

Zeitschrift	ISSN (Druckversion, sofern verfügbar)	JQ3	JQ2	Anzahl Voten A+ bis D	Verteilung der Voten						Anteil Rating o. besser	Nicht Wiss.	Nicht BWL	Weitere Services	
					A+	A	B	C	D	Verteilung				Link zur Zeitschrift	Link zu "Weitere Ratings"
<b>A+ = Herausragende, weltweit führende wissenschaftliche Zeitschrift auf dem Gebiet der BWL oder ihrer Teildisziplinen</b>															
Journal of Marketing Research	0022-2437	A+	A+	191	83,2%	13,1%	2,1%	1,0%	0,5%		83,2%	0,0%	0,0%	<a href="https://www.ama.org/publications/journal-of-marketing-research">https://www.ama.org/publications/journal-of-marketing-research</a>	<a href="http://zbw.eu/jrg/journals/rankings/2869">http://zbw.eu/jrg/journals/rankings/2869</a>
Journal of Marketing	0022-2429	A+	A+	219	80,8%	14,6%	3,7%	0,9%	0,0%		80,8%	0,0%	0,0%	<a href="https://www.ama.org/publications/journal-of-marketing">https://www.ama.org/publications/journal-of-marketing</a>	<a href="http://zbw.eu/jrg/journals/rankings/2868">http://zbw.eu/jrg/journals/rankings/2868</a>
Journal of Consumer Research	0093-5301	A+	A+	175	75,4%	18,9%	5,7%	0,0%	0,0%		75,4%	0,0%	0,0%	<a href="http://press.uchicago.edu/ucp/journals/consumer-research">http://press.uchicago.edu/ucp/journals/consumer-research</a>	<a href="http://zbw.eu/jrg/journals/rankings/2746">http://zbw.eu/jrg/journals/rankings/2746</a>
Marketing Science	0732-2399	A+	A+	172	74,4%	19,8%	4,7%	1,2%	0,0%		74,4%	0,0%	0,0%	<a href="http://pubsonline.informs.org/journal/marketing-science">http://pubsonline.informs.org/journal/marketing-science</a>	<a href="http://zbw.eu/jrg/journals/rankings/3165">http://zbw.eu/jrg/journals/rankings/3165</a>
<b>A = Führende wissenschaftliche Zeitschrift auf dem Gebiet der BWL oder ihrer Teildisziplinen</b>															
Journal of Applied Psychology	0021-9010	A	A	186	34,9%	53,2%	10,2%	1,6%	0,0%		88,2%	0,0%	2,6%	<a href="http://psycnet.apa.org/index.cfm?fa=br">http://psycnet.apa.org/index.cfm?fa=br</a>	<a href="http://zbw.eu/jrg/journals/rankings/452">http://zbw.eu/jrg/journals/rankings/452</a>
International Journal of Research in Marketing	0167-8116	A	A	152	19,1%	65,1%	11,2%	4,6%	0,0%		84,2%	0,0%	0,0%	<a href="http://www.sciencedirect.com/science/journal/01678116">http://www.sciencedirect.com/science/journal/01678116</a>	<a href="http://zbw.eu/jrg/journals/rankings/2608">http://zbw.eu/jrg/journals/rankings/2608</a>
Journal of the Academy of Marketing Science	0092-0703	A	A	181	22,7%	59,1%	14,9%	2,2%	1,1%		81,8%	0,0%	0,0%	<a href="http://link.springer.com/journal/11747">http://link.springer.com/journal/11747</a>	<a href="http://zbw.eu/jrg/journals/rankings/2987">http://zbw.eu/jrg/journals/rankings/2987</a>
Journal of Retailing	0022-4359	A	A	168	15,5%	64,9%	15,5%	4,2%	0,0%		80,4%	0,0%	0,0%	<a href="http://www.sciencedirect.com/science/journal/00224359">http://www.sciencedirect.com/science/journal/00224359</a>	<a href="http://zbw.eu/jrg/journals/rankings/2951">http://zbw.eu/jrg/journals/rankings/2951</a>
Journal of Service Research - JSR	1094-6705	A	A	179	11,7%	60,9%	20,7%	5,6%	1,1%		72,6%	0,0%	0,0%	<a href="http://jsr.sagepub.com/">http://jsr.sagepub.com/</a>	<a href="http://zbw.eu/jrg/journals/rankings/4017">http://zbw.eu/jrg/journals/rankings/4017</a>
Journal of Product Innovation Management (JPIM)	0737-6782	A	A	227	11,0%	55,5%	26,0%	6,2%	1,3%		66,5%	0,0%	0,0%	<a href="http://onlinelibrary.wiley.com/journal/10737678">http://onlinelibrary.wiley.com/journal/10737678</a>	<a href="http://zbw.eu/jrg/journals/rankings/2918">http://zbw.eu/jrg/journals/rankings/2918</a>
Journal of Consumer Psychology	1057-7408	A	B	95	14,7%	45,3%	33,7%	4,2%	2,1%		60,0%	0,0%	0,0%	<a href="http://www.sciencedirect.com/science/journal/10577408">http://www.sciencedirect.com/science/journal/10577408</a>	<a href="http://zbw.eu/jrg/journals/rankings/2745">http://zbw.eu/jrg/journals/rankings/2745</a>
