Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Sustainable Marketing
Publisher	
ISSN	2766-0117
E-ISSN	
Database	ERIH PLUS
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

Sustainable Business Model Innovation in Indonesia's Muslimah Fashion Industry: Evidence from Small and Medium Enterprises
2026-10-11 Pages 1
Authors: Kurniawati Kurniawaty, Muh Said, Syahruddin et al.
DOI: 10.51300/jsm-2026-175

A Diffusion-Discontinuance Sustainability Framework Integrating Economic Orientations and Theoretical Positions
2026-10-10 Pages 1
Authors: Javier Palacios-Fenech, Dídac Cervera-Itarte
DOI: 10.51300/jsm-2026-174

Signaling Sustainability: How Perceived Message Strength Influences Willingness to Pay a Green Premium
2026-7-25 Pages 1
Authors: Gunawan, Kurniawaty, Abdul Latief et al.
DOI: 10.51300/jsm-2026-173

“I Want to Buy Sustainably, But… I Can’t Afford It”: Post-Choice Satisfaction in Gen Z’s Sustainability Dilemma
2026-7-18 Pages 1
Authors: Susana Fernandez-Lores, Diana Gavilan, Carlos Sandoval-Álvarez
DOI: 10.51300/jsm-2026-172

Decoding the Stimulus–Organism–Response Model in Male-Led Food Waste Communication on Instagram
2026-6-27 Pages 1
Authors: Ashish Awasthi, Arvind Virendranath Shukla, S M Fatah Uddin
DOI: 10.51300/jsm-2026-171

Sustainable Branding through AI-Mediated Repairability: Reconfiguring CSR in Digital Ecosystems
2026-6-24 Pages 1
Authors: Selcen Ozturkcan
DOI: 10.51300/jsm-2026-170

Information Specificity in Carbon Labels: Consumer Perceptions of Greenwashing and Brand Evaluations in Environmental CSR
2026-6-6 Pages 1
Authors: Erika J. Schneider, Jason Davis, Regina Luttrell et al.
DOI: 10.51300/jsm-2026-169

Exploring Environmental and Social Sustainability Practices in Fashion Brands: Evidence from Websites and Mobile Applications
2026-5-16 Pages 1
Authors: María Sicilia, Mariola Palazón, Lorena Martínez-González
DOI: 10.51300/jsm-2026-168

Sustainable Apparel Purchase Intention: A Nostalgia-Evoked Approach
2026-2-14 Pages 1
Authors: Ngan Vo, Rajesh V. Manchanda
DOI: 10.51300/jsm-2026-163

Consumption of Organic Products: A Bibliometric Approach
2026-1-23 Pages 1
Authors: Luz Elena Terán Calle, Luis Antonio Capelo Brito, Alejandro Valencia-Arias et al.
DOI: 10.51300/jsm-2026-162