



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 35 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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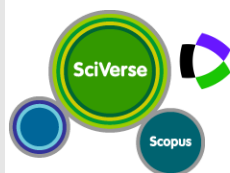
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Databases

- 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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Analytics**



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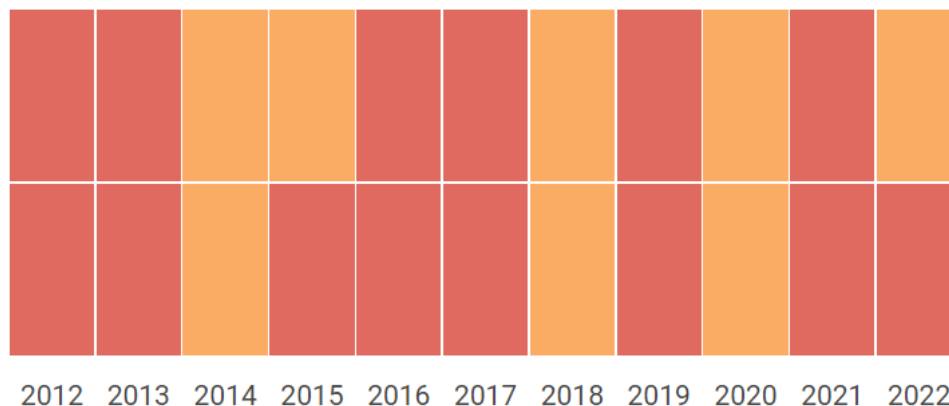


Scopus

Quartiles

Economics, Econometrics and Finance (miscellaneous)

Marketing



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Economics,
Econometrics and
Finance...
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JCR ABBREVIATION

MARK-TRZ

ISO ABBREVIATION

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Journal information

EDITION

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Index (ESCI)

CATEGORY

BUSINESS - ESCI

LANGUAGES

English

REGION

CROATIA

1ST ELECTRONIC JCR YEAR

2020

Publisher information

PUBLISHER

CROMAR

ADDRESS

CROMAR, TRZISTE
00000, CROATIA

PUBLICATION FREQUENCY

2 issues/year

- **2022 Journal Impact Factor 0.6**
- **5 Year Impact Factor 0.8**

WOS ESCI

CATEGORY

BUSINESS

273/301

JCR YEAR	JCI RANK	JCI QUARTILE	JCI PERCENTILE	
2022	273/301	Q4	9.47	
2021	272/296	Q4	8.28	
2020	247/285	Q4	13.51	
2019	249/285	Q4	12.81	
2018	235/277	Q4	15.34	
2017	245/272	Q4	10.11	

Catalogues and indexes

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



Authors and Reviewers from more than 50 countries

- **Albania**
- **Australia**
- **Austria**
- **Bosnia and Herzegovina**
- **Brazil**
- **China**
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- **Finland**
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- **Sweden**
- **Thailand**
- **Turkey**
- **Ukraine**
- **United Kingdom**
- **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

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