Indian Journal of Marketing : A Bibliometric Analysis

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Abstract

This article presented a bibliometric analysis of *Indian Journal of Marketing.* This journal is a double blind peer reviewed refereed monthly journal, which is being published since 1968. The present data were collected from Scopus database for the time period from 2013 – 2019. According to our knowledge, there have been no earlier attempts towards its bibliometric characterization. Several different parameters of the journal such as output pattern, authorship pattern, contributing highly prolific authors and organizations were analyzed. Graphs of keyword co-occurrences were also generated to analyze the important themes of research and their trends over the years. We found that the journal output has increased over the years. The authorship trend was found to be towards multi-authored papers. A fair percentage of the publications in the journal are cited. Major change was observed in the themes and trends of content published in *Indian Journal of Marketing* during the study period, although the journal has remained Indian-focused.

Keywords : bibliometrics, *Indian Journal of Marketing,* Scopus, authorship pattern, research trends

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The word "Bibliometrics" constitutes one of the major thrust areas of research in the field of library and information science. It utilizes quantitative analysis and statistics to describe patterns of publications within a given field or body of literature. Pritchard (1969) analyzed the word 'bibliometrics' that appeared in an article in the December issue of the *Journal of Documentation*. It flourished in the early 20th century with the works of Lotka, Bradford, and Zipf who observed distribution pattern in the word frequency, author, and journal productivity. Bibliometric methods have been used in the Eastern European countries to monitor science and scientists. The present study has been undertaken in order to examine the nature and contents of papers published in the *Indian Journal of Marketing* (Chaman Sab, Kumar, & Biradar, 2016).

The *Indian Journal of Marketing* (IJM) is a leading specialist reference resource of academic information and analysis on Indian marketing. It highlights cutting edge research, new concepts and theories, fresh practical ideas, and initiatives that can be readily applied to understand marketing strategies of Indian companies, both in and outside of India, as well as the marketing strategies of foreign firms operating within India.

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Indian Journal of Marketing publishes research pertaining to all functional aspects of marketing, advertising, consumer behaviour, sales management, advertising & promotion management, marketing strategy, customer loyalty, marketing segmentation and targeting, customer value modelling, business information systems (MIS), business law, communication, direct marketing, e-commerce, global business, marketing research, marketing theory & applications, office administration/management, retailing, sales/selling, services, online branding, strategic use of IT, multichannel marketing, digital marketing, social media and social networks, viral marketing, mobile marketing, direct and interactive B2B marketing, and agricultural marketing among others. (*Indian Journal of Marketing*, 2020, Para 1)

Indian Journal of Marketing (IJM) publishes articles that facilitate a new understanding of Indian marketing while simultaneously making significant contributions to the theoretical advancement of the discipline. All articles appearing in the journal are double-blind peer reviewed to ensure academic rigour and practical relevance.

By encouraging research and thinking, it attempts to contribute to a better perception of marketing theories, its framework, resources, structures, systems, processes, and performance of organizations. Its focal point is on research and reflections relevant to academicians and practising managers. (*Indian Journal of Marketing*, 2020, Para 2)

Review of Literature

Bibliometric analysis of journals has been performed by many previous studies. Some of them did collective analysis of the important journals published in a discipline to identify general trends of publication, collaboration, citation practices, authorship, etc. (Bharvi, Garg, & Bali, 2003), while some others focused on analyzing the impact of the journals. Biljecki (2016) analyzed selected geographical information science journals based on metadata downloaded from Scopus to identify publication pattern, citation impact, geographical distribution, collaboration trends, etc. They also used Altmetric and Mendeley for analysis of readership of the GI Science journals. Davarpanah and Aslekia (2008) studied a group of journals publishing in Library and Information Science (LIS). They identified 56 such journals from Social Science Citation Index (SSCI) and analyzed their publications for the period from 2000 – 2004.

