Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Euromarketing
Publisher	IMDA
ISSN	1049-6483
E-ISSN	1528-6967
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

Do Globalization and Income Affect Consumption through Quality of Life? An Exploration in Emerging Markets
2015-10 Vol. 24 Issue 4 Pages 224-240
Authors: Abu N. M. Waheeduzzman
DOI: 10.9768/0024.04.224

The Internationalization of Polish Firms: An Empirical Investigation of the M-P Relationship
2015-10 Vol. 24 Issue 4 Pages 177-200
Authors: Grzegorz Karasiewicz, Jan Nowak
DOI: 10.9768/0024.04.177

Price Discount Depth Effect on Perceived Value of Hedonic and Utilitarian Services: A Congruity Theory Approach
2015-10 Vol. 24 Issue 4 Pages 201-223
Authors: Kalender Ozcan Atilgan, Ali Kara
DOI: 10.9768/0024.04.201

Marketing Communications Based on a Uses and Gratifications Approach: Serving the Information Interests of Stakeholders Groups
2015-4 Vol. 24 Issue 2-3 Pages 132-148
Authors: Paul Edwin Ketelaar
DOI: 10.9768/0024.02.132

Effect of Consumer Brand Equity on Purchase Intention: Considering Socioeconomic Status and Gender as Moderating Effects
2015-4 Vol. 24 Issue 2-3 Pages 107-119
Authors: Gokhan Aydin, Burc Ulengin
DOI: 10.9768/0024.02-3.107

Competence Branding : A Strategic Differentiation Approach for Business Organizations
2015-4 Vol. 24 Issue 2-3 Pages 149-169
Authors: Olutayo Otubanjo, Olusanmi C Amujo, Lloydon B Alleyne
DOI: 10.9768/0024.02.149

The Impact of Country-of-Origin and Ethnocentrism: An Experimental Study of Consumer Taste Preferences for Soft Drinks at a Cross-Cultural Level
2015-4 Vol. 24 Issue 2-3 Pages 120-131
Authors: Talha Harcar, Erdener Kaynak
DOI: 10.9768/0024.02.120

Marketing Communications Based on a Uses and Gratifications Approach: Serving the Information Interests of Stakeholders Groups
2015-4 Vol. 24 Issue 2-3 Pages 132-148
Authors: Paul Edwin Ketelaar
DOI: 10.9768/0024.02-3.132

The Synergy in Green Persuasion, Green Celebrity Endorsers in Green Advertising: A Study of Brand - Endorser Congruence Effects in Green Advertising
2015-4 Vol. 24 Issue 2-3 Pages 086-106
Authors: Juliana Blasche, Paul Edwin Ketelaar
DOI: 10.9768/0024.02-3.086

The Impact of Country-of-Origin and Ethnocentrism: An Experimental Study of Consumer Taste Preferences for Soft Drinks at a Cross-Cultural Level
2015-4 Vol. 24 Issue 2-3 Pages 120-131
Authors: Talha Harcar, Erdener Kaynak
DOI: 10.9768/0024.02-3.120