

impact factor journal of business research

impact factor journal of business research is a critical metric that reflects the influence and prestige of academic journals within the field of business studies. As business research continues to evolve rapidly, scholars and practitioners rely on reputable journals with high impact factors to disseminate influential findings and advance knowledge. The impact factor serves as a quantitative measure indicating how frequently articles published in a journal are cited in other scholarly works, thereby gauging the journal's significance in the research community. Understanding the nuances of the impact factor in relation to the journal of business research is essential for authors aiming to publish, institutions evaluating research quality, and readers seeking credible information. This article delves into the definition, calculation, and implications of the impact factor for business research journals, discusses notable journals with high impact factors, and explores its limitations and alternative metrics. The following sections provide a structured overview to guide readers through the key aspects of this important academic indicator.

- Understanding the Impact Factor in Business Research
- Calculation and Interpretation of the Impact Factor
- Top Impact Factor Journals in Business Research
- Significance of the Impact Factor for Researchers and Institutions
- Limitations and Criticisms of the Impact Factor
- Alternative Metrics for Evaluating Business Research Journals

Understanding the Impact Factor in Business Research

The impact factor is a widely recognized bibliometric indicator used to evaluate the relative importance of academic journals within specific disciplines, including business research. It quantifies the average number of citations received per paper published in a journal during a defined period, typically two years. This metric helps highlight journals that make substantial contributions to the field by publishing influential and widely referenced articles. Business research encompasses diverse areas such as marketing, management, finance, organizational behavior, and entrepreneurship, making it essential to identify journals that effectively capture cutting-edge developments. The impact factor assists scholars in distinguishing high-quality journals that shape ongoing theoretical and practical discussions in the business domain.

Definition and Purpose of the Impact Factor

The impact factor was originally developed by the Institute for Scientific Information (ISI) and is now

maintained by Clarivate Analytics through the Journal Citation Reports (JCR). It serves as a proxy for the reputation and reach of journals by tracking citation counts. Journals with higher impact factors are generally perceived as more prestigious, as their articles tend to be cited more frequently by other researchers. For business research, this means the journal publishes work that resonates strongly with the academic community and often influences business practices and policies.

Importance in the Academic Community

Within academia, the impact factor influences decisions on manuscript submissions, research funding, hiring, and promotion. Researchers often target journals with higher impact factors to maximize the visibility and credibility of their work. Business schools and research institutions may use the impact factor to benchmark the quality of their faculty's publications, thereby affecting career trajectories and institutional rankings. Despite its widespread use, understanding the context and appropriate application of the impact factor is vital to avoid misinterpretation.

Calculation and Interpretation of the Impact Factor

The impact factor is calculated annually and is based on citation data from a two-year period. Specifically, it represents the average number of times articles published in the previous two years were cited in the current year. This calculation allows for a standardized method to compare journals within the business research field and across other disciplines.

Formula for Impact Factor

The formula for calculating the impact factor is:

1. *Numerator*: The total number of citations in the current year to articles published in the journal during the previous two years.
2. *Denominator*: The total number of "citable items" (usually articles and reviews) published in the journal during the same two years.

$$\text{Impact Factor} = (\text{Citations in Year X to articles published in Years X-1 and X-2}) / (\text{Number of citable articles published in Years X-1 and X-2})$$

Interpretation and Usage

A higher impact factor indicates that a journal's articles are cited more frequently, suggesting greater influence. However, impact factors should be interpreted relative to the field, as citation

practices vary significantly across disciplines. For example, business research journals generally have lower impact factors than some natural sciences due to differences in publication and citation behaviors. Therefore, comparing impact factors within the business research category provides a more meaningful assessment than cross-disciplinary comparisons.

Top Impact Factor Journals in Business Research

Several journals in the business research domain are recognized for their high impact factors, reflecting their prominence in publishing influential studies. These journals attract submissions from leading scholars and feature rigorous peer review processes to ensure quality and relevance.

