Green Journals

International Approved Journals

Journal Information

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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

The dispositional dynamics of consumer wisdom in wise and unwise consumption decisions
2026-11-2 Pages 1-53
Authors: Quynh N. X. Nguyen, Nguyen T. Thai, Nina Reynolds et al.
DOI: 10.1080/0267257x.2026.2756998

How audiences navigate the tension between influencer professionalisation and authenticity: an exploration from the context of Multi-Channel Network disclosure
2026-10-30 Pages 1-30
Authors: Changyan Li, Liselot Hudders, Steffi De Jans
DOI: 10.1080/0267257x.2026.2754408

Sufficiency and fast fashion: how marketers respond to the call to 'sell less'
2026-10-28 Pages 1-32
Authors: Julia du Plessis, Paul Blaise Issock Issock, Marike Venter de Villiers
DOI: 10.1080/0267257x.2026.2753551

ESG media buzz and firm performance: the moderating effect of firms' strategic emphasis
2026-10-26 Pages 1-25
Authors: Yuyan Wei, Haoze Chen, Xuecong Lu et al.
DOI: 10.1080/0267257x.2026.2752144

The catalytic academic-community partnership: impactful marketing research through long term engagement
2026-10-23 Pages 1-42
Authors: Beth Leavenworth DuFault, John W. Schouten
DOI: 10.1080/0267257x.2026.2744621

Community-level engagement configurations in virtual travel communities: a cross-national comparison
2026-10-22 Pages 1-26
Authors: Eva Zabudská, Kristína Pompurová
DOI: 10.1080/0267257x.2026.2751615

Unveiling the impact of visual and textual sugar content reinforcement: an empirical investigation on purchase intentions and soda consumption
2026-10-14 Pages 1-30
Authors: Stéphanie Verfay, Marie-Claire Wilhelm, Laurie Balbo
DOI: 10.1080/0267257x.2026.2744624

Subversive marketing scholarship: what is its purpose?
2026-10-13 Vol. 42 Issue 15-16 Pages 1931-1938
Authors: Carlos Diaz Ruiz
DOI: 10.1080/0267257x.2026.2723626

Undoing the imperial theory industry
2026-10-13 Vol. 42 Issue 15-16 Pages 1902-1914
Authors: Rohit Varman
DOI: 10.1080/0267257x.2026.2723687

Subversion, consequences and critical marketing
2026-10-13 Vol. 42 Issue 15-16 Pages 1831-1840
Authors: Mark Tadajewski
DOI: 10.1080/0267257x.2026.2734032