in marketing and consumer and business trends.

47. **Marketing ZFP - Journal Of Research & Management**  
   Bibliographic Records: 01/01/2000 To Present  
   Full Text: 01/01/2013 To Present (With A 12 Month Delay)  
   *Full Text Delay Due To Publisher Restrictions("Embargo")*  
   Description: Presents articles on marketing, bridging the gap between theory & practice; geared toward marketing & management scholars & marketers at senior & mid-level positions as the leading marketing journal in DACH-countries (Germany, Austria & Switzerland).

48. **New Marketing Research Journal**  
   Bibliographic Records: 10/01/2013 To Present  
   Full Text: 10/01/2013 To Present

49. **Practical Marketing / Prakticheskiy Marketing**  
   Bibliographic Records: 06/01/2017 To Present  
   Full Text: 06/01/2017 To Present  
   Description: The purpose of Practical Marketing consists in granting information that assists readers in adoption of effective strategic and tactical decisions in marketing.

50. **PRIMA: Practices & Research In Marketing**  
   Bibliographic Records: 03/01/2011 To Present  
   Full Text: 03/01/2011 To Present  
   Description: Provides forum for the dissemination of high-quality scholarly research and thinking in marketing.

51. **Precision Marketing**  
   Bibliographic Records: 10/09/1997 To Present  
   Full Text: 09/01/2001 To 12/23/2016  
   Description: Presents news, analyses and authoritative features in relation to direct marketing, e-marketing, database management and customer relationship management.
52. Psychology & Marketing
   Bibliographic Records: 03/01/1984 To Present
   Full Text: 03/01/1984 To Present (With A 12 Month Delay)
   *Full Text Delay Due To Publisher Restrictions("Embargo")
   Description: Original research and review articles dealing with the application of psychological theories and techniques to marketing; exploration of issues of law, ethics and values in psychology and marketing, case studies and cross-cultural reports.

53. Review Of Marketing Science
   Bibliographic Records: 01/01/2003 To Present
   Full Text: 01/01/2003 To Present
   Description: Devoted to the wide and rapid dissemination of the latest research in marketing.

54. Services Marketing Quarterly
   Bibliographic Records: 01/01/1998 To Present
   Full Text: 01/01/2000 To Present (With A 18 Month Delay)
   *Full Text Delay Due To Publisher Restrictions("Embargo")
   Description: Peer reviewed articles covering current trends and techniques in the competitive industry of services marketing.

B. EMERALD E-JOURNALS PUBLICATION

1. Asia Pacific Journal of Marketing and Logistics
   Issue(s) available: 108 – From Volume: 5 Issue: 2, to Volume: 32 Issue: 5
c1993-2020
   Description: The Asia Pacific Journal of Marketing and Logistics (APJML) provides a unique focus on marketing and logistics in the Asia Pacific region.

2. European Journal of Marketing
   Issue(s) available: 392 – From Volume: 1 Issue: 1, to Volume: 54 Issue: 7
c1967-2020
   Description: The EJM offers unparalleled insights on new research, current practice and future trends so that practitioners and academics can gain a useful overview of marketing activity and apply that knowledge to develop appropriate strategies.

3. International Journal of Bank Marketing
   Issue(s) available: 245 – From Volume: 1 Issue: 1, to Volume: 38 Issue: 5
c1983-2020
   Description: The International Journal of Bank Marketing provides the venue for the dissemination of state-of-the-art research on marketing issues related to a range of financial services providers, from banks and insurers to financial advisors and credit providers.

4. Journal of Business & Industrial Marketing
   Issue(s) available: 200 – From Volume: 1 Issue: 1, to Volume: 35 Issue: 7
   1986-2020
   Description: The Journal of Business & Industrial Marketing (JBIM) publishes research on new ideas concerning business-to-business marketing, that is, how one company or organization markets its goods/services/ideas to another company or organization.

5. Journal of Consumer Marketing
   Issue(s) available: 217 – From Volume: 1 Issue: 1, to Volume: 37 Issue: 5
c1984-2020
   Description: Journal of Consumer Marketing (JCM) is a journal written by scholars and practitioners, and is edited for marketers who desire further insight into how people behave as consumers worldwide.
6. **Journal of Contemporary Marketing Science**  
   Issue(s) available: 5 – From Volume: 1 Issue: 1, to Volume: 3 Issue: 1  
   c2018-2020  
   Description: The Journal of Contemporary Marketing Science is published in association with the Chinese Marketing Association of Universities. It aims to reflect cutting-edge and creative marketing research development in a contemporary global landscape.

7. **Journal of Islamic Marketing**  
   Issue(s) available: 38 – From Volume: 1 Issue: 1, to Volume: 11 Issue: 4  
   c2010-2020  
   Description: Journal of Islamic Marketing (JIMA) was the first journal dedicated to investigating Marketing's relationship with Islam, in theory and practice, across Muslim majority and minority geographies.

8. **Journal of Research in Interactive Marketing**  
   Issue(s) available: 41 – From Volume: 4 Issue: 1, to Volume: 14 Issue: 2  
   c2010-2020  
   Description: The mission of the Journal of Research in Interactive Marketing (JRIM) is to address substantive issues in interactive, relationship, electronic, direct and multi-channel marketing and marketing management.

9. **Journal of Research in Marketing and Entrepreneurship**  
   Issue(s) available: 38 – From Volume: 1 Issue: 1, to Volume: 22 Issue: 1  
   c2010-2020  
   Description: The Journal of Research in Marketing and Entrepreneurship (JRME) publishes research that contributes to our developing knowledge of entrepreneurial and small business marketing.

10. **Journal of Services Marketing**  
    Issue(s) available: 199 – From Volume: 1 Issue: 1, to Volume: 34 Issue: 3  
    c1987-2020  
    Description: This journal addresses a range of services-related issues of interest to marketing scholars and relevant to marketing professionals who represent a broad range of service industries.

11. **Marketing Intelligence & Planning**  
    Issue(s) available: 259 – From Volume: 1 Issue: 1, to Volume: 38 Issue: 5  
    c1983-2020  
    Description: Marketing Intelligence & Planning (MIP) facilitates communication between researchers and practitioners, providing the users of research with a wealth of robust and relevant information.

12. **Qualitative Market Research**  
    Issue(s) available: 89 – From Volume: 1 Issue: 1, to Volume: 23 Issue: 2  
    c1998-2020  
    This journal publishes scholarly research from around the world that aims to further the frontiers of knowledge and understanding of qualitative market research and its applications.

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List as of August 2020