Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Global Marketing
Publisher	
ISSN	1528-6975
E-ISSN	0891-1762
Database	ABDC
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

Green Advertising or Green Word-of-Mouth?: Big Data Insights into Green Hotels, Culture, and Consumer Psychology
2026-10-22 Pages 1-26
Authors: Vaibhav Shwetangbhai Diwanji, Jaejin Lee, Juliann Cortese et al.
DOI: 10.1080/08911762.2026.2747190

What Makes Greenfluencers Persuasive: The Role of Message Design, Perceived Message Diagnosticity and Perceived Message Authenticity
2026-10-20 Pages 1-21
Authors: Rajinder Kaur, Pavleen Soni
DOI: 10.1080/08911762.2026.2748409

Mapping Generative AI, Consumer Behavior, and Digital Trust in Global Marketing
2026-10-17 Pages 1-25
Authors: Gerardo Petroccione, Shaghayegh Asady
DOI: 10.1080/08911762.2026.2747193

AI-Driven Barriers to Ethical Consumption: A Cross-National Framework and Research Agenda
2026-10-16 Pages 1-19
Authors: Saleh Md Arman, Ruchi Gupta, Cecilia Mark-Herbert
DOI: 10.1080/08911762.2026.2746552

Institutional Prestige as a Contextual Lens on Social Media Influence in MBA Aspirants' Enrollment Decisions: A Qualitative Study from India
2026-10-15 Pages 1-31
Authors: Karabi Bhattacharya Rao, Mahuya Adhikary
DOI: 10.1080/08911762.2026.2742489

The Impact of Involvement of Consumers in Brands' Sustainability Initiatives on Brand Trust and Willingness to Pay a Price Premium
2026-10-15 Pages 1-15
Authors: Trivikramarao Lagadapati, Jitender Kumar
DOI: 10.1080/08911762.2026.2747197

Generative AI in Global Marketing for Sustainability: A Systematic Review of Creativity, Cultural Adaptation, and Governance
2026-10-14 Pages 1-59
Authors: Mohamed Nassar, Osama Sam Al-Kwifi, Amr El-Alfy et al.
DOI: 10.1080/08911762.2026.2747186

Negotiating Algorithmic Branding: Consumer Interpretations of AI-Generated Advertising in a Heinz Campaign
2026-10-13 Pages 1-20
Authors: Tao Papaioannou
DOI: 10.1080/08911762.2026.2746555

Immersive Augmented Reality and Global Brand Engagement: Satisfaction Mechanisms in International Marketing Environments
2026-10-13 Pages 1-18
Authors: Riad Al Chami, Sam El Nemar, Demetris Vrontis
DOI: 10.1080/08911762.2026.2745960

Anti-Stereotype Consumption: A Literature Review and Grounded Theory Exploration
2026-10-13 Pages 1-18
Authors: Huilong Zhang, Hui He, Yudong Zhang
DOI: 10.1080/08911762.2026.2746546