Studies analyzing the impact of journals of a particular discipline have either been based on citation analysis or reader survey, or in some cases, a combination of both techniques. They used reader survey for ranking the business and technical communication journals. They also analyzed the impact of region and department of researchers on the perceived quality of journals, and identified the most read journals. The authors found that journal rankings tend to differ based on world regions and academic departments (Lowry, Humpherys, Malwitz, & Nix, 2007). Both citation analysis and reader survey were used for identifying the impact of LIS journals. They also analyzed the correlation between different survey parameters and citation indicators. The authors observed different correlation trends among reader survey and citation parameters for international LIS journals and German-language-specific LIS journals. Scientometric characterization of individual journals has also been the subject to research in a number of disciplines. Schloegl and Stock (2004) analyzed the *Journal of Corporate Finance* on aspects such as publication pattern, co-authorship, editorial board characteristics, etc. They also used co-authorship networks for identification of the most central authors. Andrikopoulos and Trichas (2018) analyzed the journal *Scientometrics* on a variety of parameters. The analysis was based on the metadata of publications of

the first 50 volumes of the journal. They identified main themes of publications, distribution of publications by country, country-wise emphasis on research themes, most productive institutions, and co-authorship patterns. The research themes of papers were identified manually by categorizing the publications into seven broad themes. Nishy, Parvatharajan, and Prathap (2012) analysed the *Indian Journal of Chemistry* based on publications between 2005 and 2009. The analysis focused on finding geographical distribution of papers, citation analysis, authorship patterns, referencing patterns, important sources of references, and subject analysis of papers. Again, subject analysis was done by manually categorizing the publications into four main fields of chemistry that were further sub-divided into 45 categories and the number/percentage of papers in each category was identified. Young, Wilkinson, and Smith (2015) analyzed the distribution of articles according to sub - fields. The analysis was based on the average age of the employed instruments.

Need for the Study

Periodicals are the indicators of literature growth in any field of knowledge. They emerge as the main channel for transmitting knowledge. Due to the escalating cost of the periodicals and lack of adequate library budgets, the selection of any particular journal for a library should be done more carefully. Therefore, library authorities are forced to reduce the number of journal subscriptions. Bibliometric analysis has many applications in the marketing filed in identifying the research trends in the subject, core journals, etc. and thereby framing new subscription policy for tomorrow. These studies will be helpful for librarians to plan a better collection development.

Objectives of the Study

The study objectives are as follows :

- To examine the publication output from 2013 – 2019 of *Indian Journal of Marketing*.
- To examine the authorship pattern of *Indian Journal of Marketing*.
- To examine the highly prolific contributors in *Indian Journal of Marketing*.
- To examine the most used keywords.
- To examine the highly productive institutions publishing in the journal.

Methodology

The raw data for the study were collected from Scopus database, which is a comprehensive multidisciplinary citation database indexing a huge number of journals globally and is owned by Elsevier. The study aims to analyze the publications of *Indian Journal of Marketing* during the period of the last 7 years, that is, from 2013 – 2019 and to identify : the growth rate of publications, productive authors, subject area, source title, significant keywords, affiliation name, and funding agencies. The following search string was used to collect the raw data, that is, (SRCTITLE (Indian Journal of Marketing) AND PUBYEAR > 2013 AND PUBYEAR < 2019). The raw data were analyzed and tabulated by using MS Excel. The data search pertaining to *Indian Journal of Marketing* in Scopus revealed that 357 articles have been published from Volume 43 in 2013 – Volume 49 in 2019. Then the data were tabulated and analyzed for making observations. We used VOS viewer software tool for constructing and visualizing bibliometric networks and co-authorship relations.

Table 1. Year Wise Distribution of Articles

SN	Year	Volume	Issues	Contributions	%
1	2013	43	12	68	19.05
2	2014	44	12	56	15.69
3	2015	45	12	40	11.20
4	2016	46	12	48	13.45
5	2017	47	12	48	13.45
6	2018	48	12	48	13.45
7	2019	49	12	49	13.73
				357	**100%**

