Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Brand Management
Publisher	
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E-ISSN	1350-231X
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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.

Recent Articles

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2026-8-28
Authors: Hye-Rhim Kim, Chang-Hun Lee
DOI: 10.1057/s41262-026-00449-9

Passion or profit? The differential effects of brand motive attribution and brand extension authenticity on perceptions of human- vs. AI-designed products
2026-8-13
Authors: Mark Brown, Roop Bhadury, Ursula Bougoure
DOI: 10.1057/s41262-026-00451-1

Heritage reimagined: brand rejuvenation dynamics of Chinese time-honored brands
2026-8-5
Authors: Xizhe Wang, Kaidong Yu, Matthew Tingchi Liu
DOI: 10.1057/s41262-026-00450-2

When a subculture has your back: brand immunity to negative brand mentions in rap lyrics
2026-7-27
Authors: Ghizlane Kasmi, Géraldine Michel, Valérie Zeitoun
DOI: 10.1057/s41262-026-00448-w

The influence of brand trust on firm financial performance and risk metrics
2026-6-26
Authors: Adam Bozman, Danielle Xu, Dan Friesner et al.
DOI: 10.1057/s41262-026-00447-x

When and why does brand popularity lose the battle? The role of identity threat and brand hate in a cross-country setting
2026-6-26
Authors: Alisa Mujkić, Esmeralda Marić, Marián Čvirik
DOI: 10.1057/s41262-026-00446-y

The impact of situational logo design on perceived brand adaptability and attitudes toward older brands
2026-6-15
Authors: Shuaifan Zeng, Shuilong Wu, Yongna Yuan
DOI: 10.1057/s41262-026-00445-z

Inter-brand competition and intra-brand cannibalization in the automotive industry: its impact and the moderating role
2026-6-8
Authors: Shih-Chuan Lin, Jia-Huey Hsu
DOI: 10.1057/s41262-026-00444-0

Boundary conditions of socially conscious advertising: how brand communication channel and sociopolitical polarization context shape brand evaluation
2026-6-4
Authors: Aihui Ding, Zhihao Yu, Kelly Cowart
DOI: 10.1057/s41262-026-00443-1

Newsjacking and LGBTQIA+ advertising: Gender differences and the mediating role of brand integrity
2026-5-29
Authors: Marion Garaus, Sandra Holub, Elisabeth Wolfsteiner
DOI: 10.1057/s41262-026-00442-2