Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Research in Marketing and Entrepreneurship
Publisher	Emerald Publishing
ISSN	1471-5201
E-ISSN	1471-521X
Database	SCOPUS
Domain	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 journey from traditional skills to modern markets and the socio-economic empowerment of women entrepreneurs
2026-11-3 Pages 1-22
Authors: Chanchal Dey
DOI: 10.1108/jrme-12-2025-0264

Creativity as co-evolution: entrepreneurial marketing in transitional hospitality markets
2026-10-23 Pages 1-17
Authors: Ngan Thi Luong, Finola Kerrigan, Ian Fillis et al.
DOI: 10.1108/jrme-11-2025-0235

When corporations retreat: understanding resilient brand activism in SMEs through effectuation theory
2026-10-19 Pages 1-18
Authors: Fabio Shimabukuro Sandes, Susana C. Silva, Ana Rita Fernandes
DOI: 10.1108/jrme-01-2026-0012

Transforming entrepreneurial intentions to action: a serial mediation model of entrepreneurial alertness and entrepreneurial self-efficacy
2026-10-16 Pages 1-41
Authors: Mohammed Awad Alshahrani, Muhammad Zafar Yaqub, Abdullah Alsabban
DOI: 10.1108/jrme-05-2025-0093

Beyond likes: when influencer relationships translate into e-entrepreneurial intentions through opportunity recognition and self-efficacy
2026-10-9 Pages 1-22
Authors: Muhmmad Bilal Ahmad, Subhan Shahid, Iqra Basharat et al.
DOI: 10.1108/jrme-09-2025-0197

Configurations of creativity and planned behaviour factors associated with nascent entrepreneurship
2026-10-5 Pages 1-23
Authors: Mohamed Yacine Haddoud
DOI: 10.1108/jrme-10-2025-0209

This is the moment: examining small business adoption of generative AI
2026-9-24 Pages 1-22
Authors: Elyria Kemp, McDowell Porter III, Cherie Trumbach et al.
DOI: 10.1108/jrme-02-2026-0044

Social media utilization in SMEs: a configurational analysis based on institutional theory and UTAUT
2026-9-21 Pages 1-26
Authors: Hayford Amegbe, Christian Nedu Osakwe, Michael D. Dzandu et al.
DOI: 10.1108/jrme-11-2024-0238

Marginal exporters' entrepreneurial marketing practices following a crisis: the importance of resource-leveraging behavior
2026-9-16 Pages 1-26
Authors: Ali Mahdi, Dave Crick, James M. Crick et al.
DOI: 10.1108/jrme-11-2025-0242

Surviving the startup journey: analysing the factors fostering the survival of university-incubated startups
2026-7-3 Pages 1-27
Authors: Mohd Azeem, Ashu Khanna
DOI: 10.1108/jrme-04-2025-0065