Figure 1. Year Wise Distribution of Articles

Note : 1 = 2013, 2 = 2014,   3 = 2015,   4 = 2016,   5 = 2017,   6 = 2018,   7 = 2019
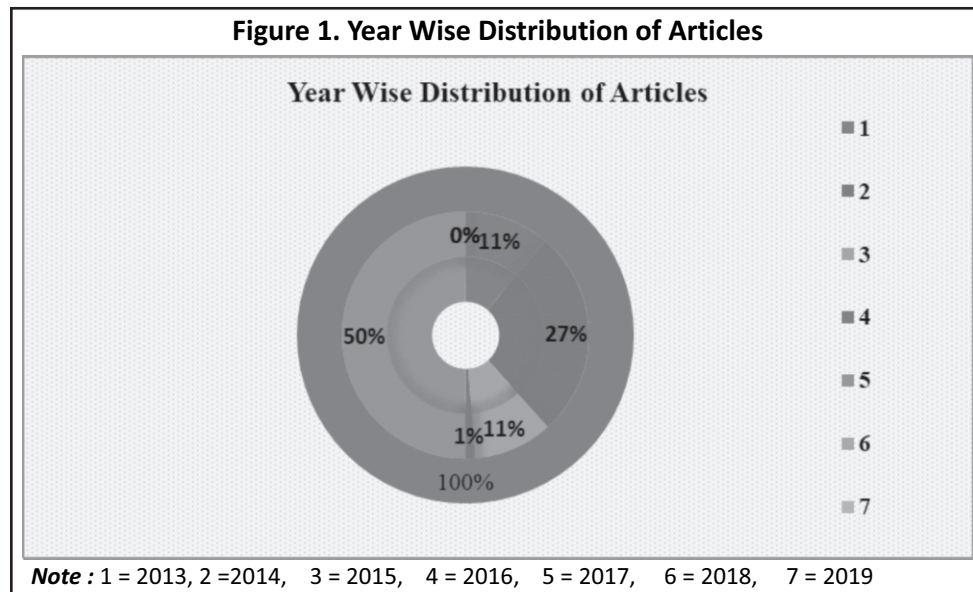
Analysis and Results

All the details such as authors, title, year of publication, authorship pattern, highly prolific authors, most used keywords, and highly productive institutions etc. of all articles published from 2013 – 2019 were recorded from the Scopus database for the following analysis.

(1) Year Wise Distribution of Publications : Table 1 and Figure 1 show that the *Indian Journal of Marketing* is a regularly published journal of international repute. The journal published 357 research papers during the period of study, that is, from 2013 – 2019 (as per the Scopus database). The journal, on an average, has published 51 research papers per year.

(2) Authorship Pattern : Table 2 and Figure 2 reveal the authorship pattern of the articles published during the period of study. Maximum numbers of articles were contributed by two authors (194 articles ; 54.34%). This is followed by single authors (80 articles ; 22.41%) ; three authors contributed and are ranked third with 74 (20.73%) publications ; and lastly, four and more authors contributed only 9 (2.52%) of the total articles. The formula given

Table 2. Authorship Pattern

Authorship	Total	%
Single	80	22.41
Double	194	54.34
Three	74	20.73
Four & More	9	2.52
	357	100

Figure 2. Authorship Pattern
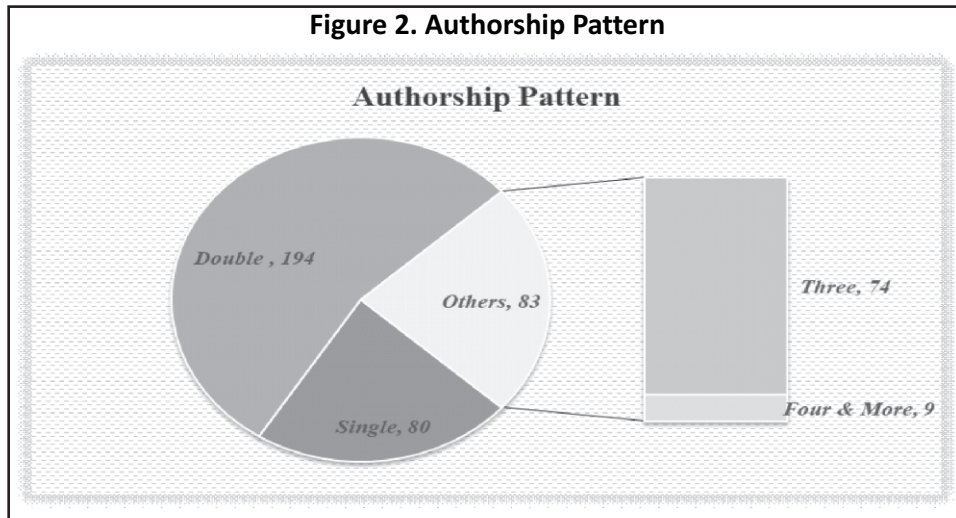
by K. Subramanyam is useful for determining the degree of collaboration in quantitative terms. The study follows the same formula which is mathematically put as :

$$C = \frac{NM}{NM + NS}$$

where,

C = Degree of collaboration,

NM = Number of multi authored papers,

NS = Number of single authored papers.

