

Ten years of the *Journal of Islamic Marketing*: a bibliometric analysis

*Journal of
Islamic
Marketing*

2047

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Abstract

Purpose – This paper aims to study the performance of the *Journal of Islamic Marketing (JIMA)*. This study identifies the influential scientific actors and identifies the major dimensions and themes of the journal.

Design/methodology/approach – This study adopts a bibliometric method. A total of 483 articles and 27 reviews of the journal were collected from the Scopus database. This paper analyses the data using RStudio, VOSviewer and Microsoft Excel. Analyses were divided into three main categories: general performance indicators, citations analysis and cross-dimensional keywords analysis.

Findings – Islamic marketing establishes itself as an industry of its own, not as a cohort of Islamic finance. This study finds that *JIMA* played an active role in that respect. Islamic marketing has been primarily an Asian-dominated industry. Malaysia has led the development and publication of resources on Islamic marketing, followed by recent initiatives in Indonesia, Iran and Pakistan. There are also unique cases of Islamic marketing growth in non-Asian Muslim-minority countries, including the USA, the UK and Australia. Finally, loyalty, religiosity, halal food and intention of the Muslim consumers are the key dimensions covered by *JIMA* authors. This paper expects that *JIMA* will cater to the growing needs of Islamic marketing in diversified sectors, Islamic social marketing analytics, post-purchase attributes and multidimensional integration of Islamic marketing research in the dominance of diverse leadership styles and ownership structures.

Originality/value – The study provides an objective evaluation of the journal's progress through a decade of its operation; it highlights the achievements and discusses the progress and contribution of the journal to the scientific community.

Keywords Islamic marketing, VOSviewer, Bibliometric, *JIMA*, Journal analysis

Paper type Research paper



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1. Introduction

A decade ago, Islamic marketing was seen as a sub-set of Islamic finance. Muslim consumers gradually realized the unique importance of Shari'ah-compliant marketing of products, services and ideas to all other industries. *Journal of Islamic Marketing* (hereinafter *JIMA*) served the leading role in collecting, accumulating and distributing information and knowledge on proper Islamic approaches of marketing emerging from global studies which used a variety of research methods. *JIMA* was established in April 2010 "to provide a forum where researchers, academics and business people can debate on issues relevant to Islamic marketing" (Alserhan, 2010a) *JIMA* is still successfully working out for this goal. As the journal celebrates its 10th year of operation in 2020 we are trying in the paper to present a bibliometric overview of the leading trends of the journal during this period. Within a decade, the journal has contributed to more than 500 documents in the field, it is now listed in ABDC as the first Islamic marketing B-ranked journal, it is also indexed in the most reputable databases in the globe: Scopus – Q2 and web of science – ESCI. Because of its leadership, readership and authorship, a careful selection of contents helped expand the scope of Islamic marketing into areas that initially did not exist. In recent days, the journal has established Islamic marketing in the academic and professional arena as a common strategic input (Laengle *et al.*, 2017). We take this 10th anniversary as an opportunity to look back at the critical works published by *JIMA* that have changed the way marketing in Islam is initially envisaged.

This study produces a rigorous bibliometric review of *JIMA*. Similar journal-specific bibliometric analyses are getting momentum in recent years. Some examples include the *Journal of Computers and Industrial Engineering* (Cancino *et al.*, 2017), the *European Journal of Marketing* (Martinez-López *et al.*, 2018), the *Global Finance Journal* (Baker *et al.*, 2019) and the *Journal of Business Research* (Donthu *et al.*, 2020). Scopus website reports that over 100 such bibliometric analyses have been conducted so far. Literature in Islamic marketing (IM) has been on the rise since 2012–2013. As Islam as a religion has been largely considered as a "resource", not as a "tool" (Jafari, 2012), these resources can be expanded to reshape marketing activities and practices by market participants. Wilson (2013) has pointed out that Islamic marketing is going beyond "meat and money" to have an extended focus on the operationalization of the "brand Islam". The indicative nature of this transformation, from simply being a sub-set of Islamic finance towards an independent industry, has given birth to multidimensional, multi contextual and multicultural definitions and scopes to Islamic marketing. Until recent time, Islamic marketing has spread into several domains with complex yet demanding conceptualizations that include "halal purchase intention" (Shah, Azhar and Bhutto, 2019), "Islamic ethical marketing" (Abbas *et al.*, 2019), "Islamic social marketing" (Hassan, 2019), "halal logistics" (Talib, 2020), among many. The growth of halal-related considerations has given birth to an entirely new area of research in biomedical, health sciences and bio-manufacturing science (Susanti *et al.*, 2019; Wan Azizi and Madi, 2019).

Taking this diverse nature of research and evolving definition and scope of Islamic marketing into consideration, this study forwards two objectives: firstly, to explore the intellectual structure of IM literature published in *JIMA* and secondly, to develop dominant dimensions of IM literature, existing gaps and future directions important for *JIMA*. To accomplish the first objective, we used bibliometric analysis. We have provided conceptual reasoning based on existing IM literature to address the second objective. Bibliometric analysis has been used as a statistical analysis of the published scholarly contributions (Garfield, 1955). Bibliometric analysis helps present an effective intellectual structure of an

area offering an in-depth statistical analysis of its past, present and future (Di Stefano *et al.*, 2010), which is often difficult using a qualitative analysis (Garfield, 1979).

Under the broader spectrum of the bibliometric analysis, this study has analysed the growth of manuscripts, most relevant influencers and their affiliated universities and countries, the comparative ranking of *JIMA*, growth of citation, graphical analyses of co-relationships and themes using VOSviewer, conceptual structure mapping, cartography (keywords) analysis, dendrogram for hierarchal clustering, etc. Based on these analyses, this study forwards two benefits for *JIMA* readers. Firstly, we present the first scholarly architecture of Islamic marketing literature using *JIMA* as the benchmark. This intellectual structure will help understand the past, present and future of Islamic marketing literature. Secondly, the study presents critical dimensions that will impact the future of Islamic marketing literature. We explain these dimensions as future target areas for *JIMA*.

