Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Marketing Research
Publisher	
ISSN	1547-7193
E-ISSN	0022-2437
Database	ABDC
Domain	Life Sciences, 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: Expanding Markets or Capturing Share? The Competitive Effects of Subscriptions on Spending in Restaurant Delivery
2026-10-18
Authors: Daniel M. McCarthy, Shin Oblander, Young-Hoon Park et al.
DOI: 10.1177/00222437261502330

EXPRESS: Why are products so similar despite diverse consumer needs? The interplay between advertising and horizontal product differentiation
2026-10-15
Authors: Amit Pazgal, David Soberman, Raphael Thomadsen
DOI: 10.1177/00222437261500395

EXPRESS: The Role of Digital Ad Clutter in Ad Viewership and Memory
2026-10-15
Authors: Sean Melessa, Poet Larsen, Paul Hoban
DOI: 10.1177/00222437261498868

EXPRESS: Correcting omitted-variable bias without instruments: An ICA-based alternative to Gaussian copula methods
2026-10-15
Authors: Rouven E. Haschka, Florian Dost
DOI: 10.1177/00222437261499336

Collaborating on Research Transparency
2026-10-10
Authors: Rebecca Hamilton, Brett R. Gordon, Raghuram Iyengar et al.
DOI: 10.1177/00222437261491808

EXPRESS: Lifestage Bias: How the Visual Representation of Product Lifespan Shapes Replacement Timing
2026-10-9
Authors: Poornima Vinoo, Grant E. Donnelly, Mathew S. Isaac et al.
DOI: 10.1177/00222437261498165

EXPRESS: The Humanizing Power of Accents in Voicebots: When Accent-Based Humanization Increases User Engagement
2026-9-23
Authors: Hesam Ghasemi, Amir Sepehri, Cait Lamberton
DOI: 10.1177/00222437261494934

EXPRESS: Infinite-Scrolling vs. Pagination: The Impact of Interface Layouts on Product Returns
2026-9-23
Authors: Huitian Zhang, Lei Su, Jaideep Sengupta
DOI: 10.1177/00222437261494550

EXPRESS: EV Charging Availability and Grocery Store Performance
2026-9-16
Authors: Ka Wing Chan, Hauke A. Wetzel, Ljubomir Pupovac et al.
DOI: 10.1177/00222437261491290

EXPRESS: When Consumers Prefer Point Versus Range Estimates of Product Performance
2026-9-16
Authors: Amin Shiri, Felipe M. Affonso, Keith Wilcox
DOI: 10.1177/00222437261490921