

Basic Profile | Journal of Macromarketing



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About the Magazine

Journal of Macromarketing (JMK), peer-reviewed and published quarterly, examines important social issues, how they are affected by marketing, and how society influences the conduct of marketing. Though primarily a marketing journal, JMK also encompasses a wide range of social science and business disciplines, including management, economics, sociology, and history. This journal is a member of the Committee on Publication Ethics (COPE).