The Bottom Line

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Monika Sheoran, Divesh Kumar, Vinod Kumar, Deepak Verma,

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Understanding the trends of marketing research and its future directions: a citation analysis

Monika Sheoran and Divesh Kumar
Department of Management Studies,
Malaviya National Institute of Technology, Jaipur, India

Vinod Kumar
Department of Marketing, International Management Institute,
New Delhi, India, and

Deepak Verma
Department of Management Studies,
Malaviya National Institute of Technology, Jaipur, India

Abstract

Purpose – The purpose of this paper is to understand the scholarly contributions to the field of marketing by analyzing top ten journals of marketing.

Design/methodology/approach – The marketing journals were selected using SciMago marketing journal list, and SCOPUS database was used to identify the publications of the journals. A total of 9,190 articles were analyzed having 562,322 citation references. Methodologies like Wordle and Gephi were used to understand the most researched keywords and co-citation analysis among top five researchers. This paper also captured the information on most cited article along with author, most published author, most publishing country, most publishing university, the year with maximum publications and most used keywords.

Findings – The analysis indicates that "Kumar, V." is most published author, that is, 68 publications, the most cited article is "On the evaluation of structural equation models" by Bagozzi and Yi (1988) with 6989 citations. The USA contributed the highest 6,720 publications, while University of Pennsylvania, Wharton School topped the list with 235 articles. In 2009, highest publication work was done by publishing 382 articles. "Game theory", "Pricing" and "Advertising" are most used keywords which have been discussed in the literature.

Research limitations/implications – This analysis will help researchers in understanding the growth in the field of the marketing in recent years and possible direction it could take in future. However, this paper considered only top ten marketing journals as listed in SciMago marketing journal list; therefore, future researchers may incorporate more research journals to get a clearer picture of the field of marketing.

Originality/value – This paper is one of the first attempts in recent time to understand the research work in the field of marketing considering top ten journals.

Keywords Marketing, Citation analysis, Bibliometrics, SciMago, SCOPUS, Wordle

Paper type Literature review

Introduction

There are several journals in the field of marketing having a large quantum of literature. Many of them are respected worldwide for their highly enriching content. Scholars and practitioners all over the world refer these journals to get new and better insight in the field of marketing. These journals have continuously helped in the development of the field

contributing towards its body of knowledge. This paper is an attempt to analyze these journals and the contribution made into them. At what times the journals had got interesting articles? Who have been the important contributors towards these journals?

Currently, the most general practice to recognize the importance of journals is through the use of impact factor. However, we think the use of impact factor has certain limitations. While it does shows the importance of journal in the field of marketing, it fails to highlight the contributions of authors, universities and countries individually. Thus, we have tried to put a spotlight on these contributors.

The findings of this paper will also help in understanding the past development of the marketing as a subject. This information can be huge support for the future studies by help predicting the direction towards which the field of marketing will evolve. However, there are other ways apart from this impact factor, that can help in recognizing the importance of journals and this is to highlight their most important authors, the most important articles, most important topics, universities contributing most articles and countries giving most contributions. To find out these details, a substantial amount of data was used and analyzed from the top ranked marketing journals. The selected journals were thoroughly analyzed to understand the trends in these areas. This is in itself a different kind of analysis and gives a new insight in the available quantum of literature. Moreover, it contributes towards the ever-increasing literature of marketing and will be a good reference for researchers and practitioners trying to understand important areas and personalities in the field of marketing.

The journals chosen for this purpose are *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Public Administration Research and Theory*, *Journal of Supply Chain Management*, *Journal of Consumer Research*, *Marketing Science*, *Academy of Management Perspectives*, *Journal of Academy of Marketing Science*, *Journal of Interactive Marketing* and *International Journal of Research in Marketing*. The selected journals were top ten journals according to Scimago Journal and Country Ranking (dated June 12, 2017). The data were collected from the Scopus database. Gephi and Wordle were used for data visualization.

The paper is a pioneering work in the citation analysis of the above-mentioned journals. The analysis has been presented in a manner which is easy to interpret. Tools have been used to present the analysis in a visually impactful way. It is hoped that it will help in the development of the field of marketing by contributing towards the ever-increasing corpus of literature. It is an attempt to highlight the key people behind the development of marketing as a subject.

Background of citation analysis

Citation analysis is not a new approach in research and has been for variety of fields. A quick search on Google India using phrase "Citation analysis" generates 4,850,000 results. Narrowing this search in marketing using "citation analysis marketing" generates 4,030,000 results. Again, if we narrow down our search to "citation analysis marketing journals", then it still reveals 356,000 results. Using Scopus database, we get 346 results using document search option "citation analysis" and "marketing journal", with 78 of those specifically under the field of "marketing" and 36 under the field of "citations". Now again if we use "limit to" feature and choose "marketing" document, then we get 78 item, and after that, if we again use "limit to" feature on "citation", then we get only 3 documents. It clearly means that very limited literature exists on citation analysis in marketing field.

