Green Journals

International Approved Journals

Journal Information

Journal Title	Qualitative Market Research: An International Journal
Publisher	
ISSN	1758-7646
E-ISSN	1352-2752
Database	ABDC
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

Sanitizing the stain: a critical integrative review of sportswashing discourse
2026-10-29 Pages 1-51
Authors: Hossain Shahriar, Andrea Lucarelli
DOI: 10.1108/qmr-10-2025-0256

Rethinking postfeminism for social media platforms: the postfeminist analytical framework (PFAN) for examining contradictions in digital sport cultures
2026-10-20 Pages 1-20
Authors: Fiona Abades Barclay, Aaron C.T. Smith, Emily Jane Hayday
DOI: 10.1108/qmr-10-2025-0253

Luxury hospitality meets sustainability: crafting impactful stories on social media
2026-10-15 Pages 1-17
Authors: Dean Creevey, Joseph Coughlan, Christina O'Connor
DOI: 10.1108/qmr-02-2026-0025

Meat your conscience: a semiotic square analysis of meat consumption through the lens of self-awareness theory
2026-10-14 Pages 1-32
Authors: Virginie Thevenin, Mohamed Akli Achabou, Stefania Masè
DOI: 10.1108/qmr-11-2025-0280

Strategic reasoning in marketing practice: a qualitative study of computational thinking operations
2026-10-8 Pages 1-19
Authors: Konstantina Karanasiou, Dimitris Tseles, Nikolaos Tsotsolas et al.
DOI: 10.1108/qmr-04-2026-0092

Brainrot content strategies and their impact on generation Z's brand engagement
2026-9-28 Pages 1-26
Authors: Thi-Thao Nguyen, Thai-Thinh Dang
DOI: 10.1108/qmr-02-2026-0050

A healthy social life and, where possible, a healthy and sustainable diet: how the social and material environments shape eating practices
2026-9-23 Pages 1-20
Authors: Jordi Lopez-Sintas, Irene Garnelo-Gomez
DOI: 10.1108/qmr-10-2025-0234

Co-creating sustainable luxury: how young consumers decode celebrity-endorsed sustainability through deep metaphor
2026-9-21 Pages 1-28
Authors: Syrine Bassi, Krisztina Kolos
DOI: 10.1108/qmr-02-2025-0045

Online brand crises dissemination through the co-creation of networked narratives: the case of Balenciaga
2026-9-18 Pages 1-20
Authors: Ana Mott, Benjamin Rosenthal
DOI: 10.1108/qmr-01-2026-0014

Walk a mile in my shoes: how design ethnography catalyzes service design and customer experience management
2026-9-17 Pages 1-23
Authors: Andrew S. Gallan
DOI: 10.1108/qmr-01-2026-0021