Overall, our results support the excellent growth of *JIMA* over the years, in terms of how the authorship, readership and scope of research have diversified and spelled out with exemplary contributions to the industry. The bibliometric analysis identified J. Wilson, the current Chief Editor of *JIMA*, as the most influential author in Islamic marketing. The review also discovers the contributions of M. Butt based on the co-citation of his works by other authors. We have forwarded four dimensions to Islamic marketing research for *JIMA*. These are as follows:

- (1) Conducting “sectoral research”, shedding more light on specific sectors such as the health-care marketing or marketing of Islamic financial planning sector.
- (2) Providing insights into Islamic social marketing using data analytics.
- (3) Expanding research into Islamic attributes of post-purchase behaviour and customer feedback. Finally,
- (4) to present the integration of Islamic marketing activities in multidimensional and cross-pillar settings covering marketing in diverse ethical, leadership and ownership profiles to build theories and hypotheses.

The remainder of the study includes a brief review of *JIMA* and Islamic marketing literature in Section 2. Section 3 lists out the stages in the methodology. Section 4 explains and discusses the results. In Section 4.1, general performance analysis using bibliometric analysis has been reported, followed by citation analysis in Section 4.2, analysis of the published contents in Section 4.3. Section 5 concludes with discussions on future research.

2. Islamic marketing literature and Journal of Islamic Marketing

Islamic marketing is defined from multiple corners. Over the years, the growth of academic and professional interest in Islamic marketing has helped the subject to be a complete school of thought. For the benefit of this study, we consider Islamic marketing as “A school of thought which has a moral compass [. . .] that tends towards the ethical norms and values of Islam and how Muslim interpret these, from their varying cultural lenses” (Wilson, 2012). The subject matter, therefore, widely covers the marketing of products, services and ideas with a faith-driven motive, established based on religiosity and ethical aspirations of the individuals, businesses and other relevant stakeholders. Based on Salamgateway.com, a leading reference in halal transactions, the contributions of Islamic marketing literature connote the global growth of halal marketing, which surpasses 2tn dollars by the year 2018. Halal food, medical and health-care services and lifestyle, including halal fashion products, have been the three key drivers behind the growth. Even though Islamic finance growth is

being dominated by countries from the Middle East and North Africa and Asia, Islamic marketing growth is significantly visible across the globe.

Research studies published on *JIMA* provide embodiment to the claim that Islamic marketing is a global phenomenon and is an industry on its own. Over the years, *JIMA* has established itself as a reputable double-blind peer-reviewed journal. *JIMA* is published by Emerald Group Publishing. Readers expect cross-cultural, cross-institution and cross-dimensional studies from *JIMA*. To review this significant coverage, we have used a bibliometric analysis. Such analyses help to identify the trends of coverage of the journal by offering a retrospective (Schwert, 1993). Research studies using bibliometric analysis on Islamic marketing literature are still rare. However, several researchers used “structured” and “systematic” reviews to qualitatively analyse the trend of Islamic literature on marketing and finance content. Floren *et al.* (2019) conducted a systematic review of the literature on Islamic consumer behaviour. Their study found the influence of ethical and Islamic characteristics on the purchase decision of Muslim consumers. Idris *et al.* (2019) reviewed Islamic marketing literature and proposed a “brand religiosity image” framework that was expected to differentiate Islamic marketing from traditional marketing.

To compare existing studies using bibliometric research, we look into other relevant areas. Haleem *et al.* (2020) used bibliometric analysis on the halal industry. Their findings indicate that halal has emerged as a strong “business sector” and most of the research studies are conducted from biological research standpoints. Wahyuni *et al.* (2019) visually illustrated halal food safety and halal supply chain literature. Their study reported “Malaysia” and “halal intention” to be important components in the halal supply chain.

On the other hand, a plethora of research from Islamic finance and banking used bibliometric analysis as well. For example; Fabregat-Aibar *et al.* (2019) on socially responsible funds, Paltrinieri *et al.* (2019) on Sukuk literature, Hassan *et al.* (2019) on Islamic finance and accounting standards and Alshater *et al.* (2020) on the influential and intellectual structure of Islamic finance. Most of these studies were conducted on multiple literature sources and provided novel insights on the topic they are addressing. With respect to this study, it contributes by not only providing a detailed bibliometric structure of the intellectual contribution on Islamic marketing but also by providing a discussion on contributions that *JIMA* should take over in the near future.

3. Methodology

This study used a two-stage methodology. Firstly, a bibliometric analysis is conducted to gather information on the past and present intellectual contributions in *JIMA*. Secondly, a conceptual discussion is provided to support the emerging dimensions of research to suggest gaps and future research. Before reaching the bibliometric analysis, the study conducted a screening exercise to choose the most relevant manuscripts for the analysis.

3.1 Selection and screening of studies for review

The analysis starts with a screening of quality content from an established provider. Scopus is considered to have one of the largest academic contents and one of the most frequently used databases for bibliometric analysis by global researchers (Durán-Sánchez *et al.*, 2019). *JIMA* was selected in the primary search category for collecting the largest possible number of research items for analyses. Similar to the research on the review of financial economics by Baker *et al.* (2020), this research is solely based on *JIMA*. Hence, we did not have to apply secondary search keywords.

3.2 Bibliometric analysis

Bibliometric analysis is a scientific tool to study bibliographical data using statistical methods (Groos and Pritchard, 1969; Garfield, 1955; Garfield, 1979). It helps in screening the intellectual structure of a scientific field, journal, institution or even a country using quantitative methods (Hota *et al.*, 2019). Bibliometric analysis is of particular importance to the journals for three reasons. Firstly, it helps the journal editors getting a quick grasp of the past performance, it will also help in drawing the strategy of the journal's direction regarding the content which should be published in the journal. Secondly, frequent readers can get a brief overview of the journal's history and performance. Thirdly, new researchers can figure out the gaps in the intellectual body of knowledge, leading to new investigations.

Several data-driven computer applications such as the RStudio, VOSviewer and Microsoft Excel, enable users to screen, explore, organize and analyse a large set of contents by clustering them into researchable parameters (Lezama-Nicolás *et al.*, 2018). To achieve a robust inference of the outputs, content analysis is often added with the bibliometric analyses. Following such a combination will offer quantity, quality and structural indicators about the published contents (Valérie Durieux, 2010). The quantity indicators are used to measure productivity, quality indicators are for measuring impact and structural indicators are used for measuring cross-connection between scientific actors, dimensions and locations. These indicators are generally dynamic in nature and lend support to impact assessment through scientific mapping (Cobo *et al.*, 2011).

