

Journal Of Marketing Research: A Bibliometric Study

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Abstract: *This paper presents a bibliometric analysis of the journal titled 'journal of marketic research' for the period between 2002 to 2016. The analysis cover the number of articles, authorship pattern, subjectwise distribution etc. Degree of collaboration of authors is very high. The journal maintains all the features in terms of content, structure, citations, authorship pattern etc. to be considered as an international journal especially devoted to marketing research.*

Keyword: *Bibliometric study, Marketing Research, Authorship pattern, Degree of collaboration, Citation*

I. INTRODUCTION

The key stone of progression of any society is information. In this information age tremendous growth takes place in production of scientific literature. The impact of information explosion has seen in every field of literature. Accessibility and dissemination of relevant information is important to make better decision about development activities. The quantity and quality of literature produced in various field must be analyzed to understand real growth of information and its utilization. These quantitative studies lead one to the better understanding of dissemination of information, construction of scientific knowledge and use of information. Marketing research and management practices are in a state of constant evolution. These changes are the result of several factors, including market globalization, environmental turbulence, and demographic growth, consumer education, increasing consumer demands and technological emergence and upheaval.

Journal of Marketing Research plays an important role, in an attempt to characterize the state of these changes and to review the progress and developments in marketing. It is one of the most important and most cited marketing journals published by AMA and subscribed by the colleges which conduct courses related to 'marketing science'. In this reason the investigator has attempted to analyze the journal through bibliometric studies.

A bibliometric analysis based on authorship pattern, year wise distribution and subject wise distribution of the articles of

JMR may provide sufficient indications about the importance and growth of this journal. The present study attempts to measure the pattern of publication of *Journal of Marketing Research* from 2002-2016.

II. OBJECTIVES

- ✓ To examine the number of contributions and the pattern of growth of article published in JMR during 2002-2016.
- ✓ To identify the authorship pattern and degree of collaboration
- ✓ To examine the length of article
- ✓ To find the year wise distribution and range of citations
- ✓ To identify the topic dispersion in articles published in JMR during 2002-2016.
- ✓ Country-wise collaborative research productivity

III. METHODOLOGY

Methodology used in the present study involves the following:

- ✓ Literature survey and;
- ✓ Bibliometric techniques

A. LITERATURE SURVEY

Literature survey consist of selection and identification of source journal. The source data was collected from the website of journal of marketing research, JSTORE and Dept. of MBA, S.B college, Changanacherry. 57 hard copies are available in the library of SB College. The rest of the issues were downloaded from JSTORE which is available in college through N-list and some relevant data about geographical distribution and author's affiliation are collected from website of Journal of Marketing Research and the database google scholar.

B. BIBLIOMETRIC TECHNIQUES

The data for the study was collected for 15 years from volume 38 (2002) to volume 53 (2016).The data consists of year of publication with its volume number, name of the author with their affiliations and its geographical location, total count of authors, length of the articles in terms of the number of pages, number of references cited by the article. The data was processed on MS Excel sheets. Data was analyzed to meet the objectives mentioned above. Complete count method has been followed for the analysis of the data.

IV. SCOPE AND LIMITATION OF STUDY

This study covers Journal of Marketing Research published by American Marketing Association since 1964. An attempt has made to analyze the contributions in 79 issues of 12 volumes from 2002 to 2016. This bibliometric study analyzes the year wise distribution, authorship pattern, and country wise distribution of articles etc.

All journal issues from 2002-2016 were examined page by page. For each volume, full-length scholarly papers, including research articles and review articles were identified. Other type of materials, such as, letters, obituaries, announcements, news items, committee reports, features, reviewers, subject index, author index and editorials were excluded in the analysis. The commentaries on a particular article written by many authors were counted as one article. This study ignores the native country of authors and country wise distribution of article only based on country on which the authors' affiliated organization situated.

V. LITERATURE REVIEW

Geminiani, Alessandro, et al. investigated the bibliometrics of periodontal literature, assessing the geographic origin, study design, and topics investigated in periodontal research published from 1995 to 2010. Articles published in periodontal journals during 1995 to 2010 were retrieved through hand search. Inclusion/exclusion criteria were applied. The following variables were extrapolated from each article: number of authors, study design, topic investigated, financial support, and geographic origin. The general linear model assessed the influence of independent variables on number of authors per article, and χ^2 test assessed

the statistical difference of the variables over years 1995 to 2010. A total of 2,260 articles were reviewed; 2,076 met the inclusion criteria. Periodontal research significantly changed during the last 15 years.

Pimenta, Ananda, and Rubens Fama attempted to a research aims to identify the most relevant articles, authors with the highest number of publications, conferences, keywords related to the topic of Behavioural Finance. This study was conducted from a bibliometric analysis and mapping, considering the period from 1993 to 2012, in order to foster understanding of the subject, the relevance of their study and their relation to some other area of Finance. Added to this content analysis of selected articles aimed at mapping the alignment for the foundations of Behavioural Finance.

