Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Advertising
Publisher	
ISSN	1557-7805
E-ISSN	0091-3367
Database	ERIH PLUS
Domain	Health 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

The Aesthetic Paradox: How Visual Aesthetic Quality Shapes Digital Engagement on Social Media
2026-10-7 Pages 1-22
Authors: Chengcheng Liao, Xiaoman Li, Ziyao Huang et al.
DOI: 10.1080/00913367.2026.2725646

Reconceptualizing Advertising Measurement in the Age of Generative Artificial Intelligence
2026-10-3 Pages 1-20
Authors: Shuba Srinivasan, Yuping Liu-Thompkins, Edward Malthouse et al.
DOI: 10.1080/00913367.2026.2733982

Advertising with HAART: Introducing Human–AI Asymmetric Relationship Theory
2026-10-2 Pages 1-20
Authors: Veronica L. Thomas, Heather Shoenberger, Andrés Gvirtz et al.
DOI: 10.1080/00913367.2026.2735425

Balancing Originality and Strategy: The 4A Modes Framework of Human-AI Collaboration in Advertising Creativity
2026-9-30 Pages 1-22
Authors: Junyu Bao, Zhibin Jiang, Xinyu Lu et al.
DOI: 10.1080/00913367.2026.2733981

Generative AI Disclosure in Advertising: From Intent- to Production-Based Disclosure
2026-9-24 Pages 1-18
Authors: Denitsa Dineva, Oguz A. Acar
DOI: 10.1080/00913367.2026.2731565

Should Ads Be Assertive? A Meta-Analytic Review of the Effects of Assertive Language on Perceived Freedom Threat, State Reactance, and Persuasion Outcomes
2026-9-24 Pages 1-20
Authors: Tsz Hang Chu, Dandan Liu, Hongyuan Gan
DOI: 10.1080/00913367.2026.2725644

AI Advertising-to-Service Inference: When AI Disclosure Triggers Inferences from Ad Production to Process Expectation
2026-9-15 Pages 1-18
Authors: Patrick Weiss, Michael Jungbluth, Jens Hogreve
DOI: 10.1080/00913367.2026.2720926

The Dark Side of #Engagement: A Multi-Method Study of Negative eWOM Diffusion in Bashtag Networks Through Dual Factor Theory
2026-9-2 Pages 1-20
Authors: Haseon Park, Minjeong Kim
DOI: 10.1080/00913367.2026.2711413

When Empowerment Triggers Contempt: Gendered Responses to Single and Multi-Modal Portrayals of Muscular Women
2026-9-2 Pages 1-20
Authors: Lior Avieli Weizman, Enav Friedmann
DOI: 10.1080/00913367.2026.2717526

From Advertisements to Ad Agents: A Relational Inference Framework for Agentic Advertising
2026-8-27 Pages 1-19
Authors: Guohua Wu
DOI: 10.1080/00913367.2026.2717524