Green Journals

International Approved Journals

Journal Information

Journal Title	Canadian Journal of Marketing Research
Publisher	Marketing Research and Intelligence Association
ISSN	0829-4836
E-ISSN	
Database	ABDC
Domain	Health Sciences, 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

A Study on Healthcare Service Quality and Patient Satisfaction Using the HealthQual Model in Selected Eye Hospitals in Tiruchirappalli City
2026-10-29 Vol. 16 Issue 4 Pages 240-247
Authors: J. Julian Abraham, Fabiyola Kavitha. S, R. Kalpana
DOI: 10.61336/cjmr.1604.27

Investment Marketing Strategies for Attracting Foreign Partners in Algeria's Rare Earth Elements Sector: Opportunities and Challenges
2026-10-28 Vol. 16 Issue 4 Pages 229-239
Authors: Hachelaf Hayet, Sayah Fatima
DOI: 10.61336/cjmr.1604.26

AI-Powered Personalization and Consumer Purchase Behaviour in E-Commerce Platforms: The Serial Mediating Roles of Perceived Usefulness and Customer Engagement and the Moderating Role of AI Transparency
2026-10-27 Vol. 16 Issue 4 Pages 217-228
Authors: Pallavi Mishra, Abhishek Kumar, Rishi Satapathy
DOI: 10.61336/cjmr.1604.25

Impact of Viral Social Media Content on Gen Z's Impulsive Purchases of Personal Care Products: The Moderating Role of Gender
2026-10-26 Vol. 16 Issue 4 Pages 208-216
Authors: Chitra, Senchulakshmi, Easwaramoorthy Rangaswamy et al.
DOI: 10.61336/cjmr.1604.24

Work-Life Balance of National Migrant Workers in the Industrial Sector: Challenges, Perceptions and Implications
2026-10-25 Vol. 16 Issue 4 Pages 200-207
Authors: Kavitha Kotte, Ramanjaneyulu
DOI: 10.61336/cjmr.1604.23

The impact of mediating role of adoption behavioural constructs between stimulating agents and electric vehicle purchase intention
2026-10-24 Vol. 16 Issue 04 Pages 184-193
Authors: Vikki Sharma, Niyati Chaudhary
DOI: 10.61336/cjmr.1604.22

Beyond FOMO: Toward a Theory of Joy of Missing Out (JOMO) in Spiritual Tourism Marketing
2026-10-22 Vol. 16 Issue 4 Pages 173-183
Authors: Mansi Pundir, V.K. Singh
DOI: 10.61336/cjmr.1604.21

Exploring Mumbai’s Culinary Identity as A Tourism Differentiator: Implications for Tourists’ Behavioral Intentions
2026-10-20 Vol. 16 Issue 4 Pages 163-172
Authors: Shital Jain Agarwal, Stuti Sahni
DOI: 10.61336/cjmr.1604.20

Big Data Deployment and Knowledge-Based Sharing: A Research Investigation of Their Deployment and Sustainability as Educational Goals
2026-10-19 Vol. 16 Issue 4 Pages 158-162
Authors: Dr. Karan Singh Guleria, P. Swati, Dr. Melanie Lourens et al.
DOI: 10.61336/cjmr.1604.19

The Impact of Short-Form Video Marketing on Intention to Visit Tourist Destinations: A Study of Digital Platform Users' Behaviour
2026-10-18 Vol. 16 Issue 4 Pages 145-157
Authors: Abdelhaq Djedadou, Abdullah Touahri
DOI: 10.61336/cjmr.1604.18