# Green Journals

International Approved Journals

## Journal Information

| | |
|---|---|
| **Journal Title** | International Journal of Sports Marketing & Sponsorship |
| **Publisher** | |
| **ISSN** | 1464-6668 |
| **E-ISSN** | |
| **Database** | AERES |
| **Domain** | Health 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

**From “mine” to “me”: how perceived NFT attributes shape brand resonance in Chinese Generation Z sports fandom**
2026-11-2 Pages 1-20
Authors: Biqiang Sun, Jeetesh Kumar, Jiarong Zeng et al.
DOI: 10.1108/ijsms-03-2026-0191

**From goal framing to participation experience: a cognitive-affective process perspective on mass participation sport events**
2026-10-30 Pages 1-20
Authors: Chin-Tien Ding, Fu-Chieh Hsu, Kuo-Cheng Laurence Wu et al.
DOI: 10.1108/ijsms-05-2026-0270

**Glocalized digital tribalism: a comparative analysis of digital fandom profiling**
2026-10-20 Pages 1-20
Authors: Jiayao Qi, Benqiao (Stella) Jiang, Kevin K. Byon et al.
DOI: 10.1108/ijsms-03-2026-0210

**The CSR of football teams and its impact on the intention to purchase sponsors' products: a cross-cultural study**
2026-10-19 Pages 1-24
Authors: Miguel Reyes, Pablo Farías, Manel Valcarce-Torrente et al.
DOI: 10.1108/ijsms-08-2025-0438

**The fit threshold: how gender and fan identity shape persuasion in name, image and likeness (NIL) endorsements**
2026-10-19 Pages 1-22
Authors: Soyon Michelle Choi, Natalie Brown-Devlin
DOI: 10.1108/ijsms-02-2026-0076

**Smart fitness equipment and subjective well-being: the roles of perceived value and brand love**
2026-10-12 Pages 1-17
Authors: Seyed Mohammad Javad Razavi, Mikihiro Sato, Susmit S. Gulavani
DOI: 10.1108/ijsms-04-2026-0256

**From digital interaction to fan spending through platform-based participation in the Saudi Pro League's fan ecosystem**
2026-9-21 Pages 1-21
Authors: Hossein Abdolmaleki, Ekaterina Glebova, Bradley J. Baker
DOI: 10.1108/ijsms-02-2026-0092

**Beyond interactivity: dual relational pathways to fanship in the sports metaverse**
2026-9-10 Pages 1-18
Authors: Daeun Park, YongHee Kim
DOI: 10.1108/ijsms-03-2026-0200

**The management process of ambush marketing in sport: a case study analysis based on the 2024 UEFA EURO**
2026-9-8 Pages 1-16
Authors: Kasimir Lochte, Stefan Walzel
DOI: 10.1108/ijsms-02-2026-0123

**Diaspora marketing in sport: football shirts, belonging and nostalgia across borders**
2026-9-2 Pages 1-16
Authors: Alessio Norrito, Paul Widdop, Simon Chadwick
DOI: 10.1108/ijsms-06-2025-0277