Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Marketing for Higher Education
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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

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2026-10-22 Pages 1-23
Authors: Saurabh (Mobi) Singh, Sarath A. Nonis
DOI: 10.1080/08841241.2026.2752558

Students' choice of university in transnational education: the factors influencing their decision to study at a country-branded university
2026-10-12 Pages 1-20
Authors: Stephen Wilkins, Joe Hazzam, Mohammad Zahidul Islam Khan et al.
DOI: 10.1080/08841241.2026.2745125

Brand signal mimicry in cross-border higher education partnerships
2026-8-18 Pages 1-28
Authors: Richard Rutter, John Nadeau, Steven Telford et al.
DOI: 10.1080/08841241.2026.2711633

Going Green online: how higher education institutions use Instagram to communicate sustainability
2026-8-10 Pages 1-23
Authors: Alison B. Shields, Adam Peruta, Margaret B. Shackell
DOI: 10.1080/08841241.2026.2711634

What you see is what you get: a university website eye-tracking analysis
2026-6-15 Pages 1-22
Authors: Teodoro Luque-Martínez, Beatriz García-Carrión, Luis Doña-Toledo et al.
DOI: 10.1080/08841241.2026.2687052

Strengthening student recruitment success through a recruiter behavior training program: working on informativeness and affective delivery
2026-6-15 Pages 1-27
Authors: Xingyu Qu, Xiang Yao
DOI: 10.1080/08841241.2026.2687068

From governance metrics to market signals: a sustainability-aligned Balanced Scorecard for private higher education groups
2026-5-23 Pages 1-24
Authors: Chunshun Yan, Mengting Qian, Songbai Chen et al.
DOI: 10.1080/08841241.2026.2663426

Sustainability, rankings and legitimacy: tools of competitive advantage for academic and social efficiency in higher education institutions
2026-1-10 Pages 1-26
Authors: Giorgia Miotto, Alicia Blanco-González, Jose Torres-Pruñonosa
DOI: 10.1080/08841241.2026.2613789

Exploring global trends in the perceived importance of marketing for the internationalization of HEIs
2026-1-10 Pages 1-27
Authors: Anita Kéri, Giorgio Marinoni
DOI: 10.1080/08841241.2026.2613782

Can student satisfaction rise as education quality declines? A comparative analysis of higher education students' satisfaction in times of disruption
2025-11-8 Pages 1-20
Authors: Adriana Perez-Encinas, Alan Martinez-Vazquez, Manuel Souto-Otero et al.
DOI: 10.1080/08841241.2025.2583527