Fodor, Kinga E. et al. interested in the extent to which traumatic stress research is conducted in LMIC, conducted by LMIC researchers, and accessible to them. Using the databases PubMed, PsychInfo, and PILOTS, systematically searched for peer-reviewed articles on traumatic stress published in any language in the year 2012. Out of the 3,123 unique papers identified, coded a random sample ($N=1,000$) for study, author, article, and journal characteristics. Traumatic stress research is increasingly global but still strongly dominated by HIC. Important opportunities to build capacity in LMIC appear to be missed. Implications toward more international traumatic stress research are discussed.

Nagarkar, Shubhada studied the analysis of the research contributions made by the faculty members of the Department of Chemistry at University of Pune using the bibliometric parameters including number of papers, number of citations received, institutional collaborations, productivity of journals, subject categories and authorship pattern. The data set was collected from the Web of Science (WoS) database for the period of about 14 years (1999-2012). The data reveals that thirty faculty members have published 811 papers in 258 journals with 8948 citations. The study reveals that there is a continuous growth in publications. This study indicates that majority of the papers published are in the area of physical chemistry. Authorship pattern indicates that highest number of citations is received for papers written by four authors in collaboration.

Bhutani, G. et al. aimed to perform the bibliometric analysis of the Journal of Medical Nutrition and Nutraceuticals (JMNN), which is a relatively new journal, striving to spread knowledge about medical nutrition and nutraceutical therapy. The publications of the year 2012 – 2013 of JMNN were analyzed. The total number of articles published, type of articles, their authorship, and the coverage of various sub-specialties were studied. The journal has been able to attract the attention of the foreign authors as well. Articles from all parts of the country have been published in JMNN, but the maximum contribution has been from Haryana.

VI. ANALYSIS AND FINDINGS

A. AVERAGE NUMBER OF ARTICLES PUBLISHED PER YEAR AND PER ISSUE

Table 1 shows the average number of articles published per year and per issue in the Journal of Marketing Research during the period 2002-2016.

Year	Total Number of Issues	Issues /Year	Total Number of Articles	Average Number of Articles /Year	Average Number of Article /Issues
2002-2007	24	4	312	78	13
2008-2016	55	6	617	68.56	11.22
2002-2016	79	929	61.93	11.76	

Table 1: Average Number of Articles Published per Year and per Issue

There were 929 articles published in *Journal of Marketing Research* during 2002-2016. Table 1 shows on an average 11.76 (approximately 12) articles were published per issue and 61.93 (62 approximately) articles per year. Till 2007 the source journal published as a quarterly journal and later i.e., 2008 onwards the journal published as a bimonthly journal. So the number of articles published during 2002-2007 were 312 from a total of 24 issues and the number of articles published during 2008-2016 were 617 from a total of 55 issues which include one more special issue in the year 2011. The average number of articles per issue were published during the period 2002-2007 is calculated as 13 and in the period 2008-2016 as 11.22 i.e. 11 approximately. On average 78 articles and 68.56 (ie 69 articles approximately) were published per year during the period 2002-'07 and 2008-'16 respectively.

B. YEAR WISE DISTRIBUTION OF ARTICLES PER ISSUE

Table 2 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:

Year	Number of Articles	Issues	Percentage	Average no. of Articles/Issue
2002	43	4	4.63%	10.75
2003	42	4	4.52%	10.50
2004	45	4	4.84%	11.25
2005	59	4	6.35%	14.75
2006	65	4	7.00%	16.25
2007	58	4	6.24%	14.50
2008	56	6	6.03%	9.33
2009	65	6	7.00%	10.83
2010	92	6	9.90%	15.33
2011	91	7	9.80%	13.00
2012	72	6	7.75%	12.00
2013	51	6	5.49%	8.50
2014	66	6	7.10%	11.00
2015	58	6	6.24%	9.67
2016	66	6	7.10%	11.00
929	79	100.00%	11.76	

Table 2: Year wise distribution of article per issue

Out of 929 articles, the highest numbers of article were published in the year 2010 contributing 92 (12.45%) and the lowest numbers of articles were published in 2003, contributing 42 (5.68%) to the total number of articles. On average highest number of articles per issue were published in the year 2006 (16.25) and lowest number of articles per issue were published in the year 2013 and 2014 (8.50). 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 2003 to 2006 and in 2007

&2008 there is a little decrease. Again we can see an increase in the number of article during 2009 to 2010; thereafter a steady decrease can be seen in the production of article from 2011 to 2013. Then again increase then decrease and on 2016 there is a increase in production of articles.