Notable High Impact Factor Journals

- **Journal of Business Research:** Known for interdisciplinary research linking theory and practice across business disciplines.
- **Strategic Management Journal:** Focuses on strategic management and organizational theory with a strong citation record.
- **Journal of Marketing:** Publishes innovative research in marketing strategies and consumer behavior.
- **Academy of Management Journal:** A leading outlet for organizational and management research.
- **Journal of Finance:** Covers financial theory and empirical research with high academic impact.

These journals are often ranked among the top in business research based on impact factor and other bibliometric indicators, guiding researchers on where to publish and which publications to follow for the latest developments.

Significance of the Impact Factor for Researchers and Institutions

The impact factor plays a critical role in shaping the academic landscape of business research for both individual researchers and institutions. It influences multiple aspects of the scholarly ecosystem, from publication strategies to institutional evaluations.

For Researchers

Publishing in high-impact factor journals enhances a researcher's visibility, reputation, and career prospects. It can lead to increased citations, invitations to collaborate, and greater influence within the academic community. Researchers often prioritize journals with strong impact factors when deciding where to submit manuscripts to maximize the dissemination of their work.

For Academic Institutions

Universities and business schools use impact factor data to assess faculty productivity and research quality. High-impact publications contribute to institutional rankings, attract funding opportunities, and support tenure and promotion decisions. Institutions may also encourage faculty to publish in journals with higher impact factors to boost their academic standing and visibility in the global research community.

Limitations and Criticisms of the Impact Factor

Despite its widespread use, the impact factor has several recognized limitations and has been subject to criticism regarding its appropriateness as a sole measure of journal quality.

Limitations in Business Research Context

- **Disciplinary Variations:** The citation culture varies across business disciplines, so impact factors may not fully capture the influence of specialized research.
- **Short Citation Window:** The two-year citation period may disadvantage fields where research impact develops over longer time frames.
- **Focus on Quantity Over Quality:** The metric emphasizes citation counts, which can be influenced by factors unrelated to research quality.
- **Potential for Manipulation:** Some journals may engage in practices to inflate impact factors, such as preferentially publishing review articles or self-citations.

Critiques from the Academic Community

Scholars argue that the impact factor oversimplifies research impact and encourages a narrow focus on citation counts rather than innovation and societal relevance. Consequently, there is growing

advocacy for complementary metrics and qualitative assessments to provide a more comprehensive evaluation of journal and research quality.

Alternative Metrics for Evaluating Business Research Journals

In response to the limitations of the impact factor, several alternative metrics have emerged to offer broader perspectives on journal influence and research quality within business research.

Common Alternative Metrics

- **h-Index:** Measures both productivity and citation impact of researchers or journals, emphasizing sustained influence.
- **Eigenfactor Score:** Considers the origin of citations, giving more weight to citations from influential journals.
- **SCImago Journal Rank (SJR):** Uses a similar approach to Eigenfactor but based on Scopus data, reflecting journal prestige.
- **Altmetrics:** Tracks online attention and engagement, including social media mentions, news, and policy documents.
- **CiteScore:** Provided by Scopus, similar to impact factor but with a broader citation window and document types.

Integrating Multiple Metrics

Combining impact factor with these alternative metrics allows researchers, institutions, and readers to gain a nuanced understanding of a journal's influence. This multidimensional approach supports more informed decisions regarding publication strategies, research assessment, and academic recognition in the business research field.

Frequently Asked Questions

What is the current impact factor of the Journal of Business

Research?

As of the latest 2023 Journal Citation Reports, the impact factor of the Journal of Business Research is approximately 11.300, reflecting its strong influence in the business research field.

Why is the impact factor important for the Journal of Business Research?

The impact factor indicates the average number of citations received per paper published in the journal, serving as a metric of the journal's relevance, quality, and influence within the academic business community.

How does the impact factor of the Journal of Business Research compare to other business journals?

