Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Relationship Marketing
Publisher	Routledge
ISSN	1533-2667
E-ISSN	1533-2675
Database	SCOPUS
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

Electronic Customer Relationship Management Adoption: Exploring Its Evolution Through Bibliometric Analysis and Topic Modeling
2026-2-5 Pages 1-48
Authors: Jose A. Perez-Bertozzi, Pedro R. Palos-Sanchez
DOI: 10.1080/15332667.2026.2619795

Statement of Retraction: Relationship Marketing Practices and Export Performance of SMEs in an Emerging Economy: A Mediation Analysis
2025-12-23 Vol. 25 Issue 1 Pages 90-90
DOI: 10.1080/15332667.2025.2604477

Building Trust and Engagement: Mapping Social Media's Role in Digital Healthcare Communication
2025-10-15 Pages 1-30
Authors: Vandana Ahuja, Rajwinder Kaur, Pooja Tabeck et al.
DOI: 10.1080/15332667.2025.2569127

Identifying the Drivers of Service Quality and Perceived Value in Forming Brand Resilience and Consumer Attitude: Expounded by Equity Theory
2025-9-29 Vol. 25 Issue 4 Pages 437-471
Authors: Shweta Manchanda, Pranay Verma, Vernika Agarwal
DOI: 10.1080/15332667.2025.2557681

Relationship Building in Online Retail: Exploring the Role of Supplementary Services in Fostering Customer Emotional Attachment, Satisfaction, and Loyalty
2025-9-24 Pages 1-26
Authors: Amir Zaib Abbasi, Alhamzah F. Abbas, M. Sadiq Sohail et al.
DOI: 10.1080/15332667.2025.2562087

A Systematic Literature Review of Social CRM's Impact on Customer Loyalty
2025-9-19 Vol. 25 Issue 4 Pages 398-436
Authors: Tahereh Hasani
DOI: 10.1080/15332667.2025.2557673

The Role of Commitment and Trust Between Financial and Social Satisfaction in B2B Purchase and Sales Relations
2025-8-28 Vol. 25 Issue 4 Pages 367-397
Authors: Jyh-Liang Guan, Tzong-Ru Lee, Göran Svensson et al.
DOI: 10.1080/15332667.2025.2546183

Leveraging CRM Capabilities for Enhanced Relationship Maintenance and Performance: Empirical Insights from Latin America's Business-to-Business Sector
2025-7-31 Vol. 25 Issue 4 Pages 333-366
Authors: Juan Carlos Bustamante, Juan Carlos Sosa-Varela, Jorge Bullemore-Campbell et al.
DOI: 10.1080/15332667.2025.2536925

Is Dissolution the Solution? A Customer Relationship Reactivation Model
2025-7-26 Vol. 25 Issue 4 Pages 292-332
Authors: Luisa Lopes, Helena Alves, Carlos Brito
DOI: 10.1080/15332667.2025.2536924

A Good Reputation Must be Earned, But How? Examining the Role of Relationship Communication and Employee Skills in Retail Banking
2025-6-20 Vol. 25 Issue 3 Pages 252-291
Authors: Mornay Roberts-Lombard, Daniel Johannes Petzer
DOI: 10.1080/15332667.2025.2514292