

## Scope Database Journal Indexing & Citation Analysis

Journal Name : International Journal of Marketing & Business Communication (IJMBC)					
Coverage Period: 2018-2021					
Total No of Papers Indexed:42					
ISSN Online 2277 - 484X					
ISSN Print -					
Source Link: <a href="https://scopedatabase.com/Sourceid/00000103">https://scopedatabase.com/Sourceid/00000103</a>					
Website: <a href="https://scopedatabase.com">https://scopedatabase.com</a>					
Manuscript ID	Paper or Article Title	List of Authors name	Year of Publication	Source, Volume, issue and page numbers	County of Publication- Author 1 country of publication
00000-70921	A Study of Colours in a Brand's Logo and Brand Image in the Indian Sports Shoes Industry	Vishal Kamra,Rhea Sabharwal,	2020	International Journal of Marketing & Business Communication 9, 3&4, 1 - 13	India
00000-70928	The Influence of Express Mail Service Quality on Customer Satisfaction: Evidence from EMS Ethiopia	Mengistu Bogale Ayele,Habtamu Bekele,Mesfin Workineh,	2020	International Journal of Marketing & Business Communication 9, 1&2, 1 - 12	Ethiopia
00000-70929	Green Consumption: A Study of Buying Behaviour towards Herbal Products	Vishal Gupta,	2020	International Journal of Marketing & Business Communication 9, 3&4, 14 - 20	India
00000-70936	An Empirical Study on Brand Positioning and Consumer Perception towards Various Shampoo Brands	Mridusmita Das,	2020	International Journal of Marketing & Business Communication 9, 1&2, 13 - 21	India
00000-70942	Role of Online Marketing in University Admissions: Indian Students' Perspective	Shraddha Mishra,Rachna Madaan,	2020	International Journal of Marketing & Business Communication 9, 3&4, 21 - 32	India
00000-70948	The Role of Privacy in Smartphone Apps Usage	Stephen L Baglione,Louis A Tucci,	2020	International Journal of Marketing & Business Communication 9, 1&2, 22 - 29	United States
00000-70950	Clustering, Targeting and Exploring Moderation in Intention-Purchase Behaviour among GIC Customers	Ashok Kumar,Neetu Andotra,	2020	International Journal of Marketing & Business Communication 9, 3&4, 33 - 41	India
00000-70963	E-Buying of Medicines: Trends and Factors Influencing Online Pharmacy	Sadiya Fatima,Rashi Malpani,Savita Sodhi,Anupam Ghosh,	2019	International Journal of Marketing & Business Communication 8, 2&3, 1 - 7	India
00000-70964	To Understand the Pre-Launch Activities of Gold Fogg Energy Drink	Srilakshmi Nair,Kavita P Kshatriya,	2019	International Journal of Marketing	India

**Journal Name : International Journal of Marketing & Business Communication (IJMBC)**

	and Its Strategies for Market Penetration in Ahmedabad			& Business Communication 8, 2&3, 8 - 16	
00000-70968	Users` Perception of the Need for Marketing Academic Libraries Using Librarians` Competences	Obia Gopeh Inyang,Patience Owere Ekpang,	2019	International Journal of Marketing & Business Communication 8, 2&3, 17 - 24	Nigeria
00000-70973	Internet Advertising: Perceptions of the Users	Mukhabbat Djalilbekovna Davranova,	2019	International Journal of Marketing & Business Communication 8, 2&3, 25 - 36	India
00000-70979	Content Analysis of the Literature on Career Advancement of Women Employees: A Critical Review	Khagendra Nath Gangai,Rachna Agrawal,	2019	International Journal of Marketing & Business Communication 8, 2&3, 37 - 52	India
00000-70984	Consumer Perceptions of Brand Mention in Magazines by Level of Involvement	Charles J Quigley,Sharmin Attaran,Elaine M Notarantonio,	2019	International Journal of Marketing & Business Communication 8, 1, 1 - 14	United States
00000-70994	Attitude Towards Advertisements: An Empirical Study on the Antecedents	Ajit Sadasivan,	2019	International Journal of Marketing & Business Communication 8, 1, 15 - 24	India
00000-71018	Positioning of Vishal Mega Mart, a Hypermarket and Its Consumer Preferences Through the Implementation of Multi Dimensional Scaling, Factor and Conjoint Analysis w.r.t. Delhi Market	Sougata Banerjee,Mohsin Aziz Baba,	2019	International Journal of Marketing & Business Communication 8, 1, 25 - 37	India
00000-71024	Navigating Across Cultures: Cultural Competence Challenges for Budding Indian Managers	Medha Bakhshi,	2019	International Journal of Marketing & Business Communication 8, 1, 38 - 46	India
00000-71036	Using Collaborative Project for Learning Effective Ways of Working Harmoniously with People from Different Cultures	Archana Shrivastava,	2019	International Journal of Marketing & Business Communication 8, 1, 47 - 54	India
00000-71047	A Comparative Study of Online and Offline Shopping in Haryana	Devender Kumar,Kirti Khurana,	2019	International Journal of Marketing & Business Communication 8, 4, 1 - 6	India
00000-71062	Digital Marketing and Mobile Technology Impact on Tourism in Portugal	Rui Manuel Firmino,Pedro Miguel Ramada,Maria Nascimento Cunha,Jose Manuel Araujo Magano,	2019	International Journal of Marketing & Business Communication 8, 4, 7 - 12	Portugal
00000-71079	An Empirical Study on Service Quality Comparison Between Private and Public Hospitals in Delhi-NCR	Vishal Kamra,Supreet Kaur Sethi,J. K. Sharma ,	2019	International Journal of Marketing & Business Communication 8, 4, 13 - 27	India
00000-71090	The Four C`s of Customer Service Promulgating the Efficacy of Small-Scale Cement Industries` Products	Vipul Chalotra,	2019	International Journal of Marketing & Business Communication 8, 4, 28 - 36	India

