Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of the Academy of Marketing Science
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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.

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2026-10-27
Authors: Byungwan Koh, Sohyun Bang
DOI: 10.1007/s11747-026-01219-4

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2026-10-27
Authors: Nadeesha H. Bandara, Elizabeth G. Miller, George R. Milne et al.
DOI: 10.1007/s11747-026-01215-8

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2026-10-27
Authors: Yanfei Tang, Liangyan Wang, Zhiyong Yang
DOI: 10.1007/s11747-026-01210-z

Sustainability in marketing: A systematic analysis and future research agenda
2026-10-26
Authors: Jonathan M. Beck, Riley T. Krotz, Francisco Zuloaga Cosme et al.
DOI: 10.1007/s11747-026-01220-x

Common ownership and consumer welfare
2026-10-26
Authors: Saeed Janani, Sina Aghaie, Darima Fotheringham et al.
DOI: 10.1007/s11747-026-01213-w

Managing the dual nature of customer engagement in product innovation: A sensegiving and sensemaking perspective
2026-10-23
Authors: Zhenghao Michael Xia, Xiaodong Marcus Li, Kang Xie et al.
DOI: 10.1007/s11747-026-01206-9

Return on AI (RoAI): A framework for assessing AI investments in the marketing organization
2026-10-21
Authors: Vamsi K. Kanuri, Adithya Pattabhiramaiah, Shrihari Sridhar
DOI: 10.1007/s11747-026-01217-6

Identifying and managing milestones in consumers' goal journeys
2026-10-21
Authors: Amanda Ann Garrison, Linda L. Price
DOI: 10.1007/s11747-026-01216-7

The ripple effects of customer orientation: Personal, vicarious, and temporal pathways to frontline employee well-being
2026-10-15
Authors: Siddeeq M. Shabazz, Gabriel Gazzoli, Jin Ho Jung et al.
DOI: 10.1007/s11747-026-01218-5

Pet-owner synchrony: Operationalization, application, and implications
2026-10-15
Authors: Sunhee Choi, Wesley Friske, Mayukh Dass
DOI: 10.1007/s11747-026-01214-9