Green Journals

International Approved Journals

Journal Information

Journal Title	Marketing science
Publisher	
ISSN	1526-548X
E-ISSN	0732-2399
Database	ERIH PLUS
Domain	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

Machine Learning Instrument Variables for Causal Inference
2026-10-27
Authors: Amandeep Singh, Kartik Hosanagar, Amit Gandhi
DOI: 10.1287/mksc.2023.0340

Thank You, Now What? How Donors Respond to Calls to Action
2026-10-23
Authors: K. Sudhir, Hortense Fong, Yonat Zwebner et al.
DOI: 10.1287/mksc.2025.0394

The Effects of Search Interface on Consumer Preferences: Evidence from a Randomized Experiment
2026-10-21
Authors: Jia Liu, Olivier Toubia
DOI: 10.1287/mksc.2025.0261

The Motivational Paradox: How Aspirational-Goal Communications Influence Sales Performance and Information Acquisition
2026-10-19
Authors: Doug J. Chung, Dongkyu Chang
DOI: 10.1287/mksc.2024.1051

AI in Disguise—Quasi-Experimental Analysis of a Large-Scale Deployment of AI-Generated Ads
2026-10-19
Authors: Yannick Exner, Jochen Hartmann, Ziqian Ding et al.
DOI: 10.1287/mksc.2025.0547

Music Marketing with Generative AI
2026-10-14
Authors: Benedikt Roder, Jochen Hartmann
DOI: 10.1287/mksc.2025.0150

Can Facebook Ads Prevent Malaria? Two Field Experiments in India
2026-10-12
Authors: Dante Donati, Nandan Rao, Victor Orozco-Olvera et al.
DOI: 10.1287/mksc.2024.0929

From Data to Decisions: Marketing Analytics, Mental Performance, and Firm Growth in an Emerging Market
2026-10-12
Authors: Stephen J. Anderson, Pradeep K. Chintagunta, Rupali Kaul et al.
DOI: 10.1287/mksc.2025.0292

The Identification of the Dynamic Discrete-Choice Model with Stockpiling
2026-10-8
Authors: Xinyao Kong, Jean-Pierre Dubé, Vaness Alwan
DOI: 10.1287/mksc.2024.1280

From Live to Recording: Consumer Demand and Response to Price Across the Livestreaming Lifecycle
2026-10-7
Authors: Ziwei Cong, Jia Liu, Puneet Manchanda
DOI: 10.1287/mksc.2024.1281