Green Journals

International Approved Journals

Journal Information

Journal Title	European Journal of Marketing
Publisher	
ISSN	0309-0566
E-ISSN	
Database	Journal quality
Domain	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

Co-branding as a strategic factor in achieving a sustainable brand image: managerial and theoretical implications from a literature review
2026-11-2 Pages 1-37
Authors: Chia-Lin Lee, Reinhold Decker
DOI: 10.1108/ejm-02-2024-0131

How followers build Instafame: an ego-network analysis of user-generated hashtags about influencers
2026-10-30 Pages 1-22
Authors: Dilan Tharindu Rathnayake
DOI: 10.1108/ejm-11-2022-0799

Talking or typing? How GenAI modality, product type, and multitasking shape recommendation response behaviour
2026-10-27 Pages 1-43
Authors: Mai Nguyen, Mojtaba(Moji) Barari, Yunen Zhang
DOI: 10.1108/ejm-06-2025-0493

Mobile coupon-clicks inside vs outside a mall: implications for location-based targeting
2026-10-27 Pages 1-23
Authors: Xia Wang, Xiaoqing (Kristine) Xie, Hubert Pun et al.
DOI: 10.1108/ejm-12-2024-1010

Investigating pro-environmental policy effectiveness from a consumer perspective
2026-10-27 Pages 1-34
Authors: Hanh N. Pham, Luke Greenacre, Nina Louise Reynolds et al.
DOI: 10.1108/ejm-05-2025-0383

Mindful consumption: how social media shapes fashion choices and brand pride
2026-10-27 Pages 1-34
Authors: Suha Fouad Salem, Alshaimaa B. Alanadoly, Ayantunji Gbadamosi et al.
DOI: 10.1108/ejm-11-2024-0970

Zero price or token price? The impact of bundle promotional format on promotional attractiveness and value discounting
2026-10-27 Pages 1-30
Authors: Hsin-Hsien Liu, Hsuan-Yi Chou, Yun-An Yeh
DOI: 10.1108/ejm-02-2023-0121

From surviving to thriving: the effect of death reflection on voluntary simplicity and flourishing
2026-10-21 Pages 1-31
Authors: Bin Li, Jianxi Rui, Qin Zhu et al.
DOI: 10.1108/ejm-03-2025-0215

Smiling in influencer marketing: how smiles shape authenticity and consumer engagement
2026-10-19 Pages 1-27
Authors: Jason Weismueller, Richard L. Gruner, Paul Harrigan
DOI: 10.1108/ejm-04-2025-0282

The impact of language formality on review helpfulness across online platforms
2026-10-19 Vol. 60 Issue 13 Pages 935-963
Authors: Peter J. Danaher, Laszlo Sajtos, Shohil Kishore
DOI: 10.1108/ejm-05-2025-0372