In the present study,

$NM = 194$

$NS = 80$

Thus,

$$C = \frac{194}{194 + 80} = 0.70$$

Thus, the degree of collaboration in *Indian Journal of Marketing* is 0.70, which clearly indicates its dominance upon individual contributions.

Table 3. Highly Prolific Contributors in *Indian Journal of Marketing*

Sl. No	Author	Publications
1	Verma, R.	5
2	Bhola, S.S.	4
3	Jain, K.	4
4	Swaminathan, T.N.	4
5	Berger, P.D.	3
6	Chandra, B.	3
7	Gilani, S.	3
8	Kang, B.	3
9	Kumar, M.R.	3
10	Pasricha, D.	3
11	Raychaudhuri, P.S.	3
12	Viswanathan, P.K.	3

Figure 3. Authorship Pattern
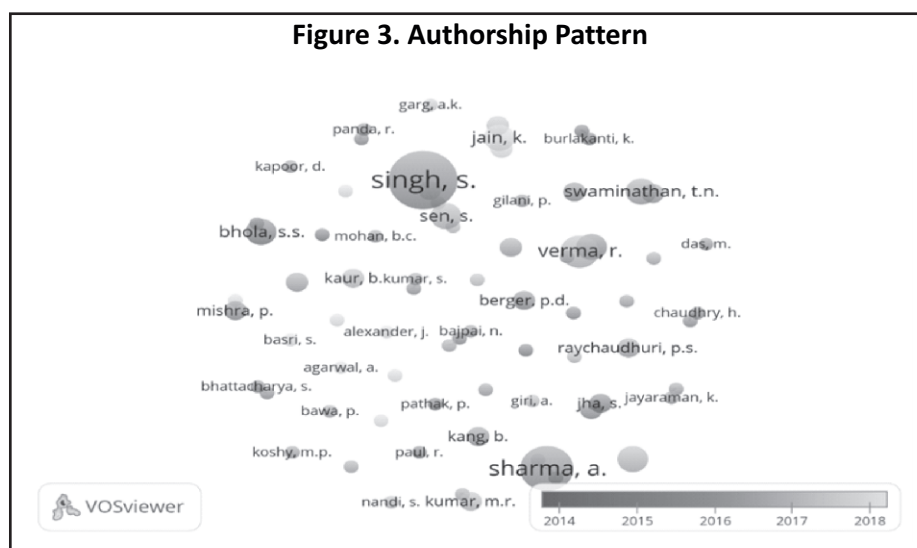
(3) Highly Prolific Contributors : Table 3 and Figure 3 show the highly productive authors in *Indian Journal of Marketing*. The maximum number of contributions were from Verma, R. ; second highest publications from Bhola, S. S., Jain, K., and Swaminathan, T. N. with four publications ; Berger, P. D., Chandra, B., Gilani, S., Kang, B., Kumar, M. R., Pasricha, D., Raychudhri, P. S., and Viswanathan, P. K. with three publications each.

(4) Highly Used Keywords : Table 4 and Figure 4 show that the maximum number of contributions used keywords like purchase intention with 21 papers followed by consumer behaviour and customer satisfaction with 17 papers each, service quality with 14 papers, attitude and factor analysis with 11 papers each, online shopping with 9 papers, and brand and others with 8 publications.

