Sketching a comprehensive picture of the marketing discipline: a bibliometric analysis covering eight top-tier journals

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Received 14 February 2022
Accepted 22 April 2024

Abstract

Purpose – This study aims to examine marketing trends spanning a period of 26 years to scrutinize North American influence in marketing research, as well as enhance comprehension of interdisciplinary marketing knowledge and identify prominent scholars, universities, countries, and articles that warrant further scholarly exploration.

Design/methodology/approach – This paper uses bibliometric methods to analyze the publications of eight top-tier journals (*Journal of Marketing*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *Marketing Science*, *Journal of Retailing*, *Journal of Consumer Psychology and International Journal of Research in Marketing*) between 1996 and 2021, as found in the Scopus database.

Findings – The findings indicate that North American hegemony in the marketing discipline continues and that the impact of marketing on other disciplines remains controversial. Some universities have a deeply rooted tradition of marketing departments. Some articles from 26 years ago are still frequently cited.

Research limitations/implications – The study covers the period from 1996 to 2021. It includes only articles, uses a single database and is cross-sectional. Future research should explore longer time periods by using various databases for comprehensive analysis.

Originality/value – To the best of the authors' knowledge, this study constitutes one of the first attempts to understand the scholarly contributions of the marketing discipline by considering eight top-tier journals.

Keywords Citation analysis, Bibliometrics, Universities, Marketing discipline

Paper type General review

Esbozando una imagen integral de la disciplina del marketing: un análisis bibliométrico que cubre ocho revistas de primer nivel

Resumen

Objetivo – Esta investigación examina las tendencias de marketing durante un período de 26 años para analizar la influencia norteamericana en la investigación de marketing, así como para mejorar la comprensión

The researchers express their appreciation to the editor of the *Spanish Journal of Marketing – ESIC* and the anonymous reviewers for their constructive feedback and valuable comments, which have contributed significantly to the successful publication of this paper.

Spanish Journal of Marketing - ESIC
Emerald Publishing Limited
e-ISSN: 2444-9709
p-ISSN: 2444-9709
DOI 10.1108/SJME-02-2022-0017

del conocimiento interdisciplinario en marketing e identificar destacados académicos, universidades, países y artículos que merecen una mayor exploración académica.

Diseño/metodología/enfoque – Este documento emplea métodos bibliométricos para analizar las publicaciones de ocho revistas de primer nivel (*Journal of Marketing, Journal of Consumer Research, Journal of Marketing Research, Journal of the Academy of Marketing Science, Marketing Science, Journal of Retailing, Journal of Consumer Psychology e International Journal of Research in Marketing*) entre 1996 y 2021, según se encuentran en la base de datos de Scopus.

Resultados – Los resultados indican que la hegemonía norteamericana en la disciplina del marketing continúa y que el impacto del marketing en otras disciplinas sigue siendo controvertido. Algunas universidades tienen una tradición arraigada en los departamentos de marketing. Algunos artículos de hace 26 años todavía son citados con frecuencia.

Originalidad/valor – Este estudio constituye uno de los primeros intentos de comprender las contribuciones académicas de la disciplina del marketing considerando ocho revistas de primer nivel.

Limitaciones/implicaciones de la investigación – El estudio cubre el período de 1996 a 2021. Incluye solo artículos, utiliza una sola base de datos y es transversal. Futuras investigaciones deberían explorar períodos más largos de tiempo empleando diversas bases de datos para un análisis completo.

Palabras clave Bibliometría, Análisis de citas, Disciplina del marketing, Universidades

Tipo de artículo Revisión general

市场营销学科的全面图景勾勒：涵盖八种顶级期刊的文献计量分析

摘要

目的 – 本研究调查了跨越26年的市场营销趋势，以探讨北美在市场营销研究中的影响，并增进对跨学科市场营销知识的理解，识别值得进一步探索的杰出学者、大学、国家和文章。

设计/方法/途径 – 本文采用文献计量学方法分析了1996年至2021年间八种顶级期刊（Journal of Marketing、Journal of Consumer Research、Journal of Marketing Research、*Journal of the Academy of Marketing Science*、*Marketing Science*、*Journal of Retailing*、*Journal of Consumer Psychology* 和 *International Journal of Research in Marketing*）的出版物，这些文章可在Scopus数据库中找到。

发现 – 研究结果表明，北美在市场营销学科中的霸权地位仍然存在，并且市场营销对其他学科的影响仍然存在争议。同时，研究发现一些大学具有根深蒂固的市场营销系传统，且一些26年前的文章仍然经常被引用。

原创性/价值 – 本研究首次尝试通过考虑八种顶级期刊来理解营销学科的学术贡献。

研究限制/启示 – 本研究涵盖了1996年至2021年的时间段。它仅包括文章，使用了单一数据库，并且是横断面研究。未来的研究应该通过使用各种数据库进行全面分析，探索更长时间段。

关键词 文献计量学，引文分析，市场营销学科，大学

文章类型 般审查

1. Introduction

Marketing has a long history; for example, even ancient Greek philosophers such as Plato and Aristotle discussed markets and traders (Jones and Shaw, 2002). However, it was not until the twentieth century that marketing became an established discipline (Bartels, 1951; Wilkie and Moore, 2003; Hunt, 2020). The University of Wisconsin and Harvard University began offering marketing courses in the early 1900s (Jones and Monieson, 1990). Other important milestones, such as the emergence of conferences, associations and journals dedicated to marketing, occurred in the mid-1930s (Witkowski, 2010). Today, marketing is recognized as a mature field (Keathley-Herring *et al.*, 2016), with over 200 universities offering marketing doctoral programs (A.M.A., 2022) [1]. There are also numerous marketing-oriented journals in publication (S.J.R., 2021) [2], and scholars from around the globe participate in marketing research (Stremersch and Verhoef, 2005).

However, the extant literature has neglected to comprehensively consider the scholars, institutions and countries that have shaped the evolution of the marketing field. Therefore, this study addresses three key shortcomings. The first involves the debate regarding the identity crisis of the marketing discipline (El-Ansary *et al.*, 2018) and its level of maturity. Despite the marketing field's vibrant history, previous inquiries have offered limited longitudinal perspectives, resulting in insufficient comprehension of this discipline's overall evolution. Second, previous bibliometric analyses conducted by marketing scholars reveal several shortcomings. Although there are bibliometric analyses related to marketing subfields, such as retail, no research has properly documented the transformative impact of the most influential research, academics and universities in the field of marketing. Third, prior bibliometric investigations have primarily focused on examining the historical development of individual journals. A broader bibliometric approach that examines top-tier journals could yield more generalizable findings, offering a more comprehensive understanding of the field.

Therefore, this study makes four contributions. First, this study offers a bibliometric analysis of the marketing field, explicating influential forces and emerging trends over a 26-year period. Second, the study reveals the dominance of North American gatekeepers and the scarcity of non-North American researchers. Third, it broadens scholarly understanding of the interdisciplinary reach and influence of marketing knowledge. Fourth, this study will provide a foundation that will enable researchers, students and practitioners to identify leading scholars, universities, countries and heavily cited articles for further exploration and collaboration.

