Green Journals

International Approved Journals

Journal Information

Journal Title	Asia Pacific Journal of Marketing and Logistics
Publisher	
ISSN	1355-5855
E-ISSN	
Database	Journal quality
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

Breaking the vicious cycle of health management: how compensatory strategies increase consumers' persistence after experiencing failure
2026-10-27 Pages 1-16
Authors: Lan Zhang, Chundong Zheng, Xuemei Bian
DOI: 10.1108/apjml-03-2026-0506

How natural disaster cues trigger interest in capability-oriented self-improvement products: the mediating mechanism of self-protection motivation
2026-10-27 Pages 1-18
Authors: Yaming Wang, Fumei Wang, Yongtian Yin
DOI: 10.1108/apjml-12-2025-2592

From external green cues to action: how green packaging design, eco-labels and consumer characteristics build trust to drive purchase intention
2026-10-23 Pages 1-19
Authors: Huimei Bu, Zekai Zhang, Matthew Tingchi Liu et al.
DOI: 10.1108/apjml-12-2025-2654

Encouraging disclosure: the role of personalization in pre-consultation chatbots
2026-10-23 Pages 1-19
Authors: Jiamin Peng, Meiling Peng, Manqiong Shen et al.
DOI: 10.1108/apjml-01-2026-0238

The impact of new quality productivity on enterprise sustainable performance: a perspective of dynamic capability
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Authors: Junru Huai
DOI: 10.1108/apjml-02-2026-0356

Is traditional Chinese medicine (TCM) exclusive to the elderly? The TCM-elderly stereotype suppresses young adults' usage intention
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Authors: Yaming Wang, Yingying Du, Yun Liu et al.
DOI: 10.1108/apjml-04-2026-0955

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2026-10-21 Pages 1-20
Authors: Chih-Chin Liang, Chien-Ming Chen, Jin-Yu Chen
DOI: 10.1108/apjml-07-2026-1740

Cross-media affective differences in online reviews: aspect-level evidence and a dual-pathway mechanism
2026-10-20 Pages 1-17
Authors: Lifeng Chen, Fatian Jiang, Siti Nor Bayaah Ahmad
DOI: 10.1108/apjml-03-2026-0567

Why are tourists willing to wait longer in theme parks? The positive effects of narratives and destination brand love
2026-10-19 Pages 1-16
Authors: Jin Zhou, Yongbo Zhou, Xuan Wu
DOI: 10.1108/apjml-05-2026-1324

Understanding virtual influencers' persuasion and its impact on consumer purchase stages: a mixed-method approach
2026-10-19 Pages 1-28
Authors: Neeti Manpota, Sangeeta Sahney
DOI: 10.1108/apjml-01-2026-0002