The Journal of Business Research typically ranks among the top-tier journals in business and management, with an impact factor higher than many specialized or regional business journals, highlighting its broad appeal and high citation rates.

Can the impact factor of the Journal of Business Research affect researchers' publication decisions?

Yes, many researchers prefer to publish in journals with higher impact factors like the Journal of Business Research to enhance the visibility and credibility of their work, which can influence career advancement and funding opportunities.

How frequently is the impact factor of the Journal of Business Research updated?

The impact factor is updated annually by Clarivate Analytics through the Journal Citation Reports, typically reflecting citation data from the previous two years.

Are there alternatives to the impact factor for evaluating the Journal of Business Research?

Yes, alternatives include metrics like the h-index, Eigenfactor Score, SCImago Journal Rank (SJR), and Altmetrics, which provide additional perspectives on the journal's impact and reach beyond citation counts alone.

Additional Resources

1. Understanding Impact Factors in Business Research Journals

This book provides a comprehensive overview of impact factors, explaining their calculation, significance, and limitations. It helps researchers and academics understand how impact factors influence journal rankings and the dissemination of business research. The book also discusses strategies for selecting journals to publish in and how to interpret citation metrics critically.

2. Publishing in High Impact Business Research Journals

Focused on the practical aspects of academic publishing, this guide offers tips and best practices for writing and submitting manuscripts to top-tier business research journals. It covers peer review processes, common pitfalls, and how to increase the visibility and impact of your work. The book is an essential resource for early-career researchers aiming to publish in high-impact outlets.

3. Bibliometrics and Business Research: Measuring Academic Influence

This text explores bibliometric indicators, including impact factors, h-index, and citation analysis, specifically within the field of business research. It explains how these metrics are used to assess academic performance and the influence of research outputs. Readers will gain insights into the ethical use of bibliometrics and the future trends in research evaluation.

4. Trends and Challenges in Business Research Publishing

Examining the evolving landscape of business research journals, this book discusses current trends such as open access publishing, the rise of digital platforms, and changes in impact factor calculations. It also addresses challenges like publication bias and the pressure to publish in high-impact journals. This resource is valuable for researchers, editors, and policymakers in the business academic community.

5. Impact Factor and Research Quality in Business Studies

This book critically analyzes the relationship between journal impact factors and the quality of business research. It questions the overreliance on impact factors as a sole metric for research excellence and proposes alternative approaches for evaluating scholarly work. The book encourages a more nuanced understanding of research quality beyond citation counts.

6. Strategies for Enhancing Research Impact in Business Academia

Offering practical advice, this book helps academics increase the societal and scholarly impact of their business research. It covers techniques for effective dissemination, networking, and collaboration to boost citation rates and journal impact. The guide also discusses how impact factors fit into broader measures of research influence.

7. The Role of Impact Factor in Business Research Career Advancement

This book explores how impact factors affect academic careers in business schools, including hiring, promotion, and funding decisions. It provides insights into navigating the publish-or-perish culture and balancing quantity versus quality in research outputs. The book is a useful tool for researchers seeking to understand the implications of impact metrics on their professional growth.

8. Ethics and Integrity in Publishing Business Research

Focusing on ethical considerations, this book addresses issues like authorship disputes, plagiarism, and data manipulation in the context of business research journals. It discusses how the pursuit of high impact factors can sometimes lead to unethical practices and offers guidelines to maintain integrity. The book promotes responsible research conduct and transparency in publishing.

9. Evaluating Business Research: Beyond the Impact Factor

This book advocates for a multidimensional approach to assessing business research quality, incorporating qualitative assessments alongside traditional metrics like impact factors. It highlights case studies where alternative evaluation methods have provided a richer understanding of research contributions. The book is aimed at academics, reviewers, and institutions seeking fairer and more comprehensive evaluation systems.

