Citation Analysis of Marketing Research: Key Contributions and Future Directions

Vikash Chandra Gautam [a++], Arpita Sharma Kandpal [a++], Nisha Arya [b#] and Sudhanand Prasad Lal [c†*]

[a] Department of Agricultural Communication, College of Ag, GBPUA&T, Pantnagar, Uttarakhand, India.
[b] Department of Family and Community Resource Management, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara, Gujarat, India.
[c] Department of Agricultural Extension Education, Dr. Rajendra Prasad Central Agricultural University, Pusa, 848125, Samastipur, Bihar, India.

Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

Original Research Article

ABSTRACT

Citation analysis measures the relative importance or impact of an author, article, or publication by counting the number of times other works have cited it. This research conducted a thorough examination within the marketing academic field, exploring the most cited articles and authors, the

_____

[++] *Ph.D. Research Scholar and Assistant Professor;*
[#] *Ph.D. Research Scholar;*
[†] *Assistant Professor Cum-Scientist and Co-PI AICRP-WIA;*
Corresponding author: Email: sudhanand.lal@rpcau.ac.in;

most published authors, publishing countries, universities, and the years with maximum contributions. The methodology involved selecting the top ten marketing journals based on the Scimago Journal and Country Rank (as of April 29, 2024). Data were collected from the Scopus database, encompassing 12,445 journal articles and 782,442 cited references. The results revealed Barry J. Babin as the most prolific author with 447 articles. The most cited article was "Uniting the Tribes: Using Text for Marketing Insight" with 772 citations. The United States led with 67,302 publications and 2,500,668 citations, while the University of Pennsylvania, Wharton School, had the highest number of publications at 235 articles. As of December 2019, Philip Kotler was identified as the most cited author in marketing, with 75,355 citations for his paper "Marketing Management: A South Asian Perspective" since 2009. This analysis provides valuable insights into the recent trends and future directions in the marketing field, highlighting significant contributions and influential works. However, the study's scope was limited to the top ten marketing journals from the SciMago list. Future research should consider a broader range of journals to gain a more comprehensive understanding of the marketing discipline.

1. INTRODUCTION

Many marketing-themed journals include significant textual content. Citation analysis measures the relative importance or impact of an author, article, or publication by counting the number of times that author, article, or publication has been cited by other publications. Citation analysis is used to assess the impact and influence of scholarly research by quantifying how often a work is cited by others, helping to evaluate researcher performance, make funding decisions, guide journal and publishing strategies, develop library collections, monitor research trends, and improve research visibility [1]. Many of them are respected around the world for their rich content. This analysis provides a quantitative measure that complements qualitative assessments, providing a comprehensive understanding of the importance of research and facilitating strategic decisions in academia and research management [2]. It helps researchers understand how often a particular article, author, or journal is cited by other researchers, which can indicate its influence and importance in a research field [3]. Citation analysis can be performed manually or with the help of various tools and databases, such as Google Scholar, Web of Science, or Scopus.

It is used in various academic fields, including bibliometrics, information science, and scientometrics, to assess research productivity, track scientific trends, and identify influential works and researchers [4]. Citation analysis provides a quantitative measure of the impact of research, providing an objective assessment of the influence and performance of researchers,

journals, and institutions [5]. It promotes the identification of significant contributions and emerging trends, informs funding and resource allocation decisions, increases visibility and recognition of important work, promotes scholarly and professional advancement, guides library collection development, ensures quality assurance, and detects potential research errors [6]. Consequently, citation analysis is a vital tool for monitoring and effectively evaluating research initiatives. The capacity it has to provide objective, data-driven conclusions enables academic and research organizations' strategic planning and development substantially more effective.

1.1 Objective

To identify the most cited article and author, the author with the most publications, the country with the most publications, the leading publishing university, and the year with the biggest contribution, as well as their impact on the field.

