# Green Journals

International Approved Journals

## Journal Information

| | |
|---|---|
| **Journal Title** | Journal of Political Marketing |
| **Publisher** | Routledge |
| **ISSN** | 1537-7857 |
| **E-ISSN** | 1537-7865 |
| **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

**The Election Poster in a Digital World: Complementary Marketing Strategy and Practice**
2026-11-6 Pages 1-19
Authors: Neil Collins, Patrick Butler
DOI: 10.1080/15377857.2026.2747227

**Fake Plastic Voters: When Political Parties Can Use AI-Simulated Focus Groups**
2026-11-2 Pages 1-27
Authors: Claudio Novelli, Javier Argota Sánchez-Vaquerizo, Jennifer Cyr et al.
DOI: 10.1080/15377857.2026.2753144

**Uneven Digital Professionalization in Political Marketing: Political Consultants' Perspectives from the Visegrád Region**
2026-8-29 Pages 1-16
Authors: Miloš Gregor, Tereza Vahančíková
DOI: 10.1080/15377857.2026.2720414

**Collaborative Digital Electoral Governance and Political Misinformation in Indonesia's Platform-Mediated Elections**
2026-8-27 Pages 1-16
Authors: Ahmad Nur Hidayat, Nina Karlina, Ramadhan Pancasilawan et al.
DOI: 10.1080/15377857.2026.2720899

**The Religion Factor in Voting Decisions: Inspecting Its Influence via Emotion, Moral Evaluation, and Issue Congruence in the 2024 Presidential Election**
2026-8-19 Pages 1-20
Authors: H. Denis Wu, Renita Coleman
DOI: 10.1080/15377857.2026.2717039

**Different Audiences, Different Logics: Platform-Based Political Engagement on YouTube in the 2020 U.S. Election**
2026-8-15 Pages 1-17
Authors: Kemal Gunay
DOI: 10.1080/15377857.2026.2708723

**How Political Brand Preference Is Shaped: The Interplay of Community Involvement, Digital Campaigns, Word of Mouth, Brand Image, and Trust**
2026-8-15 Pages 1-19
Authors: Shahzad Ali, Muhammad Boota, Aamir Ilyas et al.
DOI: 10.1080/15377857.2026.2704160

**Voting Decision-Making Revisited from a Consumer Behavior Perspective: The Effect of Usage and the Empty Pot Factor in Turkey**
2026-8-4 Pages 1-20
Authors: Şenay Yavuz
DOI: 10.1080/15377857.2026.2708724

**Campaigning on TikTok: Platform Affordances, Affective Messaging, and Candidate Communication Styles in the 2024 U.S. Presidential Election**
2026-8-1 Pages 1-15
Authors: Jenny Bronstein, Tal Eitan
DOI: 10.1080/15377857.2026.2708728

**The Role of Soft Power in Driving Philanthropic Donations to Ukraine**
2026-7-6 Pages 1-21
Authors: Judit Trunkos, Albena R. Ivanova, Marcel C. Minutolo
DOI: 10.1080/15377857.2026.2694314