

جامعة الإسراء

المكتبة

دوريات كلية الأعمال الإلكترونية (التسويق الرقمي)

2025-2024

Title	Publisher	Issn
Journal of Marketing <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=JMK&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=JMK&amp;site=ehost-live</a>	American Marketing Association	2429-0022
Journal of Interactive Marketing <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=32Q&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=32Q&amp;site=ehost-live</a>	American Marketing Association	9968-1094
Journal of International Marketing <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=OUU&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=OUU&amp;site=ehost-live</a>	American Marketing Association	X031-1069
Journal of the Academy of Marketing Science <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=JAK&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=JAK&amp;site=ehost-live</a>	Springer Nature	0703-0092
Journal of Broadcasting & Electronic Media <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=JBE&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=JBE&amp;site=ehost-live</a>	Broadcast Education Association	8151-0883

Journal of Empirical Generalisations in Marketing Science <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=FYF&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=FYF&amp;site=ehost-live</a>	University of South Australia	4443-1326
Marketing Science <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=MKS&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=MKS&amp;site=ehost-live</a>	INFORMS: Institute for Operations Research	2399-0732
Services Marketing Quarterly <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=8BU&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=8BU&amp;site=ehost-live</a>	Taylor & Francis Ltd	2969-1533
journal of Advertising <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=JAD&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=JAD&amp;site=ehost-live</a>	Taylor & Francis Ltd	3367-0091
Journal of Public Policy & Marketing <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=JPP&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=JPP&amp;site=ehost-live</a>	American Marketing Association	9156-0743
journal of Marketing Research (JMR) <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=MKR&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=MKR&amp;site=ehost-live</a>	American Marketing Association	2437-0022
Journal of Consumer Research	Oxford University Press	5301-0093

<a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=JCR&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=JCR&amp;site=ehost-live</a>		
Academy of Management Perspectives <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=1H50&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=1H50&amp;site=ehost-live</a>	Academy of Management	9080-1558
Public Administration Review <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=PBA&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=PBA&amp;site=ehost-live</a>	Wiley-Blackwell	3352-0033
Journal of Hospitality Marketing & Management <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=3PVU&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=3PVU&amp;site=ehost-live</a>	Taylor & Francis Ltd	8623-1936
Journal of Public Administration Research & Theory <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=172N&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=172N&amp;site=ehost-live</a>	Oxford University Press	1858-1053
Psychology & Marketing <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=PAM&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=PAM&amp;site=ehost-live</a>	John Wiley & Sons, Inc.	6046-0742
International Journal of Advertising <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=IJA&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=IJA&amp;site=ehost-live</a>	Routledge	0487-0265

<p>International Journal of Consumer Studies</p> <p><a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=EVE&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=EVE&amp;site=ehost-live</a></p>	Wiley-Blackwell	6423-1470
<p>Governance</p> <p><a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=7QX&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=7QX&amp;site=ehost-live</a></p>	Wiley-Blackwell	1895-0952
<p>Marketing Letters</p> <p><a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=FYV&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=FYV&amp;site=ehost-live</a></p>	Springer Nature	0645-0923
<p>Journal of Marketing Management</p> <p><a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=3CO&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=3CO&amp;site=ehost-live</a></p>	Routledge	X257-0267
<p>Quantitative Marketing &amp; Economics</p> <p><a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=7RF&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=7RF&amp;site=ehost-live</a></p>	Springer Nature	7156-1570
<p>Journal of Personal Selling &amp; Sales Management</p> <p><a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=PSS&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=PSS&amp;site=ehost-live</a></p>	Taylor & Francis Ltd	3134-0885
<p>IUP Journal of Supply Chain Management</p>	IUP Publications India	9267-0972

<a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=AUDQ&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=AUDQ&amp;site=ehost-live</a>		
Journal of Advertising Research <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=JAR&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=JAR&amp;site=ehost-live</a>	Ascential Events (Europe) Limited	8499-0021
Journal of Marketing Communications <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=5BQ&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=5BQ&amp;site=ehost-live</a>	Routledge	7266-1352
Journal of Marketing Theory & Practice <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=1MA&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=1MA&amp;site=ehost-live</a>	Taylor & Francis Ltd	6679-1069
Journal of Strategic Marketing <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=5BW&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=5BW&amp;site=ehost-live</a>	Routledge	X254-0965
Journal of Relationship Marketing <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=8A2&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=8A2&amp;site=ehost-live</a>	Taylor & Francis Ltd	2667-1533
Journal of Global Marketing <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=1M7&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=1M7&amp;site=ehost-live</a>	Taylor & Francis Ltd	1762-0891

Journal of Promotion Management <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=89R&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=89R&amp;site=ehost-live</a>	Taylor & Francis Ltd	6491-1049
International Journal of Market Research <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=9I8&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=9I8&amp;site=ehost-live</a>	Sage Publications Inc.	7853-1470
Journal of International Consumer Marketing <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=1M9&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=1M9&amp;site=ehost-live</a>	Taylor & Francis Ltd	1530-0896
Journal of Business-to-Business Marketing <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=85W&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=85W&amp;site=ehost-live</a>	Taylor & Francis Ltd	X712-1051
Seybold Report: Analyzing Publishing <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=FTO&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=FTO&amp;site=ehost-live</a>	Joss Group	9211-1533
Journal of Internet Commerce <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=88N&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=88N&amp;site=ehost-live</a>	Taylor & Francis Ltd	2861-1533
Journal of Theoretical & Applied Electronic Commerce Research	MDPI Switzerland	1876-0718

