Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Interactive Marketing
Publisher	
ISSN	1520-6653
E-ISSN	1094-9968
Database	ERIH PLUS
Domain	Health Sciences, Physical 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

EXPRESS: Interactive Blind Lead-In Ads and Purchase Conversion: The Roles of Completion and Creative Design Features
2026-10-22
Authors: Seokjoon Yoon, Jaewon Yoo, Minki Kim et al.
DOI: 10.1177/10949968261503210

EXPRESS: The AI-Driven Scam Economy: Persuasion Knowledge, Consumer Vulnerability, and Empowerment
2026-9-7
Authors: Erik Hermann, Arian Trieb, Stefano Puntoni et al.
DOI: 10.1177/10949968261487442

EXPRESS: Impacts of Product-line Breadth on the Effectiveness of Advertising and Consumer Word-of-Mouth: Evidence from China's Automobile Market
2026-9-6
Authors: Shuying Gong, Chengxi Li, Qi Sun et al.
DOI: 10.1177/10949968261488312

EXPRESS: Finding Important Interdependent Product Features: A Simultaneous Consideration of Price and Quality Features
2026-8-9
Authors: Sangkil Moon, Eunhee (Emily) Ko, Jong Min Kim et al.
DOI: 10.1177/10949968261478847

EXPRESS: Women Can't Have It All: How Monetization Fuels Sexist Behavior on Livestreaming Platforms
2026-7-27
Authors: Malaurie Fauré, Sandra Laporte, Andrea Weihrauch
DOI: 10.1177/10949968261476028

EXPRESS: Digital Canvases: How Meme Typologies Reveal Ideological Terrain for Marketers
2026-7-22
Authors: Steven Chen, Tonya Williams Bradford, Kristen Schiele et al.
DOI: 10.1177/10949968261475153

EXPRESS: Fan Badges Signal Friendships: How Viewer-Influencer Parasocial Relationship Drives Conversion Funnel in Livestream Commerce
2026-7-22
Authors: Shaoling (Katee) Zhang
DOI: 10.1177/10949968261474807

EXPRESS: Toward Intelligent Virtual Streamers: Leveraging Responsiveness and Response Naturalness in E-commerce Livestreaming
2026-7-12
Authors: Ruiqi Yao, Guijie Qi, Hua Sun et al.
DOI: 10.1177/10949968261471154

EXPRESS: The Hidden Cost of Data Collection: Data Collection Decreases Consumer-Company Interactions
2026-7-9
Authors: Deniz Lefkeli, Zeynep Gürhan Canli, Vanitha Swaminathan
DOI: 10.1177/10949968261470801

Bridging Research and Practice: Strategies for Managing Negative Online Reviews
2026-6-29
Authors: Steven Mark Shugan, Man Xie
DOI: 10.1177/10949968261466970