Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Promotion Management
Publisher	Routledge
ISSN	1049-6491
E-ISSN	1540-7594
Database	SCOPUS
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

Beyond Vicarious Experience: How Interactive User-Generated Content Shapes Credibility in Generation Z Luxury Consumption
2026-10-29 Pages 1-17
Authors: Hye-Rhim Kim, Chang-Hun Lee
DOI: 10.1080/10496491.2026.2744141

Associations Between Virtual Influencer Attributes, Sponsoring Brand Trust, and Purchase Intention Among Vietnamese Gen Z TikTok Users
2026-9-13 Vol. 32 Issue 7 Pages 771-792
Authors: Nghia Huynh Dai Le, Vi Loi Truong
DOI: 10.1080/10496491.2026.2729355

From Police Social Media Marketing to Citizen Citizenship Behavior: The Indirect Role of Brand Relationship Quality in Urban Greece
2026-9-13 Vol. 32 Issue 7 Pages 723-749
Authors: Zoi Lazaridou, George Spais
DOI: 10.1080/10496491.2026.2726908

Associations of VR Authentic Experience and Destination Brand Authenticity with Visit Intention: The Moderating Role of Tech Savviness
2026-9-6 Vol. 32 Issue 7 Pages 750-770
Authors: Thi Ngoc Linh Vo, Van Dat Tran
DOI: 10.1080/10496491.2026.2726910

How Can AI-Powered Green Marketing Affect the Sustainable Purchase Intention of Young Vietnamese Consumers Toward FMCG Products?
2026-8-31 Vol. 32 Issue 7 Pages 696-722
Authors: Long Hoang Cuu, Nguyen Thi My Uyen, Nguyen Minh Tri et al.
DOI: 10.1080/10496491.2026.2724938

The Nuanced Role of Executional Greenwashing: How Sustainability Consciousness and Product Involvement Shape Consumer Responses
2026-8-19 Vol. 32 Issue 7 Pages 681-695
Authors: Wen-Chiung Chou, Cheng-Yu Lai, Chia-Yin Chiang
DOI: 10.1080/10496491.2026.2717206

Convergent Smart Marketing: How VR-AR-AI Integration in Connected Devices is Revolutionizing Promotion Management
2026-8-18 Vol. 32 Issue 6 Pages 565-567
Authors: George Spais, Naser Pourazad, Jaspreet Kaur et al.
DOI: 10.1080/10496491.2026.2725914

Convergent Smart Marketing in Live Commerce: A Dual-Pathway Model of AR–AI Integration, Psychological Ownership, and Creepiness
2026-8-18 Vol. 32 Issue 6 Pages 641-661
Authors: Tien-Dat Nguyen, Anh-Tu Tran
DOI: 10.1080/10496491.2026.2720937

The Convergent Immersive Consumer Experience (CICE) Framework: A Conceptual Model of VR-AR-AI Integration in Promotion Management
2026-8-5 Vol. 32 Issue 6 Pages 586-610
Authors: Rashmi Jain
DOI: 10.1080/10496491.2026.2707604

Symbiotic or Substitutive? A Meta-Analysis of the Convergent Effects of AI, AR, VR, and IoT on Promotion Management
2026-7-30 Vol. 32 Issue 6 Pages 568-585
Authors: Rituparna Basu, Neelarya Bhaduri
DOI: 10.1080/10496491.2026.2709532