

## Journal Information

|               |                                                     |
|---------------|-----------------------------------------------------|
| Journal Title | Asia Marketing Journal                              |
| Publisher     | Korean Marketing Association                        |
| ISSN          | 1598-7868                                           |
| E-ISSN        | 2765-6500                                           |
| Database      | SCOPUS                                              |
| Domain        | Health 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

|                                                                                                                                                                                                                                                                                   |
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| <b>Connect, BTS: An Example of Innovative Transmedia Branding To Rethink Spatiality and Meaning-making</b><br>2021-1-31 Vol. 22 Issue 4 Pages 151-170<br>Authors: Stefania Piccialli<br>DOI: 10.15830/amj.2020.22.4.151                                                           |
| <b>“BangBangCon: The Live” - A Case Study On Live Performances and Marketing Strategies With The Korean-Pop Group “BTS” During The Pandemic Scenario In 2020</b><br>2021-1-31 Vol. 22 Issue 4 Pages 63-78<br>Authors: Cristina Freitas de Jesus<br>DOI: 10.15830/amj.2020.22.4.63 |
| <b>Success Story: How Storytelling Contributes to BTS’s Brand</b><br>2021-1-31 Vol. 22 Issue 4 Pages 47-62<br>Authors: Courtney Lazore<br>DOI: 10.15830/amj.2020.22.4.47                                                                                                          |
| <b>Who Buys Our Brand? The Influence of Consumption Values and the Congruity with Brand Benefits on Brand Identification, Trust and Loyalty</b><br>2021-1-31 Vol. 22 Issue 4 Pages 1-25<br>Authors: Sol Namkung, Seong-Yeon Park<br>DOI: 10.15830/amj.2020.22.4.1                 |
| <b>BTS from “N.O” to “ON” and BEyond: Innovation in Effective Mental Health Messaging and Modelling</b><br>2021-1-31 Vol. 22 Issue 4 Pages 117-149<br>Authors: Sharon Blady<br>DOI: 10.15830/amj.2020.22.4.117                                                                    |

**“They’re Worth My Investment”: Cultivating Intimacy through Fan-lead Financial and Support Initiatives among BTS Fans**

2021-1-31 Vol. 22 Issue 4 Pages 103-116

Authors: Tvine Donabedian

DOI: 10.15830/amj.2020.22.4.103

**Labour of Love: Fan Labour, BTS, and South Korean Soft Power**

2021-1-31 Vol. 22 Issue 4 Pages 79-101

Authors: Jasmine Proctor

DOI: 10.15830/amj.2020.22.4.79

**Is BTS Different? Shared Episodes on SNS as a Good Indicator for Celebrity Endorsed Ad Effects**

2021-1-31 Vol. 22 Issue 4 Pages 27-45

Authors: Kyunghee Bu, Whoe Whun Kim

DOI: 10.15830/amj.2020.22.4.27

**Understanding Brand Image from Consumer-generated Hashtags**

2020-10-31 Vol. 22 Issue 3 Pages 71-85

Authors: Keeyeon Ki-cheon Park, Hye-jin Kim

DOI: 10.15830/amj.2020.22.3.71

**Effect of Cause-Related Marketing in the Chinese Market: Moderating Effects of Product Type and Regional Characteristics**

2020-10-31 Vol. 22 Issue 3 Pages 29-50

Authors: Haejin Seo, Tae Ho Song, Wang Li

DOI: 10.15830/amj.2020.22.3.29