Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Marketing and Consumer Behaviour in Emerging Markets
Publisher	
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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

Leveraging CSR to Buffer Brand Challenges During Crises: A Saudi Arabian Perspective
2026 Vol. 2026 Issue 1 Pages 1-21
Authors: Nouf Alrayes, Abdullah Alhidari
DOI: 10.7172/2449-6634.jmcbem.2026.1.1

Online Shopping Non-Adoption in South Africa: A Distrust-Centric Framework Integrating Social Exchange, Trust Transfer, and Social Presence Theories
2026 Vol. 2026 Issue 1 Pages 22-47
Authors: Cleopatra Moipone Matli, Jeevarathnam P. Govender
DOI: 10.7172/2449-6634.jmcbem.2026.1.2

Unveiling the power of credibility: How virtual influencers shape consumer attitudes and purchase intentions in fashion
2026 Vol. 2026 Issue 1 Pages 48-70
Authors: Danita van Heerden, Jade L. Verbeek
DOI: 10.7172/2449-6634.jmcbem.2026.1.3

Storytelling as a Method of Increasing the Engagement of Market Research Participants
2025-11-3 Vol. 2025 Issue 2(21) Pages 26-38
Authors: Michał Ścibor-Rylski
DOI: 10.7172/2449-6634.jmcbem.2025.2.3

Improving Retail Operations: Understanding the Drivers of Abandoned Products at Checkout Points in Zimbabwean Supermarkets
2025-11-3 Vol. 2025 Issue 2(21) Pages 1-13
Authors: Paul Mukucha
DOI: 10.7172/2449-6634.jmcbem.2025.2.1

The Role of a Luxury Brand for the Professional Competitiveness of Brazilian Business Women
2025-11-3 Vol. 2025 Issue 2(21) Pages 39-57
Authors: Irene Raguenet Troccoli, Patricia Leite da Silva, Joyce Gonçalves Altaf
DOI: 10.7172/2449-6634.jmcbem.2025.2.4

Does Ethical Ideology Really Matter in Consumer Responses to Corporate Wrongdoing? The Effects on Trust and Word-of-Mouth Recommendations
2025-11-3 Vol. 2025 Issue 2(21) Pages 14-25
Authors: Grzegorz Zasuwa, Alicja Węgierak
DOI: 10.7172/2449-6634.jmcbem.2025.2.2

What You See Is Not What You Get: Food Advertising Amidst the Global Overweight and Obesity Pandemic
2025-7-18 Vol. 2025 Issue 1(20) Pages 19-33
Authors: Marija Ocokoljic
DOI: 10.7172/2449-6634.jmcbem.2025.1.2

Toward Charity Engagement of Generation Z: Do Gender and Economic Standing of Household Matter?
2025-7-18 Vol. 2025 Issue 1(20) Pages 1-18
Authors: Sylwia Badowska, Liwia Delińska
DOI: 10.7172/2449-6634.jmcbem.2025.1.1

Using Artificial Intelligence to Improve Customer Engagement: User Experience With Chatbot Technology
2025-7-18 Vol. 2025 Issue 1(20) Pages 48-63
Authors: Aicha Zemmouri, Salma Choufari
DOI: 10.7172/2449-6634.jmcbem.2025.1.4