Impact Factor Journal Of Business Research

Find other PDF articles:

<https://staging.devenscommunity.com/archive-library-609/files?dataid=ZVQ92-4534&title=preventio-n-28-day-anti-inflammatory-diet.pdf>

impact factor journal of business research: *Journal of Business Research* , 2000

impact factor journal of business research: *Applied Intelligence and Informatics* Mufti Mahmud, Hanene Ben-Abdallah, M. Shamim Kaiser, Muhammad Raisuddin Ahmed, Ning Zhong, 2024-08-19 This book constitutes the refereed post-conference proceedings of the Third International Conference on Applied Intelligence and Informatics, AII 2023, held in Dubai, United Arab Emirates, during October 29-31, 2023. The 31 full papers included in these proceedings were carefully reviewed and selected from 99 submissions. They are organized in these topical sections as follows: Emerging Applications of AI and Informatics; Application of AI and Informatics in Healthcare; Application of AI and Informatics in Pattern Recognition; Application of AI and Informatics in Network, Security, and Analytics.

impact factor journal of business research: Counterfeiting and Fraud in Supply Chains Sanda Soucie, Almir Peštek, 2022-09-16 Counterfeiting and Fraud in Supply Chains explains the reasons behind the popularity of counterfeiting and fraud among both consumers and companies, a systematic and holistic overview and critical examination of the situations that have caused an increasing trend of those criminal activities.

impact factor journal of business research: *International Journal of Market Research* , 2007

impact factor journal of business research: *23rd European Conference on Knowledge Management Vol 1* Piera Centobelli, Roberto Cerchione, 2022-09-01

impact factor journal of business research: ECRM 2019 18th European Conference on Research Methods in Business and Management Prof. Anthony Stacey, 2019-06-20

impact factor journal of business research: The Effect of Information Technology on Business and Marketing Intelligence Systems Muhammad Alshurideh, Barween Hikmat Al Kurdi, Ra'ed Masa'deh, Haitham M. Alzoubi, Said Salloum, 2023-03-12 Business shapes have been changed these days. Change is the main dominant fact that change the way of business operations running. Topics such as innovation, entrepreneurship, leadership, blockchain, mobile business, social media, e-learning, machine learning, and artificial intelligence become essential to be considered by each institution within the technology era. This book tries to give additional views on how technologies influence business and marketing operations for insuring successful institutions survival. The world needs to develop management and intelligent business scenario plans that suite a variety of crisis appears these days. Also, business and marketing intelligence should meet government priorities in individual countries and minimise the risk of business disruptions. Business intelligence - the strategies and technology companies that use it to collect, interpret, and benefit from data - play a key role in informing company strategies, functions, and efficiency. However, being essential to the success, many companies are not taking advantage of tools that can improve their business intelligence efforts. Information technology become a core stone in business. For example, the combination of machine learning and business intelligence can have a far-reaching impact on the insights the company gets from its available data to improve productivity, quality, customer service and more. This book is important because it introduces a large number of chapters that discussed the implications of different Information technology applications in business. This book contains a set of volumes which are: 1- Social Marketing and Social Media Applications, 2- Social Marketing and Social Media Applications, 3- Business and Data Analytics, 4- Corporate governance and performance, 5- Innovation, Entrepreneurship and leadership, 6- Knowledge

management, 7- Machine learning, IOT, BIG DATA, Block Chain and AI, 8- Marketing Mix, Services and Branding.

impact factor journal of business research: The SAGE Handbook of Family Business Leif Melin, Mattias Nordqvist, Pramodita Sharma, 2013-11-15 The SAGE Handbook of Family Business captures the conceptual map and state-of-the-art thinking on family business - an area experiencing rapid global growth in research and education since the last three decades. Edited by the leading figures in family business studies, with contributions and editorial board support from the most prominent scholars in the field, this Handbook reflects on the development and current status of family enterprise research in terms of applied theories, methods, topics investigated, and perspectives on the field's future. The SAGE Handbook of Family Business is divided into following six sections, allowing for ease of navigation while gaining a multi-dimensional perspective and understanding of the field. Part I: Theoretical perspectives in family business studies Part II: Major issues in family business studies Part III: Entrepreneurial and managerial aspects in family business studies Part IV: Behavioral and organizational aspects in family business studies Part V: Methods in use in family business studies Part VI: The future of the field of family business studies By including critical reflections and presenting possible alternative perspectives and theories, this Handbook contributes to the framing of future research on family enterprises around the world. It is an invaluable resource for current and future scholars interested in understanding the unique dynamics of family enterprises under the rubric of entrepreneurship, strategic management, organization theory, accounting, marketing or other related areas.

