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About the Journal of Marketing Research

Journal of Marketing Research (JMR) is a bimonthly, peer-reviewed journal that strives to publish the best manuscripts available that address research in marketing and marketing research practice. JMR is a scholarly and professional journal. It does not attempt to serve the generalist in marketing management, but it does strive to appeal to the professional in marketing research. JMR is included in the Financial Times Top 50 2016 Research Rank and the UT Dallas Journal List.