Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Research in Interactive Marketing
Publisher	Emerald Publishing
ISSN	2040-7122
E-ISSN	2040-7130
Database	SCOPUS
Domain	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

Who stands with the virtual influencer? Trust in nonprofit versus corporate partnerships in social advocacy
2026-11-10 Pages 1-20
Authors: Leping You, Fanjue Liu
DOI: 10.1108/jrim-12-2025-0764

When the algorithm feels like mine: personalisation depth, algorithmic transparency and psychological ownership in continued streaming engagement
2026-11-6 Pages 1-19
Authors: Meisam Mahmoudian, Sahar Aghazadeh
DOI: 10.1108/jrim-07-2026-0710

How narrative perspective in luxury brand stories enhances brand preference: the role of self-enhancement motivation and demand-side scarcity
2026-11-3 Pages 1-21
Authors: Wenting Feng, Zhengru Li, Zibo Qin et al.
DOI: 10.1108/jrim-05-2026-0381

Whether and when gratitude appeals work: the role of online community identity and an other-focused mindset
2026-11-2 Pages 1-18
Authors: Liqin Yu, Jing Huang, Haiying Wei
DOI: 10.1108/jrim-04-2026-0275

You must buy it: an interaction effect of assertive language and interactivity in live-streaming commerce
2026-10-30 Pages 1-17
Authors: Dingsheng Fu, Lu Yang, Maggie Wenjing Liu
DOI: 10.1108/jrim-03-2026-0146

When conversational AI sells: objectivity disruption, persuasion knowledge and social-validation cues in sponsored AI recommendations
2026-10-27 Pages 1-24
Authors: Won-Ki Moon, Jing Yang, Hanyoung Kim et al.
DOI: 10.1108/jrim-03-2026-0177

Language and the measurement of social media engagement: a framework and research agenda
2026-10-23 Pages 1-16
Authors: Victor A. Barger
DOI: 10.1108/jrim-06-2026-0499

AI source disclosure in sustainable advertising: felt obligation, competence framing and decision-making orientation
2026-10-23 Pages 1-19
Authors: Ying Yang, Di Wu
DOI: 10.1108/jrim-01-2026-0059

On matters of love: exploring consumer reactions to algorithmic vs. human dating recommendation agents
2026-10-20 Pages 1-19
Authors: Xi Song, Matthew Tingchi Liu, Ziying Mo et al.
DOI: 10.1108/jrim-02-2026-0103

Democratizing luxury in the metaverse: when virtual access is associated with lower offline perceived brand luxury
2026-10-20 Pages 1-26
Authors: Reo Fukuda, Naoki Akamatsu
DOI: 10.1108/jrim-12-2025-0775