Green Journals

International Approved Journals

Journal Information

Journal Title	Services Marketing Qtrly (aka Jl Prof'l Services Mktg)
Publisher	
ISSN	1533-2977
E-ISSN	1533-2969
Database	ABDC
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

Protest and Brand Avoidance Reactions to Greenwashing According to Consumer Profile: A Survey in Brazil
2026-10-23 Pages 1-15
Authors: Taís Pasquotto Andreoli, Isabela Marques Kumer
DOI: 10.1080/15332969.2026.2752143

Sustainability Abstraction in the Twin Transition: A Human-Centered Perspective on Professional Kitchens
2026-10-21 Pages 1-21
Authors: Viachaslau Filimonau, Aigul Kurmanalina, Galym Mussirov et al.
DOI: 10.1080/15332969.2026.2751642

From Cause to Innovation: Exploring How Cause-Related Marketing Antecedents Shape Innovative Digital Service Models
2026-10-18 Pages 1-23
Authors: Tata Sai Vijay, Shiwangi Singh
DOI: 10.1080/15332969.2026.2747714

Beyond the Vineyard: Reframing Wine Tourism Ecosystems Through Palm Wine and Indigenous Fermentation Practices
2026-10-17 Pages 1-25
Authors: Joy Eghonghon Akahome
DOI: 10.1080/15332969.2026.2747703

In-Store Service and Process Innovation as a Mediator Between Perceived Sustainable Innovativeness and Organizational Performance
2026-10-16 Pages 1-18
Authors: María Badenas-Boldó, Gloria Berenguer-Contri, Irene Gil-Saura et al.
DOI: 10.1080/15332969.2026.2746019

“You” and “I”: First- and Second-Person Pronouns in Electronic Word-of-Mouth as Customer-Owned Touchpoints
2026-10-14 Pages 1-14
Authors: Tong (Tony) Bao, Hillary Han, Enping (Shirley) Mai
DOI: 10.1080/15332969.2026.2746017

Self-Congruence in Ridesharing: Service-Embedded Products and the Moderating Role of Materialism
2026-10-9 Pages 1-24
Authors: S. Bhalla, P.A. Albinsson, B. Y. Perera et al.
DOI: 10.1080/15332969.2026.2742842

From Green Faces to Green Wallets: An Interplay of Green Brand Anthropomorphism, Dual-Trust Mechanisms, Green Brand Love and Eco-Label Credibility in Sustainable Consumption Intentions
2026-8-29 Pages 1-29
Authors: Muhammad Zubair Tariq, Haroon Hussain, Shahid Mahmood et al.
DOI: 10.1080/15332969.2026.2722012

The VRIN Framework in Sustainable Marketing: How Eco-Innovation Redefines Global Marketing Strategy for Plastic Reduction
2026-8-2 Pages 1-17
Authors: Venkataramana Karri
DOI: 10.1080/15332969.2026.2709861

Exploring Intention and Use of Mobile Payment Services: A Combined Partial Least Squares and Necessary Condition Analysis Perspective
2026-7-23 Pages 1-27
Authors: Farhan Mirza, Shahab Aziz, Amir Zaib Abbasi et al.
DOI: 10.1080/15332969.2026.2701862