<b>B = Wichtige und angesehene wissenschaftliche Zeitschrift auf dem Gebiet der BWL oder ihrer Teildisziplinen</b>															
Marketing Letters	0923-0645	B	B	171	1,2%	32,2%	58,5%	7,6%	0,6%		91,8%	0,0%	0,0%	<a href="http://link.springer.com/journal/11002">http://link.springer.com/journal/11002</a>	<a href="http://zbw.eu/jrg/journals/rankings/3164">http://zbw.eu/jrg/journals/rankings/3164</a>
Journal of International Marketing	1069-031X	B	B	99	8,1%	23,2%	57,6%	10,1%	1,0%		88,9%	0,0%	0,0%	<a href="http://www.ama.org/publications/journal-of-international-marketing">http://www.ama.org/publications/journal-of-international-marketing</a>	<a href="http://zbw.eu/jrg/journals/rankings/2843">http://zbw.eu/jrg/journals/rankings/2843</a>
Decision Support Systems (DSS)	0167-9236	B	B	165	2,4%	32,7%	53,3%	10,3%	1,2%		88,5%	0,0%	0,0%	<a href="http://www.sciencedirect.com/science/journal/01679236">http://www.sciencedirect.com/science/journal/01679236</a>	<a href="http://zbw.eu/jrg/journals/rankings/3041">http://zbw.eu/jrg/journals/rankings/3041</a>
Quantitative Marketing and Economics (QME)	1570-7156	B	B	60	6,7%	41,7%	38,3%	10,0%	3,3%		86,7%	0,0%	0,0%	<a href="http://link.springer.com/journal/11129">http://link.springer.com/journal/11129</a>	<a href="http://zbw.eu/jrg/journals/rankings/4493">http://zbw.eu/jrg/journals/rankings/4493</a>
Journal of Interactive Marketing	1094-9968	B	B	105	2,9%	36,2%	46,7%	13,3%	1,0%		85,7%	0,0%	0,0%	<a href="http://www.sciencedirect.com/science/journal/10949968">http://www.sciencedirect.com/science/journal/10949968</a>	<a href="http://zbw.eu/jrg/journals/rankings/3981">http://zbw.eu/jrg/journals/rankings/3981</a>
Psychology & Marketing	0742-6046	B	B	138	0,0%	21,0%	64,5%	13,8%	0,7%		85,5%	0,0%	0,0%	<a href="http://onlinelibrary.wiley.com/journal/07426046">http://onlinelibrary.wiley.com/journal/07426046</a>	<a href="http://zbw.eu/jrg/journals/rankings/3340">http://zbw.eu/jrg/journals/rankings/3340</a>
Journal of Behavioral Decision Making	0894-3257	B	B	65	0,0%	24,6%	56,9%	13,8%	4,6%		81,5%	0,0%	1,5%	<a href="http://onlinelibrary.wiley.com/journal/08943257">http://onlinelibrary.wiley.com/journal/08943257</a>	<a href="http://zbw.eu/jrg/journals/rankings/2697">http://zbw.eu/jrg/journals/rankings/2697</a>
Journal of Forecasting	0277-6693	B	B	71	1,4%	16,9%	62,0%	14,1%	5,6%		80,3%	0,0%	1,4%	<a href="http://onlinelibrary.wiley.com/journal/02776693">http://onlinelibrary.wiley.com/journal/02776693</a>	<a href="http://zbw.eu/jrg/journals/rankings/2808">http://zbw.eu/jrg/journals/rankings/2808</a>
Structural Equation Modeling: A Multidisciplinary Journal	1070-5511	B	B	34	0,0%	32,4%	44,1%	23,5%	0,0%		76,5%	2,9%	12,8%	<a href="http://www.tandfonline.com/loi/hsem20">http://www.tandfonline.com/loi/hsem20</a>	<a href="http://zbw.eu/jrg/journals/rankings/3539">http://zbw.eu/jrg/journals/rankings/3539</a>
Journal of Cultural Economics	0885-2545	B	B	31	0,0%	22,6%	51,6%	12,9%	12,9%		74,2%	0,0%	0,0%	<a href="http://link.springer.com/journal/10824">http://link.springer.com/journal/10824</a>	<a href="http://zbw.eu/jrg/journals/rankings/4181">http://zbw.eu/jrg/journals/rankings/4181</a>
Journal of Communication	0021-9916	B	n.e.	26	3,8%	34,6%	34,6%	15,4%	11,5%		73,1%	0,0%	0,0%	<a href="http://onlinelibrary.wiley.com/journal/00219916">http://onlinelibrary.wiley.com/journal/00219916</a>	<a href="http://zbw.eu/jrg/journals/rankings/2732">http://zbw.eu/jrg/journals/rankings/2732</a>
JPP&M Journal of Public Policy & Marketing	0743-9156	B	B	48	4,2%	18,8%	47,9%	20,8%	8,3%		70,8%	0,0%	0,0%	<a href="http://www.ama.org/publications/journal-of-public-policy-and-marketing">http://www.ama.org/publications/journal-of-public-policy-and-marketing</a>	<a href="http://zbw.eu/jrg/journals/rankings/2938">http://zbw.eu/jrg/journals/rankings/2938</a>
Group Decision and Negotiation	0926-2644	B	B	64	0,0%	18,8%	50,0%	25,0%	6,3%		68,8%	0,0%	1,5%	<a href="http://link.springer.com/journal/10726">http://link.springer.com/journal/10726</a>	<a href="http://zbw.eu/jrg/journals/rankings/2441">http://zbw.eu/jrg/journals/rankings/2441</a>