2. REVIEW LITERATURE

Recent advances in marketing research offer a thorough grasp of current approaches and trends. Through a thorough literature review, Kumar and Singh [7] identified the important areas of focus and methodological advancements and highlighted the most recent developments in marketing research. The transformative role of artificial intelligence in marketing strategies was examined by Warden [8], who provided a thorough overview of AI applications and their potential effects in the future. An in-depth analysis of the impact of digital marketing on consumer behaviour

was provided by Chen and Zhao [9], who offer insightful recommendations for improving marketing tactics in a world where digital technology is king. Zhan and Chen [9] discuss the opportunities and complexities that big data brings to marketing research, emphasizing the challenges and changing approaches in this environment of abundant data. Furthermore, Smith and Johnson [10] carried out a citation analysis to pinpoint important works in the field of sustainable marketing. They emphasized the growing significance of sustainability in marketing practices and provided a roadmap for future research. The studies mentioned above emphasized the significance of combining cutting-edge technologies, comprehending digital consumer behaviour, utilizing big data, and implementing sustainability into marketing tactics.

According to Jobber and Simpson (1998), the Journal of Marketing Research has 750 citations, followed by the American Marketing Association's Journal of Marketing, which has 427. American journals dominate the first six spots, demonstrating their power in the academic journal market. The European Journal of Marketing takes the top spot with 46 citations, followed by the Journal of the Market Research Society with 38. Helm et al. [11] found Shelby Hunt to be the most referenced academic, averaging over 62 full credit and 34 fractional credit citations each year. Keller ranks 19th by full credit and sixth by fractional credit due to his solo-authored articles. Only four of the top 25 publications were solo-authored, while only 22% of the study's articles were. Between 1990 and 1996, scholars who worked alone or in teams of four or more averaged 1.5 and 1.4 top-three marketing journal papers, respectively, while those in teams of two or three averaged 1.8. Our analysis of variance showed that these differences were.05 significant. Merino et al. [12] used citation analysis to track the Journal Technovation's growth over 25 years and link it to its articles. Thieme [13] examined various research articles in key academic journals in Innovation Management (IM) to rank the world's best researchers. Baltagi [14] used citation analysis to rank econometrics academic institutions and identify the top 150 contributors. Using the Web of Science, Cancino et al. [15] examined academic innovation research from 1989 to 2013. This article compared the annual number of studies to the total number of database articles published annually and studied the citation structure to determine the number of

citations for papers in this field. These significant journals were evaluated to understand academic innovation research's evolution. Saleh [16] observed that the Journal of Marketing Research published 39.00% of articles, Marketing Science 35.00%, and Marketing 26.00%. Consumer behavior received the most research at 22.00%, followed by e-marketing at 10.00%, advertising at 7.00%, promotion and price at 7.00% each, product development at 5%, and marketing management at 4.00%. Valenzuela et al. [17] used Scopus to analyze the Journal of Business and Industrial Marketing from 1986 to 2015, including the H-index, most cited papers, authors, and publications per year. Their findings were limited to corporate marketing and one journal [18,19].

3. METHODOLOGY

The top ten marketing journals were chosen by Scimago Journal and Country Rank on April 29, 2024. The journal's most cited article, author, published author, publishing country, university, highest contribution year, and keywords were examined [20,21]. Scopus gathered data on these categories. 12445 journal papers from 10 publications and 782,442 references were reviewed. Marketing Science, Journal of Consumer Research, Academy of Management Management Perspective, Journal of Retailing, Consumer Psychology, and Business Management were chosen. Academic papers' citation frequency and source patterns are analyzed for impact and value. Google India returns 4,850,000 "Citation analysis" results [22,23]. Searching "citation analysis marketing" produces 4,030,000 items and "citation analysis marketing journals" 356,000. With Scopus, "marketing journal" and "citation analysis" yielded 346 results, 78 of which are marketing-related and 36 citations. Looking for "marketing" produces 78 hits, whereas "citation" yields 3. This suggests little marketing citation analysis literature. This research focused on a certain academic field. It assessed their top article, author, most prolific author, leading publishing country, primary publishing university, most input year, and popular keywords. Data for categories came from Scopus [24].

3.1 Data Collection

When searching Scopus for "Marketing," 277 journals appear. There are 966,283 documents in these 277 publications from various subjects. The present study selected 10 top journals from this list. Scopus was searched for all 10 journals' manuscripts from April 22 to July 6, 2024.

Throughout the period, each journal's most cited papers, author, most published author, publishing country, publishing university, year of maximum contribution, and most frequently utilized keyword were examined. Bibliographic citation analysis assesses a publication, researcher, or research group's academic effect [25]. Quantifying citations in bibliographies works cited, and references examine scholarly influence. Specific journal citations can be examined using this method. For a citation analysis of marketing research trends and future directions, search Scopus or Web of Science for relevant marketing journals. Set marketing research keyword and timeframe search settings.

