Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Current Issues and Research in Advertising
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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

Finding the Sweet Spot: A Curvilinear Approach to AI Touchpoints and Brand Love in Consumer Communication
2026-10-22 Pages 1-21
Authors: Coral Cenizo
DOI: 10.1080/10641734.2026.2730396

Inspired by “Greenfluencers”: Young People’s Use of Greenfluencers’ Content, Compensatory Green Beliefs, and Fashion Consumption
2026-10-22 Pages 1-20
Authors: Ariadne Neureiter, Jörg Matthes
DOI: 10.1080/10641734.2026.2737418

Matching Mega and Nano Influencers with Ad Messages: How Construal Fit Drives Processing Fluency and Brand Outcomes
2026-10-1 Pages 1-28
Authors: Ploypin Chuenterawong, Jeongwon Yang
DOI: 10.1080/10641734.2026.2724854

Understanding How Downward Mobility Affects Consumers’ Responses to Advertisements Appealing to Cultural or Economic Capital
2026-9-17 Pages 1-21
Authors: Wei-Fen Chen, Xue Wang, Ying-yi Hong
DOI: 10.1080/10641734.2026.2724856

Disclosure in AI-Generated Advertising: How Source Credibility Affects Consumer Purchase Intention
2026-9-3 Pages 1-20
Authors: Jie Chen, Eric Haley
DOI: 10.1080/10641734.2026.2711967

Natty or Juice: How Social Media Images and Videos Amplify Multifaceted Envy in Fitness Influencer Services Marketing
2026-9-1 Pages 1-22
Authors: Sitan Li, Qinran Li
DOI: 10.1080/10641734.2026.2718126

The Impact of Message Framing on the Effectiveness of Corporate Social Responsibility (CSR) Advertising: Integrating Environmental and Social Dimensions
2026-8-18 Pages 1-23
Authors: Kyeongwon Kwon
DOI: 10.1080/10641734.2026.2711966

Tap Intention Toward Rewarded Mobile In-Game Banner Advertising: The Roles of Category-Based Contextual Fit and Reward Type
2026-8-3 Pages 1-20
Authors: Yoshitomo Hatakeyama
DOI: 10.1080/10641734.2026.2701036

Do Virtual Influencers Need Self-Disclosure? Differential Effects on Parasocial Interaction Between Human and Virtual Influencers and the Moderating Role of Openness
2026-7-15 Pages 1-18
Authors: Jeong Ah Yoo, Chang-Hoan Cho
DOI: 10.1080/10641734.2026.2684946

Sad but Still Engaging: Examining Sadness Appeal in Narrative Advertising on the audience’s Brand Attitude and Purchase Intention
2026-7-13 Pages 1-17
Authors: Qingyuan Yang, Yuan Sun
DOI: 10.1080/10641734.2026.2693269