Green Journals

International Approved Journals

Journal Information

Journal Title	Spanish Journal of Marketing - ESIC
Publisher	
ISSN	2444-9709
E-ISSN	2444-9695
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

Authentic travel vlogs: shaping destination image and tourist intentions
2026-10-28 Pages 1-20
Authors: Minhaj Ikram, Waqar Ahmed
DOI: 10.1108/sjme-12-2024-0338

Barriers to buy now, pay later services: a dual-stage PLS-SEM and NCA analysis of consumers' intentions and usage behavior at the base of the pyramid
2026-10-23 Pages 1-25
Authors: Ahmed Taher Esawe
DOI: 10.1108/sjme-11-2025-0388

Green practices as branding tools: an empirical study in the context of higher education
2026-10-21 Pages 1-24
Authors: Long Hoang Le, Tram Thi Bao Phan, My Thi Dieu Tran et al.
DOI: 10.1108/sjme-07-2025-0240

Antecedents of unified payment interface (UPI) adoption: a PLS-SEM and artificial neural network approach (ANN)
2026-10-21 Pages 1-27
Authors: Sajid Abbas, Asad Ahmad
DOI: 10.1108/sjme-11-2024-0305

Flying to the customer: a meta-analysis of consumer adoption of drone delivery
2026-10-19 Pages 1-21
Authors: Nikshit Gautam, Sumedha Chauhan, Poonam Kumar
DOI: 10.1108/sjme-11-2025-0390

The clout of positive electronic word-of-mouth in traversing feminist advertising and purchase intention in a new-fangled era
2026-10-19 Pages 1-20
Authors: Anwesha Mazumder
DOI: 10.1108/sjme-10-2025-0344

Follow your heart or listen to your mind? Emotional marketing: a bibliometric analysis and future research agenda
2026-10-15 Pages 1-23
Authors: Vu Lan Oanh LE, Tien Minh DINH, Thi Huong NGUYEN et al.
DOI: 10.1108/sjme-12-2024-0342

What do we know, and what will we know, about user-generated content in marketing?
2026-10-1 Pages 1-27
Authors: Jesús Martínez-Navarro
DOI: 10.1108/sjme-04-2025-0104

Exploring how creative advertising and financial well-being shape online impulse buying: new insights from consumer psychology in emerging markets
2026-7-3 Pages 1-19
Authors: Hany M. Galal, Samaa O. Abd El Razzaq, Osama M. Metwally
DOI: 10.1108/sjme-10-2025-0339

Playing to win: the impact of gamified loyalty programs in grocery retail
2026-6-10 Pages 1-23
Authors: Paulo Rita, Ricardo Ramos, Pedro Miguel Oliveira et al.
DOI: 10.1108/sjme-10-2024-0276