Journal of Media Economics	0899-7764	B	B	47	4,3%	19,1%	42,6%	25,5%	8,5%		66,0%	0,0%	0,0%	<a href="http://www.tandfonline.com/loi/hmec20">http://www.tandfonline.com/loi/hmec20</a>	<a href="http://zbw.eu/jrg/journals/rankings/2875">http://zbw.eu/jrg/journals/rankings/2875</a>
AMS Review	1869-814X	B	n.e.	40	2,5%	15,0%	40,0%	27,5%	15,0%		57,5%	0,0%	0,0%	<a href="http://www.springer.com/business+management">http://www.springer.com/business+management</a>	nicht vorhanden
Journal of Advertising	0091-3367	B	C	106	0,0%	13,2%	42,5%	41,5%	2,8%		55,7%	0,0%	0,0%	<a href="http://www.tandfonline.com/toc/ujoa20">http://www.tandfonline.com/toc/ujoa20</a>	<a href="http://zbw.eu/jrg/journals/rankings/2663">http://zbw.eu/jrg/journals/rankings/2663</a>
JPSSM - Journal of Personal Selling & Sales Management	0885-3134	B	C	46	0,0%	6,5%	47,8%	37,0%	8,7%		54,3%	0,0%	0,0%	<a href="http://www.tandfonline.com/loi/rpss20">http://www.tandfonline.com/loi/rpss20</a>	<a href="http://zbw.eu/jrg/journals/rankings/4008">http://zbw.eu/jrg/journals/rankings/4008</a>
Journal of Purchasing & Supply Management	1478-4092	B	C	41	2,4%	4,9%	46,3%	39,0%	7,3%		53,7%	0,0%	0,0%	<a href="http://www.sciencedirect.com/science/journal/14784092">http://www.sciencedirect.com/science/journal/14784092</a>	<a href="http://zbw.eu/jrg/journals/rankings/4337">http://zbw.eu/jrg/journals/rankings/4337</a>
Industrial Marketing Management	0019-8501	B	C	127	0,8%	11,8%	40,2%	40,2%	7,1%		52,8%	0,0%	0,0%	<a href="http://www.sciencedirect.com/science/journal/00198501">http://www.sciencedirect.com/science/journal/00198501</a>	<a href="http://zbw.eu/jrg/journals/rankings/2534">http://zbw.eu/jrg/journals/rankings/2534</a>
International Marketing Review	0265-1335	B	C	64	1,6%	14,1%	35,9%	43,8%	4,7%		51,6%	0,0%	0,0%	<a href="http://www.emeraldgroupublishing.com/journal/02651335">http://www.emeraldgroupublishing.com/journal/02651335</a>	<a href="http://zbw.eu/jrg/journals/rankings/2616">http://zbw.eu/jrg/journals/rankings/2616</a>
Journal of Service Management	1757-5818	B	C	88	0,0%	9,1%	42,0%	45,5%	3,4%		51,1%	0,0%	0,0%	<a href="http://www.emeraldgroupublishing.com/journal/17575818">http://www.emeraldgroupublishing.com/journal/17575818</a>	<a href="http://zbw.eu/jrg/journals/rankings/13141">http://zbw.eu/jrg/journals/rankings/13141</a>
<b>C = Anerkannte wissenschaftliche Zeitschrift auf dem Gebiet der BWL oder ihrer Teildisziplinen</b>															
Journal of Advertising Research JAR	0021-8499	C	C	85	0,0%	7,1%	36,5%	52,9%	3,5%		96,5%	0,0%	0,0%	<a href="http://www.jar.warc.com/">http://www.jar.warc.com/</a>	<a href="http://zbw.eu/jrg/journals/rankings/2664">http://zbw.eu/jrg/journals/rankings/2664</a>
Marketing Theory	1470-5931	C	C	51	0,0%	13,7%	33,3%	47,1%	5,9%		94,1%	0,0%	0,0%	<a href="http://mtg.sagepub.com/">http://mtg.sagepub.com/</a>	<a href="http://zbw.eu/jrg/journals/rankings/4049">http://zbw.eu/jrg/journals/rankings/4049</a>
European Journal of Marketing	0309-0566	C	C	152	0,0%	5,9%	37,5%	50,0%	6,6%		93,4%	0,0%	0,0%	<a href="http://www.emeraldgroupublishing.com/journal/03090566">http://www.emeraldgroupublishing.com/journal/03090566</a>	<a href="http://zbw.eu/jrg/journals/rankings/3859">http://zbw.eu/jrg/journals/rankings/3859</a>
Journal of Consumer Behaviour	1472-0817	C	C	85	1,2%	7,1%	28,2%	56,5%	7,1%		92,9%	0,0%	0,0%	<a href="http://onlinelibrary.wiley.com/journal/14720817">http://onlinelibrary.wiley.com/journal/14720817</a>	<a href="http://zbw.eu/jrg/journals/rankings/3952">http://zbw.eu/jrg/journals/rankings/3952</a>
Journal of Electronic Commerce Research	1526-6133	C	C	68	0,0%	4,4%	29,4%	58,8%	7,4%		92,6%	0,0%	0,0%	<a href="http://www.csulb.edu/journals/jecr/">http://www.csulb.edu/journals/jecr/</a>	<a href="http://zbw.eu/jrg/journals/rankings/4336">http://zbw.eu/jrg/journals/rankings/4336</a>
