



Source details

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Subject area: Business, Management and Accounting: Marketing

Source type: Journal

CiteScore 2022

6.3



SJR 2022

0.653



SNIP 2022

1.524



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CiteScore 2022

$$6.3 = \frac{2,532 \text{ Citations 2019 - 2022}}{404 \text{ Documents 2019 - 2022}}$$

Calculated on 05 May, 2023

CiteScoreTracker 2023

$$7.4 = \frac{3,200 \text{ Citations to date}}{431 \text{ Documents to date}}$$

Last updated on 05 October, 2023 • Updated monthly

CiteScore rank 2022

Category	Rank	Percentile
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Marketing		

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