Green Journals

International Approved Journals

Journal Information

Journal Title	Australasian Marketing Journal
Publisher	
ISSN	1441-3582
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

The Impact of 360-Degree Video on Social Media Word of Mouth Intention in Luxury Hospitality: The Roles of Telepresence and Experience
2026-10-9
Authors: Madhurima Deb, Sita Mishra, Saumya Verma
DOI: 10.1177/14413582261490946

Preventing Premature Disposal: How Personal Values Shape Consumer Disposal Decisions in a Circular Economy
2026-9-24
Authors: W.H. Thejani Madhuhansi, Lucie K. Ozanne, Joya A. Kemper et al.
DOI: 10.1177/14413582261483313

Connecting Customer and Employee Experiences through a Technologically-Mediated Knowledge Exchange
2026-9-10
Authors: Mai Nguyen, Ashish Malik, Antti Lönnqvist et al.
DOI: 10.1177/14413582261481581

Harnessing AI-Powered Data Capabilities for Outside-In Marketing: A Qualitative Exploration
2026-8-5
Authors: Park Thaichon, Sara Quach, Nirma Sadamali Jayawardena et al.
DOI: 10.1177/14413582261470874

Ethically Designing Customer and Employee Experiences in the Age of AI and Knowledge Automation
2026-7-26
Authors: Sunanda Nayak, Ashish Malik, Pawan Budhwar
DOI: 10.1177/14413582261454384

E-tailers' Technology Adaptation to Enhance New Customer Experience Amidst Crises: Implications and Research Agenda
2026-7-23
Authors: Deepak Halan, Rituparna Basu, Park Thaichon
DOI: 10.1177/14413582261465454

Marketing Through People: A Mixed Method Study of How Well-Being-Oriented HRM Drives Customer Satisfaction via Employee Behaviour
2026-7-12
Authors: Reeti Agarwal, Priyanka Malik, Abhishek Bhushan Singhal et al.
DOI: 10.1177/14413582261452005

Measuring Consumer Onboarding Experience (COBE) of Digital Product
2026-7-3
Authors: Jalaluddin Mondal, Somnath Chakrabarti, Sabyasachi Patra
DOI: 10.1177/14413582261456384

Influencing Influencer Marketing Research
2026-7-3 Vol. 34 Issue 3 Pages 249-255
Authors: Lara Stocchi, Paul Harrigan
DOI: 10.1177/14413582261466310

Inside the Story: How Narrative Structure Drives Customer Engagement Among Brand Users and Non-Users
2026-6-2
Authors: Emilie Gachassin, Catherine Prentice, Park Thaichon
DOI: 10.1177/14413582261451275