Green Journals

International Approved Journals

Journal Information

Journal Title	MARKETING SCIENCE
Publisher	INFORMS
ISSN	0732-2399
E-ISSN	1526-548X
Database	Clarivate
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

Overall Evaluation Criteria for A/B Tests: A Meta-Analytic Approach
2026-11-5
Authors: Easton Huch, Stephanie A. Nail, Terran Melconian et al.
DOI: 10.1287/mksc.2025.0164

Swap and Save: How a Button Shapes Lasting Online Grocery Shopping Behavior
2026-11-2
Authors: Rubén Gonzálvez, Xiaolin Li, Sarit Weisburd et al.
DOI: 10.1287/mksc.2025.0541

Frontiers: Reducing Disparity Between LLMs and Humans: Optimal LLM Sample Calibration
2026-10-30
Authors: Yan Leng, Yunxin Sang, Ashish Agarwal
DOI: 10.1287/mksc.2024.0983

Experimental Evidence on Structural State Dependence in Demand
2026-10-30
Authors: Sebastian Gabel, Daniel Guhl, Günter J. Hitsch et al.
DOI: 10.1287/mksc.2024.1274

Injunctive Norms Outperform Reciprocity: Tip Request Messages Can Increase Tipping Without Reducing Demand
2026-10-30
Authors: Seung Hyun Kim, On Amir, Kenneth C. Wilbur
DOI: 10.1287/mksc.2025.0392

The Problem of Ignoring the Ignorability Assumption in Advertising Measurement: A Matrix Completion Solution
2026-10-29
Authors: Omid Rafieian
DOI: 10.1287/mksc.2023.0382

Machine Learning Instrument Variables for Causal Inference
2026-10-27
Authors: Amandeep Singh, Kartik Hosanagar, Amit Gandhi
DOI: 10.1287/mksc.2023.0340

Thank You, Now What? How Donors Respond to Calls to Action
2026-10-23
Authors: K. Sudhir, Hortense Fong, Yonat Zwebner et al.
DOI: 10.1287/mksc.2025.0394

The Effects of Search Interface on Consumer Preferences: Evidence from a Randomized Experiment
2026-10-21
Authors: Jia Liu, Olivier Toubia
DOI: 10.1287/mksc.2025.0261

The Motivational Paradox: How Aspirational-Goal Communications Influence Sales Performance and Information Acquisition
2026-10-19
Authors: Doug J. Chung, Dongkyu Chang
DOI: 10.1287/mksc.2024.1051