Green Journals

International Approved Journals

Journal Information

Journal Title	Australasian Marketing Journal
Publisher	
ISSN	1320-1646
E-ISSN	
Database	Journal Quality
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

'Ring Ring': Visual Pun or Passing Off?
1997-12 Vol. 5 Issue 1 Pages 33-43
Authors: Janet Hoek
DOI: 10.1016/s1320-1646(97)70256-9

Fan Responses to Sporting Team Web Sites
1997-12 Vol. 5 Issue 1 Pages 71-80
Authors: Nigel K.Ll. Pope, Edward J. Forrest
DOI: 10.1016/s1320-1646(97)70259-4

Tobacco-Control Legislation, Public Health and Sport Sponsorship
1997-12 Vol. 5 Issue 1 Pages 59-70
Authors: Robert Sparks
DOI: 10.1016/s1320-1646(97)70258-2

From the Editor
1997-12 Vol. 5 Issue 1 Pages 3-3
Authors: Frank Alpert
DOI: 10.1016/s1320-1646(97)70252-1

Book Review: Marketing and Consumer Research in the Public Interest
1997-12 Vol. 5 Issue 1 Pages 84-85
Authors: Amos Owen Thomas
DOI: 10.1016/s1320-1646(97)70261-2

Book Review: Learning from the Asian Tigers: Studies in Technology and Industrial Policy

1997-12 Vol. 5 Issue 1 Pages 81-83
Authors: Christopher Selvarajah
DOI: 10.1016/s1320-1646(97)70260-0

Long-Term Recall of Sponsorship Sources

1997-12 Vol. 5 Issue 1 Pages 45-57
Authors: T. Bettina Cornwell, Isabelle Maignan, Richard Irwin
DOI: 10.1016/s1320-1646(97)70257-0

Editorial Review Board

1997-12 Vol. 5 Issue 1 Pages 1-2
DOI: 10.1016/s1320-1646(97)70251-x

A Comparison of the Effectiveness of Perimeter and Outdoor Advertising

1997-12 Vol. 5 Issue 1 Pages 21-31
Authors: Björn Walliser
DOI: 10.1016/s1320-1646(97)70255-7

Modelling Sport Sponsorship Selection Decisions

1997-12 Vol. 5 Issue 1 Pages 9-20
Authors: Rafael Aguilar-Manjarrez, Des Thwaites, John Maule
DOI: 10.1016/s1320-1646(97)70254-5