Green Journals

International Approved Journals

Journal Information

Journal Title	MARKETING LETTERS
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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

Correction: People or planet? Consumer responses to socially and environmentally responsible brands
2026-10-26 Vol. 37 Issue 1
Authors: G. Ceren Gerry Aksu, Ozum Zor, Gergana Y. Nenkov
DOI: 10.1007/s11002-026-09843-4

People or planet? Consumer responses to socially and environmentally responsible brands
2026-10-10 Vol. 37 Issue 1
Authors: G. Ceren Gerry Aksu, Ozum Zor, Gergana Y. Nenkov
DOI: 10.1007/s11002-026-09842-5

Does AI reduce the reputation premium in knowledge diffusion?
2026-9-27 Vol. 37 Issue 1
Authors: Weijia Wang
DOI: 10.1007/s11002-026-09841-6

Words of making: how craft and industrial emphases impact market appeal in digital platforms
2026-9-24 Vol. 37 Issue 1
Authors: Antea Gambicorti, Federico Mangiò, Federica Nieri et al.
DOI: 10.1007/s11002-026-09840-7

Before the skip option: impact of facial presence on video view completions
2026-9-14 Vol. 37 Issue 1
Authors: Bryson Hilton, Ashwin Malshe, Richard Gretz
DOI: 10.1007/s11002-026-09839-0

Indulgent visuals go viral? Brand luxury matters
2026-9-9 Vol. 37 Issue 1
Authors: Zitian Adam, Ying Feng
DOI: 10.1007/s11002-026-09838-1

Return-aware platform experimentation: new directions for research
2026-9-9 Vol. 37 Issue 1
Authors: Jacqueline Doremus, Joel Persson, Brian St. Thomas et al.
DOI: 10.1007/s11002-026-09836-3

When CEOs act ordinary: CEO consumption choices, self-brand closeness, and brand attitudes
2026-8-15 Vol. 37 Issue 1
Authors: Kuan-Chou Ko, Chia-Chen Hsu
DOI: 10.1007/s11002-026-09837-2

Bridging the gap: addressing measurement bias and integrating lexicons to generative AI
2026-8-13 Vol. 37 Issue 1
Authors: Yoonsun Jeong, Sergio Grove, Eduardo D. Villacis-Calderon
DOI: 10.1007/s11002-026-09835-4

Market response, individual-level choice and diffusion models: from Frank Bass to artificial intelligence
2026-8-4 Vol. 37 Issue 1
Authors: Dominique Hanssens, Dipak Jain, Gurumurthy Kalyanaram et al.
DOI: 10.1007/s11002-026-09834-5