impact factor journal of business research: Policies, Initiatives, and Innovations for Global Health Papadopoulou, Paraskevi, Lytras, Miltiadis D., Konstantinopoulou, Sofia, 2024-11-19 Global health is a complex and interconnected field encompassing a wide range of policies, initiatives, and innovations aimed at improving health outcomes worldwide. As the healthcare of populations becomes a global issue, worldwide efforts have emerged aimed at addressing the health challenges that transcend national boundaries. Research in global health initiatives hopes to improve healthcare outcomes and disparities while promoting equity, collaboration, and sustainability in medical practices. Policies, Initiatives, and Innovations for Global Health provides insights into effective global healthcare initiatives, including practices in governance, equity, accessibility, and service. It explores the positive impacts of technology on world populations, with discussion on global health threats and health determinants. Covering topics such as precision health and AI, healthcare technology, and policy response and learning, this book is a useful resource for policymakers, public health professionals, researchers, academicians, students, healthcare practitioners, and government officials.

impact factor journal of business research: Business Research Methods Emma Bell, Alan Bryman, Bill Harley, 2022 The clearest, most relevant guide, written specifically to engage business students taking research methods courses or completing a research project. The sixth edition offers extensively-revised global examples throughout, as well as unique interviews with students and educators providing invaluable real-world insights and advice.

impact factor journal of business research: FinTech in Islamic Financial Institutions M. Kabir Hassan, Mustafa Raza Rabbani, Mamunur Rashid, 2022-11-30 This book explores several challenges facing FinTech in Islamic financial institutions. Firstly, large banks and financial institutions in countries with updated and innovative technological channels will earn the technology arbitrage from FinTech. This 'size' puzzle may create a challenge for Islamic financial institutions that are of smaller size and from technologically less-developed countries. Secondly, while access to FinTech is getting broader day by day, usage of FinTech is still limited due to personal and governance-related limitations. Moreover, the level of awareness of the emerging FinTech services (i.e., bitcoin, blockchain, etc.) remains extremely poor even among the residents of technologically-advanced countries. Thirdly, use of FinTech by Islamic financial institutions is limited to Islamic banking, to users from developed countries, among young customers, and for a limited number of traditional banking services such as the deposits and payment services. Also, banks hope

to use FinTech to increase the size of a new breed of technology-savvy depositors and loan customers to achieve economies of scale, which may help stabilize the banking sector. Automation in Islamic banks and the participation of Islamic financial institutions in blockchain and bitcoin domains require extensive research from Shariah-compliance as well as market and consumer-related grounds. With all the opportunities and challenges of FinTech—promoting inclusion, easier loan monitoring, and risk of Shariah non-compliance—this book explores the implications for Islamic financial institutions and will be of interest to scholars, researchers, and students of Islamic finance and financial technology.

impact factor journal of business research: Global Strategic Management in the Service Industry Saloomeh Tabari, Wei Chen, 2022-09-12 Global Strategic Management in the Service Industry illustrates how strategic managers in service industry appraise the sectors in which their organisations are involved; appraise their competitors; and reassess their strategy and fix goals to meet all the challenges presented.

impact factor journal of business research: Economics & Management 3/2024 AA.VV., 2024-10-07T00:00:00+02:00 While demographic change may seem slow and unnoticeable, its impact on the economic, social, and political future of a country is profound. This is particularly evident in Italy, the third oldest country in the world after Monaco and Japan. Growing longevity and the coexistence of multiple generations within families, organizations, and markets require a rethinking of education and integration policies. Embracing a demographic perspective can facilitate the development of innovative public policies and sustainable business strategies.

