Green Journals

International Approved Journals

Journal Information

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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

Entertainment marketing: trends and future research
2026-9-15 Vol. 20 Issue 1 Pages 1-70
Authors: Sangkil Moon
DOI: 10.1108/ftmkt-04-2026-0001

Globalization Unveiled: Navigating the Impact of Firm and Consumer
2025-8-31 Vol. 19 Issue 2 Pages 64-162
Authors: Sharon Ng, Carlos J. Torelli, Yinlong (Allen) Zhang et al.
DOI: 10.1561/1700000081

Assumptions in Causal Inference: Illuminating the Path to Credibility
2025 Vol. 19 Issue 3 Pages 163-282
Authors: Xi Chen
DOI: 10.1561/1700000085

Understanding Scarcity: From Marketing to Policy, Management, and Beyond
2024-11-11 Vol. 19 Issue 1 Pages 1-63
Authors: Christopher Cannon, Caroline Roux, Kelly Goldsmith
DOI: 10.1561/1700000083

Methods for Causal Inference in Marketing
2024-7-11 Vol. 18 Issue 3-4 Pages 176-309
Authors: Zezhen (Dawn) He, Vithala R. Rao
DOI: 10.1561/1700000080

Aesthetics in Marketing

2023-11-8 Vol. 18 Issue 2 Pages 94-175
Authors: Henrik Hagtvedt
DOI: 10.1561/1700000082

Artificial Intelligence in Marketing and Consumer Behavior Research

2023-10-3 Vol. 18 Issue 1 Pages 1-93
Authors: TaeWoo Kim, Umair Usman, Aaron Garvey et al.
DOI: 10.1561/1700000078

Leveraging Online Search Data as a Source of Marketing Insights

2023-8-23 Vol. 17 Issue 4 Pages 227-291
Authors: Rex Yuxing Du, Tsung-Yiou Hsieh
DOI: 10.1561/1700000070

The Rise of Mobile Marketing: A Decade of Research in Review

2022-11-17 Vol. 17 Issue 3 Pages 140-226
Authors: Zeynep Aydin-Gokgoz, M. Berk Ataman, Gerrit van Bruggen
DOI: 10.1561/1700000077

Marketing and Firm Value

2022-7-6 Vol. 17 Issue 2 Pages 57-138
Authors: Shuba Srinivasan, Dominique M. Hanssens
DOI: 10.1561/1700000068