For these purposes, this article presents a bibliometric analysis of the marketing field. Bibliometric analyses measure scientific development by quantitatively analyzing scholarly literature (Ruhanen *et al.*, 2015). This study examines the marketing discipline through a bibliometric analysis of top-tier journals to provide valuable quantitative insights and informative data regarding the historical progression of the field, as well as its key contributors and primary research trajectories.

To the best of our knowledge, no bibliometric analyses of the impact of top-tier marketing journals on the marketing discipline have been conducted. Therefore, this study seeks to answer the following questions:

Q1. What have been the citation rates and impact factors of top-tier marketing journals over the years (between 1996 and 2021)?

Q2. Which authors, universities and countries are the most productive and influential in marketing research?

Q3. Which articles have had the greatest impact on marketing research, and which sources, authors and journals are cited most frequently in marketing research?

Q4. Which subject areas and journals cite marketing research?

The remainder of the paper can be summarized as follows. Section 2 presents a summary of existing reviews. Section 3 provides information about the methodology used in this paper. Section 4 analyzes and interprets the findings by comparing them with those of previous studies. Finally, Section 5 presents the conclusions, and Section 6 provides limitations and suggestions for future research.

2. Summary of previous reviews

Integrating the findings of existing studies is pivotal for advancing research (Zupic and Čater, 2015). The methodology of bibliometric analysis, a method useful for scrutinizing

substantial scientific data sets (Donthu *et al.*, 2021), has gained prevalence in the business domain due to the accessibility of databases, such as Scopus and Web of Science (WOS), as well as software, such as VOSviewer. Bibliometric analysis is used in a broad range of research areas, such as management (Podsakoff *et al.*, 2008), entrepreneurship (Luor *et al.*, 2014), accounting (Merigó and Yang, 2017a, 2017b) and tourism (Hall, 2011), as well as in specific subjects, such as industry 4.0 (Muhuri *et al.*, 2019) and board diversity (Baker *et al.*, 2020). In addition, the number of bibliometric analyses of journals has risen in recent years (Ali *et al.*, 2019; Donthu *et al.*, 2020, 2021).

An influential study by Cote *et al.* (1992) probed the contributions of marketing research to business and social sciences literature. Cheng *et al.* (2003) assessed the efficacy of universities and researchers in the Asia-Pacific region, while Stremersch and Verhoef (2005) explored the globalization of the marketing discipline, focusing on authorship characteristics. Bauerly and Johnson (2005) evaluated the quality of marketing journals based on the articles instructed in doctoral programs, and Svensson *et al.* (2008) examined the scientific identity of marketing by performing methodological approaches and the geographical affiliations of authors. In addition, many other studies have attempted to measure the impact of marketing research by focusing on individual journals; however, they have been limited in scope, sample size and time period (Huber *et al.*, 2014; Marquardt and Murdock, 1983; Bakr *et al.*, 2000; Sheoran *et al.*, 2018; Niemi, 1988b). Although recent studies have provided valuable insights, they have limitations (Sheoran *et al.*, 2018; Nicolas *et al.*, 2020). In summary, although these efforts have contributed significantly to existing knowledge, they fail to provide a comprehensive overview of the marketing field. Further details regarding the limitations of existing research are outlined in Table 1 [3].

To produce a more comprehensive understanding of the marketing field, we focused on multiple agents (e.g. authors, universities and countries) and journals covering an extended timeframe and used modern bibliometric methods to achieve a comprehensive analysis of the entire marketing field holistically rather than a specific subfield. Finally, we also used multiple analysis techniques.

3. Methodology

Bibliometrics is a quantitative method that combines approaches from library and information sciences to analyze bibliographic material (Broadus, 1987). This method generates a meaningful summary of bibliometric material by classifying data by country, university, journal, author and keyword (Zupic and Čater, 2015). Bibliometric analysis is generally performed either via performance analysis or science mapping (Cobo *et al.*, 2011; Donthu *et al.*, 2021). In performance analysis, the objective is to evaluate the effect of a particular field on scientific inquiry using various indicators, and the agents can be defined as countries, universities, authors or journals. When applying the science mapping method, a graphic science map is created to visualize the structural and dynamic aspects of the research. It is essential to combine both approaches to ensure the reliability and robustness of results (Baier-Fuentes *et al.*, 2019).

This study provides a bibliometric overview of eight top-tier marketing journals, as well as an analysis of publication and citation structure; influential authors, institutions and countries; most-cited articles; keywords; subject areas; and the journals that cite these eight top-tier journals. The performance analysis is based on publication, citation and h-index indicators and includes graphical mapping with VOSviewer.

Table 1.
Summary of studies examining scholarly influence in the field of marketing

A	JC	UI	CI	JI	AI	IO	IA	MCS	KA	P
Niemi (1988a)	JM, JMR, JR, JCR	+	−	−	−	−	−	−	−	1975–1985
Cote *et al.* (1992)	JM, JMR	−	−	−	−	+	+	−	−	1965–1986
Bakr *et al.* (2000)	JAMS, JCR, JM, JMR, JR, MS	+	−	−	+	−	−	−	−	1991–1998
Cheng *et al.* (2003)	20 major marketing journals	+	−	−	+	−	−	−	−	1991–2000
Guidry *et al.* (2004)	JAMS, JCR, JM, JMR, JR, MS	−	−	+	−	−	−	+	−	1997–2001
Stremersch and Verhoef (2005)	JM, JMR, JCR, MS, IJRM	−	+	−	−	−	−	−	−	1964–2002
Svensson *et al.* (2008)	JCR, JM, JMR, JR, JAMS, MS	−	+	−	−	−	−	−	−	2000–2006
Ford *et al.* (2010)	JM, JMR, JCR, JAMS	+	−	−	+	−	−	−	−	1977–2002
Baumgartner (2010)	JCR, JM, JMR	−	−	+	+	−	−	−	−	1936–2009
Chan *et al.* (2012)	JAMS, JCR, JM, JMR, JR, MS, EJM, IJRM, JBR	+	−	−	+	−	+	+	−	2000–2009
Sheoran *et al.* (2018)	Scimago top 10 marketing journals	+	+	−	+	−	+	+	+	Different for each journal
Nicolas *et al.* (2020)	The most 30 influential journals	−	−	+	−	−	−	−	+	1990–2017

Notes: A = article; JC = journals covered; UI = university influence; CI = country influence; JI = journal influence; AI = author influence; IOD = influence on other disciplines; IA = influential articles; MCS = most cited sources; KA = keyword analysis; P = period

3.1 Sampling

Journals are the primary repository of knowledge of an academic discipline, and premier journals apply rigorous scientific review processes to identify articles that make novel and substantial contributions to knowledge (Zinkhan and Leigh, 1999). Therefore, this study analyzes journals because they can reveal the overall picture of the marketing discipline. For this purpose, this study presents a bibliometric overview of eight of the most influential journals in marketing (*Journal of Marketing*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *Marketing Science*, *Journal of Retailing*, *Journal of Consumer Psychology* and *International Journal of Research in Marketing*; hereafter, JM, JCR, JMR, JAMS, MS, JR, JCP and IJRM, respectively). This study analyzes original research and review articles published in the selected journals between 1996 and 2021. Editorials, notes, conference proceedings and letters were considered beyond the scope of the study.

