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THE LAST DECADE OF MARKETING RESEARCH: THE CASE OF EUROPEAN JOURNAL OF MARKETING

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ABSTRACT

JEL Codes: M30,
M31, M39

This study aims to present a bibliometric analysis of the research papers published in the European Journal of Marketing (EJM) from the year 2008 to 2017. According to results, 762 research papers were published in the European Journal of Marketing from the year 2008 to 2017. The distribution of top three subjects is as follows; product and branding (148 papers, 19.42%), marketing communications (119 papers, 15.62%) and consumer behaviour (109 papers, 14.30%). The top three article contributing countries are the UK, Australia, and the USA. The results also exhibit that most of the research papers (543 papers, 71.26%) have 51 or more references. Finally, approximately half of the research papers (352 papers, 46.20%) are cited up to ten times. The results are important for the guidance of academicians and researchers who study in marketing.

Keywords: Marketing Research, Bibliometric Analysis, European Journal of Marketing

PAZARLAMA ARAŞTIRMALARININ SON ON YILI: EUROPEAN JOURNAL OF MARKETING ÖRNEĞİ

ÖZ

JEL Kodları: M30,
M31, M39

Bu araştırma, 2008-2017 yılları arasında European Journal of Marketing dergisinde yayınlanan araştırma makalelerinin bibliyometrik analizinin ortaya konmasını amaçlamaktadır. Araştırmada elde edilen sonuçlara göre European Journal of Marketing dergisinde 2008-2017 yılları arasında 762 araştırma makalesi yayınlanmıştır. Konu dağılımlarına bakıldığında ilk üç konu; ürün ve markalama (148 makale, %19.42), pazarlama iletişimi (119 makale, %15.62) ve tüketici davranışı (109 makale, %14.30) şeklindedir. En çok araştırma makalesi katkısı yapan ilk üç ülke ise UK, Australia ve USA'dır. Benzer şekilde, makalelerde kullanılan referans sayılarının büyük çoğunluğunun (543 makale, %71.26) 51 ve üzeri olduğu tespit edilmiştir. Son olarak, araştırma makalelerinin yaklaşık yarısı (352 makale, %46.20) on kereye kadar atıf almıştır. Elde edilen sonuçlar pazarlama alanında çalışan akademisyen ve araştırmacılara yol göstermesi açısından önem taşımaktadır.

Anahtar Kelimeler: Pazarlama Araştırması, Bibliyometrik Analiz, European Journal of Marketing

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1. INTRODUCTION

The term bibliometrics was first used by Pritchard (1969) as “the application of mathematical and statistical methods to books and other means of communication”. Similarly, Broadus (1987) defines bibliometrics as “the quantitative study of physical published units, or of bibliographic units, or of the surrogates for either”. Bibliometrics use quantitative analysis of empirical data in published literature to explore the trends of publication within an area of study (De Bellis, 2009), this enables researchers to examine the body of literature in their field in order to identify major themes (Grant, Cottrell, Cluzeau and Fawcett, 2000; Vogel and Güttel, 2013). Bibliometrics can also be used to establish statistical models of scholarly communication flow (Borgman, 1999). In the literature, bibliometric studies were made in many areas (Podsakoff, MacKenzie, Podsakoff and Bachrach, 2008; Bonilla, Merigó and Torres-Abad, 2015; Coupé, 2003; Baltagi, 2007; Fagerberg, Fosaas and Sapprasert, 2012; Landstrom, Harirchi and Astrom, 2012).

Bibliometrics is mainly a form of statistical analysis of publications, which provides quantitative insight into academic literature (Benckendorff and Zehrer, 2013). Basically, the bibliometric analysis provides insight about how the growth of literature and the flow of knowledge within a specified field evolves over a period of time by analyzing information gathered in the database, such as keywords, citations, authors, and type of journals consulted (VanRaan, 2005). Based on which information it uses in an analysis, bibliometrics includes different methods (Leung, Sun and Bai, 2017).

Bibliometric analysis has become an increasingly significant issue in business discipline including marketing (Dabirian, Diba, Tareh and Treen, 2016; Samiee and Chabowski, 2012; Polonsky and Ringer, 2012), sales management (Johnson, 2006), strategic management (Vogel and Güttel, 2013), accounting (Zhong, Geng, Liu, Gao and Chen, 2016), supply chain management (Asgari, Nikbakhsh, Hill and Farahani, 2016), advertising (Kim and McMillan, 2008), and others.

Bibliometric analysis is a vital tool to comprehend the developments in discipline because it allows researchers to identify the evolution of a field as well as the contributions made to the field or associated fields (Baumgartner and Pieters 2003; Hubbard, Norman and Miller, 2005). Similarly, bibliometric analysis of journals provides journals an opportunity to reflect on what they have achieved at various stages (Schlegelmilch 2003; Zinkhan and Leigh 1999).