3.3 Analyses

This study has used the aforementioned software to screen and analyse the studies selected. After filtering the data for a decade ranging from the year 2010 until June of 2020 for *JIMA*, a total of 510 manuscripts were selected for analysis. We have categorized the analyses into three major groups. These are:

- (1) general performance analysis,
- (2) in-depth citation analysis; and
- (3) analysis of the journal content.

Based on this analysis, we forward the summary results and directions for future research. Under general performance analysis, we present the growth pattern of the document, most relevant and influential contributors and comparative ranking of the journal. We have included citation growth over time, most cited articles, most cited authors and their link strength (co-authorship) in the second section as well. Under the third section, growth of journal issues, dominant countries, conceptual structure mapping, bibliographic coupling, cartography for keyword analysis and hierarchical clustering using dendrogram were presented.

4. Results and discussions

4.1 General performance analysis

In this section, we provide the reader with key insights into the journal's performance in terms of publication growth, most relevant authors, institutions and countries. We also describe the ranking performance against the journal primary rivals.

- Growth of documents, influencers and geographical distribution of contributions:

Figure 1 showcases how *JIMA* has grown over time. Noticeably, *JIMA* has received a significant quantity of manuscripts during 2018–2020 (June). We considered a total of 483

journal articles and 27 reviews, reviews contributed only to around 5% of the journal's output. Significant growth of the journal's documentary record leads to the consensus that the quality of *JIMA*, through its inclusion in ABDC and Scopus, persuaded the authors for quality publications. Also, the amount of quality work on Islamic marketing has grown significantly over the same period.

Figure 2 reveals the most relevant contributors to *JIMA*. Suhaiza Zailani, Hassanudin Mohd Thas Thaker and Mohammad Khalilur Rahman are the top three influencers of *JIMA*. Surprisingly, all the top three authors are affiliated with Malaysian universities. That leads to our next discussion on the top institutions connected to *JIMA* that are presented in Table 1.

Of the top 15 most influential institutions, 10 of these are from Malaysia. Iran appeared on three occasions, while the UK and Egypt popped up for once each. Undoubtedly, the lion's share of Islamic marketing research is conducted in Malaysia. Figure 3 shows the institutional distribution of the total of 510 papers considered for this study. While Malaysia is leading the list of the most influential country contributing to Islamic marketing research, Indonesia, Pakistan, Iran and the UK are other contenders closing in. Table 2 presents the top three funders of research published by *JIMA*, Universiti Malaya from Malaysia ranked first among the top three, followed by Ministry of Higher Education Malaysia and Ministry of Research and Technology of Indonesia. Findings reveal that Islamic marketing is no more

Document Growth Pattern

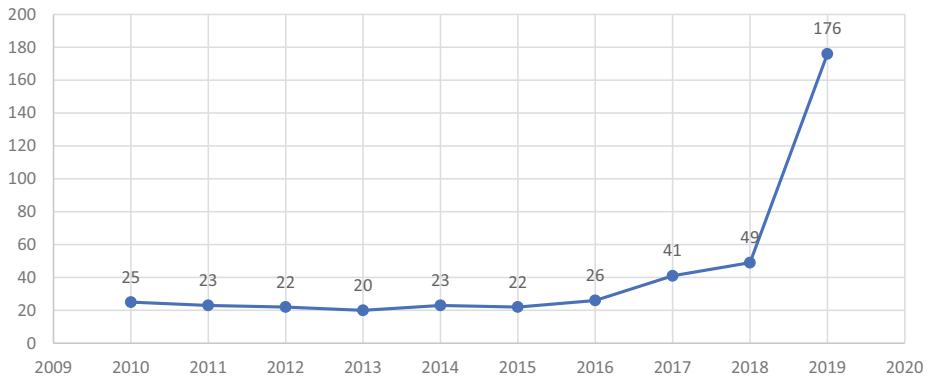


Figure 1.
Growth of *JIMA*
documents between
2010 and 2020

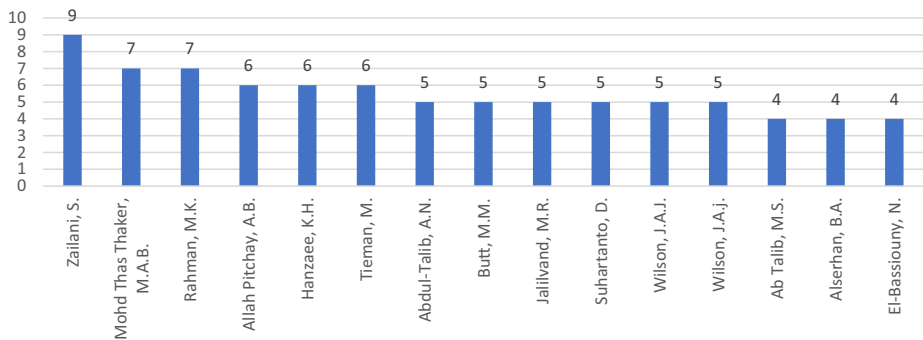


Figure 2.
Most productive
contributors of *JIMA*

Table 1.
Institutions
commonly affiliated
with the journal

No.	Affiliation	Freq
1	University of Malaya	34
2	Universiti Sains Malaysia	33
3	International Islamic University Malaysia	33
4	Universiti Utara Malaysia	17
5	Universiti Teknologi MARA	16
6	Islamic Azad University, Iran	15
7	Universiti Kebangsaan Malaysia	13
8	Universiti Putra Malaysia	12
9	Universiti Teknologi Malaysia	11
10	Universiti Teknologi Malaysia, Kuala Lumpur	10
11	Islamic Azad University, Science and Research Branch, Iran	10
12	University of Greenwich, UK	9
13	University of Tehran, Iran	9
14	University Sains Islam Malaysia	9
15	German University in Cairo, Egypt	8

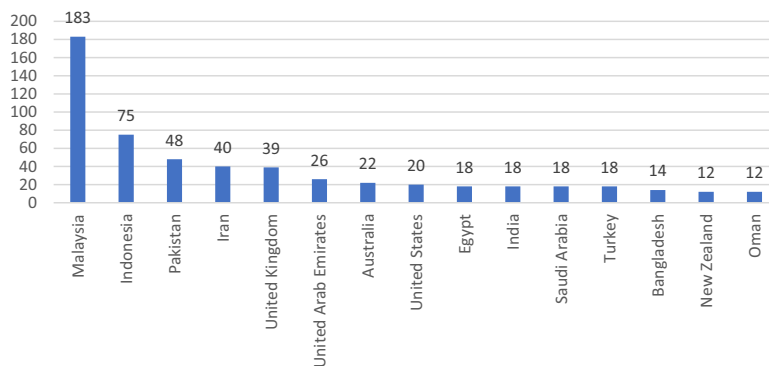


Figure 3.
Most relevant
countries for *JIMA*

Table 2.
Top three frequent
funders

No.	Funding institutions	Freq
1	University Malaya	6
2	Ministry of Higher Education, Malaysia	3
3	Kementerian Riset Teknologi Dan Pendidikan Tinggi Republik Indonesia	2

a topic relevant to only Islamic countries. Numerous studies highlight non-Muslim country contexts covering Australia, the USA, India and New Zealand.

