Green Journals

International Approved Journals

Journal Information

Journal Title	Italian Journal of Marketing
Publisher	Springer International Publishing
ISSN	2662-3323
E-ISSN	2662-3331
Database	SCOPUS
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

The relationship between the perceived product sustainability of organic food and willingness to buy: a parallel mediation effect of product traceability and consumers' environmental concerns
2024-10-11 Vol. 2024 Issue 4 Pages 375-393
Authors: Veronica Marozzo, Alessandra Costa, Tindara Abbate
DOI: 10.1007/s43039-024-00102-w

An interdisciplinary marketing call into food design thinking to create innovative, healthy, and pleasurable food experiences
2024-10-7 Vol. 2024 Issue 4 Pages 395-417
Authors: Monica Mendini, Paula C. Peter, Leandro Bitetti et al.
DOI: 10.1007/s43039-024-00104-8

Does user-generated content influence value co-creation in the context of luxury fashion brand communities? Matching inclusivity and exclusivity
2024-10-5 Vol. 2024 Issue 4 Pages 419-444
Authors: Vincenzo Basile, Amélia Brandão, Mariana Ferreira
DOI: 10.1007/s43039-024-00103-9

"What is the story you want to tell?" - in memoriam of Daniel Korschun
2024-10-1 Vol. 2024 Issue 4 Pages 475-479
Authors: Luca Petruzzellis, Antonella Cammarota, Daniele Dalli et al.
DOI: 10.1007/s43039-024-00105-7

The journey so far

2024-9-27 Vol. 2024 Issue 4 Pages 369-370
Authors: Daniele Dalli
DOI: 10.1007/s43039-024-00100-y

The new editorial line. Promises and expectations

2024-9-26 Vol. 2024 Issue 4 Pages 371-374
Authors: Luca Petruzzellis, John B. Ford, Angela Paladino et al.
DOI: 10.1007/s43039-024-00101-x

Digitalization in Italian SMEs: the transformation of marketing channels

2024-9-19 Vol. 2024 Issue 4 Pages 445-474
Authors: Elisa Martina Martinelli, Annalisa Tunisini
DOI: 10.1007/s43039-024-00099-2

Disability and marketing: a bibliometric analysis and systematic literature review

2024-7-11 Vol. 2024 Issue 3 Pages 311-337
Authors: Sabrina Celestino, Antonella Garofano, Barbara Masiello et al.
DOI: 10.1007/s43039-024-00098-3

The IMP research on business networks: a systematic literature review and research agenda

2024-5-24 Vol. 2024 Issue 2 Pages 149-175
Authors: Simone Guercini, Antonella La Rocca, Andrea Perna
DOI: 10.1007/s43039-024-00096-5

Market-as-a-network: where business marketing makes the difference!

2024-5-22 Vol. 2024 Issue 2 Pages 143-148
Authors: Roberta Bocconcelli, Chiara Cantù, Alessandro Pagano et al.
DOI: 10.1007/s43039-024-00097-4