Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Services Marketing
Publisher	
ISSN	0887-6045
E-ISSN	
Database	ERIH PLUS
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

The impact of product return policy on curation subscription
2026-10-28 Pages 1-21
Authors: Wee-Kheng Tan, Yi-Cheng Yang
DOI: 10.1108/jsm-12-2025-0932

Phygital customer experience and the adoption of immersive technologies in hospitality: an exploratory study with a value co-creation perspective
2026-10-27 Pages 1-18
Authors: Taewon Suh, Luigi Nasta, Luca Pirolo et al.
DOI: 10.1108/jsm-07-2025-0445

Belief, forgiveness and karma: unpacking customer incivility following service failures
2026-10-27 Pages 1-17
Authors: Himanshu Shekhar Srivastava, Gurbir Singh, Sanjeev Prashar
DOI: 10.1108/jsm-08-2025-0544

Advancing phygital service research (PSR): key streams and future research directions
2026-10-27 Pages 1-14
Authors: Wided Batat
DOI: 10.1108/jsm-09-2026-1070

Dual-source interactivity and self-construction in phygital retail: outcome pathways
2026-10-26 Pages 1-22
Authors: Jungkun Park, Hyowon Hyun, Jiawei Miao
DOI: 10.1108/jsm-05-2026-0400

Designing phygital tourism experiencescapes for tourist well-being: a transformative service framework
2026-10-26 Pages 1-22
Authors: Hasan Hüseyin Erdoğan
DOI: 10.1108/jsm-11-2025-0826

The algorithm beneath my wings: examining consumer use intentions and relational dynamics with AI mental health support tools
2026-10-22 Pages 1-15
Authors: Elyria Kemp, Nwamaka A. Anaza, Scott Phillips
DOI: 10.1108/jsm-12-2025-0958

Viewpoint: understanding consumer vulnerability across service ecosystem configurations
2026-10-22 Pages 1-9
Authors: Emmanuel Mogaji
DOI: 10.1108/jsm-07-2025-0497

Policy crisis in service ecosystems
2026-10-22 Pages 1-15
Authors: A. Lynn Matthews, G. Michael Phillips
DOI: 10.1108/jsm-12-2025-0890

A more-than-human approach to transformative service systems
2026-10-20 Pages 1-21
Authors: Tiziana Russo-Spena, Cristina Mele
DOI: 10.1108/jsm-01-2026-0089