Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Business-to-Business Marketing
Publisher	
ISSN	1547-0628
E-ISSN	1051-712X
Database	ABDC
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.

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DOI: 10.1080/1051712x.2026.2713423

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Authors: Md. Alauddin, Julie Juan Li, Yeyao Ren
DOI: 10.1080/1051712x.2026.2695635

Unpacking Creativity in B2B Sales: How Creative Self-Efficacy and Emotional Intelligence Shape Creative Selling and Performance
2026-7-4 Pages 1-21
Authors: Romain Franck
DOI: 10.1080/1051712x.2026.2695634

Curbing Food Waste in China: The Balancing Act Between Reducing Food Waste and Managing Successful Business-to-Business Banquets
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DOI: 10.1080/1051712x.2026.2688847

The Mediating Role of CRM Capabilities in Marketing and Sales Collaboration: Evidence from B2B SMEs in Mexico
2026-5-27 Pages 1-22
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DOI: 10.1080/1051712x.2026.2671080

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DOI: 10.1080/1051712x.2026.2665170

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Authors: Sihan Li, Guijun Zhuang
DOI: 10.1080/1051712x.2026.2673073

E-Service Quality and Continuance Intention in B2B E-Marketplace. An Empirical Exploration Through Sellers' Perspectives
2026-5-6 Pages 1-20
Authors: Sunanjita Mahajan, Vinay Chauhan
DOI: 10.1080/1051712x.2026.2665180