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Journal Information

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Classification History

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2026			✓	
2025				
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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.

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2026-8 Vol. 13 Issue 01 Pages 14-32
Authors: Michael Oyedele Oyenuga
DOI: 10.32038/mbr.2026.13.01.02

Brand Communication, Service Quality, and Brand Image: A Mediated Path to Purchase Intention through Customer Loyalty
2026-8 Vol. 13 Issue 01 Pages 1-13
Authors: Hossein Norouzi, Kebria Talebi Darestani
DOI: 10.32038/mbr.2026.13.01.01

The impact of Relationship Marketing on Brand Equity in the Banking Sector in Iran
2025-12 Vol. 12 Issue 01 Pages 90-103
Authors: Farzad S Ardabili, Leon Vratar, Petra Cajnko
DOI: 10.32038/mbr.2025.12.01.05

The Effect of Consumer Innovation, Service Innovation and Customer Brand Identification on Customer Participation Behaviors and Customer Citizenship Behaviors
2025-11 Vol. 12 Issue 01 Pages 74-89
Authors: Fateme Ramezanirad, Ebrahim Zarepour Nasirabadi
DOI: 10.32038/mbr.2025.12.01.04

Knocking on the Doors of Perception: Neuroacoustics in Marketing and Tourism. A Comparative Systematic Literature Review and Bibliometric Analyses
2025-6 Vol. 12 Issue 01 Pages 39-73
Authors: Nuria Recuero Virto, Manuel Recuero López
DOI: 10.32038/mbr.2025.12.01.03

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2025-4 Vol. 12 Issue 01 Pages 1-20
Authors: Mihaela Jucan, Ioana Iancu
DOI: 10.32038/mbr.2025.12.01.01

Enhancing Brand Loyalty in Tanzanian Public Higher Education Institutions
2025-4 Vol. 12 Issue 01 Pages 21-38
Authors: Hellena Mohamedy Mushi
DOI: 10.32038/mbr.2025.12.01.02

The Role of Relationship Marketing on Customer Advocacy: An Empirical Investigation from Insurance Companies
2024-12-13 Vol. 11 Issue 1 Pages 27-41
Authors: Ezekiel Olakunle Oluwabiyi, Timilehin Olasoji Olubiyi, Olalekan Usiobaifo Asikhia et al.
DOI: 10.32038/mbr.2024.11.01.03

Enhancing the Reputation of Territorial Brands through Digital Presence: The Case of “WeCasablanca”
2024-12 Vol. 11 Issue 1 Pages 42-50
Authors: Yasmine Alaoui, Khatib Majda
DOI: 10.32038/mbr.2024.11.01.04

Brand Equity and Customer Life Cycle in Start-Ups
2024-12 Vol. 11 Issue 1 Pages 51-78
Authors: Michael Oyedele Oyenuga, Chok Nyen Vu
DOI: 10.32038/mbr.2024.11.01.05