

# Bibliometric Study of Journal of Marketing Research, 2008-2016

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## I. INTRODUCTION

The journals which communicate primary information about research and development have an important role in bringing relevant information about particular subjects. Information explosion in various subject field also affect the number of journals. The increase in number of journals makes confusion among librarians to subscribe journals. Due to the financial problem it is not worthy to subscribe all journals. Bibliometric studies are very helpful for librarians in framing better collection development policies and information services.

Bibliometric studies have been conducted on journals are based principally on various elements such as author, title, subject, citations and so forth. This type of analysis provides useful indicators of trends, scientific productivity, emphasis of research in various fields, and researcher preferences for publication. This study provides some bibliometric analysis related to Journal of Marketing Research which is a prominent journal published by AMA in the field of marketing research.

## II. OBJECTIVES

- To examine the number of contributions and the pattern of growth of article published in JMR during 2008-2016.
- To find year wise distribution of authors
- To find the year wise distribution and range of citations
- Sources of references; and
- Country-wise collaborative research productivity

## III. REVIEW OF LITERATURE

**Rao, Nageswara K. et al.**<sup>1</sup> studied *Journal of Propulsion and Power* which is a bi-monthly peer reviewed journal published by American Institute of Aeronautics and Astronautics (AIAA). This bibliometric analysis is based on 4047 articles published from 1985 to 2013. The study is aimed to assess the growth pattern of research output, authorship pattern, institutional productivity, and geographical distribution of output. The highest number (194) articles were published in year 1992 and lowest (81) in 1987. Out of total articles, 1330 were produced by two authors and 1098 by three authors. It is found that 1205 different institutions were involved in publication of articles. 'Purdue University' contributed highest number of 163 articles. From top 27 ranked list of authors who have contributed alone or co-authored along with other authors, it is found that

Fleeter, S. from Purdue University, USA has authored and co-authored highest number of 54 articles.

**Garg, K.C., and A.K. Anjana**<sup>2</sup> analyzed 605 papers published in the *Journal of Intellectual Property Rights* during 1996-2012, which indicates that the inflow of papers has increased during the period of study. The increasing in flow of articles show the popularity of journal among the scientific community as well as policy makers. The study shows that number of references per paper is increasing and the average reference per paper is 23. The proportion of single authored papers is decreasing, while the share of multi-authored papers is on the rise. About one-fourth of the papers published in the journal are from abroad and the rest from India. Among foreign countries US is the largest contributor. Among the performing sectors, academic institutions are the largest contributors to the journal followed by research institutions. As an agency, CSIR has contributed the highest number of papers and several of the prolific institutions and authors are also from CSIR.

**Pandita, Ramesh**<sup>3</sup> conducted a study is to assess the amount of research published in only LIS journal from Jammu & Kashmir, enjoying fair amount of readership at global level and to see how far the journal is being preferred by local, national and international LIS professionals to publish their research results. Present study examines article distribution pattern of the journal, authorship pattern, geographical distribution of authors and citation analysis.. India emerges the largest contributor with maximum of 63 articles, majority of them i.e. 35 articles contributed from state of Jammu & Kashmir. Maximum no. of 41 articles contributed are single authored. Further, a total of 1403 references have been cited with an average of 14.76 references/article. Bibliometric studies are important for that fact that these act as SWOT (Strength, Weakness, Opportunities and Threats) tool to analyze and evaluate the amount of research activities being undertaken by professionals of a particular science..

**Thavamani, Kotti**<sup>4</sup> analyzed the various bibliometric components of the articles published in the Malaysian Journal of Library and Information Science from 1996 to 2012. Various quality aspects of the 279 articles published in the period were studied. The study demonstrates and elaborates on the various aspects of the journal, such as its distribution of article by year, authorship patterns, distribution of contributions by institution, subject distributions, citation patterns, length of article, and geographical distributions of authors. Analysis of data reveals that more number of research articles are published from Malaysia followed by India.. Citation analysis of 6779 citations includes finding out average number of citations per contribution. The average degree of author collaboration has been arrived at 0.645 during the study period.

