Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Strategic Marketing
Publisher	
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E-ISSN	0965-254X
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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.

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2026-10-27 Pages 1-18
Authors: Marta Massi, Andrea Vocino, Andrea Rurale et al.
DOI: 10.1080/0965254x.2026.2750310

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2026-10-9 Pages 1-19
Authors: Sang Bong Lee, Shih-Hao Liu, Carl P. Maertz et al.
DOI: 10.1080/0965254x.2026.2745050

Digital transformation and sustainable competitive advantage in SMEs: unpacking the mediating role of absorptive capacity in emerging economies
2026-10-5 Pages 1-20
Authors: Biru Engida Anjulo, Zhongjuan Sun
DOI: 10.1080/0965254x.2026.2743624

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2026-9-24 Pages 1-23
Authors: Sharon Elsen Abraham, Mahadev Ota
DOI: 10.1080/0965254x.2026.2731350

From content to context: why some brands succeed in smart retail and others don’t
2026-9-15 Pages 1-22
Authors: Azarakhsh Ziaie, Alireza Amrollahi
DOI: 10.1080/0965254x.2026.2733893

Innovative strategic business analytics for leveraging strategies for achieving competitive advantage
2026-9-15 Pages 1-25
Authors: Arvind Bhisikar, Meenakshi Sharma, Rajiv Nag
DOI: 10.1080/0965254x.2026.2733886

User-generated photos and videos in nature-based tourism marketing: a conceptual model for harnessing their impact on social media
2026-8-31 Pages 1-20
Authors: Wiebke Finkler, Lloyd S. Davis, Lei Zhu
DOI: 10.1080/0965254x.2026.2726171

Resource accessibility, mentorship, and growth constraints in Indian tech startups: a mixed-methods analysis of the TBI ecosystem
2026-8-24 Pages 1-24
Authors: K. Srinivas, S. B. Inayath Ahamed, J. Deny et al.
DOI: 10.1080/0965254x.2026.2713061

‘Support your university’: how brand identification drives supporting behaviours among students and employees
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Authors: Francesca Checchinato, Fulvio Fortezza, Debora Slanzi
DOI: 10.1080/0965254x.2026.2711348

Strategic marketing in emerging markets: a tension-based framework for advancing theory
2026-8-4 Pages 1-19
Authors: Damien Chaney, Karim Ben Slimane, Ouidade Sabri
DOI: 10.1080/0965254x.2026.2714225