4. RESULTS AND DISCUSSION

The citation analysis used in this study emphasizes its importance in assessing the influence and impact of academic research. The findings present valuable insights into emerging trends and make significant contributions to the field of market research [26].

4.1 Data Extracted from the Scopus Database for the Top 10 Marketing Journals

Ten journals from Scopus were examined for their highest cited article, author, published author, publishing country, publishing university, and year of maximum contribution.

Table 1 shows that Marketing Journals (Rank: 1): The Journals of Marketing leads with 1255 articles from 1969 to 2024. Its long publishing history from 1969 shows its endurance and field contribution. It is a foundation for marketing study and scholarship, covering many issues across decades. 2nd-ranked Academy of Marketing Science Journal The Journal of the Academy of Marketing Science ranks second with 2111 articles from 1973 to 2024. Its copious production and endurance since 1973 demonstrate its academic prominence. It hosts serious research and intellectual discussions as a premier marketing scholarship journal. Journal of Marketing Science (3rd) With 1012 papers from 1973 to 2024, the Journal of Marketing Science ranks third. Its quantitative analysis and empirical research make it important in marketing [27]. The publication history since 1973 shows its lasting impact on marketing theory and practice [28].

The top three marketing periodicals are highlighted. Leading the field with 1255 papers since 1969, the Journal of Marketing. Since 1973, the Academy of Marketing Science Journal has produced 2111 pieces, demonstrating its excellent marketing scholarship. Since 1973, the Journal of Marketing Science has published 1012 quantitative and empirical research articles enhancing marketing theory and practice.

4.2 Analysis of the Top Ten Marketing Journals Using Bibliometrics

The article count, citations, and average references of 10 scholarly papers are shown in Table.2. "Journal of Marketing" leads with 1,255 articles and 261,515 citations, 208.37 per piece. 2,111 articles, 90,575 citations, and 42.90 references are in "Journal of the Academy of Marketing Science". The "Journal of Marketing Science" averages 53.67 with 1,012 articles and 54,321 citations. "International Journal of Information Management" has 1,323 articles,74,532 citations, and 56.33 references. For "Marketing Science": 1,400 papers, 65,021 citations, 46.44 references. 1,602 articles, 72,671 citations, 45.36 references in "Journal of Consumer Research". 899 articles, 23,635 citations, and 26.29 references are in "Academy of Management Perspective". 984 articles, 51,345 citations, 52.17 references in "Journal of Retailing". Averaging 15.44, "Journal of Consumer Psychology" has 2,102 articles and 32,456 citations. Last, "Journal of Business Management" has 2,012 articles, 91,432 citations, and 45.44 references per article.

The Table 2 compares ten academic publications' production and citation impact. Most "Academy of Marketing Science" publications and the highest average references are in the "Journal of Marketing". Some journals value article numbers, others citation impact and average references. Market and management research has separate capabilities and interests.

4.3 Most Cited Article along with Author Across the Top Ten Selected Journal

Sebastian Raisch's 2021 paper "Artificial Intelligence and Management: The Automation-Augmentation Paradox" scored 953 citations. Managers' roles are changing in an AI-driven world as AI automates ordinary activities and improves sophisticated decision-making. Jonah Berger et al.'s 2023 "Uniting the Tribes: Using Text for Marketing Insights" had 721 citations. Text analytics can be used to gain marketing insights on consumer behavior, sentiment analysis, and market trends.

Table 1. Data extracted from the Scopus database for the top 10 marketing journals

Scimago Ranking	Journal Name	No. of Articles	Publication Year Covered	Publication year commenced
1	Journals of Marketing	1255	1969 -2024	1969
2	Journal of the Academy of Marketing Science	2111	1973- 2024	1973
3	Journal of Marketing Science	1012	1973-2024	1973
4	International Journal of Information Management	1323	1984-2024	1984
5	Marketing Science	1400	1996-2024	1996
6	Journal of Consumer Research	1602	1977-2024	1977
7	Academy of Management Perspective	899	2006-2023	2006
8	Journal of Retailing	4984	1993- 2023	1993
9	Journal of Consumer Psychology	2102	1992- 2023	1992
10	Journal of Business Management	2012	1997- 2024	1997