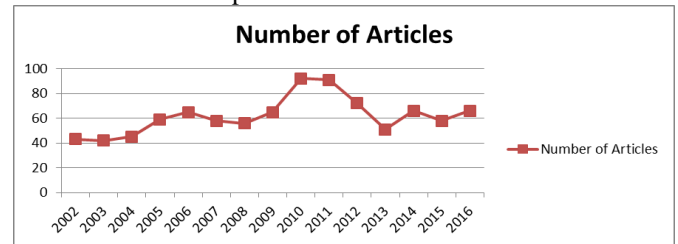


Figure 1: Line chart showing year wise distribution of articles

C. LENGTHWISE DISTRIBUTION OF ARTICLES

Table 3 shows lengthwise distribution of articles

Table 3 shows major portion of articles i.e., 507(54.7%) were written between in 11- 15 pages, followed by 16-20 pages it has 194(20.88%) articles. Whereas 130(13.99%) articles having 5- 10 pages and 72 (7.75%) articles having between 1 to 5 pages, only 26 (2.80%) articles are having 21 to 25 pages. It is also observed from the table that the average number of pages per article is 12.76 i.e. 13 approximately. The highest number of pages (1192) used in the year 2010, following 1073 in 2011 and 1064 in 2016 and lowest (490) number of pages used in the year 2004. Though the total number of pages is less compared others, to some the average number of pages is highest (16.12) in the year 2016, following (15.31) in the year 2013, (15.14) in the year 2015, (14.08) in the year 2012 and lowest(8.92) in the year 2005. Total number of pages used in the journal for publish 929 article is 11858 and average number of pages used per article is 12.76.

Year	1-5	6-10	11-15	16-20	21-25	Total number of articles	Total number of pages	Average number of pages
2002	6	8	21	8	0	43	502	11.67
2003	7	5	20	9	1	42	501	11.93
2004	8	10	22	4	1	45	490	10.89
2005	20	13	23	3	0	59	526	8.92
2006	13	15	28	8	1	65	704	10.83
2007	4	15	27	11	1	58	714	12.31
2008	1	4	37	13	1	56	756	13.50
2009	0	8	46	11	0	65	862	13.26
2010	2	7	67	16	0	92	1192	12.96
2011	0	9	61	19	2	91	1073	11.79
2012	1	7	39	22	3	72	1014	14.08
2013	1	2	23	21	4	51	781	15.31
2014	9	9	21	22	5	66	801	12.14
2015	0	10	30	13	5	58	878	15.14
2016	0	8	42	14	2	66	1064	16.12
Total	72	130	507	194	26	929	11858	12.76
Percentage	7.75%	13.99%	54.57%	20.88%	2.80%	100.00%		

Table 3: Lengthwise distribution of articles

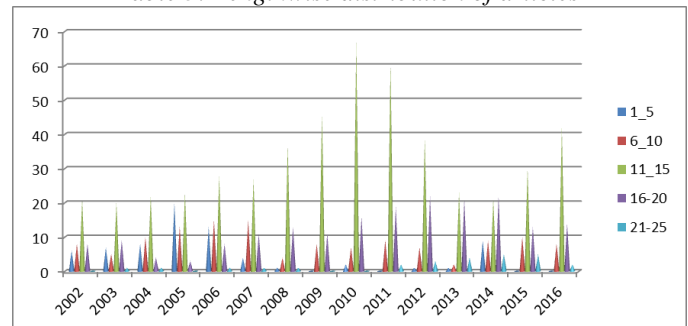


Figure 1: Clustered cone chart shows length wise distribution of articles published in JMR during 2008-2016

D. YEAR WISE DISTRIBUTION OF CITATION

Table 4 shows year wise distribution of citation of Journal of Marketing Research during the period 2002-2016.

Year	Number of Articles	Number of Citations	Percentage	Average Number of Citations/Article
2002	43	1604	4.18%	37.30
2003	42	1717	4.47%	40.88
2004	45	1373	3.57%	30.51
2005	59	1611	4.19%	27.31
2006	65	1983	5.16%	30.51
2007	58	2082	5.42%	35.90
2008	56	2714	7.06%	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
Total	929	38417	100.00%	41.35

Table 4: Year Wise Distribution of Citation

The listing of references in publications is a convention among scientist for giving credit or recognition to the value of previous work. The total number of citation used in 929 articles is 38417. The highest number of citation, 3979 used in the year 2010(10.36%), followed by 3788 (9.86%) in the year 2011, 3214 (10.84%) in the year 2012, 3025(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 41.35 ie 41 references per article. Hence, it is inferred that *JMR* authors have conducted their research with ample evidences from earlier studies.