Journal of Retailing and Consumer Services	0969-6989	C	C	66	0,0%	9,1%	33,3%	50,0%	7,6%		92,4%	0,0%	0,0%	<a href="http://www.sciencedirect.com/science/journal/09696989">http://www.sciencedirect.com/science/journal/09696989</a>	<a href="http://zbw.eu/jrg/journals/rankings/4015">http://zbw.eu/jrg/journals/rankings/4015</a>
Journal of Revenue and Pricing Management	1476-6930	C	C	37	2,7%	2,7%	40,5%	45,9%	8,1%		91,9%	0,0%	0,0%	<a href="http://www.palgrave-journals.com/rpm/">http://www.palgrave-journals.com/rpm/</a>	<a href="http://zbw.eu/jrg/journals/rankings/14138">http://zbw.eu/jrg/journals/rankings/14138</a>
Journal of Macromarketing	0276-1467	C	C	45	0,0%	6,7%	26,7%	57,8%	8,9%		91,1%	0,0%	0,0%	<a href="http://jmk.sagepub.com/">http://jmk.sagepub.com/</a>	<a href="http://zbw.eu/jrg/journals/rankings/3989">http://zbw.eu/jrg/journals/rankings/3989</a>
Journal of Marketing Theory and Practice	1069-6679	C	C	69	0,0%	5,8%	24,6%	59,4%	10,1%		89,9%	0,0%	0,0%	<a href="http://www.metapress.com/content/10696679">http://www.metapress.com/content/10696679</a>	<a href="http://zbw.eu/jrg/journals/rankings/4000">http://zbw.eu/jrg/journals/rankings/4000</a>
Journal of Computer-Mediated Communication (JCMC)	1083-6101	C	C	46	0,0%	6,5%	19,6%	63,0%	10,9%		89,1%	2,1%	0,0%	<a href="http://onlinelibrary.wiley.com/journal/10836101">http://onlinelibrary.wiley.com/journal/10836101</a>	<a href="http://zbw.eu/jrg/journals/rankings/6875">http://zbw.eu/jrg/journals/rankings/6875</a>
Journal of Business-to-Business Marketing	1051-712X	C	C	68	0,0%	1,5%	23,5%	63,2%	11,8%		88,2%	0,0%	0,0%	<a href="http://www.tandfonline.com/loi/wbbm">http://www.tandfonline.com/loi/wbbm</a>	<a href="http://zbw.eu/jrg/journals/rankings/3947">http://zbw.eu/jrg/journals/rankings/3947</a>
Journal of Strategic Marketing	0965-254X	C	C	42	0,0%	0,0%	31,0%	57,1%	11,9%		88,1%	0,0%	0,0%	<a href="http://www.tandfonline.com/loi/rjrm20">http://www.tandfonline.com/loi/rjrm20</a>	<a href="http://zbw.eu/jrg/journals/rankings/4021">http://zbw.eu/jrg/journals/rankings/4021</a>
Electronic Commerce Research	1389-5753	C	C	66	0,0%	1,5%	19,7%	66,7%	12,1%		87,9%	0,0%	0,0%	<a href="http://link.springer.com/journal/10660">http://link.springer.com/journal/10660</a>	<a href="http://zbw.eu/jrg/journals/rankings/3045">http://zbw.eu/jrg/journals/rankings/3045</a>

Zeitschrift	ISSN (Druckversion, sofern verfügbar)	JQ3	JQ2	Anzahl Voten A+ bis D	Verteilung der Voten						Anteil Rating o. besser	Nicht Wiss.	Nicht BWL	Weitere Services	
					A+	A	B	C	D	Verteilung				Link zur Zeitschrift	Link zu "Weitere Ratings"
Journal of Services Marketing	0887-6045	C	C	68	0,0%	2,9%	26,5%	57,4%	13,2%		86,8%	0,0%	0,0%	<a href="http://www.emeraldgroupublishing.co">http://www.emeraldgroupublishing.co</a>	<a href="http://zbw.eu/jrg/journals/rankings/4018">http://zbw.eu/jrg/journals/rankings/4018</a>
Advances in Consumer Research	0098-9258	C	C	123	0,8%	4,1%	24,4%	56,1%	14,6%		85,4%	0,8%	0,0%	<a href="http://www.acrwebsite.org/search/sear">http://www.acrwebsite.org/search/sear</a>	<a href="http://zbw.eu/jrg/journals/rankings/1940">http://zbw.eu/jrg/journals/rankings/1940</a>
Electronic Commerce Research and Applications (ECRA)	1567-4223	C	C	47	2,1%	8,5%	27,7%	46,8%	14,9%		85,1%	0,0%	0,0%	<a href="http://www.sciencedirect.com/science/">http://www.sciencedirect.com/science/</a>	<a href="http://zbw.eu/jrg/journals/rankings/6872">http://zbw.eu/jrg/journals/rankings/6872</a>
Marketing. ZFP - Journal of Research and Management	0344-1369	C	C	142	0,0%	2,1%	40,1%	42,3%	15,5%		84,5%	0,0%	0,0%	<a href="http://rs.w.beck.de/cms/?site=Marketing">http://rs.w.beck.de/cms/?site=Marketing</a>	<a href="http://zbw.eu/jrg/journals/rankings/4358">http://zbw.eu/jrg/journals/rankings/4358</a>
International Journal of Nonprofit and Voluntary Sect	1465-4520	C	C	66	0,0%	7,6%	24,2%	50,0%	18,2%		81,8%	0,0%	0,0%	<a href="http://onlinelibrary.wiley.com/journal/">http://onlinelibrary.wiley.com/journal/</a>	<a href="http://zbw.eu/jrg/journals/rankings/12206">http://zbw.eu/jrg/journals/rankings/12206</a>
