Green Journals

International Approved Journals

Journal Information

Journal Title	Transnational Marketing Journal
Publisher	
ISSN	2041-4684
E-ISSN	2041-4692
Database	ERIH PLUS
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

The Impact of Perceptions of Social Media Advertisements on Advertising Value, Brand Awareness and Brand Associations: Research on Generation Y Instagram Users
2022-9-2 Vol. 10 Issue 2 Pages 251-275
Authors: İbrahim Halil Efendioğlu, Yakup Durmaz
DOI: 10.33182/tmj.v10i2.1606

Mapping Corporate Social Responsibility Research: A Bibliometric analysis
2022-8-31 Vol. 10 Issue 2 Pages 351-373
Authors: Rameet Kaur Sawhney, Puneeta Goel, Sachin Bhardwaj
DOI: 10.33182/tmj.v10i2.2057

Stimulating Salesperson's Innovative Work Behavior: A Study of Microfinance Institutions in Indonesia
2022-8-31 Vol. 10 Issue 2 Pages 295-309
Authors: Slamet Ahmadi, Susanti Widhiastuti, Irfan Helmy
DOI: 10.33182/tmj.v10i2.1586

Viability of compensating employees in cryptocurrency – An exploratory study
2022-8-31 Vol. 10 Issue 2 Pages 277-293
Authors: Bharti Pandya, Priya Rao
DOI: 10.33182/tmj.v10i2.2066

Reconditioning the Freshman Gene: Can a “Positive Visualisation Course” Successfully modify Freshmen Students’ Perceptions of a University’s Brand Image?
2022-8-31 Vol. 10 Issue 2 Pages 203-214
Authors: Marilia Kountouridou, Dino Domic
DOI: 10.33182/tmj.v10i2.1988

Determining Attributes for Discrete Choice Experiments in Consumer Research
2022-8-31 Vol. 10 Issue 2 Pages 425-441
Authors: Pedro Longart
DOI: 10.33182/tmj.v10i2.2033

Balancing the segmentation and behavioral principles towards acquiring customer insight.
2022-8-31 Vol. 10 Issue 2 Pages 235-250
Authors: Jozef Bucko, Emil Exenberger, Jana Héjjová
DOI: 10.33182/tmj.v10i2.1951

The Effect of Perceived Benefits of E-Commerce Platforms on Online Purchase Intentions in The Context of the Pandemic Covid-19
2022-8-31 Vol. 10 Issue 2 Pages 335-349
Authors: Begüm Şahin, Murat Güler
DOI: 10.33182/tmj.v10i2.2079

Travel Intentions And Preferences Amid the Covid-19 Pandemic: the Case of Bulgaria
2022-8-31 Vol. 10 Issue 2 Pages 403-423
Authors: Elka Dogramadjieva
DOI: 10.33182/tmj.v10i2.2327

Consumers' Online Buying Behaviour during COVID-19 Pandemic Using Structural Equation Modeling
2022-8-31 Vol. 10 Issue 2 Pages 311-334
Authors: Afzal Hossain, Shahedul Hasan, Sumayya Begum et al.
DOI: 10.33182/tmj.v10i2.1709