Green Journals

International Approved Journals

Journal Information

Journal Title	International Journal of Bank Marketing
Publisher	
ISSN	1758-5937
E-ISSN	0265-2323
Database	ABDC
Domain	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 branch is strong when the tree is healthy: symbolic reassurance in retail banking in a post-trust economy
2026-10-27 Pages 1-23
Authors: Lavy Khoushinsky, Anna Margulis, Harold Boeck et al.
DOI: 10.1108/ijbm-08-2025-0678

Personal advice vs. professional advice: how financial literacy moderates joint decision-making in cryptocurrency investment
2026-10-16 Pages 1-22
Authors: Lini Zhang, Haidong Zhao
DOI: 10.1108/ijbm-02-2026-0130

Visual trust signals in digital financial marketplaces: eye-tracking evidence from verification badges
2026-10-13 Pages 1-28
Authors: Wonbin Seo, Kyuhong Park
DOI: 10.1108/ijbm-01-2026-0011

Investigating debt aversion in younger adults
2026-9-29 Pages 1-34
Authors: Elizabeth Sheedy, Tracy Wu, Mingze Gao
DOI: 10.1108/ijbm-05-2026-0400

Financial anxiety among Brazilian youth and the role of psychosocial and structural factors
2026-9-23 Pages 1-24
Authors: Paulo Fernando Marschner, Matheus Goulart de Carvalho
DOI: 10.1108/ijbm-12-2025-1001

When compliance culture fails to curb incivility: leadership mechanisms and organizational culture across key industries
2026-9-18 Pages 1-23
Authors: René Arseneault
DOI: 10.1108/ijbm-11-2025-0928

Mobile financial services and the elderly: digitally financially inclusive or exclusive? Two decades of research bridging the great grey divide
2026-9-15 Pages 1-27
Authors: Lee Yen Chaw, James Tat Beng Lim, Eugene Cheng-Xi Aw et al.
DOI: 10.1108/ijbm-09-2025-0733

Financial literacy education to college students in the U.S.
2026-9-8 Pages 1-13
Authors: Jing Jian Xiao
DOI: 10.1108/ijbm-07-2026-0800

Phygital transformation and employer branding in banking: insights from a longitudinal narrative analysis of integrated reports
2026-9-4 Pages 1-24
Authors: Halit Keskin, Emel Esen
DOI: 10.1108/ijbm-04-2026-0326

Understanding the nature and effects of cognitive dissonance in demarketing contexts in the South African banking industry
2026-9-3 Pages 1-25
Authors: Fiona Kigen, Marike Venter de Villiers
DOI: 10.1108/ijbm-02-2025-0151