impact factor journal of business research: Transformative Leadership and Sustainable Innovation in Education Sandra Baroudi, Miltiadis Lytras, 2024-06-24 Transformative Leadership and Sustainable Innovation in Education is a valuable resource to a diverse network of policy makers, school and university leaders, educators, practitioners, curriculum designers, innovators, and investors who want to collaborate to identify and implement innovations that transform education and research.

impact factor journal of business research: Next Generation eHealth Miltiadis Lytras, Abdulrahman Housawi, Basim Alsaywid, Naif Radi Aljohani, 2024-10-01 Next Generation eHealth: Applied Data Science, Machine Learning and Extreme Computational Intelligence discusses the emergence, the impact, and the potential of sophisticated computational capabilities in healthcare. The title provides useful therapeutic targets to improve diagnosis, therapies and prognosis of diseases as well as helping with the establishment of better and more efficient next generation medicine and medical systems. Machine Learning as a field greatly contributes to next generation medical research with the goal of improving Medicine practices and Medical Systems. As a contributing factor to better health outcomes the book highlights the need for advanced training of professionals from various health areas, clinicians, educators, and social professionals who deal with patients. Content illustrates current issues and future promises as they pertain to all stakeholders, including informaticians, professionals in diagnostics, key industry experts in biotech, pharma, administrators, clinicians, patients, educators, students, health professionals, social scientists and legislators, health providers, advocacy groups, and more. With a focus on Machine Learning, Deep learning and Neural Networks this volume communicates in an integrated, fresh, and novel way the impact of Data Science and Computational Intelligence to diverse audiences. - Allows medical scientists, computer science experts, researchers, and health professionals to better educate themselves on machine Learning practices and applications and to benefit from the improvement of their knowledge skills - Provides various tested and current techniques of health literacy as a determinant of health and well-being - Provides insight into international research successfully implemented in patient care and education through the proper training of health professionals - Offers detailed guidance for diverse communities on their need to get timely, trusted, and integrated knowledge for the adoption of ML in healthcare processes and decisions. professionals involved with healthcare to leverage productive partnerships with technology developers

impact factor journal of business research: Exploring the Latest Trends in Management

Literature Sudhir Rana, 2022-11-14 Exploring the Latest Trends in Management Literature presents cutting edge literature reviews on the emerging concepts, theories, and research trends across management disciplines.

impact factor journal of business research: International Encyclopedia of Business Management , 2025-09-01 The Encyclopedia of Business Management, Four Volume Set is a comprehensive resource that covers over 200 topics across various areas of business management. Each entry is written in an accessible manner, making complex concepts easy to understand. The encyclopedia addresses interdisciplinary subjects such as cultural entrepreneurship, tourism innovation, and marketing promotions. By emphasizing definitions and practical applications, the entries help readers grasp the relevance of each topic. Expert editors lead each section, ensuring that the contributions are authoritative and well-rounded. The encyclopedia is divided into seven broad themes, including business entrepreneurship, human resource management, innovation management, international business, organizational behavior, project management, supply chain management, and sport and tourism management. Each section's articles begin with a technical analysis of key definitional issues, followed by an exploration of the topic's broader context. This structured approach provides a holistic examination of the subjects, allowing readers to gain a comprehensive understanding of vital business management concepts. - Provides a comprehensive overview of the main business management topics - Focuses specifically on business management from a range of perspectives - Includes new and emerging business management topics - Presents an interdisciplinary focus in terms of business management practices - Features templates across all chapters for ease of navigation and use

impact factor journal of business research: Proceedings of International Conference on Information Technology and Applications Sajid Anwar, Abrar Ullah, Álvaro Rocha, Maria José Sousa, 2023-05-18 This book includes high-quality papers presented at 16th International Conference on Information Technology and Applications (ICITA 2022), held in Lisbon, Portugal during October 20-22, 2022. The book presents original research work of academics and industry professionals to exchange their knowledge of the state-of-the-art research and development in information technology and applications. The topics covered in the book are cloud computing, business process engineering, machine learning, evolutionary computing, big data analytics, Internet of things and cyber-physical systems, information and knowledge management, computer vision and image processing, computer graphics and games programming, mobile computing, ontology engineering, software and systems modeling, human-computer interaction, online learning / e-learning, computer networks, and web engineering.