**Journal Name : International Journal of Marketing & Business  
Communication (IJMBC)**

00000-71104	The Informational Elements of Product Design Briefs: An Exploratory Investigation	Ian Parkman,	2018	International Journal of Marketing & Business Communication 7, 1, 1 - 17	United States
00000-71111	Young Customer`s Insight on Social Media Engagement	Anu Rani,	2018	International Journal of Marketing & Business Communication 7, 1, 18 - 25	India
00000-71121	Factors Influencing the Usage of Social Networking Sites	Mokhalles Mohammad Mehdi,	2018	International Journal of Marketing & Business Communication 7, 1, 26 - 31	India
00000-71134	Impulse Purchase and Impulse Non-Purchase in Book & Stationery Retail Outlets in Shopping Malls	Mihir Dash,Kshitiz Sharma,Arunabhas Bose,Ankita Lakhani,	2018	International Journal of Marketing & Business Communication 7, 1, 32 - 37	India
00000-71148	Exploring Social Media Marketing Knowledge Among Students and Professionals	Randi Priluck,Martin Topol,	2018	International Journal of Marketing & Business Communication 7, 2, 1 - 8	United States
00000-71161	The Impact of Agricultural Technology Adoption on Poverty Reduction in Phu Tho, Vietnam	Pham Ngoc Thu Trang,	2018	International Journal of Marketing & Business Communication 7, 2, 14 - 22	Vietnam
00000-71170	Impulse Purchase and Impulse Non-Purchase in Apparel Retail Outlets in Shopping Malls	Mihir Dash,Kshitiz Sharma,Ankita Lakhani,	2018	International Journal of Marketing & Business Communication 7, 2, 9 - 13	India
00000-71195	Indiscriminate Use of Sex Appeal in Advertisement: An Analytical Study	Rakshitha Naik,Ravi Chhabra,	2018	International Journal of Marketing & Business Communication 7, 2, 23 - 31	India
00000-71198	Production and Export of Fresh and Dry Fruits in Jammu and Kashmir: An Analytical Study	Ishfaq Ahmad Shah,	2018	International Journal of Marketing & Business Communication 7, 3, 1 - 9	India
00000-71204	Competitive Analysis of Indian Tourism Aggregators Using Multi-Criteria Analytic Hierarchy Process	Mihir Dash,Kshitiz Sharma,	2018	International Journal of Marketing & Business Communication 7, 3, 10 - 18	India
00000-71210	Antecedents of Youth Green Intention: An Examination of Subjective Norms and Perceived Behavioural Controls	Vishal Gupta,	2019	International Journal of Marketing & Business Communication 7, 3, 19 - 29	India
00000-71216	Social Media Behaviour Among Undergraduate Students	Mokhalles Mohammad Mehdi,	2018	International Journal of Marketing & Business Communication 7, 3, 30 - 35	India
00000-71218	Customer Experience, Memories and Loyalty in Indian Hospitality Sector	Raouf Ahmad Rather,	2018	International Journal of Marketing & Business Communication 7, 3,	India

Journal Name : International Journal of Marketing & Business  
Communication (IJMBC)

				36 - 48	
00000-71230	Devastating the Quality Time of TV Viewers by Encroachments of TV Advertisements in India	Muthusamy Sabesh Manikandan,Ganesan Thangadurai,R. Manohar ,	2018	International Journal of Marketing & Business Communication 7, 4, 1 - 11	India
00000-71244	Analyzing the Antecedents and Consequences of Brand Experience: An Exploratory Study in the Case of Consumer Durables in the Indian Context	Mukesh Govind Kharat,Rekha D Chikhalkar,Manoj K Jha,Manoj Govind Kharat,	2018	International Journal of Marketing & Business Communication 7, 4, 12 - 31	India
00000-71254	The Integrated Conceptual Framework for Understanding Perceived Brand Equity in Professional Sports Teams	Lysias Tapiwanashe Charumbira,	2018	International Journal of Marketing & Business Communication 7, 4, 32 - 44	Zimbabwe
00000-71259	Marketing Communications for Sustainable Consumption: A Conceptual Framework	Shilpa Bagdare,	2018	International Journal of Marketing & Business Communication 7, 4, 45 - 49	India
00000-71952	The Influence of Buyer-Seller Relationship on Sales Effectiveness: The Case of Ayat Real Estate, Ethiopia	Mesfin Workineh Melese,Mehalek Habtamu Weldeyes,	2021	International Journal of Marketing & Business Communication 10, 1, 1 - 12	Ethiopia
00000-71962	A Study of Key Factors Driving Consumers` Intention to Purchase Organic Food Products: A Conceptual Framework	Cherukuri Jayasankaraprasad,	2021	International Journal of Marketing & Business Communication 10, 1, 13 - 34	India
00000-71982	The Effect of Sales Promotion on Brand Awareness and Brand Loyalty: Assessment of Walia Beer Brand Management Practices	Fikirte Belachew Tufa,Mesfin Workineh Melese,	2021	International Journal of Marketing & Business Communication 10, 1, 35 - 47	Ethiopia
00000-71996	Understanding the Impact of Social Media on Consumer`s Attitude and Decision Making Process	Sunita Gupta,Pankaj Gupta,Renu Yadav,	2021	International Journal of Marketing & Business Communication 10, 1, 48 - 59	India