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

Artist brand building: towards a spatial perspective
2014-9-30 Vol. 4 Issue 1/2 Pages 10-24
Authors: Jenny Sjöholm, Cecilia Pasquinelli
DOI: 10.1108/am-10-2013-0018

Millennial cultural consumers: co-creating value through brand communities
2014-9-30 Vol. 4 Issue 1/2 Pages 119-135
Authors: Sue Vaux Halliday, Alexandra Astafyeva
DOI: 10.1108/am-01-2014-0003

The art of branding – lessons from visual artists
2014-9-30 Vol. 4 Issue 1/2 Pages 101-118
Authors: Victoria L. Rodner, Finola Kerrigan
DOI: 10.1108/am-02-2014-0013

Exhibitions as sub-brands: an exploratory study
2014-9-30 Vol. 4 Issue 1/2 Pages 45-66
Authors: Ruth Rentschler, Kerrie Bridson, Jody Evans
DOI: 10.1108/am-07-2014-0023

Enhancing museum brands with experiential design to attract low-involvement visitors
2014-9-30 Vol. 4 Issue 1/2 Pages 67-86
Authors: Nadine Ober-Heilig, Sigrid Bekmeier-Feuerhahn, Joerg Sikkenga
DOI: 10.1108/am-01-2014-0006

Star quality: celebrity casting in London West End theatres

2014-9-30 Vol. 4 Issue 1/2 Pages 136-155
Authors: Niall Caldwell, Kathryn Nicholson
DOI: 10.1108/am-10-2013-0022

The branding of contemporary Chinese art and its politics

2014-9-30 Vol. 4 Issue 1/2 Pages 25-44
Authors: Chloe Preece
DOI: 10.1108/am-10-2013-0021

“This theatre is a part of me” contrasting brand attitude and brand attachment as drivers of audience behaviour

2014-9-30 Vol. 4 Issue 1/2 Pages 87-100
Authors: Carsten Baumgarth
DOI: 10.1108/am-01-2014-0007

Brands in the arts and culture sector

2014-9-30 Vol. 4 Issue 1/2 Pages 2-9
Authors: Carsten Baumgarth, Daragh O’Reilly
DOI: 10.1108/am-08-2014-0028

Changes in the attendance of young adults at jazz events

2013-10-21 Vol. 3 Issue 2
Authors: Chris Hodgkins
DOI: 10.1108/am-09-2013-0015