3.2 Database selection

This study classifies publications appearing in JM, JCR., JMR, JAMS, MS, JR, JCP and IJRM by analyzing the bibliographic records obtained from the Scopus database. Recently, Scopus has been recognized as an excellent alternative to WOS because Scopus performs the same tasks as WOS. In addition, previous studies have discussed some of the advantages of Scopus (Mongeon and Paul-Hus, 2016). According to Scopus data (www.elsevier.com/solutions/scopus/content), the database contains 21,500 scientific journals published by over 5,000 international publishers.

3.3 Procedures

This study covers articles published between 1996 and 2021. The primary constraint when determining this date range was that some journals do not provide pre-1996 publication details on the Scopus and WOS databases. After selecting the relevant journals, 11,553 articles were identified. We then filtered the results according to our chosen date range and removed editorials, notes and letters. Subsequently, the total number of valid articles was reduced to 9,483. After completing the search process (on May 11, 2022), we downloaded all data obtained from Scopus in CSV format and transferred it to Excel. Because it is not possible to download over 2,000 data sets from Scopus simultaneously, we downloaded the data for each journal separately and then combined them into a single file. The document included fundamental indicators such as article, author, journal, publication year, citation, keywords and reference information.

4. Results

The analysis was limited to articles published in the eight top-tier marketing journals, and therefore, marketing research publications from other sources were excluded. Between 1996 and 2021, 9,483 articles were published in the selected journals. As of May 2022, these 9,483 articles (8,947 original research articles and 537 reviews) were cited a total of 1,032,457 times. The average number of citations (total number of citations/total number of papers) per article was 122.4.

4.1 Publication and citation structure of the eight top-tier journals

These eight top-tier journals published an average of 364 articles annually over the last 26 years. The year with the most publications (541) was 2021, and the year with the least

publications (228) was 2000. Additional details about annual publication volumes are presented in Tables 2 and 3.

From 1996 to 2011, the annual number of articles published increased by 57%. In particular, 2011 was an active year, with 476 articles being published and each journal averaging nearly 60 articles. After 2011, productivity gradually declined, except for 2021. An analysis of the initial years of the journals demonstrates that they published between

Y	TP	TC	TC/Y	TC/TP
1996	274	47,296	1,819.1	172.6
1997	271	51,282	2,051.3	189.2
1998	271	57,281	2,386.7	211.4
1999	317	55,961	2,433.1	176.5
2000	228	60,271	2,739.6	264.3
2001	236	56,678	2,699.0	240.2
2002	270	55,809	2,790.5	206.7
2003	238	50,779	2,672.6	213.4
2004	318	65,746	3,652.6	206.7
2005	347	55,037	3,237.5	158.6
2006	376	54,185	3,386.6	144.1
2007	373	45,783	3,052.2	122.7
2008	415	49,653	3,546.6	119.6
2009	473	47,507	3,654.4	100.4
2010	453	51,049	4,254.1	112.7
2011	476	41,797	3,799.7	87.8
2012	449	43,513	4,351.3	96.9
2013	402	26,960	2,995.6	67.1
2014	430	23,488	2,936.0	54.6
2015	356	27,006	3,858.0	75.9
2016	415	21,142	3,523.7	50.9
2017	416	18,839	3,767.8	45.3
2018	382	8,561	2,140.3	22.4
2019	389	8,822	2,940.7	22.7
2020	394	5,650	2,825.0	14.3
2021	514	2,362	2,362.0	4.6
TY = 26	*TP = 9,483*	*TC = 1,032,457*	*M = 3,072.1*	*M = 1,22.4*

Notes: TP = total paper; TC = total citation; Y = year; M = mean

Table 2. Annual publication and citation structure of the eight top-tier journals

J	TP	TP/Y	h-index	<2018	2019	2020	2021	TC	TC/TP
JM	1,258	48.4	260	156,761	19,343	20,874	24,322	221.300	183.8
JCR	1,490	57.3	201	102,881	13,932	16,639	17,712	151.164	101.4
JAMS	1,029	39.6	190	77,057	11,718	13,168	16,559	118.502	115.1
JMR	1,604	61.7	187	88,972	11,591	12,755	14,107	127.425	79.4
JR	821	31.6	147	53,375	7,081	7,804	8,855	77.115	93.9
MS	1,252	48.2	142	50,230	6,259	6,723	7,396	70.608	56.3
JCP	1,108	42.6	125	32,038	5,504	6,403	7,500	51.445	46.4
IJRM	921	35.4	110	30,507	4,355	4,850	5,801	45.531	48.9

Notes: J = journal; TP = total paper; Y = year; TC = total citation

Table 3. Comparison of the eight top-tier journals

200 and 300 articles each year, except for 1999. Since 2004, however, this number has never fallen below 300; this is likely due to an increase in submissions. For example, as of 2008, JM and JCR grew from four issues per year to six. However, providing an exact explanation is difficult because the number of articles submitted to each of the eight journals and their corresponding acceptance rates are not public information. Nonetheless, certain editorials provide insights. Notably, Shugan (2006) revealed that MS received fewer than 40 manuscripts in 1982. By 2004, however, that number had surged to 223, with 43 submissions being successfully published.

Meanwhile, the number of researchers is increasing (Merigó *et al.*, 2015), and advancements in computer technologies have made information more accessible (Valenzuela *et al.*, 2017). Therefore, even with acceptance rates remaining constant, the increasing number of submissions has resulted in a higher number of published articles. Similar increases can be observed in the bibliometric analyses of other marketing journals (Martínez-López *et al.*, 2018).

Table 3 shows that the total citations, h-index and TC/TP ratios for JM are slightly higher than those of the other seven journals. This finding is consistent with previous research (Bauerly and Johnson, 2005; Svensson *et al.*, 2008). In general, JM has maintained its leading position with an h-index of 260. This score indicates that 260 studies published in JM received at least 260 citations. A detailed comparison is provided in Table 3. Although JCR, JMR and JAMS have similar scores (Table 3), the scores of JCP and IJRM are declining, perhaps due to their narrow focus. The publication policies of the journals also differ. For example, while JMR publishes an average of 61.7 articles per year, JR publishes an average of 31.6.

4.2 Most productive and influential authors, universities and countries

This section presents the most productive and influential authors, universities and countries in marketing over the last 26 years within the selected journals. Table 4 lists the 30 most prolific and influential authors. Each author's information, affiliated university and country of residence are also presented. However, the affiliated institution of each author at the time of publication was used when calculating the citation numbers for universities and countries. Therefore, a researcher may have previously earned citation points for a specific university or country despite currently working at a different institution or in a different country.

The rankings are based on the number of articles. When the number of published articles was identical, the citation numbers of the authors were consulted. In addition, a comprehensive view was achieved by providing the h-indexes of the authors. The 30 most prolific and influential authors received a total of 175,247 citations, constituting approximately 17% of all citations. Moreover, each author published an average of 50 articles in the eight top-tier journals, and combined, these 30 authors accounted for approximately 15% of all publications (9,483). Moreover, 80% of the top 30 authors worked at universities in the USA. Indeed, many of these journals are published in the USA, and many of the most prolific and influential authors are also based there. Some universities, such as the University of Florida, the University of North Carolina at Chapel Hill and the University of Southern California, host multiple researchers. Even now, some authors rank very high in terms of productivity compared to the pre-1996 period (Bakr *et al.*, 2000).