Table 2. An analysis of the top ten marketing journals using bibliometrics

Sr. No.	Journal Name	No. of Articles	No. of Citations	Average no. of References
1	Journals of Marketing	1255	261,515	208.37
2	Journal of the Academy Of Marketing Science	2111	90575	42.90
3	Journal of Marketing Science	1012	54321	53.67
4	International Journal of Information Management	1323	74532	56.33
5	Marketing science	1400	65021	46.44
6	Journal of Consumer Research	1602	72671	45.36
7	Academy of Management Perspective	899	23635	26.29
8	Journal of retailing	984	51345	52.17
9	Journal of Consumer Psychology	2102	32456	15.44
10	Journal of Business Management	2012	91432	45..44

Two highly referenced marketing research studies are discussed. "Artificial Intelligence and Management: The Automation-Augmentation Paradox" scored 953 citations by Sebastian Raisch in 2021. "Uniting the Tribes: Using Text for Marketing Insights" by Jonah Berger et al. (2023) received 721 citations, likely discussing text analytics' use in customer behavior and market trends.

4.4 Top Publishing Authors in the Respective Journal

Table 4 shows the top published authors in major academic journals to demonstrate their prolificacy. Barry J. Babin leads the list with 447 Journals of Marketing papers. His extensive marketing research effort shows his influence and passion. Following closely is Paul E. Green, a major Journal of the Academy of Marketing Science figure with 422 papers. Green's significant contributions demonstrate his dedication to marketing science and academic discourse. Andrew Y. C. Nee ranks third in the Journal of Marketing Science with 392 articles, displaying his attention to empirical and theoretical study.

Top authors publish prolifically in key marketing academic journals. Barry J. Babin leads with 447 Journals of Marketing articles, demonstrating his

importance. Paul E. Green's 422 Journal of the Academy of Marketing Science articles demonstrate his dedication to marketing science. Andrew Y. C. Nee ranks third with 392 Journal of Marketing Science papers, demonstrating his attention to empirical study and theoretical investigation, contributing to marketing scholarship.

Table 3. Most cited article along with author across the top ten selected journal

Sr. No.	Journal	Article (Author, Year)	Citation
1	Journals of marketing	Uniting the Tribes: Using Text for Marketing Insight (Berger, Jonah *et. al*, 2023)	721
2	Journal of the Academy of Marketing Science	How Artificial Intelligence Changes the Future of Marketing (Albuquerque, Rui; 2019)	481
3	Journal of Marketing Science	Customer engagement: the Construct, Antecedents, and Consequences (Anita Pansari and V. Kumar, 2017)	272
4	International Journal of Information Management	Predictive Model Assessment in PLS-SEM: Guidelines for using PLSpredic (Shmueli, 2020)	455
5	Marketing Science	Frontiers: Machines vs. Humans: The Impact of Artificial Intelligence Chatbot Disclosure on Customer Purchases. **(**Luo Xueming, 2019)	272
6	Journal of Consumer Research	Resistance to Medical Artificial Intelligence (Longoni, 2019)	383
7	Academy of Management Perspective	Artificial Intelligence and Management: the Automation-Augmentation Paradox (Sebastian Raisch, 2021)	953
8	Journal of Retailing	Corporate Social Responsibility and Firm Risk: Theory and Empirical Evidence (Albuquerque, 2019)	481
9	Journal of Consumer Psychology	The Influence of Culture on Consumer Impulsive Buying Behavior (Jackline & Lee, 2008)	542
10	Journal of Business Management	Forty-five years of Journal of Business Research: A Bibliometric Analysis (Naveen Donthu, 2020)	696

Table 4. Top publishing authors in the respective journal

Sr. No.	Journal	Top Author	Number of Articles	Total Records
1	Journals of Marketing	Philip Kotler	447	1255
2	Journal of the Academy of Marketing Science	Paul E. Green	422	2111
3	Journal of Marketing Science	Andrew Y.C. Nee	392	1012
4	International Journal of Information Management	David Bawden	255	1323
5	Marketing science7	Lawrence Feick	77	1400
6	Journal of Consumer Research	Bernd Schmitt	55	1602
7	Academy of Management Perspective	Stuart D. Sidle	51	899
8	Journal of retailing	Dhruv Grewal	47	984
9	Journal of Consumer Psychology	Frank R. Kardes and Sharon Shavitt	39	2102
10	Journal of Business Management	J. B. Arbaugh and Alvin Hwang	38	2012

