

ISSN 0973 - 8703

Indexed in Scopus (Q3)

Indexed in ABDC Journal List (Rating : C)

JOURNAL METRICS

₹ 700/-

Source Normalized Impact per Paper (SNIP) : 0.514

SCImago Journal Rank (SJR) : 0.223 ; Scopus CiteScore (2024) = 3.0;

Scopus CiteScore Journal Rank : 127/215

Google Scholar h5-index : 16

(Google Scholar Citations : 8,000 + Citations)

Indian Journal of MARKETING

VOLUME : 55

ISSUE NUMBER : 10
(MONTHLY)

OCTOBER 2025.

In This Issue

Is AI-Powered Education Sustainable and Marketable in UK Higher Education? Exploring Opportunities and Challenges in Assessment Through the Lenses of Staff and Students

Andrina Halder
Saira Sultana
Rahaman Hasan
Sajeel Ahmed

The Diffusion of Predictive Analytics for Innovative Interactive Marketing Strategy in International E-Fashion Commerce

Mostafa Mohamad
Dababrata Chowdhury
Ali Ahmad
Harish Jyawali
Asraful Khan

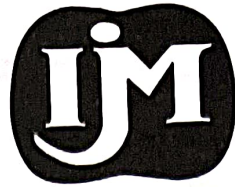
Gender and Proximity Marketing : Concept, Antecedents, and Effects

Pinaki Nandan Pattnaik
Sweta Leena Hota
Mahendra Kumar Shukla
Afsha Matloob

Consumer Decision-Making and Role of Social Media Influencers in the UK Hotel Industry

Mohammad Mahbubul Haque
Rahaman Hasan
Anuj Kumar

I.J.M.
199



INDIAN JOURNAL OF MARKETING

VOLUME : 55

ISSUE NUMBER : 10

₹ 700/-

OCTOBER 2025

CONTENTS

Is AI-Powered Education Sustainable and Marketable in UK Higher Education? Exploring Opportunities and Challenges in Assessment Through the Lenses of Staff and Students

Andrina Halder 10

Saira Sultana

Rahaman Hasan

Sajeel Ahmed

The Diffusion of Predictive Analytics for Innovative Interactive Marketing Strategy in International E-Fashion Commerce

Mostafa Mohamad 30

Dababrata Chowdhury

Ali Ahmad

Harish Jyawali

Asraful Khan

Gender and Proximity Marketing : Concept, Antecedents, and Effects

Pinaki Nandan Pattnaik 53

Sweta Leena Hota

Mahendra Kumar Shukla

Afsha Matloob

Consumers' Decision-Making and Role of Social Media Influencers in the UK Hotel Industry

Mohammad Mahbubul Haque 69

Rahaman Hasan

Anuj Kumar