Grewal D. is the most prolific author among the published authors in the eight top-tier journals. He published 104 articles and received 16,160 citations. In addition, Table 4 shows that Kumar V., Homburg, C. and Steenkamp J. B. E. M. recorded some of the highest citation counts, with over 10,000 citations each. Steenkamp, J. B. E. M., Palmatier, R. W., Verhoef, P. C.

	A	C	TP	h-index	TC	TC/TP
1	Grewal, D.	USA	104	53	16,160	155.4
2	Kumar, V.	India	93	50	10,753	115.6
3	Homburg, C.	UK	70	45	10,296	147.1
4	Dahl, D.W.	Canada	60	37	5,374	89.6
5	Steenkamp, J.B.E.M.	USA	59	46	15,801	267.8
6	Krishna, A.	USA	58	33	4,217	72.7
7	Wedel, M.	USA	56	36	5,906	105.5
8	Chintagunta, P.K.	USA	55	27	3,089	56.2
9	Grewal, R.	USA	50	29	4,640	92.8
10	Lehmann, D.R.	USA	50	31	6,425	128.5
11	Dhar, R.	USA	48	32	6,273	130.7
12	Dekimpe, M.G.	Belgium	47	30	3,941	83.9
13	Janiszewski, C.	USA	46	29	4,635	100.8
14	Palmatier, R.W.	USA	45	34	7,549	167.8
15	Shugan, S.M.	USA	45	19	1,981	44.0
16	Simonson, I.	USA	44	28	4,980	113.2
17	Verhoef, P.C.	Netherlands	44	34	9,406	213.8
18	Wyer, R.S.	USA	44	27	2,244	51.0
19	Allenby, G.M.	USA	42	21	2,508	59.7
20	Tellis, G.J.	USA	41	33	7,197	175.5
21	Mittal, V.	USA	40	24	4,965	124.1
22	Stremersch, S.	Spain	40	23	2,899	72.5
23	Inman, J.J.	USA	39	28	5,181	132.8
24	Luo, X.	USA	39	28	5,380	137.9
25	Pieters, R.	Netherlands	39	29	4,923	126.2
26	Fitzsimons, G.J.	USA	38	28	4,010	105.5
27	Shankar, V.	USA	38	26	5,393	141.9
28	Srinivasan, K.	USA	38	23	2,552	67.2
29	Mela, C.F.	USA	37	25	3,205	86.6
30	Schwarz, N.	USA	37	22	3,364	90.9

Notes: A = author; C = country; TP = total paper; TC = total citation

Table 4. Most productive and influential authors in the eight top-tier journals

and Tellis, G. J. significantly impacted the marketing discipline in terms of article/citation ratio.

Table 5 ranks the most productive and influential universities, and similar to the previous analysis, it displays the h-indexes of the institutions. In addition, the world university rankings published by Times Higher Education (THE) were added to the table (THE, 2022). In this way, Table 5 provides the overall rankings of the universities with the best marketing departments. The most productive and influential universities account for approximately 60% of all citations (1,032,457). They also comprise approximately 62% of the total number of publications. Moreover, 86% of the universities on the list are in the USA. These results clearly demonstrate that North American universities act as gatekeepers in the marketing field (Pan and Zhang, 2014). The remaining four universities are in the Netherlands, Canada and Hong Kong. Although they do not belong to the top tier, similar results were obtained by analyzing institutions and countries in mid-tier journals (Merigó *et al.*, 2015; Valenzuela *et al.*, 2017). Therefore, this dominance in the marketing discipline is not limited to top-tier journals. Additionally, 76% of universities in the list belong to the top 100 universities, as determined by the THE rankings (THE, 2022) [4]. The top 10 universities (according to the THE rankings), which include Harvard University, Stanford University

Table 5.
Most productive and influential universities in the eight top-tier journals

#	U	C	THE	TP	h-index	TC	TP/TC
1	University of Pennsylvania	USA	13	376	103	36,221	96.3
2	Duke University	USA	23	285	89	32,986	115.7
3	Columbia University	USA	11	284	83	26,807	94.4
4	Northwestern University	USA	24	277	90	28,501	102.9
5	University of Michigan, Ann Arbor	USA	24	272	85	29,553	108.7
6	New York University	USA	26	242	79	19,282	79.7
7	The University of Texas at Austin	USA	47	235	85	33,071	140.7
8	University of Southern California	USA	63	228	83	24,472	107.3
9	Erasmus Universiteit Rotterdam	Netherlands	72	226	72	19,493	86.3
10	The University of Chicago	USA	10	225	65	16,195	72.0
11	University of Florida	USA	154	206	65	15,980	77.6
12	University of Maryland, College Park	USA	93	204	76	31,584	154.8
13	Pennsylvania State University	USA	119	202	69	21,261	105.3
14	Tilburg University	Netherlands	201–250	200	75	17,612	88.1
15	University of Minnesota Twin Cities	USA	86	194	68	16,639	85.8
16	Stanford University	USA	4	191	71	16,833	88.1
17	Indiana University Bloomington	USA	167	185	68	19,076	103.1
18	University of California, Los Angeles	USA	20	173	71	20,424	118.1
19	University of Wisconsin-Madison	USA	58	163	75	27,875	171.0
20	University of Illinois Urbana-Champaign	USA	48	160	65	20,789	129.9

Notes: U = university; C = country; THE = times higher education university ranking; TP = total paper; TC = total citation

and the University of California, Berkeley, are among the most productive and influential institutions in marketing (Table 5).

Compared with previous studies, the University of Pennsylvania, Northwestern University and Columbia University maintained their rankings (Ford *et al.*, 2010; Niemi, 1988b). Many of the universities that have produced pioneering marketing research, such as the University of Wisconsin and Harvard University, have maintained their place in the top 100 for many years (Bartels, 1951). Although lagging in terms of productivity, the University of Wisconsin–Madison (171.0), the University of Texas at Austin (140.7) and the University of Maryland, College Park (154.8) display high article/citation rates.

In total, 57.5% of the reviewed articles were produced in the USA, making it the most productive and influential country. Moreover, 61.3% of citations were of articles by authors at US institutions, as shown in Table 6. There are several factors that explain North American dominance in the marketing field. For example, many top-tier journals are based in the USA, and the roots of the marketing discipline are also in the USA (Shaw and Tamilia, 2001). Finally, English proficiency also influences this outcome (Man *et al.*, 2004). Moreover, the USA continues to be the most productive and influential country in marketing, business administration and other social science disciplines. For example, similar results were obtained in a study conducted in the field of management (Podsakoff *et al.*, 2008). Although there is a productivity gap between the USA and other countries, only a few countries recorded relatively low article/citation rates. The list also highlights countries with low productivity yet high article/citation rates, including Australia, Denmark, Switzerland, Portugal, Finland and Sweden.