If we look at the past literature on citation analysis in the field of marketing, then the closest article is by Valenzuela *et al.* (2017). They analyzed the most cited papers, the H-index, most cited authors, publications per year of *Journal of Business and Industrial*

Marketing through a bibliometric analysis of scientific content during the period of 1986-2015 using Scopus database. However, the findings of the study were limited to business marketing domain only that too taking single journal into consideration. Calma (2017) also used similar methodology in the area of finance and analyzed ten highly ranked journals in finance and identifies the most published authors, most cited articles, top publishing countries, universities, publication years and the most discussed topics using keywords with the use of Web of Science.

As mentioned above, most of the past studies performed citation analysis either on single journal or on particular topic. For example, a study by Cancino *et al.* (2015) analyzed the "evolution of academic research in innovation" between 1989 and 2013 using the Web of Science database. The article compared the annual numbers of studies with the total number of articles published annually in the Web of science database. Also, the analysis of citation structure was done to see the number of cites obtained by any article in this field. The several influential journals of this field were analyzed in this article to conclude about evolution of academic research in innovation. Similarly, Hoffman and Holbrook (1993) did citation analysis on *Journal of Consumer Research* (JCR) for its first 15 years of publication. They attempted to develop a database that draws on the work of the 42 most frequently published authors in JCR in the first 15 years to depict the research patterns of symmetric citation and research measures.

Merigo *et al.* (2015) also applied citation analysis on the *Journal of Business Research* and analyzed all the publications from of the journal during 1973 to 2015. The objective of this article was to determine publication and citation structure of the journal, most cited articles and leading authors, institutions and countries in the journal. The paper by Durisin *et al.* (2010) scanned the publication history of *Journal of Product Innovation Management* and did a citation analysis to correlate growth of the journal with developments in the field. Their work reviewed all journal paper contributions in *JPIM* from 1984 to 2004 and determined the time frame and tried to find out how the quantum of research helped in evolution of the field. It also highlighted how the journal became prominent with its publications.

Another important attempt to figure out top universities and scholars in the field of management was done by Podsakoff *et al.* (2008) by doing citation analysis of 23 years period. The findings were very interesting and highlighted what factors influenced research in universities. Similarly, Thieme (2007) attempted to rank the world's top scholars in Innovation Management (IM) with the help of number of research articles published in top academic journals in the relevant field. Yang and Tao (2012) also performed citation analysis of two leading innovation management journals and eight top management and marketing journals. The analysis helps in revealing the world's top ten IM scholars as well as top ten management institutions.

Baltagi (2007) used citation analysis not only to rank academic institutions in the field of econometrics but also to highlight a list of top 150 individuals contributing to the field. To mark 25 years of the journal, a citation analysis of Knowledge-Based Systems was done by Cobo *et al.* (2015) to highlight most celebrated authors and articles. Coupe (2003) discussed citations and publications in the field of economics and tried to rank them. The USA comes out as the top ranked country in the production of economics literature. Similarly, Merino *et al.* (2006) attempted to recognize the development of the *Journal Technovation* in recent 25 years by doing a citation analysis. The effort is to co-relate the growth of journal with the articles published in it.

Citation analysis of nine years in the field of environment and ecological economics was published by Hoepner *et al.* (2012). Effort has been put in to identify top ranked articles,

journals, institutions, etc. Inkpen and Beamish (1994) did an analysis of 25 years of publication history of the *Journal of International Business Studies* (JIBS). The focus was on authors, institutes and discipline content. Leone *et al.* (2012) also used citation analysis to study 30 years of research in the field of pricing research. They used data visualization tools to analyze the results and highlighted the articles written on most frequent subjects.

Van Fleet *et al.* (2006) used citation analysis to understand the history of the journal of Management and predict the possible future direction it can take. Wagstaff and Culyer (2012) discussed the developments in *Journal of Health Economics* using EconLit and Google Scholar. They shared their valuable observations on the spatial and temporal developments in this field of health economics using this analysis.

Thus, it can be safely said that citation analysis has been used by multiple authors for varying purposes ranging from ranking authors and universities, recognizing publishing history of the journals and understand growth and evolution of the discipline. Citation analysis, therefore, is an important technique to understand contributions in any field. However, the application of citation analysis is rare in the field of marketing. Most of the past studies applied citation analysis on narrow topics or single journal. Hence, the present study attempts to use citation analysis in the field of marketing to identify most cited article along with author, most published author, most publishing country, most publishing university, the year with maximum contribution and most used keywords.

