Green Journals

International Approved Journals

Journal Information

Journal Title	International Journal of Research in Marketing
Publisher	
ISSN	0167-8116
E-ISSN	
Database	AERES
Domain	Physical Sciences, Social Sciences

Classification History

Year	A+	A	B	C
2026		✓	✓	
2025		✓	✓	
2024		✓	✓	
2023		✓	✓	
2021/2022		✓	✓	
2020		✓	✓	
2019		✓	✓	
2018		✓		

Classification: The table above shows all journal classifications recorded for each classification year in the Green Journals database. A journal may have more than one classification in the same year.

Recent Articles

Diagnosing image-ad success: An interpretable and scalable framework for liking, sharing, and memorability
2026-10
Authors: Ulf Böckenholt, Kunpeng Zhang
DOI: 10.1016/j.ijresmar.2026.09.009

What if you dislike the brand you promote? How creatives' brand attitudes affect promotional content
2026-10
Authors: Cátia Alves, Irene Consiglio, Stijn M.J. van Osselaer et al.
DOI: 10.1016/j.ijresmar.2026.09.011

A window to the brand's soul: eyes express affect and impact consumer attitudes
2026-10
Authors: Maria Giulia Trupia, Martina Cossu, Zachary Estes
DOI: 10.1016/j.ijresmar.2026.10.001

How should companies use empathetic robots to drive consumer engagement, and under what conditions?
2026-10
Authors: Yu-Ting Lin, Congcong Hou, Barbara Duffek et al.
DOI: 10.1016/j.ijresmar.2026.09.008

Friend or Foe? Social Media and the Sharing of News
2026-10
Authors: Nico Neumann, Lesley Chiou, Catherine E. Tucker
DOI: 10.1016/j.ijresmar.2026.09.012

The pull of preference: asymmetric updating after preference formation
2026-10
Authors: May Yuan, Leilei Gao
DOI: 10.1016/j.ijresmar.2026.10.004

Announcement: New IJRM Editor-in-Chief
2026-10
Authors: Michael Haenlein
DOI: 10.1016/j.ijresmar.2026.10.002

How scents shape product color choices
2026-10
Authors: Ruta Ruzeviciute, Courtney Szocs, Christian Arroyo Mera et al.
DOI: 10.1016/j.ijresmar.2026.10.005

Give a fish or teach how to fish? how perceived economic mobility shapes charitable-giving preferences
2026-10
Authors: Yujie Zhao, Pete Pengcheng Zhou, Aojie Zhang et al.
DOI: 10.1016/j.ijresmar.2026.10.003

AI product review summaries and content homogenization: the changing landscape of UGC
2026-10
Authors: Soogand Alavi, Salar Nozari
DOI: 10.1016/j.ijresmar.2026.09.010