- *Ranking analysis:*

In this section, we will discuss how *JIMA* stands against other journals in terms of citations, ranking, CiteScore pattern and a comparison of top-cited Islamic marketing papers in competitive journals.

Figure 4 demonstrates the performance of *JIMA* over the years. The journal has had a steady SJR score, a tottering CiteScore pattern and an obvious incremental rise of SNIP.

We extend this analysis to a comparison of SCImago ranking (SJR) for *JIMA* against three other relevant Islamic journals publishing studies broadly on accounting, finance, management and economics. Figure 5 compares *JIMA* with the *International Journal of Islamic and Middle Eastern Finance and Management*, and ABDC B-ranked journal, the *Journal of Islamic Accounting and Business Research* and the *Journal of King Abdulaziz University* by the development of SJR score. We notice that *JIMA* outperforms others with quite a large margin from 2013–2017 while experiencing a sharp decline since 2016 and then a stable position from 2017 until 2020. Figure 6 shows the CiteScore comparison for the four journals. CiteScore is the best among Islamic journals and but is steadily decreasing since 2016. Given the sharp decline from 2015 until 2017, *JIMA* has reported an average CiteScore of 2 with the highest value of 3.25 and the lowest value of 1.25. The CiteScore is gradually increasing since 2017.

Comparison of CiteScore and SCImago scores offer important insights. *JIMA* has had a wonderful time during 2013–2015. While the competition was growing, *JIMA* experienced a sharp decline during 2015–2016. What we see today is the part of the recovery for *JIMA*, which has started in 2017. The rise and fall of *JIMA* can be explained with respect to its contribution by Malaysian researchers. Malaysian universities saw a massive research

Figure 4.
CiteScores, SJRs and
SNIPs of *JIMA*
between 2010 and
June 2020

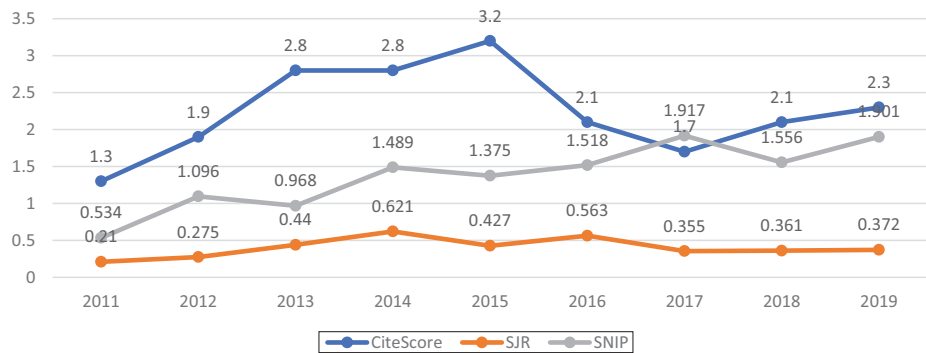
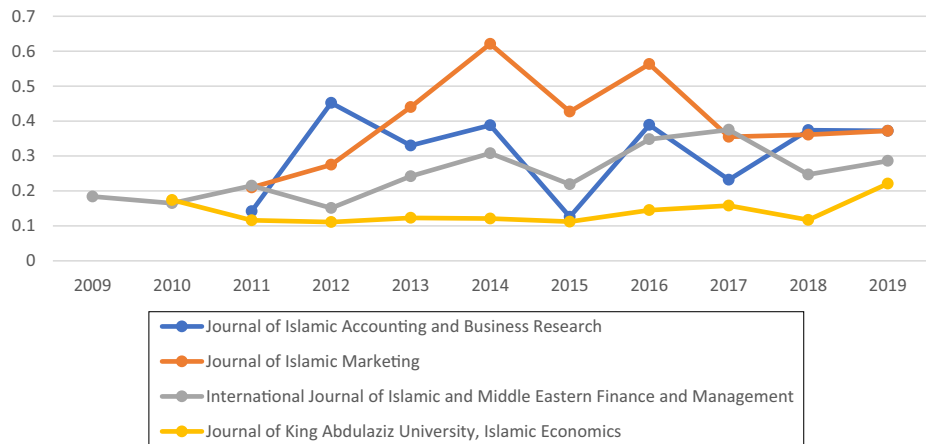


Figure 5.
Comparative ranking
of the SCImago score



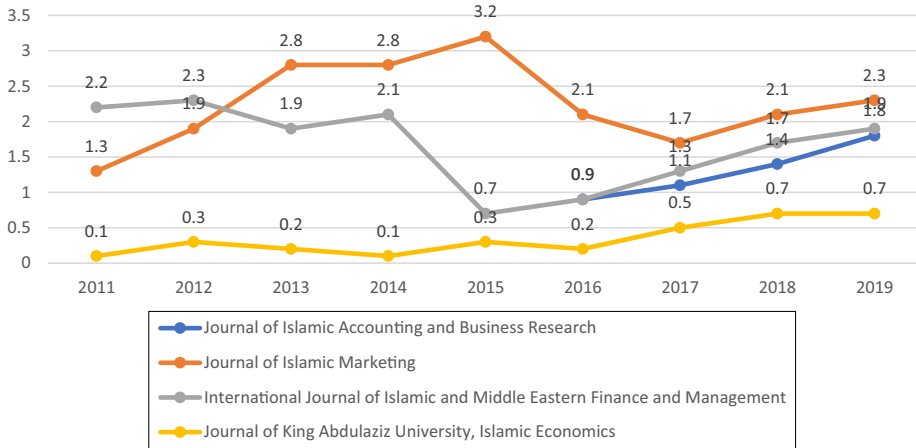


Figure 6.
Comparative
CiteScore ranking

budget cut since 2016, which impacted research overall, with a particularly negative impact on research in Islamic marketing. The recent rise in Islamic marketing research via *JIMA* is the result of horizontal expansion of research activities in non-Asian countries, including Australia, the UK and the USA.