In accordance with Merton's (1968) assertion that a scientific contribution's visibility is heightened when presented by an esteemed scientist, our examination of the data on authors, universities and countries reveals that articles authored by academics with extensive publication histories, academics who serve on editorial boards of top-tier journals

#	C	TP	h-index	TC	TP/TC
1	USA	6,960	201	741,332	106.5
2	Canada	710	134	65,388	92.1
3	Netherlands	651	128	74,045	113.7
4	Germany	518	103	51,761	99.9
5	United Kingdom	442	99	36,750	83.1
7	Australia	351	89	44,510	126.8
6	Hong Kong	333	79	26,931	80.9
8	China	274	53	11,048	40.3
10	France	252	71	20,000	79.4
9	Singapore	229	66	14,706	64.2
13	Belgium	165	62	16,240	98.4
12	Israel	139	48	9,042	65.1
11	South Korea	133	48	11,988	90.1
15	India	101	36	6,495	64.3
18	Spain	100	36	4,601	46.0
16	Switzerland	96	45	11,316	117.9
14	Turkey	91	47	8,632	94.9
19	Italy	82	34	6,292	76.7
17	New Zealand	78	42	5,608	71.9
20	Norway	62	32	6,482	104.5
21	Austria	58	29	4,054	69.9
22	Denmark	45	30	4,778	106.2
25	Taiwan	39	23	2,636	67.6
23	Portugal	36	22	10,667	296.3
24	Finland	35	24	3,542	101.2
26	Sweden	33	23	4,528	137.2
27	Japan	28	11	1,355	48.4
29	Brazil	27	15	1,394	51.6
28	Greece	19	17	2,032	106.9
30	Chile	16	12	1,031	64.4

Notes: C = country; TP = total paper; TC = total citation

Table 6. Most productive and influential countries in the eight top-tier journals

and academics affiliated with esteemed business schools attract more attention than those by academics of lower standing (Bergh *et al.*, 2006; Stremersch *et al.*, 2007).

4.3 Most-cited articles among the eight top-tier journals

Table 7 presents the distribution of the 30 most-cited articles in the selected journals. These 30 articles, which were published between 1996 and 2021, received over 1,800 citations. Among the eight journals, JM accounts for 40% of the 30 most-cited studies. Moreover, it is noteworthy that none of the 30 most-cited articles were published by JCP or IJRM. The journals JM, JMR and JAMS may have received more citations because they have broader scopes than JCP and IJRM. For example, the two studies published by JR are rather general. In this regard, the journals have slightly diverged from their original scope to publish more citable studies over the past few years (Stremersch *et al.*, 2007).

The most-cited study (7,719 citations) among the eight journals was titled "Evolving to a New Dominant Logic for Marketing," which created a new paradigm for discussion. In the study, the authors presented a marketing perspective on the exchange of services that was broader and more integrated than the dominant paradigms. The discussion they initiated on value creation continued to resonate in the ensuing years (e.g. Grönroos and Voima, 2013).

Table 7.
Most cited articles in the eight top-tier journals

#	A	J	Y	TC	TC/PY
1	Vargo and Lusch (2004)	JM	2004	7,719	428.8
2	Henseler *et al.* (2015)	JAMS	2015	7,339	1,048.4
3	Zeithaml *et al.* (1996)	JM	1996	5,994	230.5
4	Zhao *et al.* (2010)	JCR	2010	5,388	449.0
5	Oliver (1999)	JM	1999	4,542	197.5
6	Doney and Cannon (1997)	JM	1997	3,960	158.4
7	Fournier (1998)	JCR	1998	3,882	161.8
8	Vargo and Lusch (2008)	JAMS	2008	3,844	274.6
9	Cronin *et al.* (2000)	JR	2000	3,591	163.2
10	Hair *et al.* (2012)	JAMS	2012	3,409	340.9
11	Jarvis *et al.* (2003)	JCR	2003	3,349	176.3
12	Chevalier and Mayzlin (2006)	JMR	2006	3,348	209.3
13	Steenkamp and Baumgartner (1998)	JCR	1998	3,208	133.7
14	Aaker (1997)	JMR	1997	3,195	127.8
15	Hoffman and Novak (1996)	JM	1996	3,045	117.1
16	Muniz Jr. and O'Guinn (2001)	JCR	2001	2,980	141.9
17	Chaudhuri and Holbrook (2001)	JM	2001	2,910	138.6
18	Diamantopoulos and Winklhofer (2001)	JMR	2001	2,878	137.0
19	Sweeney and Soutar (2001)	JR	2001	2,868	136.6
20	Garbarino and Johnson (1999)	JM	1999	2,611	113.5
21	Fornell *et al.* (1996)	JM	1996	2,464	94.8
22	Woodruff (1997)	JAMS	1997	2,452	98.1
23	Sen and Bhattacharya (2001)	JMR	2001	2,407	114.6
24	Hurley and Hult (1998)	JM	1998	2,300	95.8
25	Brown and Dacin (1997)	JM	1997	2,189	87.6
26	Sirdeshmukh *et al.* (2002)	JM	2002	2,113	105.7
27	Kozinets (2002)	JMR	2002	1,974	98.7
28	Payne *et al.* (2008)	JAMS	2008	1,954	139.6
29	Novak *et al.* (2000)	MS	2000	1,815	82.5
30	Brady and Cronin (2001)	JM	2001	1,815	86.4

Notes: A = article; J = journal; Y = year; TC/PY = total citation per year

The article receives an average of 428 citations per year. Its impact on the marketing discipline is so significant that the articles listed 8 and 28 also focus on this topic.

The second article is titled "A new criterion for assessing discriminant validity in variance-based structural equation modeling." Although this article was published in 2015, it has been cited 7,339 times and receives an average of 1,048 citations annually. In this article, the researchers question the Fornell–Larcker criterion, which is the dominant approach to discriminant validity, offering a superior alternative approach.

The third article is "The behavioral consequences of service quality," which discusses a controversial area of marketing theory. Although the article was published in 1996, it receives an average of 230 citations per year and exerts a significant influence on the field. Moreover, the inclusion of eight methodological research articles within the initial 30 publications underscores the significance of rigor within the marketing field (Reibstein *et al.*, 2009).

Table 7 presents the most-cited articles. However, it is essential to examine which articles the 9,438 reviewed refer to the most. Unlike previous analyses, this section used VOSviewer (van Eck and Waltman, 2010). Articles cited at least 55 times are presented in Table 8 and are listed alphabetically according to author. Notably, several articles published in psychology and economics journals are heavily cited by articles in the eight top-tier

