

### **Journals Included in Search**

European Journal of Marketing  
Harvard Business Review  
Industrial Marketing Management  
International Journal of Consumer Studies  
International Journal of Research in Marketing  
International Journal of Service Industry Management  
Journal of Advertising  
Journal of Advertising Research  
Journal of Business Research  
Journal of Consumer Affairs  
Journal of Consumer Behaviour  
Journal of Consumer Culture  
Journal of Consumer Psychology  
Journal of Consumer Research  
Journal of Interactive Marketing  
Journal of International Marketing  
Journal of Marketing  
Journal of Marketing Research  
Journal of Public Policy and Marketing  
Journal of Retailing  
Journal of Service Research  
Journal of Services Marketing  
Journal of the Academy of Marketing Science  
Manufacturing and Service Operations Management  
Management Science  
Marketing Science  
Psychology and Marketing  
Quantitative Marketing and Economics  
Service Industries Journal

### **Key Words**

Marketing  
Service  
Consumer  
Retailing  
Advertising  
Business