



MARKET TRŽIŠTE

UDK 339.13+658.8 • ISSN print 0353 4790 • ISSN online 1849 1383
MARKET - TRŽIŠTE • REVIEW FOR MARKETING THEORY AND PRACTICE

Editor in Chief: Đurđana Ozretić Došen

Associate Editor: Zoran Krupka

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



General information

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

MARKET TRŽIŠTE

celebrating 36 years of publishing

1989



Tržište first issued

The first issue of the scientific journal, and the official journal of CROMAR (the Croatian Marketing Association), was published.

2006



EFZG becomes an official co-publisher

The Faculty of Economics & Business – Zagreb, Marketing Department, joined as the journal co-publisher.

2011



Included in SCOPUS

The inclusion in SCOPUS (Elsevier) secondary publications database marked a major step forward in the journal's internationalization.

2016



Rebranding and new layout design

The journal was rebranded as Market-Tržište, featuring a new layout design.

2017



Inclusion in WOS ESCI

The international position of the journal and its discoverability received a major boost as a result of the acceptance for coverage in the WOS ESCI (Clarivate Analytics).

2018



Market -Tržište celebrates its 30th anniversary

Thanks to a steady increase in international scope up to 2018, the number of authors and reviewers spanned 53 countries.

2023



The first WOS JIF

Market-Tržište has received its first journal impact factor from Clarivate Web of science: 0.6

General information

- in the course of 37 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 transitional 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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Databases

- WOS ESCI
- Scopus
- EBSCO Publishing
- ProQuest ABI/INFORM
- Central and Eastern European Online Library – C.E.E.O.L.
- EconLit
- ERIH PLUS
- Portal of scientific journals of Croatia - Hrčak
- RePEc
- Index Copernicus
- Cabell's International

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Source details

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Market-Trziste

Open Access ⓘ

Years currently covered by Scopus: from 2016 to 2025

Publisher: University of Zagreb, Faculty of Economics and Business Zagreb

E-ISSN: 1849-1383

Subject area: [Economics, Econometrics and Finance: General](#) [Economics, Econometrics and Finance](#) [Business, Management and Accounting: Marketing](#)

Source type: journal

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1.4 ⓘ

SNIP 2024
0.206 ⓘ

CiteScore CiteScore rank & trend Scopus content coverage

CiteScore 2024

1.4 = $\frac{72 \text{ Citations 2021 - 2024}}{53 \text{ Documents 2021 - 2024}}$

Calculated on 05 May, 2025

CiteScoreTracker 2025 ⓘ

0.9 = $\frac{47 \text{ Citations to date}}{50 \text{ Documents to date}}$

Last updated on 05 October, 2025 • Updated monthly

CiteScore rank 2024 ⓘ

Category	Rank	Percentile
Economics, Econometrics and Finance	#161/284	43rd
General Economics, Econometrics and Finance		
Business, Management and Accounting	#170/215	21st
Marketing		

1.4 2024 CiteScore

21st percentile

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Open Access since 2006

ISSN

0353-4790

EISSN

1849-1383

JCR ABBREVIATION

MARK-TRZ

ISO ABBREVIATION

Mark.-Trz.

Journal information

EDITION

Emerging Sources Citation Index (ESCI)

CATEGORY

BUSINESS

LANGUAGES

English

REGION

CROATIA

1ST ELECTRONIC JCR YEAR

2020

Publisher information

PUBLISHER

CROMAR

ADDRESS

CROMAR, TRZISTE 00000,
CROATIA

PUBLICATION FREQUENCY

2 issues/year

2024 JOURNAL IMPACT FACTOR

0.6

View calculation

5 Year Impact Factor

0.7

View Calculation

The 5-year Impact Factor is the average number of times articles from the journal published in the past five years have been cited in the JCR year. It is calculated by dividing the number of citations in the JCR year by the total number of articles published in the five previous years. [Learn more](#)

[Journal Citation Reports - Journal Profile \(clarivate.com\)](https://clarivate.com/journal-citation-reports/journal-profile)

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- **Belgium**
- **Bosnia and Herzegovina**
- **Brazil**
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- **Malta**
- **Mexico**
- **Nepal**
- **Netherlands**
- **Nigeria**
- **North Macedonia**
- **Pakistan**
- **Peru**
- **Poland**
- **Portugal**
- **Qatar**
- **Romania**
- **Russia**
- **Saudi Arabia**
- **Serbia**
- **Slovakia**
- **Slovenia**
- **South Africa**
- **Spain**
- **Sweden**
- **Thailand**
- **Turkey**
- **Ukraine**
- **United Kingdom**
- **Uzbekistan**
- **USA**
- **Vietnam**

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

New web and OJS (starting January 2026)

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About the Journal

MARKET-TRŽIŠTE is the official journal of the Faculty of Economics & Business, University of Zagreb, Marketing Department, and CROMAR (Croatian Marketing Association). The first issue was published in 1989 and between then and 2005, it was exclusively the official CROMAR journal. The Faculty of Economics and Business, University of Zagreb, Marketing Department joined as a co-publisher in 2006. The journal is published twice a year in continuity.

[In the course of 37 years](#), Market-Tržište has followed development trends of marketing science and its practical application. It publishes papers on any topic in the field of marketing. Any interdisciplinary papers (whose topics have to include marketing) are also welcome.

Information about article processing fee:

Market-Tržište does not have article processing fees/charges (APCs).
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Publisher:

University of Zagreb, Faculty of Economics and Business, Marketing Department, and CROMAR (Croatian Marketing Association)

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Submissions

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Author Guidelines

Market-Tržište publishes papers on any topic in the field of marketing. 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 and case studies, will be considered for publishing. Furthermore, any professional papers and book reviews will also be considered.

Articles submitted to the Market-Tržište journal should not have been published before in their current or substantially similar form or be under consideration for publication with another journal.

All submitted research papers and articles will be checked for originality using the plagiarism detection software [iThenticate](#).

AI-ASSISTED STATEMENT

Authors must disclose the use of generative AI and AI-assisted technologies in the writing process by adding a statement at the end of their manuscript in the core manuscript file, before the References list.

This journal uses double-blind review, which means that both the reviewer and author identities are concealed from the reviewers, and vice versa, throughout the review process.

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