Green Journals

International Approved Journals

Journal Information

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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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Authors: Đurđana Ozretić Došen
DOI: 10.22598/mt/2026.38.1.5

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2026-7-2 Vol. 38 Issue 1 Pages 69-90
Authors: Ayla Sezginer
DOI: 10.22598/mt/2026.38.1.69

Emotional Advertising and Brand Loyalty: Exploring Brand Recall as a Mediator
2026-7-2 Vol. 38 Issue 1 Pages 109-127
Authors: K J Vinodini, Sandhiya Karunakaran
DOI: 10.22598/mt/2026.38.1.109

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2026-7-2 Vol. 38 Issue 1 Pages 27-45
Authors: Nikola Drašković, Mario Fraculj, Lordan Kondić
DOI: 10.22598/mt/2026.38.1.27

Design and Reconceptualization of the Visual Brand Identity Framework
2026-7-2 Vol. 38 Issue 1 Pages 91-107
Authors: Nóra Julianna Gombos
DOI: 10.22598/mt/2026.38.1.91

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2026-7-2 Vol. 38 Issue 1 Pages 47-68
Authors: Andrea Lučić
DOI: 10.22598/mt/2026.38.1.47

Do Customers Behave Differently After Joining a Paid Loyalty Program? Evidence from a Longitudinal Within-Customer Analysis in Czech E-Commerce
2026-7-2 Vol. 38 Issue 1 Pages 9-26
Authors: Filip Beneš, Mikuláš Gangur, Václav Stříteský
DOI: 10.22598/mt/2026.38.1.9

Augmented Reality Marketing: A Bibliometric and Thematic Literature Review
2025-12-31 Vol. 37 Issue 2 Pages 279-307
Authors: Ioana Dan
DOI: 10.22598/mt/2025.37.2.279

Uvodnik
2025-12-31 Vol. 37 Issue 2 Pages 167-169
Authors: Đurđana Ozretić Došen
DOI: 10.22598/mt/2025.37.2.167

The Role of Time Pressure and Machiavellian Personality in the Effect of ChatGPT Service Quality on Intention to Use ChatGPT
2025-12-31 Vol. 37 Issue 2 Pages 241-263
Authors: Muhammed Furkan Taşcı, Nil Esra Dal, İlknur Saral
DOI: 10.22598/mt/2025.37.2.241