Methodology

Top ten marketing journals were selected as per the ranking provided in the Scimago Journal and Country Rank (dated June 12, 2017). Each journal was further analyzed for their most cited article along with author, most published author, most publishing country, most publishing university, the year with maximum contribution and most used keywords. Scopus database was used for collecting the data regarding above mentioned categories. A total of 9,190 journal articles were included from these ten journals and total 562,322 cited references were analyzed in the study.

Data collection

Scopus listed a total of 160 journals under the search heading of "Marketing". In all, 696,382 documents were found in these 160 journals which included multiple areas. As discussed earlier, top ten journals were selected out of these 160 journals. With the help of Scopus database, a search was made between June 12th, 2017 and July 31st, 2017 to include all published articles from each of these ten journals. Each journal was further analyzed and data regarding their most cited articles along with author, most published author, most publishing country, most publishing university, the year with maximum contribution and most used keyword were collected for the given period. To broaden the scope of present study, all ten journals have been analyzed for the articles published since its inception. Therefore, the time period included for each of the journal varies from as low as 11 years (*Academy of Management Perspectives* 2006-2017) to as high as 49 years (*Journal of Marketing Research* 1968-2017). The resulting data involved 9,190 journal articles (Table I).

Using "Limit to" feature of the Scopus database top ten journals were analyzed in detail to generate the information regarding top publishing authors, most cited article along with its author's name, top publishing country, universities, most discussed keywords and the year in which most articles were published. In each of these categories, top five entries were included. This formed the metadata of the top ten selected journals. As mentioned earlier, a total of 562,322 cited references were found across these ten journals (Table II). *Journal of Supply Chain Management* with 305 records found publishing the least number of articles,

whereas the *Journal of Academy of Marketing Science* published the most number of articles, that is, 1691.

The average number of references for each of the journal highlights an interesting aspect. The figure can be used to compare the average citations of each article in the journals listed above. For example, while *Journal of Academy of Marketing Science* has more number of cited references compared to *Journal of Consumer Research*, it has lower average number of references. The idea is not to comment upon the quality of the journal, as it depends on multiple factors. The aim is to highlight a parameter to compare the journals.

Approach to data analysis

The data collected from Scopus Database were analyzed manually to find out top publishing authors, most cited article along with its author's name, top publishing country, universities, most discussed keywords and the year in which most articles were published. These are reported in result section. Gephi and Wordle software were used for data visualization. The Gephi was used to create visualization schematics for most publishing authors, most cited article along with its author's name, top publishing universities and the year in which most articles were published. Moreover, Wordle diagram has been used to depict relative occurrence of keywords.

Scimago ranking	Journal name	No. of articles	Publication years covered	Publication year commenced
1	*Journal of Marketing*	911	1969-2017	1969
2	*Journal of Marketing Research*	1,160	1968-2017	1968
3	*Journal of Public Administration Research and Theory*	827	1991-2017	1991
4	*Journal of Supply Chain Management*	305	2005-2017	2005
5	*Journal of Consumer Research*	1,256	1977-2017	1977
6	*Marketing Science*	1,082	1996-2017	1996
7	*Academy of Management Perspectives*	423	2006-2017	2006
8	*Journal of Academy of Marketing Science*	1,691	1973-2017	1973
9	*Journal of Interactive Marketing*	475	1997-2017	1997
10	*International Journal of Research in Marketing*	1,060	1984-2017	1984
Total		9,190		

Table I.
Extracted data from Scopus database for top ten marketing journals

Serial no.	Journal title	No. of articles	No. of cited reference	Average no. of references
1	*Journal of Marketing*	911	141,341	155.14
2	*Journal of Marketing Research*	1,160	78,769	67.9
3	*Journal of Public Administration Research and Theory*	827	31,875	38.54
4	*Journal of Supply Chain Management*	305	8,609	28.22
5	*Journal of Consumer Research*	1,256	89,997	71.65
6	*Marketing Science*	1,082	45,064	41.64
7	*Academy of Management Perspectives*	423	11,374	26.88
8	*Journal of Academy of Marketing Science*	1,691	95,480	56.46
9	*Journal of Interactive Marketing*	475	23,615	49.71
10	*International Journal of Research in Marketing*	1,060	36,198	34.14
Total		9,190	562,322	61.18

Table II.
Bibliometric data of top ten marketing journals

According to Calma (2017), we have to take couple of steps to prepare files for Gephi, which includes developing "nodes" and "edges" files. Nodes represents what we have to connect (e.g. author X and cited reference Y), while edges explain connection's relationship. There can be directed connection (X cites Y, Y cites X) or undirected connection (X cites Y, Y may not cite X). Directed graph was used for all diagrams.

