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Journal Information

Journal Title	Marketing and Management of Innovations
Publisher	
ISSN	2227-6718
E-ISSN	2218-4511
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

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2026-9-30 Vol. 17 Issue 3 Pages 49
Authors: Yin Tingting
DOI: 10.21272/mmi.2026.3-04

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2026-9-30 Vol. 17 Issue 3 Pages 17
Authors: Vadym Tkachuk, Mykola Ilchuk, Tetiana Kostiuk
DOI: 10.21272/mmi.2026.3-02

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2026-9-30 Vol. 17 Issue 3 Pages 67
Authors: Wu Xinzhe
DOI: 10.21272/mmi.2026.3-05

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Authors: Svitlana Lysa, Anna Kulik
DOI: 10.21272/mmi.2026.3-03

From Customer Incivility to Turnover Intention: A Conservation of Resources Perspective on Emotional Exhaustion
2026-9-30 Vol. 17 Issue 3 Pages 1
Authors: Erkan Nur, Yonca Bakir, Serhat Ata et al.
DOI: 10.21272/mmi.2026.3-01

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2026-6-30 Vol. 17 Issue 2 Pages 36
Authors: Svitlana Smerichevska, Larysa Ivanenko, Iryna Reshetnikova et al.
DOI: 10.21272/mmi.2026.2-03

AI-Driven Brand Positioning and Smart Product Adoption: The Roles of Perceived Usefulness and Digital Trust
2026-6-30 Vol. 17 Issue 2 Pages 19
Authors: Zaman Hafiz Muhammad Fakhar, Xu Yunhong, Thi Thanh Nga Nguyen et al.
DOI: 10.21272/mmi.2026.2-02

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DOI: 10.21272/mmi.2026.2-04

Marketing Strategy Development in Insurance Using Data Science
2026-6-30 Vol. 17 Issue 2 Pages 1
Authors: Tetiana Zatonatska, Yana Fareniuk, Alexandra Albuquerque et al.
DOI: 10.21272/mmi.2026.2-01

Reconsidering the Concept of Innovation in Healthcare
2026-6-30 Vol. 17 Issue 2 Pages 68
Authors: Kristine Uzule, Jelena Titko, Agnis Skuskovniks et al.
DOI: 10.21272/mmi.2026.2-05