

Basic Profile | Australasian Marketing Journal



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|---------------------------|---|--------------------------------|
| Magazine Title | : | Australasian Marketing Journal |
| Frequency | : | Quarterly |
| Language | : | English |
| Category | : | Journals on Various Topics |
| Subcategory | : | Management |
| Version | : | Digital Version |
| Edition | : | India |
| Publishing Country | : | India |

Subscription Packages for Indian Subscribers

| Year(s) | No. of Issues | Digital Version |
|---------|---------------|-----------------|
| One | 4 | 45446.44 |

About the Magazine

The Australasian marketing journal (AMJ) is the professional magazine of the Australian and New Zealand advertising and marketing Academy (ANZMAC). It is an educational journal for the dissemination of main research in advertising, for researchers, students, educators, pupils, and practitioners.