Green Journals

International Approved Journals

Journal Information

Journal Title	Review of Marketing Science
Publisher	
ISSN	1546-5616
E-ISSN	
Database	ERIH PLUS
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

Does Green Brand Equity Buffer or Burn? Understanding Boundary Conditions in Justice Evaluations of Sharing Economy Service Failure
2026-11-3
Authors: TaibaMusadiq Sahaf, Asiflqbal Fazili
DOI: 10.1515/roms-2026-0070

The Narrative Premium: Explaining Why Consumers Pay More for Luxury Cosmetics
2026-9-14
Authors: Duyquy Le
DOI: 10.1515/roms-2026-0106

Frontmatter
2026-9-1 Vol. 24 Issue 1 Pages i-ii
DOI: 10.1515/roms-2026-frontmatter1

Why We Buy What They Post: The Role of Empathy, Loyalty and Social Acceptance in Influencer Marketing
2026-8-27
Authors: Nikolitsa Koutsogiannopoulou, Efthimios Dragotis, Despina A. Karayanni
DOI: 10.1515/roms-2025-0150

Does Source Similarity Type Matter in Online Review Effectiveness? The Moderating Role of Information Processing Style
2026-7-14
Authors: Ying Ho, Kin-yan Ho
DOI: 10.1515/roms-2025-0069

A Multi-Theoretical Framework for Understanding the Role of Influencer Traits in Shaping Sustainable Purchase Intentions
2026-6-24
Authors: Purva Agarwal, Divesh Kumar, Rajesh Katiyar
DOI: 10.1515/roms-2025-0122

Prioritizing Entrepreneurial Marketing Measurement Items Based on Cognitive Salience: Indian SME Owners' Perspective
2026-6-3
Authors: Chinmaya Kumar Sahu, Rajeev Kumar Panda
DOI: 10.1515/roms-2025-0081

See It, Want It, Buy It: Examining a Dual-Mediation Model for Impulse Buying Behavior in Short-form Video E-Commerce
2026-5-8
Authors: Melody Trixie, Mengmeng Wang
DOI: 10.1515/roms-2025-0103

Touristic Consumers' Compulsive Buying and Post-Purchase Regret: The Moderating Influence of Social Media Use Frequency
2026-4-30 Vol. 24 Issue 1 Pages 471-500
Authors: Cemre Metin, Selda Uca Karacabey
DOI: 10.1515/roms-2026-0030

Applying Marketing Laws to Social Media: Cross-Cultural Evidence for Duplication of Purchase and Double Jeopardy
2026-4-30
Authors: Martin Klepek, Dapeng Cui, Michael Cui et al.
DOI: 10.1515/roms-2025-0080