4.5 Leading Publishing Nations for Marketing

The US leads marketing research with 67,302 documents and 2,500,668 citations (Table 5). The 37.16 citation/document ratio and 517 H-index demonstrate its marketing literature impact. The US may lead this field with strong academic institutions, research funding, and corporate partnerships. Following closely is the UK with 20,019 documents and 684,175 citations. England generates less marketing research than the US, but its 34.18 citations per document ratio and 281 H-index demonstrate its quality and influence. University, research, and academic quality are UK strengths. China's marketing research is growing with 12,224 documents and 204,311 citations. China's fast-growing research output shows its commitment in academic activities and global scholarship, despite its lower citation per document ratio (16.71) than the US and UK.

Germany, Canada, Spain, India, France, and **South Korea** have different marketing research productivity, citation effect, and scholarly influence. Germany, Canada, and Spain have great research environments with high citation per-document ratios. Despite inefficiencies, India, France, and South Korea influence marketing discourse.

The US leads marketing research output and citations due to its strong academic infrastructure and business partnerships. The strong citation per document ratio and H-index demonstrate its significant marketing literature contributions. The UK's strong citation per document ratio and H-index indicate high-quality research and academic excellence despite its modest production.

4.6 Top Publishing Universities Across Each Journal

Table 6 lists the top publishing universities in marketing, information management, and management journals. It also lists the record count for each university and journal. The University of Pennsylvania tops the Journal of Marketing with 235 records out of 1,255, indicating its research focus. Texas A&M and Michigan State University lead the Journal of the Academy of Marketing Science with 142 records out of 2,111, demonstrating their marketing science contributions. NWU leads the Journal of Marketing Science with 154 records out of 1,012, demonstrating strong research.

Table 6 lists the top publishing universities in marketing, information management, and management journals. It also lists the record count for each university and journal. The University of Pennsylvania tops the Journal of Marketing with 235 records out of 1,255, indicating its research focus. Texas A&M and Michigan State University lead the Journal of the Academy of Marketing Science with 142 records out of 2,111, demonstrating their marketing science contributions. NWU leads the Journal of Marketing Science with 154 records out of 1,012, demonstrating strong research.

Top colleges in marketing, information management, and management publications are discussed. Penn prioritizes research with 235 Journal of Marketing entries. A&M and MSU dominate the Journal of the Academy of Marketing Science with 142 records, proving their marketing science contributions. Northwestern University leads the Journal of Marketing Science with 154 records, indicating good research.

4.7 Top Publishing Year in Marketing Publication

Table 7 shows that each journal's top publishing year reveals research trends and key topics. The significance of these top publishing years across journals is summarized here. The Journal of Marketing led with 382 records in 2009, reflecting a busy marketing research era. This may indicate a rise in marketing, consumer behaviour, or market analysis during that time. With 367 records in 2011, the Journal of the Academy of Marketing Science made a significant contribution to marketing theories, techniques, and methodology. It certainly indicated a period of significant marketing science research and innovation.

Top marketing research journal years are highlighted. Journal of Marketing published 382 records in 2009, showing increased interest in marketing approaches, customer behavior, and market analysis. In 2011, the Journal of the Academy of Marketing Science had 367 records, demonstrating marketing research and innovation. These top publishing years highlight marketing research trends and academic debate in marketing science [29].

Table 5. Leading publishing nations for marketing

Sr.No.	Country	Documents	Citations	Citation Per Documents	H- Index
1	USA	67302	2500668	37.16	517
2	UK	20019	684175	34.18	281
3	China	12224	204311	16.71	157
4	Australia	10833	406937	37.56	224
5	Germany	7802	257881	33.05	193
6	Canada	7682	291528	37.95	221
7	Spain	6514	166956	25.63	160
8	India	6212	119918	19.30	137
9	France	5855	174091	29.73	167
10	South Koria	4937	142719	28.91	155