#	R	S
1	Aiken and West (1991)	Newbury park, Ca: Sage (book)
2	Anderson and Gerbing (1988)	*Psychological Bulletin*
3	Bagozzi and Yi (1988)	*JAMS*
4	Barney (1991)	*Journal of Management*
5	Baron and Kenny (1986)	*Journal of Personality and Social Psychology*
6	Belk (1988)	*JCR*
7	Berry *et al.* (1995)	*Econometrica*
8	Bettman *et al.* (1998)	*JCR*
9	Bolton (1998)	*MS*
10	Chevalier and Mayzlin (2006)	*JMR*
11	Escalas and Bettman (2005)	*JCR*
12	Fornell and Larcker (1981)	*JMR*
13	Fournier (1998)	*JCR*
14	Friestad and Wright (1994)	*JCR*
15	Germann *et al.* (2015)	*JM*
16	Godes and Mayzlin (2004)	*MS*
17	Heckman (2013)	*Econometrica*
18	Jaworski and Kohli (1993)	*JM*
19	Kahneman and Tversky (1979)	*Econometrica*
20	Keller (1993)	*JM*
21	Lemon and Verhoef (2016)	*JM*
22	Lindell and Whitney (2001)	*Journal of Applied Psychology*
23	Morgan and Hunt (1994)	*JM*
24	Nunally (1978)	New York: Mcgraw-Hill (Book)
25	Podsakoff *et al.* (2003)	*Journal of Applied Psychology*
26	Preacher and Hayes (2008)	*Behavior Research Methods*
27	Preacher *et al.* (2007)	*Multivariate Behavioral Research*
28	Prelec and Loewenstein (1998)	*MS*
29	Schwarz (2004)	*JCP*
30	Spencer *et al.* (2005)	*Journal of Personality and Social Psychology*
31	Spiller *et al.* (2013)	*JMR*
32	Srivastava *et al.* (1998)	*JM*
33	Thaler (1985)	*MS*
34	Trope and Liberman (2010)	*Psychological Review*
35	Trope and Liberman (2003)	*Psychological Review*
36	Vargo and Lusch (2004)	*JM*
37	Watson *et al.* (1988)	*Journal of Personality and Social Psychology*
38	Wertenbroch (1998)	*MS*
39	Zeithaml *et al.* (1996)	*JM*
40	Zhao *et al.* (2010)	*JCR*

Notes: R = reference; S = source

Table 8.
Most cited sources in the eight top-tier journals

journals. These results are not surprising, given the relationship between marketing and these two disciplines (Hunt *et al.*, 2022). However, it should also be noted that approximately 60% of the 40 sources are from the top-eight journals themselves.

4.4 Most common keywords in the eight top-tier journals

Table 9 presents the 30 most-used keywords. Keywords are essential for determining which topics are frequently studied. Among the most used keywords are "pricing," "advertising," "retailing" and "customer satisfaction," which are central topics in marketing. This may

#	K	TP	h-index	TC	TC/TP
1	Pricing	238	57	11,244	47.2
2	Advertising	230	62	13,932	60.6
3	Retailing	172	58	13,243	77.0
4	Game theory	158	45	6,771	42.9
5	Customer satisfaction	132	62	13,433	101.8
6	Word of mouth	105	51	17,135	163.2
7	Competition	97	38	6,519	67.2
8	Consumer behavior	95	49	14,035	147.7
9	Marketing strategy	92	45	10,722	116.5
10	Innovation	87	44	7,987	91.8
11	Meta-analysis	83	51	10,565	127.3
12	Social media	79	41	7,189	91.0
13	Customer relationship management	78	43	7,358	94.3
14	Branding	76	40	6,956	91.5
15	Decision-making	68	31	5,289	77.8
16	Brand equity	63	39	6,523	103.5
17	Field experiment	63	29	2,850	45.2
18	Choice models	61	26	3,991	65.4
19	Social influence	60	27	4,388	73.1
20	Relationship marketing	58	43	7,419	127.9
21	Field experiments	56	23	1,986	35.5
22	Motivation	56	28	2,251	40.2
23	E-commerce	55	25	5,331	96.9
24	Social networks	55	37	6,279	114.2
25	Persuasion	54	24	2,263	41.9
26	Satisfaction	53	34	8,877	167.5
27	Customer lifetime value	52	32	4,059	78.1
28	Sustainability	52	32	6,282	120.8
29	Choice	51	23	1,718	33.7
30	Market orientation	51	40	7,444	146.0

Notes: K = keyword; TP = total paper; TC = total citation

Table 9.
Most common keywords in the eight top-tier journals

indicate that the eight top-tier journals publish management school-oriented articles. Keywords such as "consumer behavior" and "relationship marketing" displayed low productivity but performed above average in annual citations. The article/citation ratio achieved by word-of-mouth and market orientation contains several implications regarding the future of marketing.

4.5 Subject areas and journals citing the eight top-tier journals

As per Cote *et al.*'s (1992) assertion, the impact of marketing is most pronounced in business studies. During the first period (see Table 10), 41% of citations were from the fields of business, management and accounting; this figure slipped slightly to 39%, 37%, 37% and 39%, respectively. Moreover, the most influential areas are social sciences, economics and psychology. Some rare examples of nonmarketing journals among the most-cited journals include *Sustainability Switzerland* and *Frontiers in Psychology*.

4.6 Graphical analysis of the eight top-tier journals using VOSviewer

Finally, this study also visually mapped the bibliometric material using VOSviewer. VOSviewer builds maps that display coauthorship, co-occurrence, citation, bibliographic

Table 10. Subject areas and journals citing the eight top-tier journals

#	SA (1996–2000)	AN	J	AN
1	Business, Management and Accounting	89,475	*Journal of Business Research*	3,156
2	Social sciences	29,093	*Journal of Retailing and Consumer Services*	1,592
3	Economics, econometrics and Finance	25,223	*Industrial Marketing Management*	1,527
4	Computer science	19,893	*Sustainability Switzerland*	1,236
5	Psychology	12,973	*Journal of Marketing Research*	1,188
	SA (2001–2005)			
1	Business, Management and Accounting %64	87,387	*Journal of Business Research*	3,126
2	Social sciences	30,066	*Journal of Retailing and Consumer Services*	1,687
3	Economics, econometrics and Finance	25,521	*Industrial Marketing Management*	1,436
4	Computer science	22,580	*Sustainability Switzerland*	1,424
5	Psychology	14,368	*European journal of Marketing*	1,253
	SA (2006–2010)			
1	Business, Management and Accounting	70,717	*Journal of Business Research*	2,893
2	Social sciences	25,675	*Journal of Retailing and Consumer Services*	1,500
3	Economics, econometrics and Finance	21,522	*Sustainability Switzerland*	1,496
4	Computer science	17,801	*Industrial Marketing Management*	1,200
5	Psychology	15,486	*European journal of Marketing*	1,006
	SA (2011–2015)			
1	Business, Management and Accounting	47,676	*Journal of Business Research*	2,192
2	Social sciences	18,476	*Sustainability Switzerland*	1,558
3	Economics, econometrics and Finance	13,764	*Journal of Retailing and Consumer Services*	1,239
4	Computer science	12,442	*Industrial Marketing Management*	849
5	Psychology	10,332	*Frontiers in Psychology*	844
	SA (2016–2021)			
1	Business, Management and Accounting	14,138	*Journal of Business Research*	954
2	Social sciences	4,775	*Journal of Retailing and Consumer Services*	590
3	Computer science	3,848	*Sustainability Switzerland*	565
4	Economics, econometrics and Finance	3,561	*Psychology and Marketing*	284
5	Psychology	2,730	*Frontiers in Psychology*	282

Notes: SA = subject area; AN = article number; J = journal

coupling and co-citation. To further the analyses of the previous six chapters, we performed graphical mapping to generate visualizations.

First, we examined the co-citation of the eight top-tier journals. This analysis allows for a more detailed visualization of the data. Co-citation was defined as the frequency with which two documents or journals are cited together (Small, 1973). Figure 1 represents the most-cited journals, and the connections show the journals that were cited together. Due to the large number of samples, the minimum number of citations of a source was determined to be 1,000. As a result, among the 62,827 sources, only 27 met the threshold, as shown in Figure 1. The results show that JM is clustered with management journals and other marketing journals, while JCR is clustered with psychology journals. Meanwhile, JMR is located between the two journals.

