# Green Journals

International Approved Journals

## Journal Information

| | |
|---|---|
| **Journal Title** | MARKETING THEORY |
| **Publisher** | SAGE PUBLICATIONS INC |
| **ISSN** | 1470-5931 |
| **E-ISSN** | 1741-301X |
| **Database** | Clarivate |
| **Domain** | Life 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 somatic pendulum: Embodied seasonality and the ontological limits of consumer desire**
2026-11-4
Authors: Anthony Beudaert
DOI: 10.1177/14705931261507115

**Do we agree on what marketing agility is? Examining its nature and the distinct roles of its components**
2026-10-16
Authors: Moe Khant-Thu, Vasilis Theoharakis, Andrey Pavlov
DOI: 10.1177/14705931261498463

**Reconceptualizing inclusion and exclusion in marketing theory: Insights from Wilkerson's Caste framework**
2026-10-13
Authors: Tânia Veludo-de-Oliveira, Lena Cavusoglu, Brooke M. Reavey et al.
DOI: 10.1177/14705931261486515

**Power, interdependencies, and the service exclusion of young neurodiverse children: A parental perspective**
2026-9-28
Authors: Sajith Siriwardana, Gaurangi Laud, Rajesh Rajaguru
DOI: 10.1177/14705931261481857

**Beyond human-centered marketing: Rethinking market relationships as technocultural infrastructures**
2026-9-25
Authors: Robert V. Kozinets
DOI: 10.1177/14705931261492580

**Living with nothingness: Consumer intentionality and meaning-making in the no-where place**
2026-9-13
Authors: Rui Wang, Scott Jones
DOI: 10.1177/14705931261487469

**The promise of dwelling – Affective encounters with ‘not yet’ data**
2026-9-7
Authors: Victoria Rodner, Jing Yuan, Stephanie O’Donohoe
DOI: 10.1177/14705931261480400

**Time: The gift that keeps on giving**
2026-9-5
Authors: Sheila Malone, Caroline Tynan, Sally McKechnie
DOI: 10.1177/14705931261486525

**About love and algorithms: Navigating the logics of contemporary dating**
2026-9-4
Authors: Stefania Masè, Alisa Minina Jeunemaître, Jamie Smith
DOI: 10.1177/14705931261486522

**Curating emancipatory praxis: Exhibition as method**
2026-9-1
Authors: Leighanne Higgins, Killian O’Leary
DOI: 10.1177/14705931261444814