
Journal Research Interactive Marketing

impact factor marketing & communication journals - impact factor journal title issn accredited-isi electronic full text website (author/submission guidelines) notes 5.017 the academy of management journal 0001-4273 yes yes 1963- **young people's use of online social networking sites :a ...** - young people's use of online social networking sites :a uses and gratifications perspective ... rowley, j.: young people's use of online social networking sites - a uses and gratifications perspective. journal of research in interactive marketing, vol. 4 iss: 1, pp.46 - 58. 2010. **effectiveness of digital marketing in the challenging age ...** - effectiveness of digital marketing in the challenging age: an empirical study afrina yasmin, sadia tasneem, kaniz fatema ... interactive kiosks, interactive tv or mobiles chaffey & smith, 2008 q. giese and gote (2000) finds that customer information satisfaction (cis) ... the main objective of this paper is to identify the effectiveness of ... **integrated marketing communication and promotion** - journal of arts, science & commerce e-issn 2229-4686 issn 2231-4172 international refereed research journal ww w.rreeseeaarrrchheersswoorrlldd.oomm vol.- ii, issue -4,oct. 2011 [188] introduction: integrated marketing communication is a step towards an integrated approach in achieving efficiency by **digital interactivity: unanticipated consequences for ...** - digital interactivity: unanticipated consequences for markets, marketing, and consumers ... the decision to relaunch the journal of direct marketing as the journal of interactive marketing ten years ago was a response to a sense, not misplaced, that the internet was ... interactive marketing research has flourished, and many of the ... **customers as assets - columbia business school** - journal of interactive marketing ... in fact, recent research has ar-gued that escalating loyalty programs may cre-ate a "prisoners' dilemma" and raise the cost of competing firms without affecting customer loy- ... customers as assets journal of interactive marketing ... **journals included in search - bear.warrington.ufl** - journals included in search european journal of marketing harvard business review ... journal of interactive marketing journal of international marketing journal of marketing journal of marketing research journal of public policy and marketing journal of retailing **electronic word-of-mouth via consumer-opinion platforms ...** - direct marketing educational foundation, inc. f journal of interactive marketing volume 18 / number 1 / winter 2004 published online in wiley interscience (interscience.wiley). doi: 10.1002/dir.10073 38 thorsten hennig-thurau is chair for marketing and media research, bauhaus-university of weimar; e-mail: tht@medien.uni-weimar **co-creation experiences: the next practice in value creation** - journal of interactive marketing volume 18 / number 3 / summer 2004 ... 8 journal of interactive marketing system, consumers have little or no role in value cre-ation. during the last two decades, managers have ... • meticulous market research • staging experiences • demand-side innovation for new products and services **people are experience goods: improving online dating with ...** - journal of interactive marketing volume 22 / number 1 / winter2008 ... people are experience goods: improving online dating with virtual dates w jeana host is a research scientist with patientslikeme; e-mail:jfrost@patientslikeme zoË chance is a graduate student at the harvard ... puzzling in light of recent research demonstrating a **the role of digital and social media marketing in consumer ...** - in the four leading consumer research journals: journal of consumer research (jcr), journal of consumer psychology (jcp), journal of marketing (jm), and journal of marketing research (jmr). articles related to digital marketing, social media, and online word of mouth are featured in this review. **course syllabus, intro to marketing - nyc metro area** - interactive marketing journal of consumer behavior ... international journal of market research journal of consumer research ... week 1 w 9/9 introduction to marketing chapter 1: an overview of marketing week 2 m 9/14 w 9/16 strategic planning for competitive advantage **business to business digital content marketing: marketers ...** - business to business digital content marketing: marketers' perceptions of best practice abstract ... and interactive product selectors (smith and chaffey, 2013), and adopt ... furthermore, research on inbound marketing, in general, or content marketing, more

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