Advances in International Marketing	1474-7979	C	C	33	0,0%	6,1%	18,2%	54,5%	21,2%		78,8%	0,0%	0,0%	<a href="http://www.emeraldinsight.com/books">http://www.emeraldinsight.com/books</a>	<a href="http://zbw.eu/jrg/journals/rankings/4186">http://zbw.eu/jrg/journals/rankings/4186</a>
International Journal of Electronic Business	1470-6067	C	C	51	0,0%	2,0%	13,7%	60,8%	23,5%		76,5%	0,0%	0,0%	<a href="http://www.inderscience.com/home.php">http://www.inderscience.com/home.php</a>	<a href="http://zbw.eu/jrg/journals/rankings/3899">http://zbw.eu/jrg/journals/rankings/3899</a>
Journal of Marketing Management	0267-257X	C	D	75	0,0%	8,0%	16,0%	50,7%	25,3%		74,7%	0,0%	0,0%	<a href="http://www.tandfonline.com/toc/rjmm">http://www.tandfonline.com/toc/rjmm</a>	<a href="http://zbw.eu/jrg/journals/rankings/3998">http://zbw.eu/jrg/journals/rankings/3998</a>
Journal of Consumer Policy	0168-7034	C	D	49	0,0%	6,1%	24,5%	42,9%	26,5%		73,5%	0,0%	0,0%	<a href="http://link.springer.com/journal/10603">http://link.springer.com/journal/10603</a>	<a href="http://zbw.eu/jrg/journals/rankings/4162">http://zbw.eu/jrg/journals/rankings/4162</a>
Journal of Product & Brand Management	1061-0421	C	D	70	0,0%	4,3%	10,0%	58,6%	27,1%		72,9%	0,0%	1,4%	<a href="http://www.emeraldgroupublishing.co">http://www.emeraldgroupublishing.co</a>	<a href="http://zbw.eu/jrg/journals/rankings/4009">http://zbw.eu/jrg/journals/rankings/4009</a>
Journal of Business & Industrial Marketing	0885-8624	C	D	49	0,0%	2,0%	10,2%	59,2%	28,6%		71,4%	0,0%	0,0%	<a href="http://www.emeraldgroupublishing.co">http://www.emeraldgroupublishing.co</a>	<a href="http://zbw.eu/jrg/journals/rankings/3941">http://zbw.eu/jrg/journals/rankings/3941</a>
International Journal of Advertising	0265-0487	C	D	57	0,0%	1,8%	22,8%	45,6%	29,8%		70,2%	0,0%	0,0%	<a href="http://www.internationaljournalofadver">http://www.internationaljournalofadver</a>	<a href="http://zbw.eu/jrg/journals/rankings/3894">http://zbw.eu/jrg/journals/rankings/3894</a>
Journal of Consumer Affairs	0022-0078	C	D	39	0,0%	5,1%	12,8%	51,3%	30,8%		69,2%	0,0%	0,0%	<a href="http://onlinelibrary.wiley.com/journal/">http://onlinelibrary.wiley.com/journal/</a>	<a href="http://zbw.eu/jrg/journals/rankings/2744">http://zbw.eu/jrg/journals/rankings/2744</a>
Review of Marketing Science	1546-5616	C	C	28	0,0%	3,6%	14,3%	50,0%	32,1%		67,9%	0,0%	0,0%	<a href="http://www.degruyter.com/view/j/roms">http://www.degruyter.com/view/j/roms</a>	<a href="http://zbw.eu/jrg/journals/rankings/4494">http://zbw.eu/jrg/journals/rankings/4494</a>
International Journal of Retail & Distribution Manage	0959-0552	C	D	44	0,0%	2,3%	13,6%	47,7%	36,4%		63,6%	0,0%	0,0%	<a href="http://www.emeraldgroupublishing.co">http://www.emeraldgroupublishing.co</a>	<a href="http://zbw.eu/jrg/journals/rankings/3915">http://zbw.eu/jrg/journals/rankings/3915</a>
Journal of Customer Behaviour	1475-3928	C	D	30	0,0%	0,0%	13,3%	46,7%	40,0%		60,0%	0,0%	0,0%	<a href="http://www.westburn-publishers.com/j">http://www.westburn-publishers.com/j</a>	<a href="http://zbw.eu/jrg/journals/rankings/14011">http://zbw.eu/jrg/journals/rankings/14011</a>
Journal of Brand Management	1350-231X	C	D	82	0,0%	0,0%	13,4%	43,9%	42,7%		57,3%	0,0%	0,0%	<a href="http://www.palgrave-journals.com/bm/">http://www.palgrave-journals.com/bm/</a>	<a href="http://zbw.eu/jrg/journals/rankings/3940">http://zbw.eu/jrg/journals/rankings/3940</a>
International Review of Retail, Distribution and Consu	0959-3969	C	D	39	0,0%	0,0%	12,8%	43,6%	43,6%		56,4%	0,0%	0,0%	<a href="http://www.tandfonline.com/loi/rirr20">http://www.tandfonline.com/loi/rirr20</a>	<a href="http://zbw.eu/jrg/journals/rankings/3923">http://zbw.eu/jrg/journals/rankings/3923</a>