(5) Top Productive Institutions that have Published in *Indian Journal of Marketing* : Table 5 and Figure 5 give the list of institutes contributing the maximum articles. As can be seen from Table 5 and Figure 5, Lovely Professional

Table 4. Highly Used Keywords in *Indian Journal of Marketing*

Sl. No.	Keywords	No. of Times Appeared
1	Purchase Intention	21
2	Consumer Behaviour	17
3	Customer Satisfaction	17
4	Service Quality	14
5	Attitude	11
6	Factor Analysis	11
7	Satisfaction	10
8	Online Shopping	9
9	Brand	8
10	Brand Loyalty	8
11	Consumer Behavior	8
12	Customer Loyalty	8
13	E-commerce	8

Figure 4. Highly Used Keywords in *Indian Journal of Marketing*
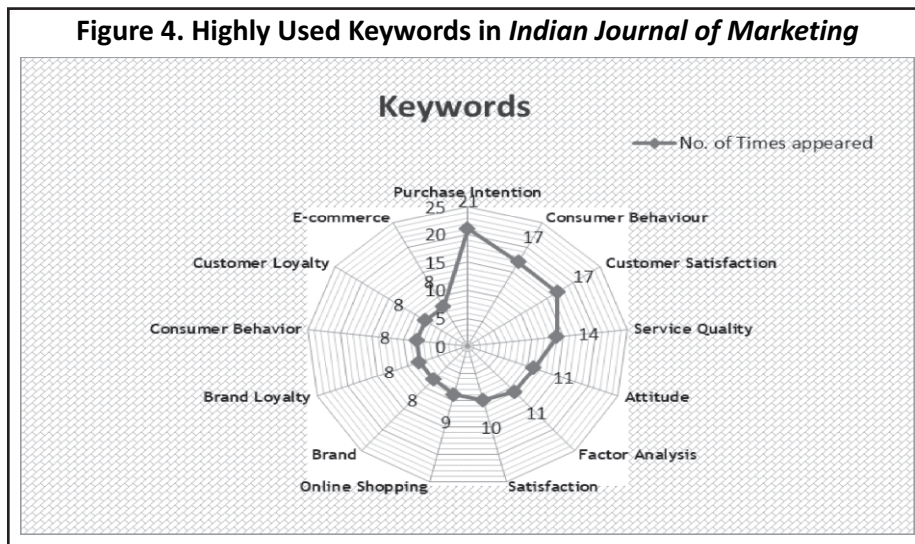
University is placed at the top with 13 publications and followed by Indian Institute of Technology (Indian School of Mines), University of Delhi, Symbiosis International Deemed University, and Christ University, Bangalore with 11 publications each ; Amity University Noida and IBS Hyderabad produced 10 publications each ; Manipal Academy of Higher Education and Jamia Hamdard University produced 6 publications each ; and other institutions produced 268 publications from the study period.

(6) Funding Agencies : Funding agencies are institutions or organizations who provide grant in aid to those in need to promote their research work in any field of research. This study identified that few agencies have funded the marketing research publications. Figure 6 depicts that the maximum (354) marketing research papers' funding agency was undefined ; only two publications were funded by University Grants Commission (UGC) and only one publication was funded by University Grants Committee.

Table 5. Top Productive Institutions

Sl. No.	Institutions	Publications
1	Lovely Professional University	13
2	Indian Institute of Technology (Indian School of Mines), Dhanbad	11
3	University of Delhi	11
4	Symbiosis International Deemed University	11
5	Christ University, Bengaluru	11
6	Amity University, Noida	10
7	IBS-Hyderabad	10
8	Manipal Academy of Higher Education	6
9	Jamia Hamdard	6
10	Others	268