Table 3 lists the top eight references on Islamic marketing published in Islamic and multidisciplinary journals that are locally cited by researchers publishing in *JIMA*. The table shows the influence of *JIMA* in Islamic marketing and the impact of their editors as the

Cited references	Citations	Journal
Wilson, J.A.J., Liu, J., The Challenges of Islamic Branding: Navigating Emotions and Halal (2011)	92	<i>JIMA</i>
Wilson, J.A.J., Liu, J., Shaping the Halal into A Brand? (2010)	58	<i>JIMA</i>
Alserhan, B.A., On Islamic Branding: Brands as Good Deeds (2010)	27	<i>JIMA</i>
Fornell, C., Larcker, D.F., Evaluating Structural Equation Models with Unobservable Variables and Measurement Error (1981)	26	<i>Journal of Marketing Research</i>
Lada, S., Tanakinjal, G.H., Amin, H., Predicting Intention to Choose Halal Products Using Theory of Reasoned Action (2009)	22	<i>IJMEFM</i>
Wilson, J.A., Liu, J., Shaping the Halal into A Brand? (2010)	20	<i>JIMA</i>
Alam, S.S., Sayuti, N.M., Applying the Theory of Planned Behaviour (Tpb) In Halal Food Purchasing (2011)	19	<i>Intl. Jour. of Comm. and Management</i>
Essoo, N., Dibb, S., Religious Influences on Shopping Behaviour: An Exploratory Study (2004)	19	<i>Jour. of Marketing Management</i>

Table 3.
Most local cited
references in Islamic
marketing – a
comparative view

top-cited authors in spreading the scientific discoveries on Islamic marketing. Studies by the two prominent introducers of *JIMA*, J. Wilson and B. Alserhan, are seen among the top-cited papers in Islamic marketing.

4.2 In-depth citation analysis

In this section, we will discuss the growth of citations of *JIMA* documents over the years. Citations do not only signify the influence of an article (Tsay, 2009) but also help estimate the impact of an area. Hence, in this section, we aim to portray the influence of *JIMA* and authors working broadly on Islamic marketing. Analysing citation can be significant for the following reasons. Firstly, negative citation or decline in citation may forward a signal to the authors about criticisms or better competitive papers on their area. Secondly, over-reliance on citation analysis may end up emphasizing too much on the area rather than the unique quality of the individual study. Thirdly, even though it is not entirely a negative idea, authors may self-cite their papers (Seglen, 1989). Finally, the citation does not ensure equivalence of standard for all readers – some of them might be extremely inexperienced on Islamic marketing. Nonetheless, citation indicator is still the best way to measure the impact among researchers or articles especially given the many citation indicators that try to avoid this bias.

Figure 7 presents the overall citation performance of the journal for a decade (until June 2020). *JIMA* has received significant attention from the Islamic marketing researcher community in the past five years. Citations increased by almost seven times during 2014–2019.

Table 4 provides an extension from Table 3. In Table 4, we provide the top 15 papers published on *JIMA* with their total citations – citations in *JIMA* by other journals. Among 700 published papers so far, “Shaping halal into a brand?” by Wilson J.A.J and Liu, J. has been the most cited article on *JIMA*. Table 4 supports the conclusion from Table 3 that the most influential papers of the journal came from the editors. Also, most cited papers on *JIMA* have been published in the 2010–2012 era. This era has delivered the impact of the journal later during 2013–2016. It is understandable that the growth of citations is time-varying and subject-specific. We conclude that the growth in the Islamic marketing subject area has been synonymous with the growth of citations on *JIMA*.

Table 5 shows a list of top-cited authors with their *h*-, *g*-, *m*- indices, total citations and number of publications. Aside from the impact of the editorial board members such as J. Wilson, *JIMA* has been significantly contributed by Malaysian authors. Table 5 also shows how their citations and number of publications impacted *JIMA*.

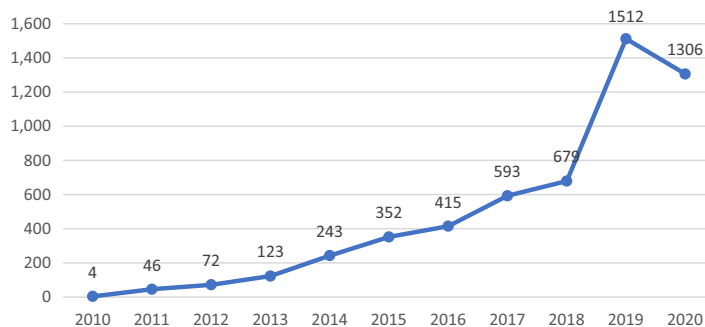


Figure 7.
Citation growth over the years

No.	Author/s	Title	Year	Citations
1	Wilson J.A.J., Liu J.	Shaping Halal into a brand?	2010	234
2	Wilson J.A.J., Liu J.	The challenges of Islamic branding: Navigating emotions and halal	2011	224
3	Mukhtar A., Butt M.M.	Intention to choose Halal products: The role of religiosity	2012	153
4	Alam S.S., Mohd R., Hisham B.	Is religiosity an important determinant of Muslim consumer behaviour in Malaysia?	2011	130
5	Tieman M.	The application of Halal in supply chain management: In-depth interviews	2011	122
6	Ateeq-ur-Rehman, Shabbir M.S.	The relationship between religiosity and new product adoption	2010	109
7	Sandikci Ö.	Researching Islamic marketing: Past and future perspectives	2011	103
8	Wilson J.A.J., Belk R.W., etl	Crescent marketing, Muslim geographies and brand Islam: Reflections from the <i>JIMA</i> Senior Advisory Board	2013	96
9	Alserhan B.A.	On Islamic branding: Brands as good deeds	2010	96
10	Tieman M., van der Vorst J.G.A.J., Ghazali M.C.	Principles in halal supply chain management	2012	90
11	Wilson J.A.J., Grant J.	Islamic marketing – a challenger to the classical marketing canon?	2013	83
12	Abd Rahman A., Asrarhaghghi E., Ab Rahman s	Consumers and halal cosmetic products: Knowledge, religiosity, attitude and intention	2015	75
13	Wilson J.A.J.	The new wave of transformational Islamic marketing: Reflections and definitions	2012	74
14	Marzuki S.Z.S., Hall C.M., Ballantine P.W.	Restaurant managers' perspectives on halal certification	2012	72
15	Al-Hyari K., Alnsour M., Al-Weshah G., Haffar M.	Religious beliefs and consumer behaviour: From loyalty to boycotts	2012	66

