Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Marketing Communications
Publisher	Routledge
ISSN	1352-7266
E-ISSN	1466-4445
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

Human or virtual? Identity disclosure and influencer credibility among Gen Z
2026-11-3 Pages 1-22
Authors: Georgiana Craciun, Melanie B. Richards, Dana Harrison et al.
DOI: 10.1080/13527266.2026.2758093

Exploring the potential of live music snippets on TikTok to motivate user engagement and concert ticket purchases: An experimental approach to understanding the roles of fear of missing out, social connectedness, and counterarguing
2026-11-3 Pages 1-23
Authors: Fabian Mayer, Zoe Olbermann, Liana Lichtenwald et al.
DOI: 10.1080/13527266.2026.2751073

Beyond branded entertainment: Brand entertainment as strategic cultural production
2026-10-27 Pages 1-23
Authors: Izabela Derda
DOI: 10.1080/13527266.2026.2751065

Can buyers really beware? Limits to detecting deception in marketing messages
2026-10-22 Pages 1-18
Authors: Kim B. Serota, Janell D. Townsend, Timothy R. Levine
DOI: 10.1080/13527266.2026.2751068

Certification labels as communication cues for plant-based non-food products
2026-10-22 Pages 1-23
Authors: Bhaskar Upadhyaya, Nwamaka A. Anaza, Jose Saavedra Torres
DOI: 10.1080/13527266.2026.2751071

Waste reduction semiotics: Their significance and communication for cleaner production
2026-10-14 Pages 1-20
Authors: Dung Trung (Ben) Nguyen, Clare D'souza
DOI: 10.1080/13527266.2026.2738659

Brand storytelling that creates emotional connection and enduring loyalty
2026-10-13 Pages 1-22
Authors: Fjona Hashani, Granit Baca
DOI: 10.1080/13527266.2026.2746732

From surprise to conscious brand engagement: How hedonism, sustained curiosity, and relationship proneness in blind-box marketing complement the brand
2026-10-12 Pages 1-20
Authors: Wenhan Bao, Nik Mohd Hazrul Nik Hashim, Kifayat Nahiyan Rafi
DOI: 10.1080/13527266.2026.2746733

The price of praise: How incentive conditionality drives perceived deception and erodes brand trust
2026-10-10 Pages 1-28
Authors: Mehmet Arif Tuncer, Sıddık Bozkurt, David Gligor et al.
DOI: 10.1080/13527266.2026.2743039

Sustainability education and consumer response to sustainability-framed marketing communication
2026-10-8 Pages 1-22
Authors: Elika Kordrostami, Melika Kordrostami, Ceren Ekebas-Turedi et al.
DOI: 10.1080/13527266.2026.2743031