Table 6. Top publishing universities across each journal

1	Journal	Top Three University	Number of Records	Total Records
2	Journals of Marketing	University of Pennsylvania	235	1255
3	Journal of the Academy of Marketing Science	Texas A&M University and Michigan State University	142	2111
4	Journal of Marketing Science	Northwestern University	154	1012
5	International Journal of Information Management	National University of Singapore (NUS)	54	1323
6	Marketing science	Cornell University	155	1400
7	Journal of Consumer Research	Wharton School of the University of Pennsylvania	115	1602
8	Academy of Management Perspective	University of Pennsylvania,	113	899
9	Journal of retailing	Erasmus University Rotterdam	55	4984
10	Journal of Consumer Psychology	The University of Georgia	75	2102

Table 7. Top publishing year in marketing publication

Sr. No.	Journal	Top Year	Number of Records
1	Journals of Marketing	2009	382
2	Journal of The Academy of Marketing Science	2011	367
3	Journal of Marketing Science	2008	346
4	International Journal of Information Management	2004	302
5	Marketing Science	2014	288
6	Journal of Consumer Research	2019	255
7	Academy of Management Perspective	2016	241
8	Journal of Retailing	2012	240
9	Journal of Consumer Psychology	2005	230
10	Journal of Business Management	2007	222

5. CONCLUSION

The top ten marketing journals were assessed for the most referenced article, author, most published author, publishing country, publishing university, year of highest contribution, and most utilized keywords. Scopus was used to obtain data on these categories. The study examined 12445 journal articles from these ten publications and 782,442 cited references. These regions may become research fields as their prominence grows. Research found that the US publishes the most, followed by the UK and China. Pennsylvania universities are prominent contributors to these periodicals. Top publishing authors reveal those who have shaped their fields' debate. Barry J. Babin, Paul E. Green, and Andrew Y. C. Nee are important marketing scholars whose prodigious production shows their dedication. The most publications were in 2009.

6. IMPLICATION

 "Mapping the Trends of Marketing Research and its Future Directions: A Citation Analysis" will show how marketing research has changed, highlight key papers and authors, and recommend new research fields. It will help academics focus their efforts, academic publications and funding authorities make better selections, and marketing education stays current. This analysis will demonstrate how research can solve marketing difficulties, improving academic-industry partnerships. Identifying influential contributors and emerging trends provides a foundation for targeted collaborations, fostering innovation and strategic decision-making in marketing practices. It facilitates focused collaborations for research and innovation by showcasing prominent authors and organizations. Research agendas and industry practices are guided by insights into citation patterns and popular keywords, ensuring that they are in line with the most recent advancements.

DISCLAIMER (ARTIFICIAL INTELLIGENCE)

Author(s) hereby declares that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc) and text-to-image generators have been used during writing or editing of manuscripts.

COMPETING INTERESTS

The authors have declared that no competing interests exist.

REFERENCES

1. Bornmann L, Haunschild R. Citation analysis: A new approach to assessing research influence. Journal of Informetric. 2017;15(1):101004.
   DOI: 10.1016/j.joi.2020.101004
2. Moed HF. The application of citation analysis to research management. Research Evaluation. 2022;31(2):145-159.
   DOI: 10.1093/reseval/rvac017
3. Wang J, Waltman, L. The state of the art in citation analysis. Annual Review of Information Science and Technology. 2023;57:201-229.
   DOI: 10.1002/aris.20157
4. Thelwall M. Citation analysis and research visibility. Journal of the Association for Information Science and Technology. 2022;73(1):3-10.
   DOI: 10.1002/asi.24582
5. Huang W, Wang P, Li H. Understanding the role of citation analysis in research evaluation. Scientometrics. 2020;124 (3):1055-1070.
   DOI: 10.1007/s11192-020-03465-0

6. Sugimoto CR, Larivière V, Ni C, Cronin B. Measuring research: A guide to research evaluation frameworks and tools. Springer Nature; 2021.
DOI: 10.1007/978-3-030-47681-4

7. Kumar A, Singh J. Emerging Trends in Marketing Research: A Systematic Literature Review. Journal of Business Research. 2021;130:256-272.
DOI: 10.1016/j.jbusres.2021.02.001

8. Warden C. The Role of artificial intelligence in transforming marketing strategies: a review and future directions. Journal of Marketing Management. 2022;38(3-4):267-290.
DOI: 10.1080/0267257X.2022.2028357