IV. ANALYSIS AND FINDINGS

A. YEAR WISE DISTRIBUTION OF ARTICLES PER ISSUE

Table 1 represents year-wise distribution of articles and average number of articles per issue published in the Journal of Marketing Research during the period given below:

Table 1: Year Wise Distribution of Articles Per Issue

	Year	No.of articles	issues	percentage	average no
1	2008	56	6	9.08%	9.33
2	2009	65	6	10.53%	10.83
3	2010	92	6	14.91%	15.33
4	2011	91	7	14.75%	13.00
5	2012	72	6	11.67%	12.00
6	2013	51	6	8.27%	8.50
7	2014	66	6	10.70%	11.00
8	2015	58	6	9.40%	9.67
9	2016	66	6	10.70%	11.00
	Total	617	55	100.00%	11.22

Out of 617 articles, the highest numbers of article were published in the year 2010 contributing 92 (14.91%) and the lowest numbers of articles were published in 2013, contributing 51 (8.27%) to the total number of articles. From the figure we can understand that growth rate of the journal is in a zig-zag

manner. There is no steady growth and decline. It can be seen that a steady growth from 2008 to 2010 and from 2011 to 2013 there is a little decrease then slight increase again decrease and last in 2016 there is small increase.

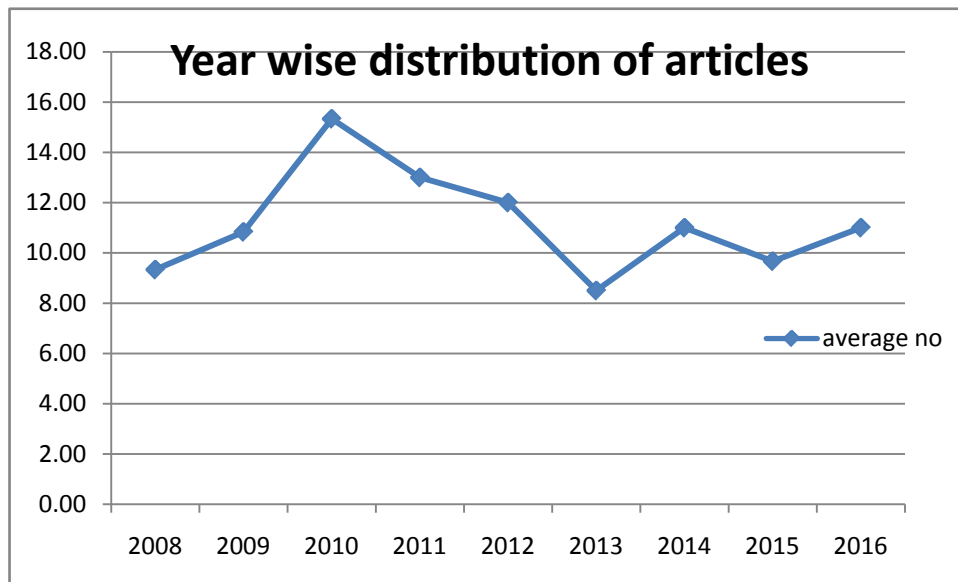


Figure 1: Line chart shows yearwise distribution of article during the period 2008-2016

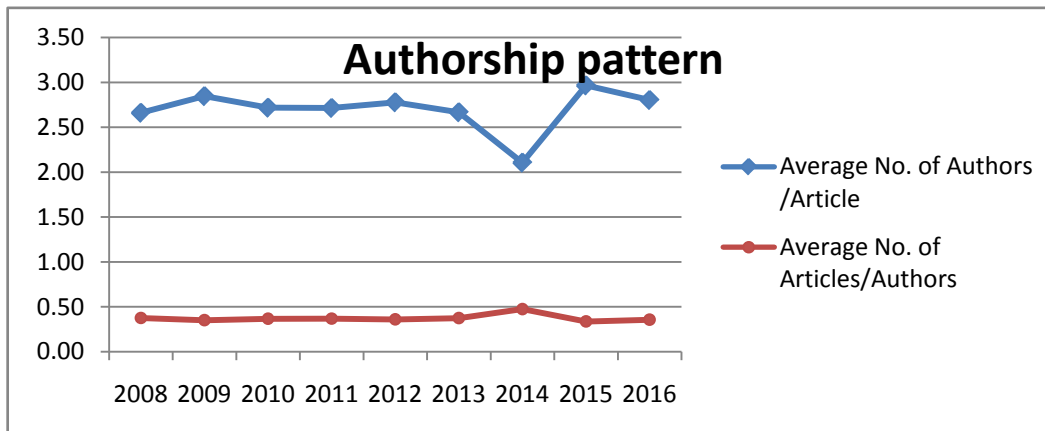
B. YEAR WISE DISTRIBUTION OF NUMBER OF AUTHORS

Table 2 traces year wise distribution of number of authors during the period 2008-2016.

