Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Marketing
Publisher	
ISSN	1547-7185
E-ISSN	0022-2429
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

EXPRESS: Incentive Design for Sales Managers: Impact on Resource Allocation and Performance
2026-10-27
Authors: Aritra Bhattacharya, Raghu Bommaraju, Rob Waiser
DOI: 10.1177/00222429261504830

EXPRESS: The Dark Side of Competition for Market Share: Competitive Pressure May Trigger Corporate Misconduct
2026-10-22
Authors: Lars Kaiser, Alexander Edeling, Marc Fischer
DOI: 10.1177/00222429261503585

EXPRESS: The Collecting Mindset: Viewing Purchasing as Collecting Enhances Acquisition Experience and Product Desirability
2026-10-9
Authors: Elena Bocchi, Adam Eric Greenberg, Zachary Estes
DOI: 10.1177/00222429261498190

EXPRESS: The Double-Edged Offline Touchpoint: How Self-Pickup Stations Reshape Pure-Play E-Commerce Transactions
2026-9-28
Authors: Jingcun Cao, Zhiqi Li, Chenxi Liao et al.
DOI: 10.1177/00222429261496232

EXPRESS: Political Extremism and Post-Purchase Customer–Brand Relationships
2026-9-18
Authors: Forrest V. Morgeson, Udit Sharma, Yuyuan (Hana) Pan et al.
DOI: 10.1177/00222429261492328

EXPRESS: Clarifying Individual Contributions: The Divisibility-Appeal Effect in Fundraising
2026-9-18
Authors: Hui Li, Yunlu Yin, Qian Xu
DOI: 10.1177/00222429261492622

EXPRESS: Amplifying Insights: Harnessing Voice Technology to Decode Customer Uncertainty in Marketing
2026-9-6
Authors: Tongyao Shen, Hye-Jin Kim, Jehoshua Eliashberg et al.
DOI: 10.1177/00222429261484107

EXPRESS: When and Why Consumers Avoid Purchase on Smartphones
2026-9-6
Authors: Vincentia Yuen, Claudia Townsend, Michael Tsiros
DOI: 10.1177/00222429261488054

EXPRESS: Effects of Revolving Door Directors on Customer Relationship Performance in Business-to-Government Markets
2026-9-6
Authors: Shuai Yan, Ju-Yeon Lee, Hui Feng
DOI: 10.1177/00222429261489543

Agentic AI and the New Architecture of Marketing Relationships
2026-8-21
Authors: Adithya Pattabhiramaiah, Martin Mende, Huachao Gao et al.
DOI: 10.1177/00222429261481116