Results and findings

Under the category of most cited articles, a metadata of most cited articles is created from each of the selected journal. The median of this metadata is 1,013 citation counts. Thus, "Evolving to a New Dominant Logic for Marketing" is found to be the most cited article of *Journal of Marketing* (refer Table III). It has been cited 4,133 times. In general, the number of citation is directly proportional to the age of the article. This can be verified from the total number of citations of the article "On the evaluation of structural equation models" by Bagozzi and Yi (1988). It has the maximum number of citation (6,989). Similarly, the article "Building a more complete theory of sustainable supply chain management using case studies of 10 exemplars" by Pagell and Wu (2009) was having minimum number of citations, that is, 350.

However, there can be exceptions to this general observation. At times, there can be exceptional articles having a large number of citations within a short span of time like, the

Serial no.	Journal	Article	Times cited
1	*Journal of Marketing*	Evolving to a new dominant logic for marketing (Vargo and Lusch, 2004)	4,133
2	*Journal of Marketing Research*	Index construction with formative indicators: an alternative to scale development (Diamantopoulos and Winklhofer, 2001)	1,782
3	*Journal of Public Administration Research and Theory*	Collaborative governance in theory and practice (Ansell and Gash, 2008)	778
4	*Journal of Supply Chain Management*	Building a more complete theory of sustainable supply chain management using case studies of 10 exemplars (Pagell and Wu, 2009)	350
5	*Journal of Consumer Research*	Consumers and their brands: developing relationship theory in consumer research (Fournier, 1998)	2,188
6	*Marketing Science*	Measuring the customer experience in online environments: a structural modelling approach (Novak *et al.*, 2000)	1,192
7	*Academy of Management Perspectives*	Does it pay to be green? A systematic overview (Stefan and Paul, 2008)	359
8	*Journal of Academy of Marketing Science*	On the evaluation of structural equation models (Bagozzi and Yi, 1988)	6,989
9	*Journal of Interactive Marketing*	Co-creation experiences: the next practice in value creation (Prahalad and Ramaswamy, 2004)	1,199
10	*International Journal of Research in Marketing*	A social influence model of consumer participation in network- and small-group-based virtual communities (Dholakia *et al.*, 2004)	824

Table III.
Most cited article in each of the ten selected journals

paper titled, "Evolving to a New Dominant Logic for Marketing" by Vargo and Lusch (2004) was published in *Journal of Marketing* in 2004 and has been cited more than 4,000 times. It is also worth noticing in Table III that eight of ten journals have their most cited article published on or after 2000. This is an encouraging sign for the field of marketing because there is a lot of emphasis on research work published in recent years. A detailed study of these articles can also help us in revealing the future direction in which marketing will proceed.

Another analysis for the most cited articles can be done by comparing top five articles of the all ten selected journals. This information reveals few more articles from selected ten journals which have been cited multiple times. For example, the study conducted by Zeithaml *et al.* (1996) titled, "The behavioral consequences of service quality" has been cited 3,557 times being second most cited article in the *Journal of Marketing* (Table IV). Article titled, "On the evaluation of structural equation models" by Bagozzi and Yi (1988) contributes total of 1.24 per cent (6,989 references out of 562,322) in the total citations count.

Further, those authors of top ten journals have been identified who have maximum number of publications. Their impact, as measured by the number of publications, ranges from 11 to 37 records, where the median number of publications is 21.5. Homburg, C. with 28 publications was on the top of the list from *Journal of Marketing*. The top ten authors contributed 239 articles representing 2.6 per cent of the 9,190 contributions across the ten journals (Table V).

Rank	Reference	No. of citations
1	Bagozzi and Yi (1988). On the evaluation of structural equation models. *Journal of Academy of Marketing Science*	6,989
2	Vargo and Lusch (2004). Evolving to a New Dominant Logic for Marketing. *Journal of Marketing*	4,133
3	Zeithaml *et al.* (1996). The behavioral consequences of service quality. *Journal of Marketing*	3,557
4	Doney and Cannon (1997). An examination of the nature of trust in buyer-seller relationships. *Journal of Marketing*	2,703
5	Oliver (1999). Whence consumer loyalty? Journal of Marketing	2,446

Table IV.
Most cited article along with author across the top ten selected journal

Serial no.	Journal	Top author	No. of article	Total records	% to total
1	*Journal of Marketing*	Homburg, C.	28	911	3.07
2	*Journal of Marketing Research*	Wedel, M.	33	1,160	2.84
3	*Journal of Public Administration Research and Theory*	Meier, K.J.	22	827	2.66
4	*Journal of Supply Chain Management*	Carter, C.R.	18	305	5.90
5	*Journal of Consumer Research*	Janiszewski, C.	29	1,256	2.31
6	*Marketing Science*	Shugan, S.M.	37	1,082	3.42
7	*Academy of Management Perspectives*	Sidle, S.D.	11	423	2.60
8	*Journal of Academy of Marketing Science*	Homburg, C.	20	1,691	1.18
9	*Journal of Interactive Marketing*	Shankar, V.	20	475	4.21
10	*International Journal of Research in Marketing*	Wierenga, B.	21	1,060	1.98
Total			239	9,190	2.60

Table V.
Top publishing authors in respective journal

Another analysis has been performed by comparing top five authors of the all ten selected journals (Table VI). This shows that Kumar, V. is most published author with 68 publications (4,347 citations) publications followed by Homburg, C. with 59 publications (5,421 citations).

