



MARKET TRŽIŠTE

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MARKET - TRŽIŠTE • REVIEW FOR MARKETING THEORY AND PRACTICE

Editor in Chief
Đurđana Ozretić Došen

General information

- official journal of the Faculty of Economics & Business, University of Zagreb; Marketing Department and CROMAR (Croatian Marketing Association)
- first issue was published in **1989**
- periodicity: 2 issues per year

Our vision is to become the leading scientific marketing journal in Central and Eastern Europe.

General information

- in the course of 34 years, MARKET-TRŽIŠTE has followed development trends of the marketing science and its practical application
- it publishes papers on any topic in the field of marketing, **preferably with focus on emerging markets**
- any **interdisciplinary** papers (whose topics have to include marketing) are also welcome
- a wide range of scientific papers such as **literature reviews, conceptual papers, research papers** as well as those focusing on **methodology development**, will be considered for publishing

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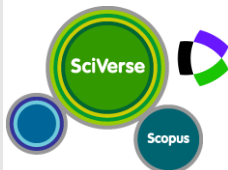
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Catalogues and indexes

- Elektronische Zeitschriftenbibliothek – EZB
- ELMAR (American Marketing Association) academic resource portal
- Google Scholar
- JournalSeek database
- MIAR
- Ulrichsweb



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Information for authors

- paper submission
 - no deadline (continuous process all year around)
 - submission guidelines available at www.efzg.unizg.hr/market
- review process
 - 2 blind reviews
 - 60-90 days after submission
 - 2-3 rounds

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