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Aims and Scope

The Majestic Global Trends in Marketing and Supply Chain Management (MGTMSCM) is a peer-reviewed journal publishing research in marketing, supply chain management, logistics, and related business fields. The journal aims to promote innovative and practical insights addressing emerging global business trends and challenges. It provides an international platform for researchers and professionals to advance strategic, sustainable, and data-driven business practices.

Call for Papers

MGTMSCM cordially invites researchers, academicians, industry professionals, and policymakers to submit original research articles, review papers, short communications, and perspectives that contribute to advancing knowledge in marketing, supply chain management, logistics, and related business disciplines. The journal welcomes cutting-edge research on topics including consumer behavior, digital marketing, sustainable supply chains, logistics management, business analytics, e-commerce, global trade, and strategic management.

JOURNAL METRICS	
Publication Type	Peer Reviewed
Publishing Model	Open Access
Journal Category	Marketing and Supply Chain Management Sciences
Article Processing Charge	All articles published in this Volume will be free of charge

Recommended topics for submission

- AI in Business and Supply Chains
- Entrepreneurship and Innovation Management
- Supply Chain Resilience and Sustainability
- Strategic Marketing and Brand Management
- Business Analytics and Data-Driven Decision Making
- Digital Marketing and Consumer Behavior
- Logistics and Operations Management
- E-Commerce and Retail Innovation
- Green Supply Chain Management
- Global Trade and International Marketing

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