Figure 5. Top Productive Institutions
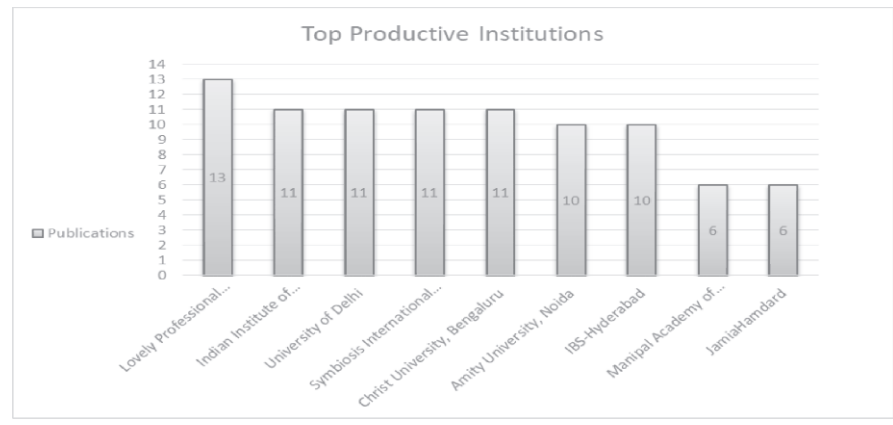
Figure 6. Funding Agencies
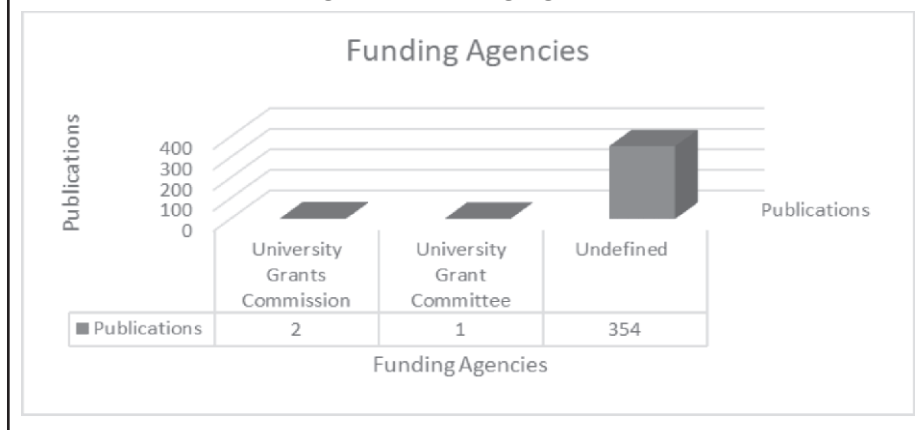
Research Implications and Conclusion

The bibliometric and scientometric techniques are increasingly used for the assessment of scientific research.

The outcome of these studies helps in enhancing the visibility of institutions, trends of their research productivity, research collaboration, etc. and as a consequence, the funding agencies come forward to support their research. Individuals and teams of researchers also get appreciation and inducement for their work. As such, metrics studies influence the research of institutions. The analysis reveals that *Indian Journal of Marketing* is a journal with both practical and theoretical importance, and has also helped to set the tone for enhancing the research excellence of Indian business schools and related disciplines with an interest in marketing and consumption phenomena in India.

The *Indian Journal of Marketing* has great potential to attain new heights of popularity and impact all over the world in the field of marketing. The methodology used in the present research could be applied to the analysis of other journals and scientific disciplines as it can contribute in identifying trends and likely future developments in this regard. In future, we plan to investigate the influence of collaboration, the number of co-authors, forms of documents, citations, and therefore, examine the impact factor of the journal. It should be highlighted that the articles are a key method of communication by researchers, supplying a primary indication on the quantum associated with work carried out in different fields. The bibliometric method is used for various purposes such as identification of different scientific indicators, analysis of scientific results, and predicting the potential of a field of research.

Limitations of the Study and Scope for Further Research

The study has conducted bibliometric analysis of one journal only, that is, *Indian Journal of Marketing* for a limited time period of 7 years, that is, from 2013 – 2019. Researchers can extend the findings of this research by considering the following areas for future research :

- Examine the extent and pattern of growth in publications from 2019 onwards.
- Collaboration of marketing research in sub - fields.
- Conduct citation studies of *Indian Journal of Marketing*.
- Apply various growth models to validate marketing research publications.
- Conduct comparative studies of marketing journals.
- Conduct journal ranking studies.

Authors' Contribution

Dr. Chaman Sab M. conceived the idea and developed the research article. Mr. Mallikarjun Kappi prepared the tables using VOS viewer software tool for constructing and visualizing bibliometric networks and co-authorship relations. Dr. B. S. Biradar contributed to the analysis and interpretation part. Dr. Vitthal Bagalkoti wrote the discussion and findings of the study. Dr. Chaman Sab M. wrote the limitations of the study and scope for further research.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

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