Green Journals

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Journal Information

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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

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2026-9-19 Vol. 10 Issue 3 Pages 127-138
Authors: Oleksandr Parfonov, Oleksandr Zozulov
DOI: 10.15276/mdt.10.3.2026.10

Restaurants without customers: The role of digital marketing in surviving the coronavirus crisis
2026-9-19 Vol. 10 Issue 3 Pages 38-47
Authors: Fatima Zahra Saket, Amel Graa
DOI: 10.15276/mdt.10.3.2026.4

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2026-9-19 Vol. 10 Issue 3 Pages 64-75
Authors: Volodymyr Pylypchuk, Andrii Holitsyn
DOI: 10.15276/mdt.10.3.2026.6

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2026-9-19 Vol. 10 Issue 3 Pages 151-164
Authors: Oksana Yashkina, Olha Hura, Volodymyr Yankovyi
DOI: 10.15276/mdt.10.3.2026.12

Digital platforms for ambassador program management as a tool for increasing influencer marketing ROI: EU and US experience
2026-9-19 Vol. 10 Issue 3 Pages 16-25
Authors: Yelyzaveta Rybalchenko
DOI: 10.15276/mdt.10.3.2026.2

Economic-mathematical model for evaluating the efficiency of CFD/Forex broker customer acquisition: From CPA to LTV-ROAS with a break-even threshold
2026-9-19 Vol. 10 Issue 3 Pages 26-37
Authors: Stanislav Galandzovskyi
DOI: 10.15276/mdt.10.3.2026.3

Integrated advertising and PR technologies in building the brand of a research agency in the digital communication environment: the case of the TAM agency
2026-9-19 Vol. 10 Issue 3 Pages 48-63
Authors: Alona Tanasiichuk, Anastasiia Savchuk, Dmytro Prynko et al.
DOI: 10.15276/mdt.10.3.2026.5

Digital marketing and financial technology: A bibliometric analysis of knowledge structure and future research trends (2017–2025)
2026-9-19 Vol. 10 Issue 3 Pages 76-92
Authors: Yassine Boudjemaa, Youcef Nouri, Maroua Meriane et al.
DOI: 10.15276/mdt.10.3.2026.7

Management of marketing strategies of innovative digital micro networks as a new form of innovative activity organization in digital economy
2026-9-19 Vol. 10 Issue 3 Pages 111-126
Authors: S. Illiashenko, A. Anopa
DOI: 10.15276/mdt.10.3.2026.9

The use of artificial intelligence in marketing research. The position of the Polish Scientific Society of Marketing
2026-9-19 Vol. 10 Issue 3 Pages 7-15
Authors: Zygmunt Waśkowski, Jan Wiktor
DOI: 10.15276/mdt.10.3.2026.1