Journal of Electronic Commerce in Organizations	1539-2937	C	D	32	0,0%	0,0%	9,4%	46,9%	43,8%		56,3%	0,0%	0,0%	<a href="http://www.igi-global.com/journal/jour">http://www.igi-global.com/journal/jour</a>	<a href="http://zbw.eu/jrg/journals/rankings/12249">http://zbw.eu/jrg/journals/rankings/12249</a>
Journal of Global Marketing	0891-1762	C	D	29	0,0%	0,0%	6,9%	48,3%	44,8%		55,2%	3,3%	0,0%	<a href="http://www.tandfonline.com/loi/wgl02">http://www.tandfonline.com/loi/wgl02</a>	<a href="http://zbw.eu/jrg/journals/rankings/3976">http://zbw.eu/jrg/journals/rankings/3976</a>
Journal of Relationship Marketing	1533-2667	C	D	41	0,0%	0,0%	19,5%	31,7%	48,8%		51,2%	0,0%	0,0%	<a href="http://www.tandfonline.com/loi/wjrm2">http://www.tandfonline.com/loi/wjrm2</a>	<a href="http://zbw.eu/jrg/journals/rankings/4012">http://zbw.eu/jrg/journals/rankings/4012</a>
<b>D = Wissenschaftliche Zeitschrift auf dem Gebiet der BWL oder ihrer Teildisziplinen</b>															
Journal of Consumer Marketing	0736-3761	C/D	D	38	0,0%	0,0%	15,8%	34,2%	50,0%		n.a.	0,0%	0,0%	<a href="http://www.emeraldgroupublishing.co">http://www.emeraldgroupublishing.co</a>	<a href="http://zbw.eu/jrg/journals/rankings/3953">http://zbw.eu/jrg/journals/rankings/3953</a>
Journal of Business Market Management (jbm)	1864-0753	D	E	38	0,0%	0,0%	5,3%	42,1%	52,6%		47,4%	2,6%	0,0%	<a href="http://www.jbm-online.net/index.php/j">http://www.jbm-online.net/index.php/j</a>	<a href="http://zbw.eu/jrg/journals/rankings/12255">http://zbw.eu/jrg/journals/rankings/12255</a>
International Journal of Market Research (früher: Jou	0025-3618	D	D	36	0,0%	0,0%	13,9%	30,6%	55,6%		44,4%	0,0%	0,0%	<a href="https://www.mrs.org.uk/ijmr">https://www.mrs.org.uk/ijmr</a>	<a href="http://zbw.eu/jrg/journals/rankings/2595">http://zbw.eu/jrg/journals/rankings/2595</a>
International Journal of Consumer Studies	1470-6423	D	E	25	0,0%	0,0%	12,0%	32,0%	56,0%		44,0%	0,0%	0,0%	<a href="http://onlinelibrary.wiley.com/journal/">http://onlinelibrary.wiley.com/journal/</a>	<a href="http://zbw.eu/jrg/journals/rankings/4144">http://zbw.eu/jrg/journals/rankings/4144</a>
Marketing Theory and Applications (Proceedings of th	1054-0806	D	D	41	0,0%	2,4%	4,9%	36,6%	56,1%		43,9%	16,3%	0,0%	<a href="http://www.proceedings.com/5753.htm">http://www.proceedings.com/5753.htm</a>	nicht vorhanden
Corporate Reputation Review	1363-3589	D	D	50	0,0%	8,0%	14,0%	20,0%	58,0%		42,0%	0,0%	0,0%	<a href="http://www.palgrave-journals.com/crr/">http://www.palgrave-journals.com/crr/</a>	<a href="http://zbw.eu/jrg/journals/rankings/3852">http://zbw.eu/jrg/journals/rankings/3852</a>
Proceedings of the AMA Summer Educators' Conferen	0888-1839	D	E	60	0,0%	1,7%	6,7%	31,7%	60,0%		40,0%	18,9%	0,0%	<a href="https://archive.ama.org/archive/Comm">https://archive.ama.org/archive/Comm</a>	nicht vorhanden
Australasian Marketing Journal	1441-3582	D	D	30	0,0%	0,0%	10,0%	30,0%	60,0%		40,0%	0,0%	0,0%	<a href="http://www.journals.elsevier.com/austr">http://www.journals.elsevier.com/austr</a>	<a href="http://zbw.eu/jrg/journals/rankings/4185">http://zbw.eu/jrg/journals/rankings/4185</a>
Sport Marketing Quarterly (SMQ)	1061-6934	D	E	28	3,6%	0,0%	3,6%	32,1%	60,7%		39,3%	15,2%	0,0%	<a href="http://www.fitinfotech.com/smqElectric">http://www.fitinfotech.com/smqElectric</a>	<a href="http://zbw.eu/jrg/journals/rankings/14173">http://zbw.eu/jrg/journals/rankings/14173</a>
Proceedings der European Marketing Academy Confe	keine	D	D	90	0,0%	0,0%	6,7%	28,9%	64,4%		35,6%	18,9%	0,0%	<a href="http://www.emac-online.org/r/default.a">http://www.emac-online.org/r/default.a</a>	nicht vorhanden
International Journal of Sports Marketing & Sponsors	1464-6668	D	D	31	0,0%	3,2%	9,7%	19,4%	67,7%		32,3%	0,0%	0,0%	<a href="http://www.imrpublications.com/journ">http://www.imrpublications.com/journ</a>	<a href="http://zbw.eu/jrg/journals/rankings/11995">http://zbw.eu/jrg/journals/rankings/11995</a>