<a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=2WSQ&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=2WSQ&amp;site=ehost-live</a>		
Health Marketing Quarterly <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=HMQ&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=HMQ&amp;site=ehost-live</a>	Taylor & Francis Ltd	9683-0735
Journal for Advancement of Marketing Education <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=0RK&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=0RK&amp;site=ehost-live</a>	Marketing Management Journal	3296-2326
Journal of Nonprofit & Public Sector Marketing <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=5XV&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=5XV&amp;site=ehost-live</a>	Taylor & Francis Ltd	5142-1049
Journal of Philanthropy & Marketing <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=MPNW&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=MPNW&amp;site=ehost-live</a>	John Wiley & Sons, Inc.	1361-2691
Journal of Marketing Channels <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=118Y&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=118Y&amp;site=ehost-live</a>	Taylor & Francis Ltd	X669-1046
LogForum <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=BBKL&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=BBKL&amp;site=ehost-live</a>	LogForum Poznam School of Logistics	2038-1895
Market / Trziste <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=4W6R&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=4W6R&amp;site=ehost-live</a>	University of Zagreb, Faculty of Economics & Business	4790-0353

<p>Marketing Education Review</p> <p><a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=FM4&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=FM4&amp;site=ehost-live</a></p>	Taylor & Francis Ltd	8008-1052
<p>Organizations &amp; Markets in Emerging Economies</p> <p><a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=BB5Z&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=BB5Z&amp;site=ehost-live</a></p>	Vilnius University	4581-2029
<p>Journal of Information Technology &amp; Politics</p> <p><a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=5BO&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=5BO&amp;site=ehost-live</a></p>	Taylor & Francis Ltd	1681-1933
<p>Multimedia Systems</p> <p><a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=a9h&amp;jid=NSH&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=a9h&amp;jid=NSH&amp;site=ehost-live</a></p>	Springer Nature	4962-0942
<p>Journal of Management Information Systems</p> <p><a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=JOU&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=JOU&amp;site=ehost-live</a></p>	Taylor & Francis Ltd	1222-0742
<p>Journal of Electronic Commerce Research</p> <p><a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=FYE&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=FYE&amp;site=ehost-live</a></p>	United States of America	6133-1526

<p>Information Systems &amp; e-Business Management</p> <p><a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=W3F&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=W3F&amp;site=ehost-live</a></p>	Springer Nature	9846-1617
<p>Service Industries Journal</p> <p><a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=SJO&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=SJO&amp;site=ehost-live</a></p>	Routledge	2069-0264
<p>Design Issues</p> <p><a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=DIU&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=DIU&amp;site=ehost-live</a></p>	MIT Press	9360-0747
<p>Behavior &amp; Information Technology</p> <p><a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=B6Q&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=B6Q&amp;site=ehost-live</a></p>	Taylor & Francis Ltd	X929-0144
<p>Information Systems Research</p> <p><a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=1LD&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=1LD&amp;site=ehost-live</a></p>	INFORMS: Institute for Operations Research	7047-1047
<p>MIS Quarterly</p> <p><a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=MIS&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=MIS&amp;site=ehost-live</a></p>	MIS Research Center	7783-0276

Advances in Consumer Research  <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=ACR&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=ACR&amp;site=ehost-live</a>	Association for Consumer Research	9258-0098
Atlantic Marketing Journal  <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=FUYC&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=FUYC&amp;site=ehost-live</a>	Atlantic Marketing Association, DBA Atlantic Marketing Journal	3879-2165
international Journal of Sales, Retailing & Marketing  <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=BGXE&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=BGXE&amp;site=ehost-live</a>	Faculty of Economics & Business, Univ. of Zagreb	X810-2045
IUP Journal of Brand Management  <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=AUCV&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=AUCV&amp;site=ehost-live</a>	IUP Publications	9097-0972
IUP Journal of Marketing Management  <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=AUDI&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=AUDI&amp;site=ehost-live</a>	IUP Publications	6845-0972
Journal of Economic Development, Management, IT, Finance & Marketing  <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=B108&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=B108&amp;site=ehost-live</a>	Global Strategic Management, Inc.	2420-1947
Journal of Marketing & Management	Routledge	0267-257X

<a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=3CO&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=3CO&amp;site=ehost-live</a>		
<p>Journal of Marketing Development &amp; Competitiveness</p> <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=BE5X&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=BE5X&amp;site=ehost-live</a>	<p>North American Business Press Inc</p>	<p>2843-2155</p>
<p>Marketing Management Journal</p> <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=ORD&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=ORD&amp;site=ehost-live</a>	<p>Central Michigan University</p>	<p>X973-1534</p>
<p>NIM Marketing Intelligence Review</p> <a href="https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=MCXW&amp;site=ehost-live">https://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=MCXW&amp;site=ehost-live</a>	<p>Sciendo Germany</p>	<p>4957-2627</p>