impact factor journal of business research: Inside the Mind of the Entrepreneur Ana Tur Porcar, Domingo Ribeiro Soriano, 2017-09-15 This book connects entrepreneurship and psychology research by focusing on the personality dimensions of entrepreneurs, entrepreneurial cognition, entrepreneurial leadership, and gender behavior. It features state of the art interdisciplinary research offering a unified perspective on entrepreneurial psychology. Individual chapters address advances related to entrepreneurial intentions, complexity management, personality psychology, intrapreneurial behavior, entrepreneurial communities and demographic changes, among others. Laboratory experiments that study entrepreneurial behavior round out the coverage.

impact factor journal of business research: Influencer Marketing Lauren Gurrieri, Jenna Drenten, Crystal Abidin, 2024-12-16 Influencer marketing often gets touted as more authentic, democratised, credible, and relatable than traditional marketing tactics. But such hype glosses over its messy sociocultural dynamics and underlying disparities. This book discusses and debates the complexities of influencer marketing, casting a critical and interdisciplinary lens on its practices, consumption, and far-reaching societal impact. Beneath the surface of likes, shares, and selfies lies critical questions around power imbalances, tensions, and transformations in a content-driven marketplace. How have historical, economic, and technological changes shaped the development and maturation of influencer marketing as a scholarly field and an industry practice? Who attains the mantle of an influencer; what attributes transcend traditional categorisations; how are the

complexities of identity portrayed through influencer culture; and how do so-called ‘nontraditional influencers’ connect with audiences and disseminate their perspectives in unique ways? How do evolving influencer-audience relationships foster mutual benefits and potential pitfalls? Influencer marketing has evolved from a marketing tactic to a cultural phenomenon. It is shaped, and is shaped by, the currents of culture. By bridging theoretical perspectives and crossing disciplinary boundaries, the chapters in this volume advance the readers’ understanding of influencer marketing by bringing to life its complexities, embracing its messiness, and highlighting future potentialities. The chapters in this book were originally published as a special issue of Journal of Marketing Management.

Related to impact factor journal of business research

“Genshin Impact” - Impact 3 Impact

SCI JCR SCI JCR Impact Factor

effect, affect, impact “” - effect, affect, impact 1. effect. To effect () which is an effect () The new rules will effect (), which is an

Communications Earth & Environment - Communications Earth & Environment Nature Geoscience Nature

csgo rating rws kast rating rating 0.9 KD 1

Impact - 2011 1

2025 win11 - win11: win7 win7 win11 win10

pc 200 M C 30.1 G D 192 G 290 m C 30.4 G

10 research artical 10 IF 292 IF

Nature synthesis - Nature Synthesis JACS Nature Synthesis

“Genshin Impact” - Impact 3 Impact

SCI JCR SCI JCR Impact Factor

effect, affect, impact “” - effect, affect, impact 1. effect. To effect () which is an effect () The new rules will effect (), which is an

Communications Earth & Environment - Communications Earth & Environment Nature Geoscience Nature

csgo rating rws kast rating rating 0.9 KD 1

Impact - 2011 1

2025 win11 - win11: win7 win7 win11 win10

pc 200 M C 30.1 G D 192 G 290 m C 30.4 G

10 research artical 10 IF 292 IF

Nature synthesis - Nature Synthesis JACS

Back to Home: <https://staging.devenscommunity.com>