Marketing Review St. Gallen	1865-6544	D	E	75	0,0%	0,0%	4,0%	22,7%	73,3%		26,7%	31,8%	0,0%	<a href="http://www.springer.com/business+%2">http://www.springer.com/business+%2</a>	<a href="http://zbw.eu/jrg/journals/rankings/4401">http://zbw.eu/jrg/journals/rankings/4401</a>
GfK Marketing Intelligence Review	1865-5866	D	D	38	0,0%	2,6%	2,6%	21,1%	73,7%		26,3%	38,7%	2,6%	<a href="http://www.gfk-verein.de/index.php?ar">http://www.gfk-verein.de/index.php?ar</a>	<a href="http://zbw.eu/jrg/journals/rankings/14170">http://zbw.eu/jrg/journals/rankings/14170</a>
Transfer. Werbeforschung & Praxis	1436-789X	D	E	35	0,0%	0,0%	0,0%	22,9%	77,1%		22,9%	42,6%	0,0%	<a href="http://www.transfer-zeitschrift.net/hor">http://www.transfer-zeitschrift.net/hor</a>	<a href="http://zbw.eu/jrg/journals/rankings/4402">http://zbw.eu/jrg/journals/rankings/4402</a>
der markt - International Journal of Marketing (einges	0025-3863	D	E	35	0,0%	0,0%	0,0%	20,0%	80,0%		20,0%	14,6%	2,8%	<a href="http://link.springer.com/journal/12642">http://link.springer.com/journal/12642</a>	<a href="http://zbw.eu/jrg/journals/rankings/4328">http://zbw.eu/jrg/journals/rankings/4328</a>
<b>Zeitschriften, deren wissenschaftliche Qualität von mindestens 10, aber weniger als 25 Befragten beurteilt worden ist</b>															
Asian Journal of Marketing	1819-1924	k.R.	E	15	0,0%	0,0%	6,7%	6,7%	86,7%		n.a.	0,0%	0,0%	<a href="http://scialert.net/jindex.php?issn=1819">http://scialert.net/jindex.php?issn=1819</a>	<a href="http://zbw.eu/jrg/journals/rankings/12192">http://zbw.eu/jrg/journals/rankings/12192</a>
Consumption, Markets and Culture	1025-3866	k.R.	D	17	0,0%	0,0%	23,5%	29,4%	47,1%		n.a.	0,0%	0,0%	<a href="http://www.tandfonline.com/openurl?g">http://www.tandfonline.com/openurl?g</a>	<a href="http://zbw.eu/jrg/journals/rankings/12236">http://zbw.eu/jrg/journals/rankings/12236</a>
Customer Needs and Solutions	2196-291X	k.R.	n.e.	13	0,0%	30,8%	30,8%	15,4%	23,1%		n.a.	0,0%	0,0%	<a href="http://link.springer.com/journal/40547">http://link.springer.com/journal/40547</a>	nicht vorhanden
International Journal of Bank Marketing	0265-2323	k.R.	D	22	0,0%	0,0%	13,6%	40,9%	45,5%		n.a.	4,3%	0,0%	<a href="http://www.emeraldgroupublishing.co">http://www.emeraldgroupublishing.co</a>	<a href="http://zbw.eu/jrg/journals/rankings/3895">http://zbw.eu/jrg/journals/rankings/3895</a>
International Journal of Business Communication (IJB	0021-9436	k.R.	E	10	0,0%	10,0%	0,0%	10,0%	80,0%		n.a.	23,1%	0,0%	<a href="http://job.sagepub.com/">http://job.sagepub.com/</a>	<a href="http://zbw.eu/jrg/journals/rankings/3942">http://zbw.eu/jrg/journals/rankings/3942</a>
International Journal of Internet Marketing and Adver	1477-5212	k.R.	D	17	0,0%	0,0%	0,0%	41,2%	58,8%		n.a.	0,0%	0,0%	<a href="http://www.inderscience.com/jhome.ph">http://www.inderscience.com/jhome.ph</a>	<a href="http://zbw.eu/jrg/journals/rankings/12252">http://zbw.eu/jrg/journals/rankings/12252</a>
Jahrbuch der Absatz- und Verbrauchsforschung (einges	0021-3985	k.R.	E	19	0,0%	0,0%	5,3%	15,8%	78,9%		n.a.	20,8%	0,0%	<a href="http://www.gfk-verein.de/index.php?ar">http://www.gfk-verein.de/index.php?ar</a>	<a href="http://zbw.eu/jrg/journals/rankings/4348">http://zbw.eu/jrg/journals/rankings/4348</a>
Journal of Consumer Satisfaction, Dissatisfaction and	0899-8620	k.R.	D	18	0,0%	0,0%	5,6%	33,3%	61,1%		n.a.	0,0%	0,0%	<a href="http://journalconsumersatisfaction.wee">http://journalconsumersatisfaction.wee</a>	<a href="http://zbw.eu/jrg/journals/rankings/3954">http://zbw.eu/jrg/journals/rankings/3954</a>
Journal of Financial Services Marketing	1363-0539	k.R.	E	24	0,0%	8,3%	8,3%	8,3%	75,0%		n.a.	7,7%	0,0%	<a href="http://www.palgrave-journals.com/fsm/">http://www.palgrave-journals.com/fsm/</a>	<a href="http://zbw.eu/jrg/journals/rankings/10811">http://zbw.eu/jrg/journals/rankings/10811</a>
Journal of Marketing Analytics (früher: Journal of Targ	2050-3318	k.R.	D	15	0,0%	6,7%	6,7%	26,7%	60,0%		n.a.	0,0%	0,0%	<a href="http://www.palgrave-journals.com/jma">http://www.palgrave-journals.com/jma</a>	<a href="http://zbw.eu/jrg/journals/rankings/10819">http://zbw.eu/jrg/journals/rankings/10819</a>