The Gephi software generated diagram also displays the top six authors with most publications (Figure 1). Nodes with the name of author are connected with the number of articles published by each author. The number of connection is directly proportional to the number of articles published by each author. Thus, Kumar, V. is represented with the most number of connecting lines (Figure 1).

As far as the contribution of different countries is concerned, a clear dominance of the USA can be seen in the field of marketing (Tables VII and VIII). The USA has published around 73.12 per cent of the articles among the selected journals. This makes the USA the most important country in the universe of research in marketing. Netherlands, Canada and Germany are next contributing countries. The western world has overwhelmingly dominated in the number of publication. There is very little contribution to the field of marketing from the developing world.

As far as overall contribution of different countries in terms of number of publications to the field of marketing is concerned, the USA still remains at top with 6,720 publications followed by Netherland, Canada, the UK and Germany (Table VIII). Moreover, the UK, Hong Kong, Singapore, Denmark, South Korea, China, Australia, Spain, Belgium, etc., are the other important contributors in the list of most contributing countries (Table VII). Therefore, it can be said that the main contributors in the field of marketing, as reflected in the selected ten journals, come from these 13 countries.

Under the category of top publishing universities, we have tried to highlight the top three or four publishing universities of each journal, for example, University of Texas at Austin is the most important contributor in the *Journal of Marketing* followed by Univesitat Manheim (Table IX).

Rank	Author	Total publications	No. of citation
1	Kumar, V.	68	4,347
2	Homburg, C.	59	5,421
3	Lehmann, D.R.	56	3,658
4	Steenkamp, J.B.E.M.	51	9,947
4	Wedel, M.	51	3,533
5	Grewal, D.	45	5,837

Table VI.
Most published authors of ten marketing journals
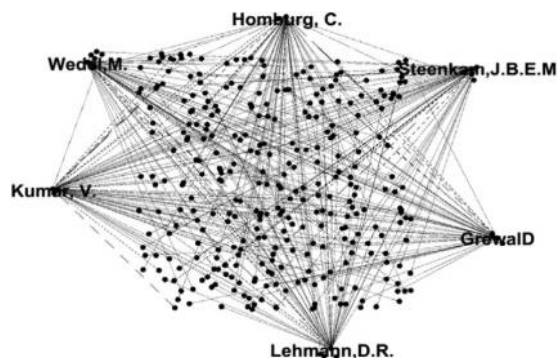
Figure 1.
Most publishing author

No.	Journal	Top three countries	No. of records	Total records	% to total
1	*Journal of Marketing*	The USA	594	911	65.20
		Germany	77		8.45
		Netherlands	56		6.15
2	*Journal of Marketing Research*	The USA	826	1,160	71.21
		Netherlands	80		6.90
		Canada	58		5.00
3	*Journal of Public Administration Research and Theory*	The USA	624	827	75.45
		The UK	57		6.89
		Netherlands	32		3.87
4	*Journal of Supply Chain Management*	The USA	208	305	68.20
		Germany	31		10.16
		Canada	26		8.52
5	*Journal of Consumer Research*	The USA	1,016	1,256	80.89
		Canada	146		11.62
		Hong Kong	77		6.13
6	*Marketing Science*	The USA	916	1,082	84.66
		Netherlands	62		5.73
		Canada	58		5.36
7	*Academy of Management Perspectives*	The USA	305	423	72.10
		The UK	39		9.22
		Canada	21		4.96
8	*Journal of Academy of Marketing Science*	The USA	1,416	1,691	83.74
		Canada	82		4.85
		Germany	78		4.61
9	*Journal of Interactive Marketing*	The USA	316	475	66.53
		Germany	47		9.89
		Netherlands	38		8.00
10	*International Journal of Research in Marketing*	The USA	499	1,060	47.08
		Netherlands	195		18.40
		Germany	92		8.68
Total			8,072	9,190	87.83

Table VII.
Top publishing
countries

Rank	Top publishing country	No. of publications
1	The USA	6,720
2	Netherland	514
3	Canada	456
4	The UK	343
5	Germany	325

Table VIII.
Top publishing
countries across
journals

Overall, Wharton School leads the way with a total publication count of 235 articles (2.55 per cent of 9,190) followed by the University of Pennsylvania publishing a total of 225 (2.44 per cent of 9,190) articles (Table X).

