Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Nonprofit & Public Sector Marketing
Publisher	
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E-ISSN	1049-5142
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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 Effect of Employee Attitudes Toward NGOs and Helping Others on Satisfaction and Loyalty: The Mediating Role of Employee Volunteering
2026-10-5 Pages 1-30
Authors: Muhammet Ali Tiltay, Mahmut Sami İşlek, Tayfun Şaan et al.
DOI: 10.1080/10495142.2026.2742208

How Content Characteristics Of Political Influencers Affect Trust, Message Receptivity, And Civic Participation Among Generation Z
2026-9-23 Pages 1-32
Authors: Cristela Maia Bairrada, Arnaldo Coelho, Beatriz Maria de Oliveira
DOI: 10.1080/10495142.2026.2735951

Engaging Creative-Sector Stakeholders for Place Branding – A University as a Value Integrator
2026-9-20 Pages 1-44
Authors: Arja Lemmetyinen, Johanna Aalto, Tuomas Pohjola et al.
DOI: 10.1080/10495142.2026.2733540

Shaped by Social Influence, Guided by Morals: A Personality-Centric Approach to Donation Crowdfunding Through Social Media
2026-9-9 Pages 1-32
Authors: Tanya Ranjan, Rama Shankar Yadav, Mahender Yadav et al.
DOI: 10.1080/10495142.2026.2729744

Cultural Museums in the Virtual Realm: How Virtual Museum Visiting Experiences Facilitate On-Site Travel Intention
2026-9-1 Pages 1-30
Authors: Yueling Zhao, Biao He, Dengming Xie
DOI: 10.1080/10495142.2026.2725740

Transcending Egoism and Altruism: A Motive-Based Approach to Identifying Individual Charity Preferences
2026-8-28 Pages 1-34
Authors: Ahmet Koksal, Attila Yaprak, Mehdi Darban
DOI: 10.1080/10495142.2026.2723888

Understanding Donation Intention for Nonprofit Organizations: An Extended TPB Model
2026-7-31 Pages 1-24
Authors: Namhyun Um
DOI: 10.1080/10495142.2026.2711083

The Prosocial Gamers: Game as an Enactive Mechanism to Promote Donation Behavior
2026-7-27 Pages 1-34
Authors: Hafizh Fitrianna, Widya Paramita
DOI: 10.1080/10495142.2026.2709862

The Impact of Donation Message Framing, Donation Scale and Product Variation (Spiritual Sport Products: Hedonic-Utilitarian Orientation) on Cause-Related Marketing Participation Intention
2026-7-15 Pages 1-39
Authors: Suryavanshi Aks, Kinnarry Thakkar, Sudhir Pandey et al.
DOI: 10.1080/10495142.2026.2699846

Digital Communication and the Stigmatization of Psychological Disorders: The Role of Social Media Content in Shaping Mental Health Meanings
2026-7-10 Pages 1-29
Authors: Mohamed Hatem BelhadjYoussef
DOI: 10.1080/10495142.2026.2701269