TABLE OF CONTENTS

- Description p.1
- Audience p.1
- Abstracting and Indexing p.2
- Editorial Board p.2
- Guide for Authors p.3

DESCRIPTION

The journal is an international and interdisciplinary forum for research and debate in the rapidly developing - and converging - fields of retailing and services studies. It focuses particularly on consumer behaviour and on policy and managerial decisions, encouraging contributions both from practitioners in the forefront of new developments in retailing and services, and from academics across a wide range of relevant disciplines. The Journal of Retailing and Consumer Services covers:

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