

Chapter 1 : ABS ranking of Marketing journals | Dilip S Mutum PhD

In the expanding world of banking services, the journal covers the latest trends in marketing pension plans, insurance, saving schemes, investment finance, personal finance, mortgages and credit and debit cards.

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Chapter 2 : Journal of Financial Services Marketing

Under the guidance of its expert Editors and an eminent international Editorial Board, Journal of Financial Services Marketing has become one of the world's leading forums for the latest thinking, techniques and developments in marketing financial services.

Chapter 3 : Journal of Financial Markets - Elsevier

News 20th Anniversary Collection. In celebration of the Journal of Financial Services Marketing 's 20th anniversary volume and to showcase its global and varied content, the editor of the journal is delighted to present this hand-picked

selection of articles, FREE to view for the rest of the year.

Chapter 4 : INDIAN RESEARCH JOURNALS

This is the second of two articles in the Journal of Segmentation in Marketing which address the identification of segment predictors in the personal financial services sector.

Chapter 5 : Emerald | Journal of Services Marketing information

Journal of Financial Services Marketing is one of the world's leading forums for the latest thinking, techniques and developments in marketing financial services.

Chapter 6 : Journal of Financial Economics - Elsevier

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Chapter 7 : Emerald | International Journal of Bank Marketing information

The scientific journal Journal of Financial Services Marketing is included in the Scopus database. Based on , SJR is Publisher country is GB.

Chapter 8 : Instructions for authors : Journal of Financial Services Marketing

IJFSM is a highly professional, fully refereed international journal publishing literature covering the broad area of financial services. It focuses on the development of the best practices of management among financial service companies.

Chapter 9 : Journal Rankings on Marketing

SCImago Journal Rank (SJR) is a measure of scientific influence of scholarly journals that accounts for both the number of citations received by a journal and the importance or prestige of the journals where such citations come from.