Journal of Marketing Channels	1046-669X	k.R.	D	21	0,0%	4,8%	14,3%	33,3%	47,6%		n.a.	0,0%	0,0%	<a href="http://www.tandfonline.com/loi/wjmc2">http://www.tandfonline.com/loi/wjmc2</a>	<a href="http://zbw.eu/jrg/journals/rankings/3995">http://zbw.eu/jrg/journals/rankings/3995</a>

Zeitschrift	ISSN (Druckversion, sofern verfügbar)	JQ3	JQ2	Anzahl Voten A+ bis D	Verteilung der Voten						Anteil Rating o. besser	Nicht Wiss.	Nicht BWL	Weitere Services	
					A+	A	B	C	D	Verteilung				Link zur Zeitschrift	Link zu "Weitere Ratings"
Journal of Marketing Communications	1352-7266	k.R.	n.e.	23	0,0%	0,0%	13,0%	39,1%	47,8%		n.a.	0,0%	0,0%	<a href="http://www.tandfonline.com/loi/rjmc20">http://www.tandfonline.com/loi/rjmc20</a>	<a href="http://zbw.eu/jrg/journals/rankings/3996">http://zbw.eu/jrg/journals/rankings/3996</a>
Journal of Marketing Education (jme)	0273-4753	k.R.	D	15	0,0%	6,7%	20,0%	26,7%	46,7%		n.a.	0,0%	0,0%	<a href="http://jmd.sagepub.com/">http://jmd.sagepub.com/</a>	<a href="http://zbw.eu/jrg/journals/rankings/3997">http://zbw.eu/jrg/journals/rankings/3997</a>
Journal of Promotion Management	1049-6491	k.R.	n.e.	11	0,0%	0,0%	9,1%	54,5%	36,4%		n.a.	0,0%	0,0%	<a href="http://www.tandfonline.com/loi/wjpm2">http://www.tandfonline.com/loi/wjpm2</a>	nicht vorhanden
Journal of Travel & Tourism Marketing	1054-8408	k.R.	D	20	0,0%	0,0%	15,0%	20,0%	65,0%		n.a.	0,0%	0,0%	<a href="http://www.tandfonline.com/loi/wttm2">http://www.tandfonline.com/loi/wttm2</a>	<a href="http://zbw.eu/jrg/journals/rankings/4492">http://zbw.eu/jrg/journals/rankings/4492</a>
Marketing Health Services (früher: Journal of Health C	1094-1304	k.R.	E	23	0,0%	8,7%	39,1%	13,0%	39,1%		n.a.	28,1%	0,0%	<a href="https://www.ama.org/publications/Mar">https://www.ama.org/publications/Mar</a>	<a href="http://zbw.eu/jrg/journals/rankings/4045">http://zbw.eu/jrg/journals/rankings/4045</a>
Marketing Intelligence & Planning	0263-4503	k.R.	D	17	0,0%	5,9%	17,6%	35,3%	41,2%		n.a.	5,6%	0,0%	<a href="http://www.emeraldgrouppublishing.co">http://www.emeraldgrouppublishing.co</a>	<a href="http://zbw.eu/jrg/journals/rankings/4046">http://zbw.eu/jrg/journals/rankings/4046</a>
Multivariate Behavioral Research	0027-3171	k.R.	B	21	4,8%	23,8%	57,1%	4,8%	9,5%		n.a.	0,0%	4,5%	<a href="http://www.tandfonline.com/loi/hmbr2">http://www.tandfonline.com/loi/hmbr2</a>	<a href="http://zbw.eu/jrg/journals/rankings/232">http://zbw.eu/jrg/journals/rankings/232</a>
NeuroPsychoEconomics	1861-4523	k.R.	C	13	0,0%	0,0%	30,8%	38,5%	30,8%		n.a.	0,0%	0,0%	<a href="http://dispatch.opac.d-nb.de/DB=1.1/C">http://dispatch.opac.d-nb.de/DB=1.1/C</a>	<a href="http://zbw.eu/jrg/journals/rankings/12208">http://zbw.eu/jrg/journals/rankings/12208</a>
Qualitative Market Research	1352-2752	k.R.	C	22	0,0%	0,0%	18,2%	63,6%	18,2%		n.a.	0,0%	0,0%	<a href="http://www.emeraldgrouppublishing.co">http://www.emeraldgrouppublishing.co</a>	<a href="http://zbw.eu/jrg/journals/rankings/4093">http://zbw.eu/jrg/journals/rankings/4093</a>
Review of Marketing Research	1548-6435	k.R.	C	16	0,0%	0,0%	6,3%	56,3%	37,5%		n.a.	0,0%	0,0%	<a href="http://www.emeraldinsight.com/books">http://www.emeraldinsight.com/books</a>	<a href="http://zbw.eu/jrg/journals/rankings/14133">http://zbw.eu/jrg/journals/rankings/14133</a>
Service Business	1862-8516	k.R.	C	22	0,0%	0,0%	0,0%	54,5%	45,5%		n.a.	0,0%	0,0%	<a href="http://link.springer.com/journal/11628">http://link.springer.com/journal/11628</a>	<a href="http://zbw.eu/jrg/journals/rankings/12949">http://zbw.eu/jrg/journals/rankings/12949</a>
<i>Zeitschriften, bei denen mehr als 50% der Befragten angegeben haben, dass es nicht um eine wissenschaftliche Zeitschrift handelt (also die Hauptzielgruppe keine Wissenschaftler sind, sondern Manager, Politiker etc.)</i>															
Absatzwirtschaft	0001-3374	k.w.Z.													