The EJM is a leading marketing journal launched in 1967. The journal is indexed in the Journal Citation Reports of the Web of Science. In 1976, it became a bimonthly journal; in 1977, it began to publish eight issues per year. In 1986, the EJM grew to ten issues per year, and in 1989, it became a monthly journal (Martínez-López, Merigó, Valenzuela-Fernández and Nicolás, 2018). The EJM presents itself as receptive to new and controversial topics, and new, as well as developments that challenge existing theories and paradigms. The journal also serves as a catalyst for solving marketing problems and dilemmas, and as such, it is already regarded as an essential resource by many leading industry figures and supplying libraries (European Journal of Marketing web site, 2018).

Organizing a special activity such as a review (Van Fleet et al., 2006), a special issue (Meyer and Winer, 2014), an editorial (Barley, 2016; Shugan, 2006) or a bibliometric overview (Schwert, 1993), of a journal is very common when this journal celebrates an anniversary. The EJM turned 50 years old in 2017. Inspired by this anniversary, the objective of this study aims to present a bibliometric overview of the leading trends of the journal during the last decade.

2. MAIN OBJECTIVE AND METHODOLOGY

This study aims to present an evaluation of the research papers published in the European Journal of Marketing (EJM) from the year 2008 to 2017 by using bibliometric analysis. The data required for the study is gathered from the research papers published in the European Journal of Marketing website from the year 2008 to 2017. Only research papers are included in the study.

The main objective of this study is to answer the following questions:

- How is the yearly distribution of research papers published in the EJM?
- What is the subject distribution of research papers?
- How is the distribution of research papers according to the number of authors and authors' geographical region?
- How is the distribution of research papers according to the authors' country of residence?
- How is the distribution of research papers according to their number of references?
- How is the distribution of research papers according to their number of citations?

3. RESULTS AND DISCUSSION

Yearly distribution of research papers published in the EJM is displayed in Table 1. The number of published research papers increased from 49 in 2008 to 88 in 2017. In 2014 the number of research papers published in the EJM reached a record high of 100 papers. The second highest number of research papers was published in 2016 (91 papers).

Table 1. Yearly Distribution of Research Papers Published in The EJM

Year	Number of Research Papers	%
2008	49	6.43
2009	51	6.69
2010	77	10.11
2011	69	9.06
2012	73	9.58
2013	85	11.15
2014	100	13.12
2015	79	10.37
2016	91	11.94
2017	88	11.55
TOTAL	762	100.00

Table 2. Subject Distribution of Research Papers

Subject	Year										Total	%
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017		
Marketing management and strategies	9	11	6	15	15	10	6	9	18	7	106	13.91
Product and branding	10	4	17	8	24	8	15	18	24	20	148	19.42
Price and pricing strategies	-	2	2	-	3	2	3	2	2	2	18	2.36
Distribution channels and logistics	2	10	9	10	3	8	16	5	2	1	66	8.66
Marketing communications	5	3	18	4	11	10	16	11	19	22	119	15.62
Sales and customer relations	6	8	3	7	6	16	11	8	8	7	80	10.50
Consumer behavior	9	1	13	13	3	15	15	13	9	18	109	14.30
International marketing	2	4	5	3	1	-	4	1	1	2	23	3.02
Services marketing	4	5	2	3	4	9	9	8	2	6	52	6.83
Others	2	3	2	6	3	7	5	4	6	3	41	5.38
TOTAL	49	51	77	69	73	85	100	79	91	88	762	100.00

According to Table 2, the results exhibit that, for the studied period, “product and branding” is the most popular research paper subject with 19.42% (148 papers). The subject distribution for the rest of the papers is as follows:

- “Marketing communications” 15,62% (119 papers)
- “Consumer behavior” 14.30% (109 papers)
- “Marketing management and strategies” 13.91 % (106 papers)
- “Sales and customer relations” 10.50% (80 papers)
- “Distribution channels and logistics” 8.66% (66 papers)
- “Services marketing” 6.83% (52 papers)
- “International marketing” 3.02% (23 papers)
- “Price and pricing strategies” 2.36% (18 papers)

- The “others” 5.38% (41 papers).

Table 3. Distribution of Research Papers According to The Authors' Geographical Region

Geographical Region	Year										Total	%
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017		
Europe	67	90	104	83	109	131	106	107	89	111	997	51.29
North America	11	16	32	31	20	29	74	31	73	38	355	18.26
South America	-	-	1	-	2	-	6	1	3	3	16	0.82
Asia	12	4	12	25	23	29	33	22	24	35	219	11.27
Africa	-	-	1	-	-	-	-	-	-	2	3	0.15
Australia	15	12	31	27	37	33	48	45	57	49	354	18.21
TOTAL	105	122	181	166	191	222	267	206	246	238	1944	100.00

Table 3 displays the distribution of research papers according to the authors' geographical region. Most of the contributing authors to the European Journal of Marketing are from Europe 51.29%, (997 authors). This is followed by North America 18.26% (355 authors) and Australia 18.21% (354 authors). This is followed by the contributions made by Asia 11.21% (219 authors), South America 0.82% (16 authors) and Africa 0.15% (3 authors).