The following Gephi diagram shows the top five universities with most publications. Nodes with the name of universities are connected with the number of articles published by each university. The number of connection is directly proportional to the number of articles published by each university (Figure 2). Thus, the University of Pennsylvania, Wharton School is represented with the most number of connecting lines.

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No.	Journal	Top three universities	No. of records	Total records	% to total
1	*Journal of Marketing*	University of Texas at Austin	44	911	4.83
		Universitat Mannheim	29		3.18
		The University of North Carolina at Chapel Hill	25		2.74
		University of Wisconsin Madison	25		2.74
2	*Journal of Marketing Research*	University of Pennsylvania, Wharton School	63	1,160	5.43
		University of Pennsylvania	62		5.34
		Duke University	62		5.34
		Northwestern University	48		4.14
3	*Journal of Public Administration Research and Theory*	The University of Georgia	80	827	9.67
		Texas A and M University	40		4.84
		Syracuse University	38		4.59
4	*Journal of Supply Chain Management*	Arizona State University	36	305	11.80
		Miami University	18		5.90
		Michigan State University	17		5.57
5	*Journal of Consumer Research*	Northwestern University	79	1,256	6.29
		University of Pennsylvania	70		5.57
		University of Pennsylvania, Wharton School	57		4.54
6	*Marketing Science*	University of Pennsylvania, Wharton School	92	1,082	8.50
		University of Pennsylvania	72		6.65
		Duke University	70		6.47
7	*Academy of Management Perspectives*	University of Pennsylvania, Wharton School	23	423	5.44
		University of Pennsylvania	21		4.96
		University of Michigan	15		3.55
		University of Dayton	15		3.55
8	*Journal of Academy of Marketing Science*	Texas A and M University	64	1,691	3.78
		Michigan State University	49		2.90
		Arizona State University	45		2.66
9	*Journal of Interactive Marketing*	Northwestern University	31	475	6.53
		Texas A and M University	25		5.26
		University of Maryland	12		2.53
10	*International Journal of Research in Marketing*	Erasmus University Rotterdam	72	1,060	6.79
		University of Groningen	56		5.28
		Tilburg University	48		4.53
	Total		1,534	9,190	16.69

Table IX.
Top publishing universities across each journal

Rank	Name of university	Total publication
1	University of Pennsylvania, Wharton School	235
2	University of Pennsylvania	225
3	Duke University	186
4	North Western University	158
5	Texas A and M University	153

Table X.
Top publishing universities
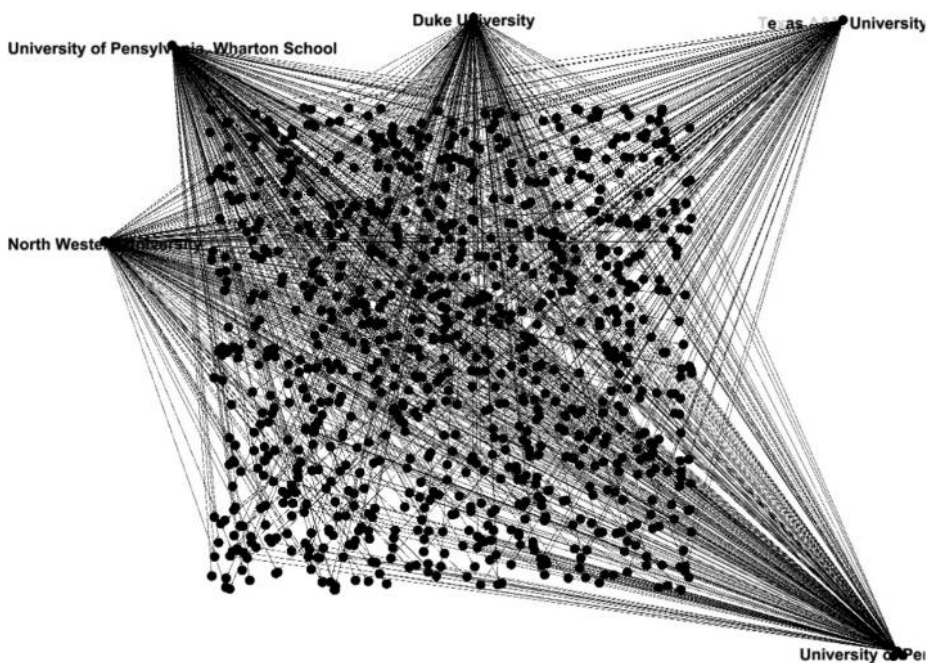
Figure 2.
Most publishing
universities

Under the category of most published year, we have tried to highlight the top three or five year in each of the selected journals with maximum contributions (Table XI).

