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

Academic Conferences – Why Do We Participate?
2026-10-28 Vol. 48 Issue 3 Pages 239-241
Authors: Victoria L. Crittenden
DOI: 10.1177/02734753261478223

Can Students Tell, and Does It Matter? Detecting, Evaluating, and Calibrating Instructor AI Use in the Marketing Classroom
2026-10-27
Authors: Brian J. Baldus
DOI: 10.1177/02734753261491247

Becoming Through Doing: Lived Experiences and Professional Identity Development in Marketing Students' Industrial Placements
2026-10-17
Authors: Marek Gnusowski, Agnieszka Brzozowska, Klaus Schoefer et al.
DOI: 10.1177/02734753261492729

What Competencies Should I be Teaching in my Introductory Business-to-Business Sales Course in the Age of Artificial Intelligence?
2026-10-8
Authors: Carlos Valdez
DOI: 10.1177/02734753261485965

From the Boardroom to the Classroom: What the Emerging Chief Marketing Officer Agenda Reveals About Future Marketer Readiness
2026-9-25
Authors: Michael Pettiette, Sarah Fischbach, Kimberly A. Whitler
DOI: 10.1177/02734753261486771

Client-Based Learning as a Catalyst for Women’s Early Career Success
2026-8-20
Authors: Jean Beaupre, Sondra Simpson, Adrienne A. Wallace et al.
DOI: 10.1177/02734753261474193

Teaching Sustainability Across Politically Diverse Classrooms: Patterns of Interpretive Convergence
2026-8-12
Authors: Matthew B. Lunde, Cristián Andres Sepúlveda
DOI: 10.1177/02734753261464646

The Portfolio CREATE Model: Creative Portfolio Assessment for Market-Relevant Learning in Marketing Education
2026-7-30
Authors: Mark McCulloch, David Colley
DOI: 10.1177/02734753261468182

From Classroom to Career: Developing and Articulating Personal Brands Through Storytelling in Graduate Marketing Education
2026-7-7
Authors: Anne Hamby, Timothy Dunne, Nicole Cundiff et al.
DOI: 10.1177/02734753261461784

Which Students Become and Stay a Salesperson? Longitudinal Evidence From an Undergraduate Cohort Post Graduation
2026-7-7
Authors: Frederik Beuk, Shannon Cummins
DOI: 10.1177/02734753261459076