Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Advertising Research
Publisher	
ISSN	1740-1909
E-ISSN	0021-8499
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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DOI: 10.1080/00218499.2026.2719856

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DOI: 10.1080/00218499.2026.2704263

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DOI: 10.1080/00218499.2026.2700058

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2026-9-25 Pages 1-11
Authors: Roi D. Taussig, Shalom Levy
DOI: 10.1080/00218499.2026.2713784

The Conformity Effects of Personalized Advertising: When Consumers Seek Social Anonymity
2026-9-25 Pages 1-21
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DOI: 10.1080/00218499.2026.2725742

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2026-9-25 Pages 1-19
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DOI: 10.1080/00218499.2026.2704952

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2026-9-25 Pages 1-21
Authors: Johanna Verenkotte, Martin Spann
DOI: 10.1080/00218499.2026.2709216

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2026-9-14 Pages 1-16
Authors: Youkai (Kyle) Xiao, Yunhui Huang, Xing-Yu (Marcos) Chu
DOI: 10.1080/00218499.2026.2698029

How to Make Advertising on Social Media Memorable: Stand Out or Get Lost
2026-9-10 Pages 1-26
Authors: Jarod Walter, Lara Stocchi, Ella Ward et al.
DOI: 10.1080/00218499.2026.2670019

How Memes Reconfigure the Communicative Codes of Luxury Branding: Participatory Digital Culture and the Shift of Symbolic Authority
2026-9-8 Pages 1-22
Authors: Julia Pueschel, Stéphane Borraz, Hannes Gurzki
DOI: 10.1080/00218499.2026.2693330