Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Marketing Analytics
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E-ISSN	2050-3318
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

Correction: Online advertising and brand relationship outcomes: the mediating role of brand trust and the moderating effect of ad stickiness
2026-11-11
Authors: Mohamed H. Elsharnouby, Rania Sherif Hassan, Lulwah Ahmed Saeed Bajubair et al.
DOI: 10.1057/s41270-026-00536-5

Beyond explanation: the evolving role of PLS-SEM in marketing analytics
2026-11-6
Authors: Joseph F. Hair, Christian M. Ringle, Marko Sarstedt
DOI: 10.1057/s41270-026-00565-0

The synthesised consideration set: brand inclusion and concentration in large language model recommendations across five industries and three systems
2026-10-31
Authors: Dmitrij Žatuchin
DOI: 10.1057/s41270-026-00562-3

Validation practices in bibliometric topic modeling: an empirical assessment of marketing research
2026-10-31
Authors: Saïd Echchakoui
DOI: 10.1057/s41270-026-00526-7

Unconscious thought in complex decisions: Which decision-making strategies do people use?
2026-10-31
Authors: Chao Lei, Lance Gregory, Huan Tao et al.
DOI: 10.1057/s41270-026-00559-y

Examining how AI-driven personalized advertising influences brand advocacy and the role of brand familiarity
2026-10-31
Authors: Hien Thu Bui
DOI: 10.1057/s41270-026-00557-0

From product imagery to review expression: color-based visual aesthetic cues, textual sentiment, and consumer review engagement
2026-10-31
Authors: Vahideh Arghashi
DOI: 10.1057/s41270-026-00563-2

Quality, not conscience: an informative null on what a “Made in Italy” label transfers
2026-10-28
Authors: Thomas Aichner
DOI: 10.1057/s41270-026-00560-5

The customer is always king! Exploring how service experiences, identity fit, and social media shape customer satisfaction and loyalty in the café sector
2026-10-27
Authors: Tat-Huei Cham, Boon-Liat Cheng, Bo Wang et al.
DOI: 10.1057/s41270-026-00553-4

Beyond relationship investments: leveraging market access equity and AI-enabled intelligence for superior market performance
2026-10-27
Authors: Manisha Mathur, Sunil Mathur
DOI: 10.1057/s41270-026-00558-z