Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Public Policy & Marketing
Publisher	
ISSN	1547-7207
E-ISSN	0743-9156
Database	ERIH PLUS
Domain	Health Sciences, 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

A World Turned Upside Down: Public Policy and Marketing Research in a New Era of Engagement
2026-10-19
Authors: Melissa G. Bublitz, Stacey R. Finkelstein
DOI: 10.1177/07439156261497835

EXPRESS: BEYOND WEIGHT LOSS: BODY WELL-BEING, POLICY, AND MARKETING IMPLICATIONS OF WEIGHT MANAGEMENT MEDICATIONS
2026-10-15
Authors: Sevincgul (Sev) Ulu, Elizabeth Minton, Naz Onel et al.
DOI: 10.1177/07439156261499249

Striving for Dignity: Everyday Struggles of Subsistence Entrepreneurs in Nonempathic Marketplaces
2026-9-23
Authors: Sarthak Mohapatra, Srinivas Venugopal, Ramendra Singh
DOI: 10.1177/07439156261494552

EXPRESS: Exploring Capabilities for Better Market Inclusivity
2026-9-21
Authors: Carlo Mari, Eva Kipnis, Irem Yoruk et al.
DOI: 10.1177/07439156261493853

EXPRESS: Race in the Global Marketplace: How Markets and Racial Logic Intersect Across Different National and Cultural Contexts
2026-9-16
Authors: Elicia M. John, Lez Trujillo Torres, Kevin D. Thomas et al.
DOI: 10.1177/07439156261491287

EXPRESS: The Myth of the Average Consumer: Toward a Neuropluralist Understanding of Consumer Behavior
2026-8-21
Authors: Jane E. Machin, Ann M. Mirabito, Josephine Go Jefferies et al.
DOI: 10.1177/07439156261482042

Implied Uses of Modern Sporting Rifles in Manufacturers' Print Advertising
2026-8-17 Vol. 45 Issue 4 Pages 331-347
Authors: Aimee Dinnín Huff, Michelle Barnhart, Brett C. Burkhardt
DOI: 10.1177/07439156261470312

Research that Matters: A Field Guide for Policy Impact
2026-8-10 Vol. 45 Issue 4 Pages 325-330
Authors: Jeremy Kees, Beth Vallen
DOI: 10.1177/07439156261473977

Make It Stick: The Role of Alternative Activities in Reducing Smartphone Usage
2026-8-9
Authors: Quang Duc Pham, Jeeva Somasundaram, Laura Zimmermann
DOI: 10.1177/07439156261476237

Merger Control: Assumptions, Predictions, and Real-World Customer Outcome
2026-7-20
Authors: Christina Öberg
DOI: 10.1177/07439156261473924