Green Journals

International Approved Journals

Journal Information

Journal Title	ADVERTISING RESEARCH
Publisher	
ISSN	1227-8181
E-ISSN	
Database	ALL DATABASES
Domain	Health Sciences, 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

Is Aging Another Name for Anxiety?: The Relationship between Perceptions of Youth-Centered and Aging-as-a-Problem Portrayals in Advertising and Aging Anxiety
2026-9-30 Vol. 150 Pages 5-40
Authors: Mi Yeon Choi
DOI: 10.16914/ar.2026.150.5

The Effects of Price Discount and Time Limit on Consumer Responses in Abandoned Cart Emails: The Moderating Role of Purchase Motivation
2026-9-30 Vol. 150 Pages 158-193
Authors: Gulmira Tokpanova, Hyejin Bang
DOI: 10.16914/ar.2026.150.158

Psychological and Normative Predictors of Summary Video Viewing and Original Content Seeking
2026-9-30 Vol. 150 Pages 126-157
Authors: Hayoung Oh
DOI: 10.16914/ar.2026.150.126

The Effects of Source Type and Content Context on Consumer Engagement in Influencer Marketing: The Mediating Role of Motive Attribution
2026-9-30 Vol. 150 Pages 99-125
Authors: Mikyoung Kim
DOI: 10.16914/ar.2026.150.99

How Do Free Gifts Persuade Home Shopping Consumers?: The Effect of Gift Composition and Benefit Consistency
2026-9-30 Vol. 150 Pages 64-98
Authors: Lihua Xu, Kyunga Ko, Junggyo Lee
DOI: 10.16914/ar.2026.150.64

The Effect of Green Marketing: Focusing on Influencer Type, Message Type and Temporal Distance
2026-9-30 Vol. 150 Pages 41-63
Authors: Jungnam Lee, Junghyun Kim
DOI: 10.16914/ar.2026.150.41

Re-evaluating Source Attributes in the Evolving Media Landscape: A Meta-Analysis and Hierarchical Meta-Regression of Advertising Effectiveness
2026-6-30 Vol. 149 Pages 41-86
Authors: Youngkon Sohn, Ilgi Shin, Minhee Jeon
DOI: 10.16914/ar.2026.149.41

The Effects of Participation Types and Reward Types in Mobile App Reward Services on User Acceptance
2026-6-30 Vol. 149 Pages 168-207
Authors: Ye-Jin Lee, Hannah Kang
DOI: 10.16914/ar.2026.149.168

Exploring Lifestyle Narrative-Based Advertising Strategy Cues Using Synthetic Consumer Persona Data: A Study of Food, Tourism, and Health Categories
2026-6-30 Vol. 149 Pages 87-128
Authors: Seung-Chul Yoo, Seunghee Im
DOI: 10.16914/ar.2026.149.87

Antecedents of Climate Disaster Relief Intentions: The Mediating Role of Digital Activism and the Effects of Personal, Social, and Digital Information Use Factors
2026-6-30 Vol. 149 Pages 129-167
Authors: Okto Jang, Miejeong Han
DOI: 10.16914/ar.2026.149.129