Next, the most-cited authors and connections are represented in Figure 2. Similarly, because of the large number of samples, the minimum number of citations for each author was set at 1,200. As a result, of the 142,611, 32 meet the threshold, as shown in Figure 2. It must be noted that different results were obtained from the periodic analysis (Table 8). In addition to the most prolific writers (e.g. Kumar, Steenkamp and Grewal), the most influential marketing scholars, including Bagozzi, Zeithaml, Parasuraman and Petty, are also shown on the map.

Third, the map of the most productive countries was examined using the bibliographic coupling method. Bibliographic coupling analysis assumes that scientific research creates bibliographic couples via the citation of similar sources (Kessler, 1963). As Figure 3 shows, 36 of the 274 countries meet the threshold. Note that the minimum number of documents for a country was set at ten. In addition, as highlighted earlier, the dominance of the USA is evident.

Finally, the leading keywords of the top eight were analyzed (Figure 4). The cooccurrence of author keywords was used to identify the most frequently used keywords and the documents in which they are most commonly used (Merigó *et al.*, 2018). For the same reasons listed above, the minimum number of occurrences of a keyword was set at 50. As a result, 32 of the 13,987 keywords met the threshold. Similar to the keyword analysis results (Table 9), advertising, pricing, game theory, retailing and customer satisfaction were the most common.

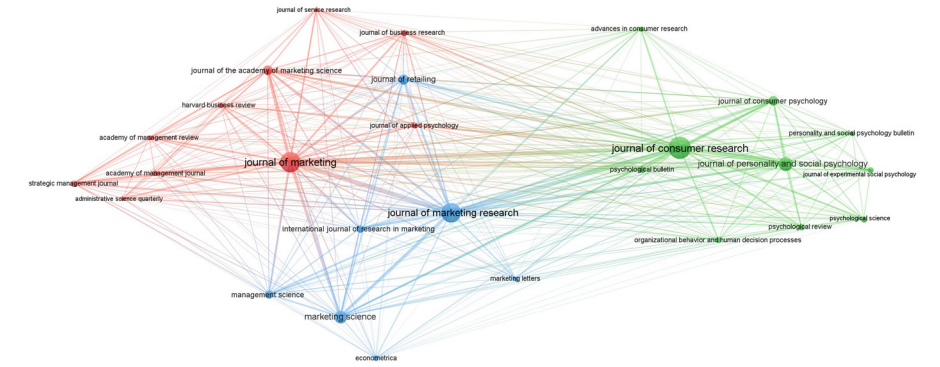

Figure 1.
Co-citation of journals cited in the eight top-tier journals

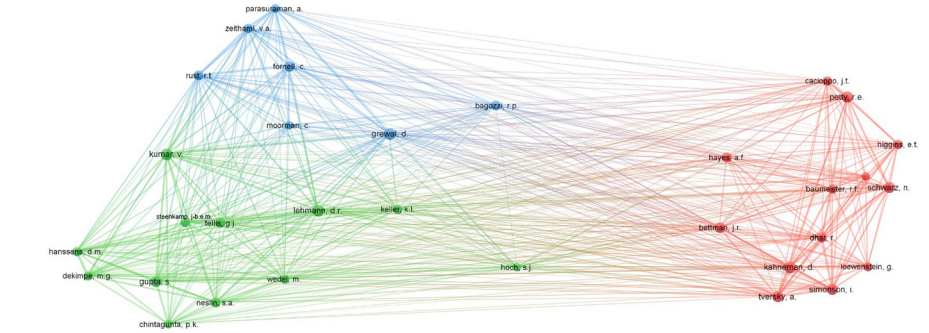

Figure 2.
Co-citation of authors cited in the eight top-tier journals

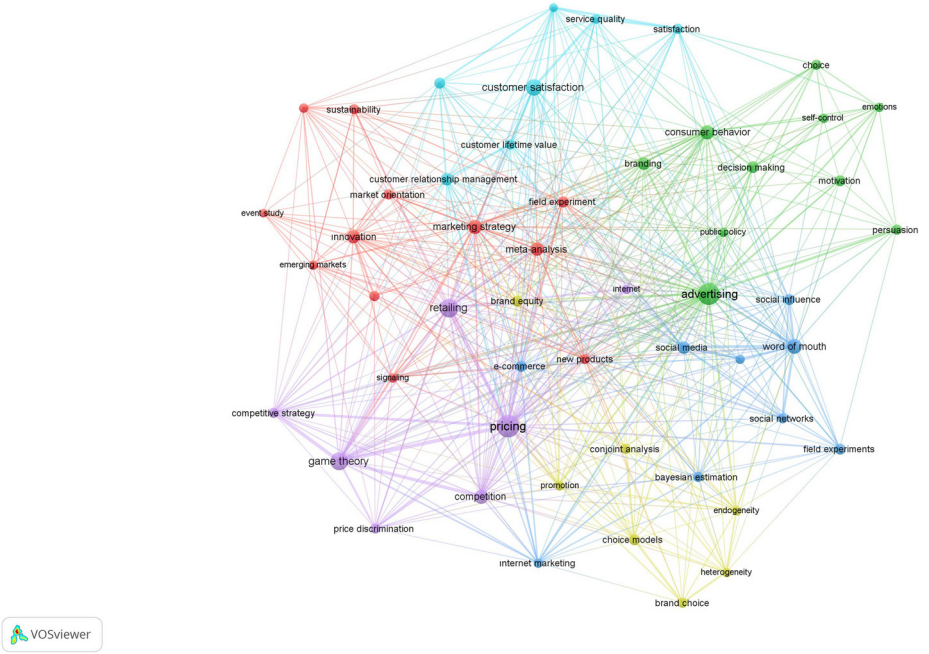

Figure 3.
Bibliographic coupling of the countries

5. Conclusions

In this study, the current state of the marketing discipline was determined by analyzing the content of eight top-tier marketing journals. Only original research and review articles published in journals between 1996 and 2021 were included in the study. The 9,483 identified articles were cited 1,032,457 times over a 26-year period. The annual average number of citations was 122.4.