Table 4.
Most cited articles

No.	Author	<i>h</i> _index	<i>g</i> _index	<i>m</i> _index	TC	NP	PY_start
1	Wilson J.A.J.	8	9	0.727	759	9	2010
2	Zailani S.	5	9	1.25	92	9	2017
3	Rahman M.K.	4	7	0.66	56	7	2015
4	Hanzaee K.H.	5	6	0.45	110	6	2010
5	Mohd Thas Thaker Mab	3	3	1	18	6	2018
6	Ab Talib M.S.	4	5	0.57	120	5	2014
7	Allah Pitchay A.B.	3	3	1	15	5	2018
8	Khan M.I.	3	4	1.5	18	5	2019
9	Tieman M.	5	5	0.5	295	5	2011

Notes: *h*_index = an author has *h* number of papers with *h* citations, *g*_Index = is that an author has top *g* number of articles that have accumulated *g* number of citations, *m*_index = is *h*_index per active year for the author, TC = Total number of citations, NP = total number of papers, PY_start = start of the publication year, "-" = not found

Table 5.
Most cited authors

Table 6 and Figure 8 present the authors and their co-players impacting the research on *JIMA* and Islamic marketing. Wilson, J. and Butt, M.M. were the two authors with double-digit link strength. While analysing for the current study, we have come across 1,048 authors, where 31 of the most cited authors are connected via co-authorship in several papers as presented. This figure is important to identify the collaboration network and the link strength of highly cited authors in the journal.

4.3 Analysis of the contents

We complement the Scientometric analysis presented in the previous sections using the content analysis presented in this section. We start with a descriptive visualization of the

Table 6.
Most cited authors
and their link
strength

Author	Documents	Citations	Total link strength
Wilson, J.A.J.	10	759	13
Liu, J.	3	554	9
Tieman, M.	6	295	3
Butt, M.M.	5	218	12
Sandikci, Ö.	2	199	7
Mukhtar, A.	1	153	1
Alserhan, B.A.	4	137	1
Mohd, R.	2	130	5
Alam, S.S.	1	130	2
Hisham, B.	1	130	2
Ghazali, M.C.	2	128	3
Sobh, R.	2	125	8
Ab Talib, M.S.	6	120	7
Abdul-Talib, A.N.	5	112	6
Hanzaee, K.H.	6	110	6

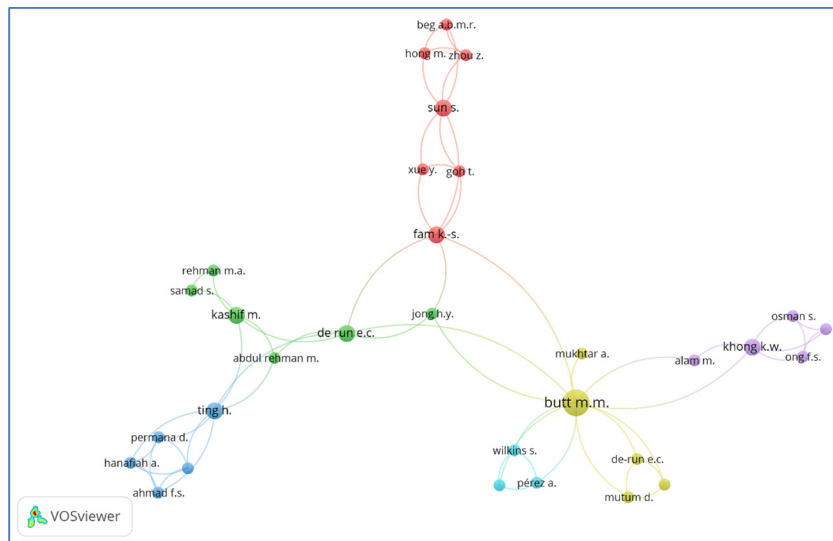


Figure 8.
Co-authorship of
authors using
VOSviewer

contents published in *JIMA* over a decade, followed by a content analysis of the country case or focus from authors. We also perform analyses for examining the keyword co-occurrence and hierarchical clustering. Our objective in this section is to offer a visualization of the contents published by *JIMA*.

- Issues in a year and size of the manuscripts:

The journal has started publishing on Islamic marketing since 2010, with 9 articles in the first issue. The first article of the journal was by the founding editor, B. A. Alserhan, titled “Islamic marketing: the birth of a new social science”. Since then, the journal kept publishing three issues per year with about seven articles per issue. Since 2016, *JIMA* has started four issues per year to accommodate the increasing number of manuscripts and submissions in the area. Gradually, the number of accepted manuscripts increased to 17.5 articles per year. This growth is representative of the growth of the area, growing demand from researchers and the perceived quality of the authors of *JIMA*. During this time, a *JIMA* manuscript had 17 pages on average, often with a limited number of short articles ranging from 1–4 pages (Figure 9).

- Country case analysis:

Figure 10 shows the number of cases analysed by researchers on *JIMA*. Double-digit cases were considered from at least four countries: Malaysia, Indonesia, Pakistan and Iran. Malaysia was considered as the context in around 56 studies – the highest among the selected papers, while 15 Pakistan appeared in 15 such studies. The rest of the countries appeared in less than 10 cases. This information lends us with two vital leads. Firstly, most Islamic marketing cases were sourced from Muslim-majority countries. Secondly, the growth of the Islamic market is Asia-centric. Non-Asian countries have also shown some important cases but primarily based on the consumption experience of Muslim consumers. It is worth noting that 25 articles directly include a case study in the title, while others have undertaken a more general approach. This generally leads to the conception that the impact of Islamic marketing is gaining popularity, out of the merely specific “cases” for a unique experience.

