Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Product and Brand Management
Publisher	
ISSN	1061-0421
E-ISSN	
Database	AERES
Domain	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

Consumer responses to conflicting brand news in digital feeds
2026-10-29 Pages 1-14
Authors: Nicolas Hamelin, Vik Naidoo
DOI: 10.1108/jpbm-07-2025-6218

Brand forgiveness: a scoping review and agenda for future research
2026-10-29 Pages 1-16
Authors: Soma Amol Dhaigude, Raiswa Saha, Naman Sreen et al.
DOI: 10.1108/jpbm-08-2025-6244

When your loss feels like my win: how negative online brand engagement and schadenfreude impact digital brand advocacy
2026-10-15 Pages 1-17
Authors: Dewan Mehrab Ashrafi
DOI: 10.1108/jpbm-02-2025-5798

Brand evangelism on social media: the role of social endorsement
2026-10-14 Pages 1-15
Authors: Trung Dam-Huy Thai, Tien Wang
DOI: 10.1108/jpbm-09-2023-4715

Open for all, valued by few? How open branding dilutes perceived brand status
2026-10-14 Pages 1-13
Authors: Yao Li, Cheng Zhang, Mi Zhou
DOI: 10.1108/jpbm-08-2025-6278

From crisis to opportunity: how gift types reshape consumer patronage intention through perceived brand responsibility
2026-10-13 Pages 1-13
Authors: Wenqi Wang, Haiyan Hua, Jingru Tang et al.
DOI: 10.1108/jpbm-02-2026-6779

Consumer boycotts in brand crises: a brand hate perspective on intensity, attributions and motivations
2026-10-12 Pages 1-16
Authors: Elif Guner, Ozgur Cengel
DOI: 10.1108/jpbm-02-2026-6784

Corporate versus influencer voices in low-severity product-harm crises: a cross-national study of recovery messaging
2026-10-8 Pages 1-15
Authors: Myounghee Chloe Moon, Seo Yoon Lee, Sijun Wang
DOI: 10.1108/jpbm-09-2025-6347

Advertising joy of missing out (JOMO): the roles of brand authenticity, self-brand congruity, and social comparison orientation
2026-10-1 Pages 1-15
Authors: Ser Zian Tan, Poh Ling Tan, Weng Marc Lim et al.
DOI: 10.1108/jpbm-02-2026-6812

When does brand purpose stop creating brand equity? The moralizations trap of strategic self-sabotage
2026-9-29 Pages 1-21
Authors: Lisgrey Barrera Legorburo, Leslier Valenzuela-Fernández
DOI: 10.1108/jpbm-11-2025-6537