AUSTRALASIAN MARKETING JOURNAL

AUTHOR INFORMATION PACK

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DESCRIPTION

The Australasian Marketing Journal (AMJ) is the official journal of the Australian and New Zealand Marketing Academy (ANZMAC). It is an academic journal for the dissemination of leading studies in **marketing**, for researchers, students, educators, scholars, and practitioners. The objective of the *AMJ* is to publish articles that enrich and contribute to the advancement of the discipline and the practice of marketing. Therefore, manuscripts accepted for publication will be theoretically sound, offer significant research findings and insights, and suggest meaningful implications and recommendations. Articles reporting original empirical research should include defensible methodology and findings consistent with rigorous academic standards. All articles will be subject to a double-blind review process.

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