Figure 10 also indicates that four most influential countries, including Malaysia at the top, exhibit a significant amount of Islamic marketing activities in diverse sectors, including

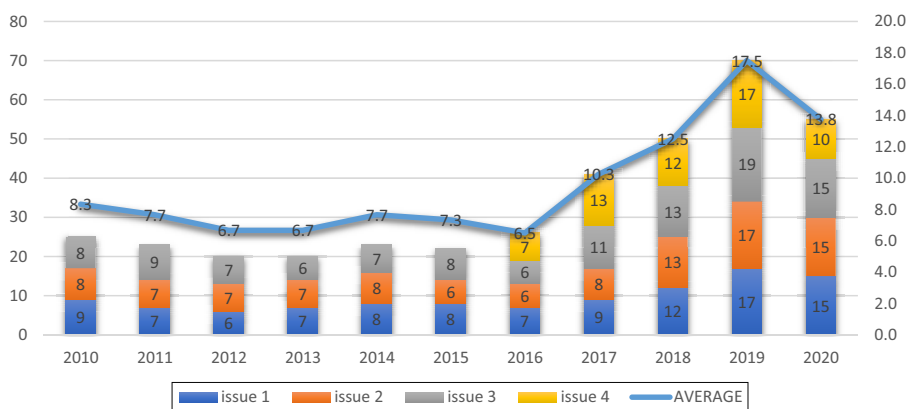


Figure 9.
Number of issues and
articles per year

food, fashion, logistics, tourism, lifestyle, etc. Indonesia, being the largest Muslim country in the world, is catching up fast with Malaysia. It is important to notice that of the four top countries with double digits of case mentioning, Malaysia and Indonesia are both multi-racial and multi-religious countries, followed by two Muslim majority countries, Iran and Pakistan. A significant amount of perceived consumer freedom is seen in Malaysia, Indonesia, with a growing indication of such freedom in Saudi Arabia, UAE and other strict Islamic countries. With proper coverage of Islamic marketing activities, it is expected that the share of Islamic marketing activities will soon be taken over by the otherwise conservative Muslim countries from the Middle East.

- *Conceptual mapping of the contents:*

Figure 11 depicts five major dimensions of the contents published by JIMA. In terms of their relevant importance and size of the MCA mapping, general purchase behaviour with respect to the religiosity of the Muslim consumers is the most influential dimension. The second important dimension covers topics from Malaysia and Iran with investment in the tourism sector and Islamic advertisement. The third-largest dimension involves loyalty, quality and customer satisfaction. Fourth is the dimension covering the role of trust and impact. The fifth-largest include Islamic marketing in the banking sector. To a lesser extent for dimension three with loyalty as the primary consideration, other dimensions are not entirely orthogonal. There are considerable paths of interrelationships among the other four dimensions. Overall, religiosity, loyalty, halal intention and trust are the most influential factors that drive the growth of Islamic marketing globally. “Religiosity” and “halal intentions” are strongly interrelated and are often found to be strong drivers of halal consumerism in developing and developed Islamic markets (Shah *et al.*, 2019). Our findings on “ethics” and “trust” are also supported by studies conducted on Islamic ethical marketing (Abbas *et al.*, 2019).

- *Bibliographic coupling:*

Bibliographic coupling explains the relationship between the citation of individual articles and provides the clusters and topics discussed within the database. We used VOSviewer to generate bibliographic coupling that is presented in Figure 12. The paths are identified with colours: each colour for an article. The size of the node represents the impact (citations) of that article. The stream of relationships also indicates the citations of any article by other articles. Hence, an overall impact of a study is determined based on their own citations, citations by others and their impact on other studies (Haleem *et al.*, 2020; Paltrinieri *et al.*,

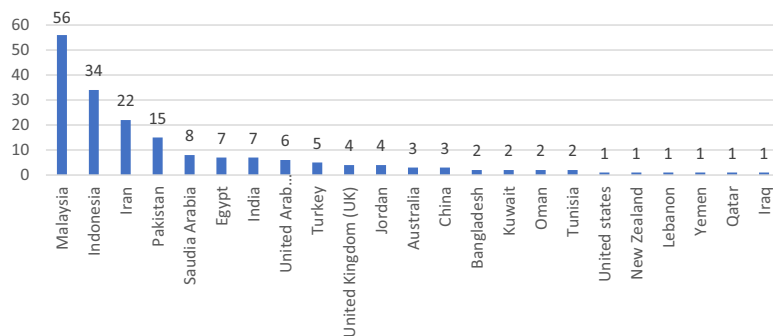


Figure 10.
Cases analysed per country by JIMA researchers

(Murtagh *et al.*, 2008). Clusters are paired and merged as they move up in the hierarchy. This text similarity test was performed using RStudio and biblioshiny package. The output of the test presents the major keywords of the journal in a total of eight dimensions; shown in Figure 14.

We can explain these dimensions into clusters further for understanding various dimensions of study in Islamic marketing from studies that are published by *JIMA*. Dimensions are summarized in Table 7.

The first dimension can be considered as an independent cluster, which has no further connection or sub-cluster. This cluster largely covers areas that include “customer loyalty” and “service quality” in Islamic marketing. Idris *et al.* (2019) reviewed that “brand religiosity” can be a strong driver of long-term customer loyalty. Dimensions 2, 3 and 4 can be grouped into a higher-order cluster. As forwarded in Shah *et al.* (2019), this cluster covers topics under the broader title of the “purchase intention” of Muslim consumers. Dimensions