Overall, Year 2009 leads in the list with a total publication of 382, followed by Years 2011 (367) and 2010 (359). It can be observed that recent years have seen bigger contributions of articles (Table XII). This confirms the observation that the field of marketing has seen increased research in past few years. This bodes well for the future of the marketing as a discipline.

The Gephi diagram shown blow displays the top five years in which most publications were recorded (Figure 3). Nodes with the year name are connected with the number of articles published in each year. The number of connection is directly proportional to the number of articles published in each year. Thus, Year 2009 is represented with the most number of connecting lines.

Last category is of "most used keywords" in journals (Table XIII). This analysis helps in understanding important words in the field of marketing. The study of top keywords can also reveal the major research areas in the field of marketing. The most used keywords are "Game theory", "Pricing" and "advertising". Other more frequently used keywords were "supply chain management", "customer service", "consumer behavior", etc.

Wordle diagram has been used to show the relative occurrence of keywords. The keyword "advertising" appears the most, followed by "pricing", "game theory" and "scm". There has been very less use of these keywords despite increasing importance of few of these like "sustainability", "motivation", "innovation" etc. Thus, these fields can form the potential research areas in the field of marketing (Figure 4).

Presumably, authors in each journal use keywords to associate with topics they discuss in the article. We can identify from the above tag cloud the keywords which have received

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Serial no.	Journal	Top year	No. of records	Total records	% to total
1	*Journal of Marketing*	2009	62	911	6.81
		2011	62		6.81
		2008	55		6.04
		2007	50		5.49
		2010	50		5.49
2	*Journal of Marketing Research*	2011	94	1,160	8.10
		2010	92		7.93
		2009	77		6.64
3	*Journal of Public Administration Research and Theory*	2011	59	827	7.13
		2010	55		6.65
		2015	48		5.80
4	*Journal of Supply Chain Management*	2011	35	305	11.48
		2013	31		10.16
		2012	26		8.52
5	*Journal of Consumer Research*	2014	101	1,256	8.04
		2012	87		6.93
		2013	82		6.53
6	*Marketing Science*	2009	88	1,082	8.13
		2008	84		7.76
		2011	77		7.12
7	*Academy of Management Perspectives*	2008	57	423	13.48
		2007	51		12.06
		2006	42		9.93
		2014	42		9.93
8	*Journal of Academy of Marketing Science*	2014	65	1,691	3.84
		2017	57		3.37
		2016	55		3.25
9	*Journal of Interactive Marketing*	2009	35	475	7.37
		1997	34		7.16
		2004	28		5.89
10	*International Journal of Research in Marketing*	2016	77	1,060	7.26
		2015	66		6.23
		2014	51		4.81
	Total		1,975	9,190	21.49

Table XI.
Top publication year

| Rank	Top publishing year	No. of publication
1	2009	382
2	2011	367
3	2010	359
4	2012	346
5	2014	305

Table XII.
Year-wise contribution of articles

less attention over the past decades and probably topics for more important research in those areas.

Conclusion, limitation and directions for future research

The present study collected and examined data from top ten journals in the field of marketing. In all, 9,190 articles and 5,62,322 citations were analyzed to identify top
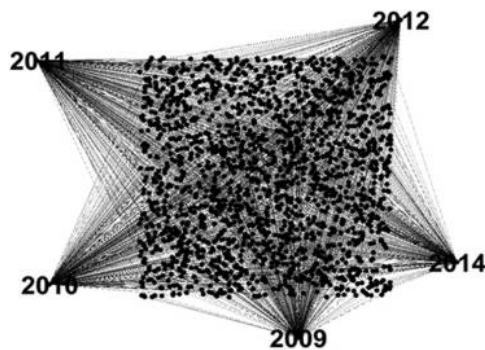
Figure 3.
Years with most
number of recorded
publications

Serial no.	Journal	Top three keywords	No. of records	Total keywords
1	*Journal of Marketing*	Advertising	24	160
		customer satisfaction	21	
		Innovation	15	
		Marketing interface	15	
2	*Journal of Marketing Research*	Advertising	36	160
		Pricing	24	
		Consumer Behaviour	16	
3	*Journal of Public Administration Research and Theory*	Attitudes	1	12
		Contributions	1	
		Governmental Agencies	1	
4	*Journal of Supply Chain Management*	Supply Chain Management	45	160
		Survey Methods	20	
		Sustainability	18	
5	*Journal of Consumer Research*	Information Processing	5	160
		Motivation	5	
		Consumption	4	
		Online Reviews	4	
		Persuasion	4	
6	*Marketing Science*	Game Theory	107	160
		Pricing	92	
		Advertising	63	
7	*Academy of Management Perspectives*	Keywords not found		
8	*Journal of Academy of Marketing Science*	Customer Satisfaction	30	160
		Market Orientation	19	
		Marketing Strategy	19	
		Service-dominant Logic	19	
		Meta-analysis	18	
		Relationship Marketing	18	
9	*Journal of Interactive Marketing*	Social Media	31	160
		Mobile Marketing	9	
		Advertising	8	
		Customer Relationship Management	8	
		Internet	8	
10	*International Journal of Research in Marketing*	Consumer Behaviour	24	160
		Market Orientation	20	
		Advertising	19	

