



Call for Manuscripts

Journal of Promotion Management

Scimago Journal Rank (SJR): .266 - Ranked B by the Australian Business Deans Council (ABDC)

CiteScore: .65 - Source Normalized Impact per Paper (SNIP): .699

The *Journal of Promotion Management* is peer reviewed and dedicated to promoting new developments and ideas in the areas of marketing, business, promotion media, public relations, sales promotions, and corporate communications. The journal aims to create a forum for scholars and practitioners to exchange ideas in a multi-disciplinary environment.

Features of the *Journal of Promotion Management* include:

- **Qualitative and quantitative empirical papers** with complete data analysis.
- **Case studies** that clearly discuss the relevance of the case to practitioners and academicians.
- **Theoretical papers** dealing with the development of models pertaining to basic or applied research concepts.
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- Enterprise systems design, planning and implementation
- Technology and innovation management
- Training and development
- Social influence on organizations
- Motivation, reward structures, and compensation
- Identification and promotion of values
- Brand management
- Green marketing
- Public relations
- Supply chain management
- Inventory and supply management
- Managing service operations
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