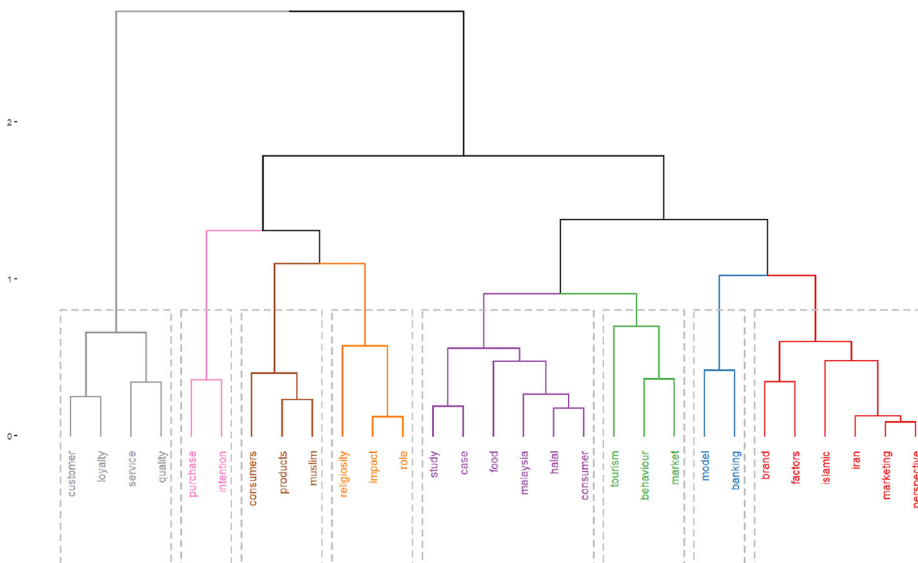


Figure 14.
Hierarchical clustering
(Dendrogram) of
JIMA

Dimensions	Items
1	Customer loyalty and service quality
2	Purchase intention
3	Muslim consumers, (Islamic) products and services
4	Religiosity – impact and role
5	Malaysia as a case for halal food and Muslim consumers
6	Tourism market
7	(Islamic) banking
8	Islamic marketing: branding and advertising

Table 7.
Major dimensions
and clusters of
Islamic marketing
literature

Source: Dendrogram presented in Figure 14

5 and 6 can be grouped into a new cluster. Under this cluster, connectivity between “Malaysian halal tourism” and the “halal food sector” can be an integrated area. Similar to the expectation by [Wahyuni et al. \(2019\)](#), this also connects to the expectation that “Malaysia” establishes itself as one of the biggest halal hubs in the world. Dimensions 7 and 8 can be grouped into another higher-order cluster. Under this final cluster, Islamic marketing and branding activities in the “financial sector” are guessed as an emerging area of research. Several studies outside of *JIMA* provide support on this cluster covering a combination of “Islamic marketing” for the “bank sector” and the expected influence of “trust” ([Rashid et al., 2009](#); [Iqbal et al., 2018](#); [Rahman et al., 2020](#)).

5. Conclusion, future research and limitations

As a forward to its 10th anniversary, we reviewed 510 manuscripts published in the *JIMA* using bibliometric analysis. Our objective was to present a review of the bibliometric performance of *JIMA* over the years and to explore new dimensions of research on Islamic marketing. We have reported the findings into three major groups. Firstly, we presented a general performance analysis. In this section, we reported the growth of documents, important influencers, the geographical distribution of contribution and the ranking of *JIMA*. Secondly, we presented an in-depth citation analysis for *JIMA*, which includes top-cited authors and papers and an analysis of the network of co-authorship. Thirdly, we presented an analysis of the contents and dimensions published by *JIMA*. In this section, we included analysis on issues per year, countries considered as separate cases, conceptual mapping of the contents, bibliometric coupling, cartography for network analysis and hierarchical clustering using dendrogram.

We forward the following four major findings:

(1) *Industry on its own:*

Islamic marketing is a high-growth and independent area in its own right. *JIMA* has played an important in publishing innovative ideas on numerous topics and keywords that are of significance to academicians, corporate policymakers and regulators. Because of due importance, regulators in non-Muslim majority countries are gradually opening to halal-centric opportunities in food, fashion, tourism and other sectors, which has seen 2tn dollars of value of the halal sector by 2018.

(2) *Asian dominated industry:*

Islamic marketing has initially started in Asian countries with much of its coverage in South Asian and Southeast Asian countries. While Malaysia leads the global Islamic marketing activities on several dimensions, the growth of Islamic marketing in Indonesia, Iran, Pakistan, India, Bangladesh is exemplary. Academic funding in Malaysia and Indonesia has paved the way for the high growth of research and publications in Islamic marketing. As a result, most researchers came from Malaysia and most documents belonged to Malaysia and Indonesia.

(3) *High growth non-Asian markets:*

Islamic marketing is attracting positive attention in non-Asian countries, including the USA, the UK and Australia. It is worth noting that the industry was initially championed by multi-racial multi-religious countries such as Malaysia and Indonesia, which is now seeing surprising changes in relatively conservative Islamic jurisdictions such as Iran, Saudi Arabia, United Arab Emirates and Pakistan. This is a great change, which is expected to add a few more digits to the total halal transactions in the coming years.

(4) *Loyalty, religiosity and halal food nexus:*

Loyalty, religiosity and halal food are the top three most occurred dimensions of research on Islamic marketing. These dimensions have their impact on banking, tourism, advertising, marketing mix, branding strategy, etc. Malaysia stood alone as an ‘industrial hub’, while Iran has also popped up as a random sub-cluster. It has been noted quite boldly that most researchers placed significant attention to “Muslim consumers”, while there is plenty of room for research on the ‘religious versus efficiency’ hypothesis for the non-Muslim halal-seekers.

Based on visualization and discussion of the dimensions, we forward the following suggestions for future research.

(5) *Sectoral research:*

We expect that the application of Islamic marketing in basic sectors will see some momentum in the next five years. It was interesting to see a lack of studies on the financial sector, with marketing implications for the Islamic financial planning sector, insurance and retail investment. Currently, much of the financial sector research covers commercial Islamic banking and window services. Health care is another sector that did not come into significant dimensions, even though there are a lot of studies being conducted on the Islamic health-care sector. Aside from Islamic halal logistics, *JIMA* may introduce special issues on marketing and branding applications for Islamic or halal hubs.

(6) *Islamic social marketing analytics:*

At present, the major dimensions do not include data-intensive Islamic marketing analysis. Online shoppers purchasing from halal ventures will be benefited from new research on social marketing analytics in a post-pandemic time. Also, social marketing analysis should serve beyond retail sales; it should approach the limit of wholesale branding exercises for cross-border Islamic marketing.

(6) *Post-purchase behaviour:*

Most current occurrences include pre-purchase intention. Even the applications of trust and loyalty are limited to purchasing intention by Muslim consumers. We envision a new battery of research on post-purchase compliance with Islamic norms.

(7) *Multidimensional integration:*

In the near future, *JIMA* may include multidimensional integration of Islamic marketing activities with ethical and ethnic studies. Islamic marketing literature on diverse leadership styles, ownership structures (i.e. SMEs’ partnerships, etc.) and Muslim majority versus minority countries is still limited. Islamic marketing regulation in different jurisdictions can also be investigated for understanding the competitiveness of those markets.

We expect that *JIMA* will continue its contributions in newer areas for the critical development of Islamic marketing literature for the benefit of academics, professionals and regulators.

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