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.

Recent Articles

Recreating Intimacy With Connected Consumers
2017-10-24 Vol. 9 Issue 2 Pages 48-53
Authors: Andrew Stephen, Yasmeen Ahmad
DOI: 10.1515/gfkmir-2017-00018

Increasing the Effectiveness of Mobile Advertising by Using Contextual Information
2017-10-24 Vol. 9 Issue 2 Pages 36-41
Authors: Michelle Andrews
DOI: 10.1515/gfkmir-2017-0016

The Medium Shapes the Message: The Surprising Negative Spin of Close Friends' Word-of-Mouth
2017-10-24 Vol. 9 Issue 2 Pages 18-23
Authors: David Dubois
DOI: 10.1515/gfkmir-2017-0013

Social TV: How Social Media Activity Interacts With TV Advertising
2017-10-24 Vol. 9 Issue 2 Pages 30-35
Authors: Beth L. Fossen, David A. Schweidel
DOI: 10.1515/gfkmir-2017-0015

Here Comes the Hyper-Connected Augmented Consumer
2017-10-24 Vol. 9 Issue 2 Pages 10-17
Authors: Andrew T. Stephen
DOI: 10.1515/gfkmir-2017-0012

Product Seeding: Word-of-Mouth Effects For and Beyond the Focal Product
2017-10-24 Vol. 9 Issue 2 Pages 24-29
Authors: Yakov Bart
DOI: 10.1515/gfkmir-2017-0014

Editorial: Connected Consumer
2017-10-24 Vol. 9 Issue 2 Pages 3-3
Authors: Andrew T. Stephen
DOI: 10.1515/gfkmir-2017-0011

Seeding on Moving Ground: How Understanding Network Instability Can Improve Message Dissemination
2017-10-24 Vol. 9 Issue 2 Pages 42-47
Authors: Lev Muchnik, Jacob Goldenberg
DOI: 10.1515/gfkmir-2017-0017

Brand Communication in a Digitalized World
2017-10-24 Vol. 9 Issue 2 Pages 54-58
Authors: Robert Kecskes
DOI: 10.1515/gfkmir-2017-0019

From Point of Sale to Point of Need: How Digital Technology Is Transforming Retailing
2017-4-27 Vol. 9 Issue 1 Pages 42-47
Authors: Werner Reinartz, Monika Imschloß
DOI: 10.1515/gfkmir-2017-0007