# Green Journals

International Approved Journals

## Journal Information

| | |
|---|---|
| **Journal Title** | Journal of Nonprofit & Public Sector Marketing |
| **Publisher** | Taylor & Francis Online |
| **ISSN** | 1049-5142 |
| **E-ISSN** | 1540-6997 |
| **Database** | ABDC |
| **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

**The Effect of Employee Attitudes Toward NGOs and Helping Others on Satisfaction and Loyalty: The Mediating Role of Employee Volunteering**
2026-10-5 Pages 1-30
Authors: Muhammet Ali Tiltay, Mahmut Sami İşlek, Tayfun Şaan et al.
DOI: 10.1080/10495142.2026.2742208

**How Content Characteristics Of Political Influencers Affect Trust, Message Receptivity, And Civic Participation Among Generation Z**
2026-9-23 Pages 1-32
Authors: Cristela Maia Bairrada, Arnaldo Coelho, Beatriz Maria de Oliveira
DOI: 10.1080/10495142.2026.2735951

**Engaging Creative-Sector Stakeholders for Place Branding – A University as a Value Integrator**
2026-9-20 Pages 1-44
Authors: Arja Lemmetyinen, Johanna Aalto, Tuomas Pohjola et al.
DOI: 10.1080/10495142.2026.2733540

**Shaped by Social Influence, Guided by Morals: A Personality-Centric Approach to Donation Crowdfunding Through Social Media**
2026-9-9 Pages 1-32
Authors: Tanya Ranjan, Rama Shankar Yadav, Mahender Yadav et al.
DOI: 10.1080/10495142.2026.2729744

**Cultural Museums in the Virtual Realm: How Virtual Museum Visiting Experiences Facilitate On-Site Travel Intention**
2026-9-1 Pages 1-30
Authors: Yueling Zhao, Biao He, Dengming Xie
DOI: 10.1080/10495142.2026.2725740

**Transcending Egoism and Altruism: A Motive-Based Approach to Identifying Individual Charity Preferences**
2026-8-28 Pages 1-34
Authors: Ahmet Koksal, Attila Yaprak, Mehdi Darban
DOI: 10.1080/10495142.2026.2723888

**Understanding Donation Intention for Nonprofit Organizations: An Extended TPB Model**
2026-7-31 Pages 1-24
Authors: Namhyun Um
DOI: 10.1080/10495142.2026.2711083

**The Prosocial Gamers: Game as an Enactive Mechanism to Promote Donation Behavior**
2026-7-27 Pages 1-34
Authors: Hafizh Fitrianna, Widya Paramita
DOI: 10.1080/10495142.2026.2709862

**The Impact of Donation Message Framing, Donation Scale and Product Variation (Spiritual Sport Products: Hedonic-Utilitarian Orientation) on Cause-Related Marketing Participation Intention**
2026-7-15 Pages 1-39
Authors: Suryavanshi Aks, Kinnarry Thakkar, Sudhir Pandey et al.
DOI: 10.1080/10495142.2026.2699846

**Digital Communication and the Stigmatization of Psychological Disorders: The Role of Social Media Content in Shaping Mental Health Meanings**
2026-7-10 Pages 1-29
Authors: Mohamed Hatem BelhadjYoussef
DOI: 10.1080/10495142.2026.2701269