# Green Journals

International Approved Journals

## Journal Information

| | |
|---|---|
| **Journal Title** | International Journal of Marketing, Communication and New Media |
| **Publisher** | |
| **ISSN** | 2182-9306 |
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| **Database** | ERIH PLUS |
| **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

**Brand Activism and Consumer Loyalty: The Mediating Role of Value Alignment in the UAE Consumer. Market Context**
2026-6-30 Vol. 14 Issue 26
DOI: 10.54663/2182-9306.2026.v.14.n.26.228-251

**Nexus Between Consumer Insight and Competitive Advantage: Examining the Mediating Role of Technology Adoption in SMEs Ethiopia.**
2026-6-30 Vol. 14 Issue 26
DOI: 10.54663/2182-9306.2026.v.14.n.26.6-32

**The Moderating Role of Self-Concept Clarity in the Relationship between Susceptibility to Interpersonal Influence and Conspicuous Consumption**
2026-6-30 Vol. 14 Issue 26
DOI: 10.54663/2182-9306.2026.v.14.n.26.204-227

**A Comunicação através das Rolhas de Cortiça – O Caso Português.**
2026-6-30 Vol. 14 Issue 26
DOI: 10.54663/2182-9306.2026.v.14.n.26.184-203

**Virtual Reality Advertising effect on Consumer Experience and Brand Recall: The Mediating Role of Immersion**
2026-6-30 Vol. 14 Issue 26
DOI: 10.54663/2182-9306.2026.v.14.n.26.130-151

**Marketing, Communication and Consumer Behavior in an Era of Digital Transformation: New Perspectives on Technology, Culture and Strategic Engagement.**
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DOI: 10.54663/2182-9306.2026.v.14.n.26.1-5

**From Service Failure Typologies to Configurational Recovery and Outcomes in Logistics Delivery Networks**
2026-6-30 Vol. 14 Issue 26
DOI: 10.54663/2182-9306.2026.v.14.n.26.297-325

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2026-6-30 Vol. 14 Issue 26
DOI: 10.54663/2182-9306.2026.v.14.n.26.252-275

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2026-6-30 Vol. 14 Issue 26
DOI: 10.54663/2182-9306.2026.v.14.n.26.152-183

**From Offline to Online: An Empirical Analysis of Video Advertising Spending Behavior**
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DOI: 10.54663/2182-9306.2026.v.14.n.26.105-129