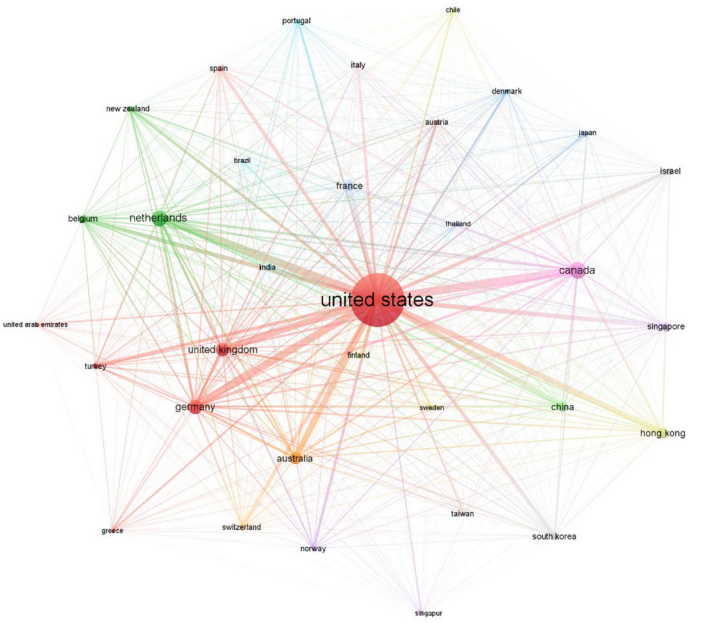

Figure 4.
Co-occurrence of keywords

From 1996 to 2011, the number of published articles steadily increased. This may be due to an increase in the number of researchers (Merigó *et al.*, 2015) and the ease of accessing information enabled by advancements in computer technologies (Valenzuela *et al.*, 2017). However, after 2011, productivity slowed again. It is unclear whether these journals changed their policies, as they do not disclose information about the number of submitted manuscripts and acceptance rates. An inevitable decrease in the number of citations began in 2011. The main reason for this was the short lifespans of articles (Wang, 2013). Conversely, the results were quite similar when annual citations were examined (see Table 2).

The journal JM maintained its top position in terms of citations, as reported in previous studies (Bauerly and Johnson, 2005; Svensson *et al.*, 2008). Moreover, JM was followed by JCR and JAMS, which recorded TC/TP ratios over 100. However, JR, JMR, MS, JCP and IJRM lagged behind these three (Table 3).

The most productive and influential authors, universities and countries were also analyzed to grasp the general situation of the marketing discipline. Grewal, D. was found to be the most prolific writer. He has published 104 articles in eight journals. Meanwhile, Kumar, V., Homburg, C. and Steenkamp J. B. E. M. all recorded over 10,000 citations each, demonstrating the effectiveness of their scholarship. Moreover, authors such as Steenkamp J. B. E. M., Palmatier R. W., Verhoef, P. C. and Tellis, G. J. had high paper/citation ratios. It is notable that 80% of the authors worked in the USA.

Regarding universities, the University of Pennsylvania ranked first by a wide margin. Subsequent universities, such as Duke University, Columbia University, Northwestern University and the University of Michigan, Ann Arbor, each had published nearly 300 articles in the selected journals. Many universities that were central to the development of

the marketing discipline (Bartels, 1951) appeared on the list. In addition, this paper conveyed the world rankings of universities and highlighted their overall status.

As predicted from the results regarding authors and universities, the most active country was the USA, with 57.5% of the review articles and 61.3% of the citations being attributable to the USA. Except for IJMR and JCR, all five journals are based in the USA; this directly affected the study's outcome. For example, even though the USA was the top contributor to the *European Journal of Marketing* (Martínez-López *et al.*, 2018), no such dominance was created in terms of country-wide distribution. Thus, it appears that a relatively low proportion of authors, universities and countries have a strong influence on other researchers in the discipline.

The article with the most citations (7,719) among the eight top-tier journals was titled "Evolving to a New Dominant Logic for Marketing." This article was published in 2004 and caused a paradigm shift. The second most-cited article (7,339), titled "A new criterion for assessing discriminant validity in variance-based structural equation modeling," presented a superior methodology. The article with the third most citations (5,994), titled "The behavioral consequences of service quality," discussed a highly controversial marketing issue. In addition, eight of the 30 most-cited articles focused on methodological issues, revealing the importance given to rigor in marketing (Reibstein *et al.*, 2009). Moreover, this work also identified the most-cited sources. Five of the journals did not refer to sources other than their own regarding marketing. The fact that the *Journal of Personality and Social Psychology* and *Econometrica* appear on the list demonstrates the influence of psychology and the economy on marketing (Horsky and Sen, 1980).

The most commonly used keywords were analyzed. The main marketing topics, such as advertising, pricing, retailing and customer satisfaction, ranked in the top five on the table. Although the productivity of consumer behavior and relationship marketing was low, their effectiveness was above average. Moreover, the efficiency of word-of-mouth and internet marketing keywords was relatively high.

The impact of the marketing literature on other disciplines has long been debated (Simonson *et al.*, 2001). Because marketing is a relatively new discipline, it has borrowed theories from other disciplines, such as sociology, psychology and economics, while contributing few theories of its own. However, this trend is expected to stabilize over time. Meanwhile, it is difficult to say whether significant progress has been made in the last 26 years. See Table 11.

This study provided a comprehensive view of the marketing discipline by evaluating eight top-tier journals. The differences among the journals in terms of authors, universities and countries were also identified. For example, JM and JAMS were found to be similar in terms of author distribution, whereas JCR showed clear differences from other journals. In the distribution of universities, some journals appeared largely egalitarian; however, some universities dominated overall publication statistics. The USA was the clear leader, followed by Germany, Canada, The Netherlands and Hong Kong. Finally, the reliability of the findings was ensured and further enriched through VOSviewer.

6. Limitations and future research direction

This study also contained several limitations, some of which offer opportunities for future research. First, our research was limited to the output of eight journals from 1996 to 2021. In addition, we excluded editorials, notes, conference proceedings and letters. However, we believe that this study constitutes the most comprehensive endeavor to determine journal, university and author influence in the field of marketing. Therefore, future research should examine aspects of our study in the context of mid-tier marketing journals. Second, the research used only the Scopus database because many bibliometric tools cannot be performed or combined when using two databases. Systematic literature reviews and

Conclusions	Theoretical and managerial implications
This investigation afforded a thorough perspective on the marketing discipline through the assessment of eight top-tier journals. Noteworthy distinctions in terms of authors, affiliations and geographic origins among the journals were also discerned	Regarding journal editors, a primary consideration pertains to the awareness of potential domain-specific influences. We have identified specific subject areas characterized by a tendency for articles to garner citations exceeding the average Concerning faculty boards, the assessment of individual faculty members' accomplishments becomes significantly contingent upon the perceptions of academic journals. We conducted a performance benchmark analysis of eight top-tier journals spanning the preceding 26 years Ultimately, the findings of this study can serve as valuable insights for researchers in formulating a publication strategy aligned with their specific objectives. Through this study, scholars have the opportunity to formulate strategies centered on the themes under exploration. Furthermore, they can discern the most influential journals within the discipline and pinpoint their research nodes

Table 11.
Main conclusions and implications

bibliometric studies in the social sciences often rely on a single database to address the concerns related to data homogenization that arise when using multiple databases (Mariani *et al.*, 2022). Therefore, future studies using the WOS database could provide an opportunity for an appropriate comparison. Third, our study relied on a cross-sectional research design, which implies that the results may fluctuate in the following years due to the dynamic nature of citations. Therefore, our study may need to be periodically updated. Finally, the present study was designed as a bibliometric analysis and did not actually present a fully systematic and integrative literature review that includes all of the relevant theoretical, methodologic and empirical contributions of eight journals to the field of marketing.

Notes

1. www.ama.org/phd-programs-in-marketing
2. www.scimagojr.com
3. Due to space limitations of the journal, detailed versions of the tables can be accessed from this link. In addition, the references of the articles in the tables are available here: https://data.mendeley.com/datasets/rbhfmx8cyw/1
4. www.timeshighereducation.com/world-university-rankings/2022

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