



# INTERNATIONAL JOURNAL OF RESEARCH IN MARKETING

Official Journal of the European Marketing Academy

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The *International Journal of Research in Marketing* is an international, double-blind peer-reviewed journal for **marketing** academics and practitioners. Building on a great tradition of global marketing scholarship, *IJRM* aims to contribute substantially to the field of **marketing research** by providing a high-quality medium for the dissemination of new **marketing knowledge** and **methods**. Among *IJRM*'s targeted audience are marketing scholars, practitioners (e.g., marketing research and consulting professionals) and other interested groups and individuals.

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