Green Journals

International Approved Journals

Journal Information

Journal Title	European Journal of Marketing
Publisher	
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E-ISSN	0309-0566
Database	ERIH PLUS
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

Talking or typing? How GenAI modality, product type, and multitasking shape recommendation response behaviour
2026-10-27 Pages 1-43
Authors: Mai Nguyen, Mojtaba(Moji) Barari, Yunen Zhang
DOI: 10.1108/ejm-06-2025-0493

Mobile coupon-clicks inside vs outside a mall: implications for location-based targeting
2026-10-27 Pages 1-23
Authors: Xia Wang, Xiaoqing (Kristine) Xie, Hubert Pun et al.
DOI: 10.1108/ejm-12-2024-1010

Investigating pro-environmental policy effectiveness from a consumer perspective
2026-10-27 Pages 1-34
Authors: Hanh N. Pham, Luke Greenacre, Nina Louise Reynolds et al.
DOI: 10.1108/ejm-05-2025-0383

Mindful consumption: how social media shapes fashion choices and brand pride
2026-10-27 Pages 1-34
Authors: Suha Fouad Salem, Alshaimaa B. Alanadoly, Ayantunji Gbadamosi et al.
DOI: 10.1108/ejm-11-2024-0970

Zero price or token price? The impact of bundle promotional format on promotional attractiveness and value discounting
2026-10-27 Pages 1-30
Authors: Hsin-Hsien Liu, Hsuan-Yi Chou, Yun-An Yeh
DOI: 10.1108/ejm-02-2023-0121

From surviving to thriving: the effect of death reflection on voluntary simplicity and flourishing
2026-10-21 Pages 1-31
Authors: Bin Li, Jianxi Rui, Qin Zhu et al.
DOI: 10.1108/ejm-03-2025-0215

Smiling in influencer marketing: how smiles shape authenticity and consumer engagement
2026-10-19 Pages 1-27
Authors: Jason Weismueller, Richard L. Gruner, Paul Harrigan
DOI: 10.1108/ejm-04-2025-0282

The impact of language formality on review helpfulness across online platforms
2026-10-19 Vol. 60 Issue 13 Pages 935-963
Authors: Peter J. Danaher, Laszlo Sajtos, Shohil Kishore
DOI: 10.1108/ejm-05-2025-0372

When emotions matter: the contextual effectiveness of emotional expressions in AI agents
2026-10-15 Pages 1-32
Authors: Peng Liu, Xingwei Lu, Weizhen Zhou
DOI: 10.1108/ejm-07-2025-0569

Mixed emotions enhance consumer acceptance of distant brand extensions: the role of dialectical thinking as a mediator
2026-10-15 Pages 1-28
Authors: Liya Zhu, Jiangang Du, Yu Zhang et al.
DOI: 10.1108/ejm-07-2025-0567