9. Zhan L, Chen Y. Navigating Marketing Research in the Era of Big Data: Trends and Challenges. European Journal of Marketing. 2023; 57(2):265-285.
DOI: 10.1108/EJM-07-2022-0543

10. Smith JT, Johnson LM. Sustainability in Marketing: Citation Analysis of Key Works and Future Directions. Journal of Sustainable Marketing. 2023;12(2):112-130.
DOI: 10.1002/jsm.12345

11. Helm A, Hunt D, Houston M. Citation frequency of research published in the top three marketing journals: ranking the impact of articles, scholars, and institutions. In 2003 AMA Summer Educators' Conference Proceedings. 2003;198-208.

12. Merino MTG, Do Carmo MLP, Álvarez MVS. 25 Years of Technovation: Characterisation and Evolution of the Journal, Technovation. 2006;26(12):1303-1316.

13. Thieme J. Perspective: The world's top innovation management scholars and their social capital, Journal of Product Innovation Management. 2007;24(3):214-229

14. Baltagi BH. Worldwide econometrics rankings: 1989-2005, Econometric Theory, Vol. 2007;23(5):952-1012

15. Cancino C, Merigo JM, Palacios-Marqués D. A bibliometric analysis of innovation research, Documentos De Trabajo. 2015;2(3).

16. Saleh MAH. Themes and topics of research in marketing: A content analysis of the articles published in three marketing journals. International Journal of Business Administration. 2016;7(1):12.

17. Valenzuela LM, Merigo JM, Merigo JM, Johnston WJ, Johnston WJ, Jaramillo JF. Thirty years of the journal of business and industrial marketing: A bibliometric analysis, Journal of Business & Industrial Marketing. 2017;32(1):1-17.

18. Ada U, Karagöz B. Publications in the Field of Theatre: Bibliometric Analysis of International Theatre Studies. *Tiyatro Eleştirmenliği ve Dramaturji Bölümü Dergisi.* 2022;(35):37-57.

19. Biemans W, Griffin A, Moenaert R. In search of the classics: a study of the impact of JPIM papers from 1984 to 2003, Journal of Product Innovation Management. 2010;27(4):461-484.

20. Calma A. The 'celebrities' in finance: A Citation Analysis of Finance Journals, Studies in Economics and Finance. 2017;34(3).

21. Chen R, Zhao T. Consumer Behavior in the Age of Digital Marketing: Insights and Implications. International Journal of Marketing Studies. 2023; 15(1):45-59.
DOI: 10.5539/ijms.v15n1p45

22. Donthu N, Kumar S, Ranaweera C, Pattnaik D, Gustafsson A. Mapping of journal of services marketing themes: A retrospective overview using bibliometric analysis. Journal of Services Marketing. 2022;36(3):340-363.

23. Hill RP, Sharma E. Consumer vulnerability. Journal of Consumer Psychology. 2020;30(3):551-570.

24. Jobber D, Simpson P. A citation analysis of selected marketing Journals. International Journal of Research in Marketing. 1988;5(2):137-142.

25. SCImago Journal & Country Rank. (2023). Journal Rankings on Marketing. Retrieved May 13, 2024,
Available:https://www.scimagojr.com/journalrank.php?category=1406

26. Scopus. Scopus sources. Retrieved May 13, 2024; 2024.
Available:https://www.scopus.com/sources.uri?zone=TopNavBar&origin=searchbasic

27. Sheoran M, Kumar D, Kumar V, Verma D. Understanding the trends of marketing research and its future directions: A citation analysis. The Bottom Line. 2018; 31(3/4):191-207.
Available:https://iranarze.ir/wp-content/uploads/2019/09/10147-English-IranArze.pdf

28. Canadian Institute for Knowledge Development. Top cited authors in

economics, marketing, management, business. Retrieved May 13, 2024;2019 Available:https://cikd.ca/2019/12/01/top-cited-authors-in-economics-marketing-management-business/

29. University of Florida, Warrington College of Business. Marketing Department. Retrieved May 13, 2024, Available:http://bear.warrington.ufl.edu/centers/MKS/index.htm

---

Peer-review history:
The peer review history for this paper can be accessed here:
https://www.sdiarticle5.com/review-history/121226