**Table 2: Year wise Distribution of number of Authors**

Year	Total Number of Authors	Number of Articles	Percentage of Authors	Average No. of Authors /Article	Average No. of Articles/Authors
2008	149	56	8.96%	2.66	0.38
2009	185	65	11.12%	2.85	0.35
2010	250	92	15.03%	2.72	0.37
2011	247	91	14.85%	2.71	0.37
2012	200	72	12.03%	2.78	0.36
2013	136	51	8.18%	2.67	0.38
2014	139	66	8.36%	2.11	0.47
2015	172	58	10.34%	2.97	0.34
2016	185	66	11.12%	2.80	0.36
<b>Total</b>	<b>1663</b>	<b>617</b>	<b>100.00%</b>	<b>2.70</b>	<b>0.37</b>

It is observed that while ignores repetition of authorship, 1663 authors have contributed 617 articles with an average of 0.37 articles per author. The average authorship per article was 2.70. The average number of author per article was very less (2.11) and the average number of article was very high (0.47) in the year 2014.



**Figure 2: Line chart shows year wise distribution of authors during the period 2008-2016**

**C. Year wise Distribution of Citations**

Table 3 shows year wise distribution of citation of Journal of Marketing Research during the period 2002-2016.

**Table 3: Year Wise Distribution of Citation**

Year	No.of articles	No.of citations	percentage	Average
2008	56	2714	9.68%	48.46
2009	65	2802	7.29%	43.11
2010	92	3979	10.36%	43.25
2011	91	3788	9.86%	41.63
2012	72	3214	8.37%	44.64
2013	51	2796	7.28%	54.82

2014	66	2820	7.34%	42.73
2015	58	2889	7.52%	49.81
2016	66	3045	7.93%	46.14
<b>Total</b>	<b>617</b>	<b>28047</b>	<b>100.00%</b>	<b>45.46</b>

The listing of references in publications is a convention among scientist for giving credit or recognition to the value of previous work.<sup>1</sup>The total number of citation used in 617 articles is 28047. The highest number of citation, 3979 used in the year 2010(10.36%), followed by 3788 (9.86%) in the year 2011, 3214 (8.37%) in the year 2012, 3045(7.93%) in the year 2016, 2889 (7.52%) in the year 2015, and so on.. From table and chart it is

clear that the citation rate is very high in the year 2013 on which the average number of citations per article is 54.82. The citation rate is very low in the year 2005 on which the average number of citation used per article is 27.31. On an average, *JMR* authors have cited over 45.46 references per article. Hence, it is inferred that *JMR* authors have conducted their research with ample evidences from earlier studies.

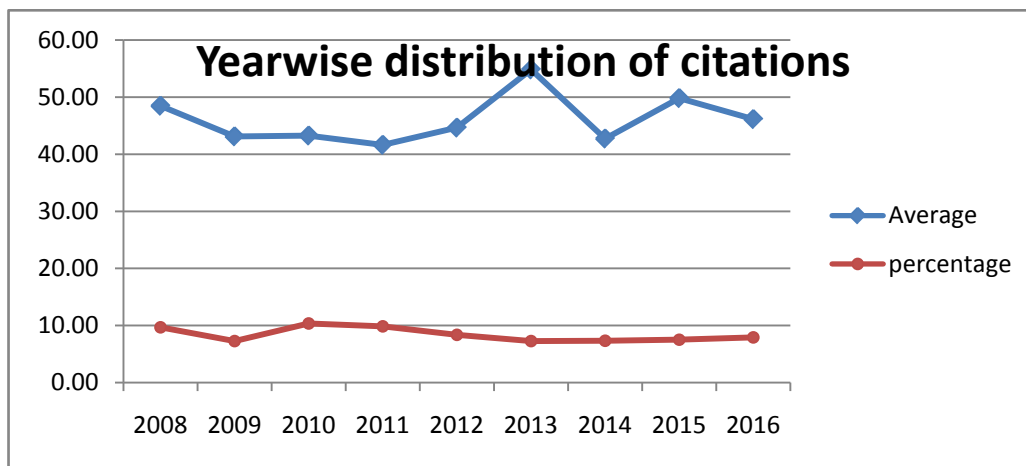


Figure 3: Line chart shows year wise distribution of citations during the period 2008-2016

#### D. Year wise Distribution sources of Citations

Table 4 lists the sources of citations used in the journal during the years from 2002 to 2013.

