Green Journals

International Approved Journals

Journal Information

Journal Title	International Journal of Customer Relationship Marketing and Management
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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

Social Capital-Based CRM Strategies
2026-9-14 Vol. 17 Issue 1 Pages 1-18
Authors: Sugeeth Saranga Jasenthu Patabendige, Uditha Mirando, J. V. G. A. S. Dilshan
DOI: 10.4018/ijcrmm.422085

The Influence of Social Identity and Platform Usability on Content-Sharing Behavior in Social Networks
2026-8-13 Vol. 17 Issue 1 Pages 1-20
Authors: Abdullah Abdulaziz Alhumud
DOI: 10.4018/ijcrmm.418786

Exploring Constraints on Sustainability Practices Among Coffee Farmers in Yunnan Province, China
2026-3-23 Vol. 17 Issue 1 Pages 1-22
Authors: Songyu Jiang, Akera Ratchavieng, Han Wang et al.
DOI: 10.4018/ijcrmm.405239

Workplace Spirituality, Employee Well-Being, and Individual Work Performance in Public Universities
2026-2-20 Vol. 17 Issue 1 Pages 1-19
Authors: Ibrahim A. Elshaer, Fakher Moncef Jaoua, Alaa M. S. Azazz et al.
DOI: 10.4018/ijcrmm.402191

Developing Stronger Brands
2026-2-18 Vol. 17 Issue 1 Pages 1-16
Authors: Elsayed Sobhy Mohamed, Fakher Jaoua, Ibrahim A. Elshaer et al.
DOI: 10.4018/ijcrmm.402018

Real or Virtual?

2026-1-19 Vol. 16 Issue 1 Pages 1-28
Authors: Maya Mostafa Daher
DOI: 10.4018/ijcrmm.398843

How Generative AI Shapes Sustainable Wine Consumption and The Role of Anthropomorphism and Trust in the Lebanese Market

2026-1-8 Vol. 16 Issue 1 Pages 1-32
Authors: Maya Mostafa Daher
DOI: 10.4018/ijcrmm.396868

An Empirical Examination of the Impact of the Programs Offered by Qatar Leadership Centre on Equipping Its Graduates With Required Leadership Skills

2025-12-23 Vol. 16 Issue 1 Pages 1-29
Authors: Marwa Alkuwari, Hatem El-Gohary
DOI: 10.4018/ijcrmm.396702

Examining the Mediating Role of Prior Experiences on the Relationship Between Leadership Courses, Student Leadership, and Leadership Skills

2025-11-26 Vol. 16 Issue 1 Pages 1-25
Authors: Fatima Yousef Alkawari, Hatem El-Gohary
DOI: 10.4018/ijcrmm.393057

Leadership Program Effectiveness

2025-10-28 Vol. 16 Issue 1 Pages 1-29
Authors: Hamad Saed Al Ahbabi, Hatem O. El-Gohary
DOI: 10.4018/ijcrmm.391913