Table 4. Top Three Research Paper Contributing Countries According to The Distribution of Authors' Country of Residence

Country	Year										Total
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	
UK	37	23	50	42	49	58	33	43	43	47	425
Australia	15	11	27	18	33	32	44	36	48	46	310
USA	7	13	27	30	17	25	61	23	64	33	300

As displayed in Table 4, the top three research paper contributing countries according to the distribution of authors' country of residence are UK, Australia, and USA. UK is the top contributor country with a total of 425 authors. UK is followed by Australia (310 authors) and USA (300 authors).

Table 5. Distribution of Research Papers According to Their Number of References

Reference Number	Year										Total	%
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017		
1-10	-	-	-	-	-	-	-	-	3	-	3	0.39
11-20	1	2	3	3	-	1	-	-	3	-	13	1.71
21-30	3	2	5	3	3	4	2	2	3	1	28	3.67
31-40	8	6	9	6	5	4	6	4	1	7	56	7.35
41-50	4	7	3	10	14	10	26	10	17	18	119	15.62
51 or higher	33	34	57	47	51	66	66	63	64	62	543	71.26
TOTAL	49	51	77	69	73	85	100	79	91	88	762	100.00

Table 5 exhibits the distribution of research papers according to their number of references. The ratio of research papers with 51 or higher number of references is 71.26% (543 papers), papers with 41 to 50 references are 15.62% (119 papers), papers with 31 to 40 references are 7.35% (56 papers), papers with 21 to 30 references are 3.67% (28 papers) and

papers with 11 to 20 references are 1.71% (13 papers) and finally papers with 1 to 10 references are 0.39% (3 papers).

Table 6. Distribution of Research Papers According to Their Number of Citations

Citation Number	Year										Total	%
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017		
0	0	0	1	0	1	3	6	5	45	71	132	17.32
1-10	7	9	25	28	34	41	75	70	46	17	352	46.20
11-20	13	19	22	18	18	32	16	4	-	-	142	18.64
21-30	9	7	11	12	13	3	2	-	-	-	57	7.48
31-40	5	7	5	2	3	4	1	-	-	-	27	3.54
41-50	5	6	6	6	2	2	-	-	-	-	27	3.54
51 or higher	10	3	7	3	2	-	-	-	-	-	25	3.28
TOTAL	49	51	77	69	73	85	100	79	91	88	762	100.00

Data gathered from the website of the European Journal of Marketing is used to construct Table 6. The table displays the distribution of research papers according to the number of citations they get as of 01.01.2018. Almost half of the research papers published in EJM (46.20%) are cited up to ten times by other researchers. The research papers that never get cited is 17.32%.

4. SUMMARY AND CONCLUSIONS

This study exhibits the bibliometric analysis of research papers published at EJM for the period of 2008-2017. The results can be summarized as follows:

- A total of 762 research articles was published in the EJM between 2008 and 2017.
- The top three popular research paper subjects are: “product and branding” (19.42% of all research papers), “marketing communications” (15.62% of all research papers) and “consumer behavior” (14.30% of all research papers).
- The total number of research paper authors is 1944. More than half (51.29%, 997 authors) of these authors are located in Europe. Following Europe, regions with the highest number of contributions are North America (355 papers, 18.26%) and Australia (354 papers, 18.21%).
- The UK is the country, with the highest number of authors (425 authors) that contributed to the European Journal of Marketing. This is followed by Australia (310 authors) and the USA (300 authors).
- The number of research papers with 51 or more references is 543 (71.26%).
- About half of the research papers with 352 (46.20%) are cited up to ten times.

For the period that the study covers EJM always ranks among the top fifty marketing journals (Scimago Institutions Rankings web site, 2019). This is an explicit proof that EJM is

one of the most marketing prestigious journals, which is indexed at the SSCI (Social Sciences Citation Index).

The results are expected to help marketing scholars about the evaluation of marketing research topics throughout the years. This may assist marketing researchers to focus their areas of interest and studies parallel to the changing trends in the area of marketing. There is no doubt that following the trends in marketing research will provide marketing researchers the opportunity to get their studies published more easily and get more citations.

Similar studies for other fields of Business discipline such as management, finance, and computer information systems ect also should be encouraged. So, scholars and researchers can follow the changing trends and keep themselves up to date in their field of research.

The results clearly exhibit that the published research papers have an authorship concentration dominated by UK, Australia, and US. This finding requires further research to understand if such an authorship concentration exists in similar journals. The findings may not only help to understand the editorial policies of similar journals but also hint us which countries dominate the marketing research.

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