Table 4: Sources of References

Year	2008	2009	2010	2011	2012	2013	2014	2015	2016	Total	Percentage
Journal	2170	2208	3321	3081	2627	2252	2173	2340	2495	22667	80.82%
Book	382	405	449	481	384	282	294	198	174	3049	10.87%
Working Papers	79	106	126	135	113	121	89	74	64	907	3.23%
Website	71	71	67	71	76	118	231	245	277	1227	4.37%
Conference Proceedings / Seminars	6	6	9	9	8	11	15	18	19	101	0.36%
Dissertations/ Thesis	6	6	7	11	6	12	18	14	16	96	0.34%
<b>Total</b>	<b>2714</b>	<b>2802</b>	<b>3979</b>	<b>3788</b>	<b>3214</b>	<b>2796</b>	<b>2820</b>	<b>2889</b>	<b>3045</b>	<b>28047</b>	<b>100.00%</b>

Table 4 shows majority of the authors preferred to use Journal articles as the source of reference or citation, which accounts for 22667 (80.82%) out of the total 28047 citations. The second highest used source is Books with 3049 (10.87%) citations. It is followed by Websites with 1227(4.37%) and

Working papers 907(3.23%) are cited .Other sources like Seminars/ Conference proceedings 101(0.36%) and Theses and dissertations 96 (0.34%) are also used for citation in a very limited number.

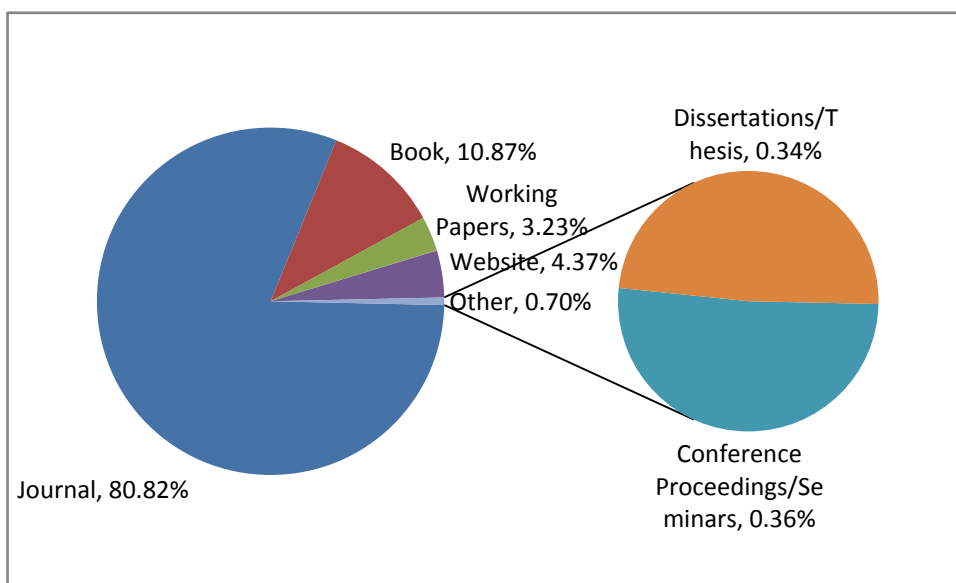


Figure 4: Pie of pie chart showing sources of citations

### C. COUNTRY-WISE DISTRIBUTION OF AUTHORS

Table 5 shows that country wise distribution of articles of journal during 2008-2016.

