Green Journals

International Approved Journals

Journal Information

Journal Title	Mercados y Negocios
Publisher	Universidad de Guadalajara
ISSN	1665-7039
E-ISSN	2594-0163
Database	SCOPUS
Domain	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

Customer Satisfaction and Financial Inclusion: The Role of Service Quality in Non-Banking Correspondents
2026-8-27 Vol. 27 Issue 59 Pages 91-116
Authors: Elena Piedra Bonilla, Betty De La Hoz-Suárez, Juan Icaza-Castillo et al.
DOI: 10.32870/myn.vi59.8307

Technological Adoption and Structural Transformation in Mexican Family-Owned High-Frequency Retail Stores
2026-8-27 Vol. 27 Issue 59 Pages 41-66
Authors: Mauro Rodriguez Marín, Miguel Angel Lopez Lomeli, José Sánchez Gutiérrez
DOI: 10.32870/myn.vi59.8119

Understanding Panic Buying During COVID-19: How Fear and Perceived Socioeconomic Consequences Shape Consumer Behavior
2026-8-27 Vol. 27 Issue 59 Pages 1-40
Authors: Arya SabouryFar
DOI: 10.32870/myn.vi59.8182

Capital Structure under Systemic Shocks: How COVID-19 Reshaped SME Financing
2026-8-27 Vol. 27 Issue 59 Pages 67-90
Authors: Bruna Ferreira, Jorge Humberto Mota, Luís Pacheco
DOI: 10.32870/myn.vi59.8316

From Employment to Entrepreneurship: Career Adaptation, Entrepreneurial Identity, and the Theory of Adaptive Career Shift
2026-8-27 Vol. 27 Issue 59 Pages 117-144
Authors: Merarei Gono, Anthony Esguerra
DOI: 10.32870/myn.vi59.8126

Driving Customer Orientation in the Precast Construction Industry: An AHP-Based Model of Internal Marketing Factors and Strategic Initiatives
2026-5-1 Vol. 27 Issue 58 Pages 35-64
Authors: Leonnard Ong, Liza Agustina Maureen Nelloh, Elke Alexandrina
DOI: 10.32870/myn.vi58.8097

Financial Resources, The National Science and Technology System, and Innovation Performance: Colombian Manufacturing Firms
2026-5-1 Vol. 27 Issue 58 Pages 65-88
Authors: Camilo Arciniegas Pradilla, Oscar Hernán López Montoya, Octavio Hernández Castorena
DOI: 10.32870/myn.vi58.8047

Objectives and purposes of financial analysis: an approach based on user heterogeneity and decision-making
2026-5-1 Vol. 27 Issue 58 Pages 139-150
Authors: Juan Gaytán Cortés
DOI: 10.32870/myn.vi58.8156

Financial Literacy, Digital Literacy, Self-Efficacy, and Autonomy in Shaping Financial Well-being
2026-5-1 Vol. 27 Issue 58 Pages 3-34
Authors: Azra Ramizah, Rita Rahayu
DOI: 10.32870/myn.vi58.8013

Virtual Influencer Credibility and Purchase Intention: The Mediating Role of Consumer Skepticism in China
2026-5-1 Vol. 27 Issue 58 Pages 89-112
Authors: Xueting Luo, Wan Mohd Hirwani Wan Hussain
DOI: 10.32870/myn.vi58.8091