Table XIII.
Top keywords in
each journal

Figure 4.
Wordle diagram of
most used keywords

publishing authors, most cited article along with its author's name, top publishing country, universities, most discussed keywords and the year in which most articles were published. The effort was made to highlight and recognize important contributors of the top ten journals. The analysis helped us in knowing that advertising, pricing, game theory customer service, consumer behavior, etc., continue to be important research areas in the field of marketing. At the same time, sustainability, mobile marketing, market orientation etc. have seen lesser than expected attention. With increasing importance of these areas, these can form part of future research areas. Similarly, an analysis highlighted that the USA leads by a large quantum in term of publications, with Netherlands, Canada and Germany being next few countries. In case of Universities, Universities Pennsylvania, Wharton School, University of Pennsylvania publishing and Duke Universities are some of the outstanding contributors in these top journals.

In spite of the interestingly important findings, the authors would like to mention the limitations of the present study. First, the analysis uses data from the Scopus database only. As a result, the paper does not include analysis of articles not included in the Scopus database. Thus, the full impact of the selected journals in the field of marketing may not be estimated from the analysis of this database only. However, the analysis does include a significant amount of articles from the selected journals.

Second limitation was related to the time period associated with the analysis of data for the purpose of this paper. During the time period itself, the data in Scopus have been updated. For example, number of articles in *Journal of Marketing* must have increased. Thus, the analysis became a little outdated even while we were doing it. However, the paper should be seen as an attempt to highlight different ways to recognize contributions in the field of marketing. It should not merely be seen as source of data only. Finally, another limitation we came across while collecting the data from Scopus database is its "limit to"

feature which restricts to only 160 entries in each category. This feature especially hampered the analysis of most discussed keyword. Because of this feature, all the journals were also not found and it was restricted to 160 only.

As far as future research in this area is concerned, the methodology of present study can be applied to analyze a larger number of journals in the field of marketing. This can reveal more interesting facts and figures regarding the contributors. We also suggest doing this analysis on a periodic basis so as to understand changes in nature of contributors. For example, a continued monitoring of top publishing country, universities can help us in knowing about the effort put in by other countries and universities in the field of marketing. Similarly, monitoring the use of keywords can be very good indication of which areas hold importance and are being focused upon more. At the same time, keywords, which have been used fewer times, can also be identified, as these will help us in knowing possible neglected areas in the field of marketing.

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Further reading

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About the authors

Ms Monika Sheoran is pursuing PhD from the Department of Management Studies, Malaviya National Institute of Technology Jaipur, India. She has done Masters of Business Administration from MNIT Jaipur, India. She is working on green consumer behavior.

Dr Divesh Kumar holds a PhD in Marketing from the Department of Management Studies, Indian Institute of Technology (IIT), Roorkee. Presently, he is working as an Assistant Professor (Marketing) in the Department of Management Studies, Malaviya National Institute of Technology Jaipur, India. His research work is published in various journals of international repute most of which are ranked and indexed by Australian Business Deans Council (ABDC), Scopus and Social Science Citation Index (Thomson Reuters). His current research interests include sustainability marketing, green consumer behavior and value co-creation. He has won highly commended award "Emerald IAM South Asian Management research fund Award 2013". Divesh Kumar is the corresponding author and can be contacted at: diveshcms@gmail.com

Dr Vinod Kumar holds a PhD in Marketing from the Department of Management Studies, Indian Institute of Technology (IIT), Roorkee. Presently, he is working as an Assistant Professor (Marketing) in International Management Institute (IMI), Delhi. His research work is published in various journals of international repute most of which are ranked and indexed by Australian Business Deans Council (ABDC), Scopus and Social Science Citation Index (Thomson Reuters). His current research interests include Digital Marketing, Sustainability Marketing and Sustainability Reporting.

Dr Deepak Verma holds a PhD in Information Technology and Marketing and MBA in IT and Marketing. He is working as an Assistant Professor (Marketing) in the Department of Management Studies, Malaviya National Institute of Technology Jaipur, India. His research work is published in various journals of international repute most of which are ranked and indexed by Australian Business Deans Council (ABDC), Scopus and Social Science Citation Index (Thomson Reuters). His current research interests include Digital Marketing, Theory of TAM and Consumer technology adoption.