Table 5: Country wise distribution of authors

Sl.no	Name of country	No.of articles			Percentage
		Collaborate with other countries	alone	Total	
1	USA	298	887	1185	71.26%
2	CHINA	98	35	133	8.00%
3	NETHERLAND	78	28	106	6.37%
4	CANADA	39	10	49	2.95%
5	UK	32	6	38	2.29%
6	SINGAPORE	15	9	24	1.44%
7	KOREA	16	6	22	1.32%
8	GERMANY	13	6	19	1.14%
9	PARIS	13	4	17	1.02%
10	ISRAEL	9	4	13	0.78%
11	AUSTRALIA	8	5	13	0.78%
12	SWITZERLAND	7	3	10	0.60%
13	SPAIN	7	3	10	0.60%
14	ITALY	3		3	0.18%
15	NORWAY	3		3	0.18%
16	TUNICIA	2		2	0.12%
17	TURKEY	2		2	0.12%
18	DENMARK	2		2	0.12%

19	INDIA	2		2	0.12%
20	JAPAN	2		2	0.12%
21	MEXICO	2		2	0.12%
22	NEWZELAND	2		2	0.12%
23	PORTUGAL	2		2	0.12%
24	THAIWAN	2		2	0.12%
		657 (39.51%)	1006 (60.49%)	1663	100.00%

Table 5 shows that most of the authors are from USA which is the origin country of the journal JMR. The second place goes to China and 3<sup>rd</sup> place goes to Netherland for producing article. Institution wise collaboration and country wise collaboration are taken by authors to produce article. But 60.49% authors write article collaborates with others who belong to the institution in same country. Collaboration with other country is 39.51%

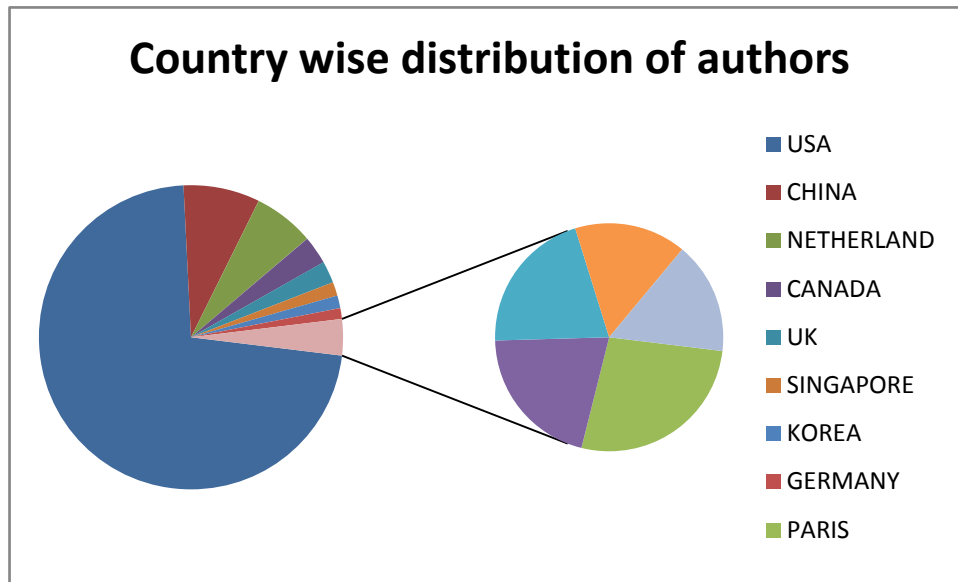


Figure 5: Pie chart shows country wise distribution of authors

### V. FINDINGS

- The number of articles published in the journal during the period from 2008 to 2016 is 617. The growth of production of articles is indeterminate.
- The average number of citation cited in articles is 45.46 which shows healthy production of article in good manner.
- The source of citation mostly used by authors is Journal articles.
- 1663 authors participated in the production of 617 articles. Single author contributions are very less. Average number of articles per author is 2.70.
- In multi authorship 60.49% authors collaborate with other authors from same country but there is institutional collaboration can be seen and 39.51% authors produced articles collaborate with authors affiliated to institution in different countries.

### VI. CONCLUSION

The contributions were made by the JMR to the marketing field is very significant. But the growth rate of the journal is indeterminate. Especially in three years from 2011 to 2013, showing a decrease in the production of articles. Though the number of articles published in the journal is indeterminate, country wise collaboration, and high number of citations used in the production of articles are showing authenticity and quality of articles published in the journal. Since USA is the host country of JMR as such maximum contribution to the journal are from institutions situated in USA. A contribution of articles by researchers from different institutions from different countries corroborates the fact that the journal is enjoying fair amount of reputation across the globe. From the study it is revealed that Journal of Marketing Research continues to be a rich source of innovative ideas in marketing research for both practitioners and academics. It is expected that *JMR* will grow its stature further by augmenting its influential characteristics and impact among

its readers, peers and academic community at length consequently taking its reputation to a lofty height!

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