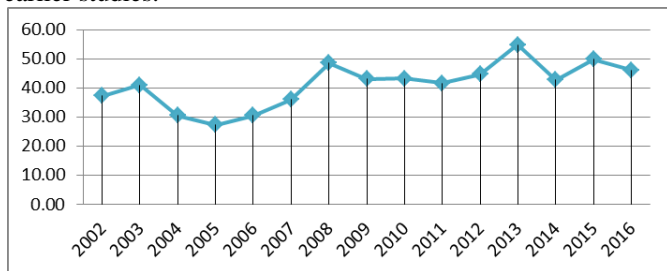


Figure 2: Line chart showing year wise distribution of citations

E. RANGE OF REFERENCES

Table 5 shows range of references during the period 2002-2016

Citation Range	Frequency of Citation(f)	Percentage of Article	Total number of Citations	Percentage of Citations
0	21	2.26%	0	0.00%
1_10	35	3.77%	128	0.33%
11 – 20	53	5.71%	796	2.07%
21 – 30	150	16.15%	4088	10.64%
31 – 40	254	27.34%	8942	23.28%

41 – 50	167	17.98%	8016	20.87%
51 – 60	125	13.46%	6760	17.60%
61 – 70	53	5.71%	3480	9.06%
71 – 80	31	3.34%	2328	6.06%
81 – 90	18	1.94%	1496	3.89%
91 – 100	12	1.29%	1230	3.20%
>100	10	1.08%	1153	3.00%
Total	929	100.00%	38417	100.00%

Table 5: Range of Reference

It is evident from table 5 that, the numbers of references used by the authors are high with majority of them citing 31-40 references that is indicated by the tallest bar in figure 7. It is followed by the range of citation used by authors is 41-50. The table further reveals that, though the authors have more frequently used 21 to 30 (f=133) citations in their papers, the percentage of citations to the total citations in the range of 51 to 60 references (f=100) is higher. There was 21 articles which haven't any citation.

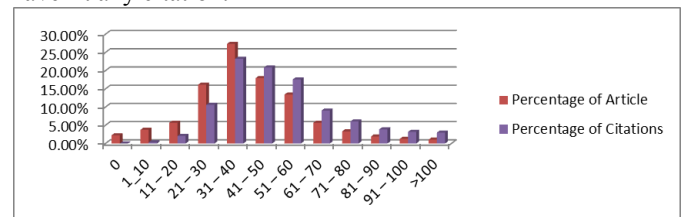


Figure 3: Column chart showing range of references

F. YEAR WISE DISTRIBUTION OF NUMBER OF AUTHORS

Table 6 traces year wise distribution of number of authors during the period 2002-2013.

Year	Total Number of Authors	Number of Articles	Percentage of Authors	Average No. of Authors /Article	Average No. of Articles/ Authors
2002	94	43	3.99%	2.19	0.46
2003	89	42	3.77%	2.12	0.47
2004	103	45	4.37%	2.29	0.44
2005	117	59	4.96%	1.98	0.50
2006	151	65	6.40%	2.32	0.43
2007	141	58	5.98%	2.43	0.41
2008	149	56	6.32%	2.66	0.38
2009	185	65	7.85%	2.85	0.35
2010	250	92	10.60%	2.72	0.37
2011	247	91	10.47%	2.71	0.37
2012	200	72	8.48%	2.78	0.36
2013	136	51	5.77%	2.67	0.38
2014	139	66	5.89%	2.11	0.47
2015	172	58	7.29%	2.97	0.34
2016	185	66	7.85%	2.80	0.36
Total	2358	929	100.00%	2.54	0.39

Table 6: Year wise Distribution of number of Authors

It is observed that while ignores repetition of authorship, 2358 authors have contributed 929 articles with an average of 0.39 articles per author. The average authorship per article was 2.54. The average number of author per article was very less (1.98) in the year 2005 and very high (2.85) in 2009. Controversially the average number of article was very less in the year 2009 (0.35) and high (0.5).

G. AUTHORSHIP PATTERN

Year	Single Author	2 Authors	3 Authors	4 Authors	More Than 4 Authors	Total articles
2002	11 25.58%	15 34.88%	15 34.88%	2 4.65%	0 0%	43
2003	9 21.43%	20 47.62%	12 28.57%	1 2.38%	0 0%	42
2004	7 15.56%	20 44.44%	16 35.57%	2 4.44%	0 0%	45
2005	19 32.20%	22 37.29%	18 30.51%	0 0%	0 0%	59
2006	15 23.08%	23 35.38%	20 30.77%	5 7.69%	2 3.08%	65
2007	7 12.69%	22 37.93%	26 44.82%	3 5.17%	0 0%	58
2008	5 8.93%	16 28.57%	29 51.79%	5 8.93%	1 1.79%	56
2009	2 3.08%	27 41.54%	23 35.38%	6 9.23%	7 10.77%	65
2010	6 6.52%	35 38.04%	37 40.22%	9 9.78%	5 5.43%	92
2011	2 2.20%	47 51.65%	32 35.17%	5 5.49%	5 5.49%	91
2012	3 4.17%	25 34.72%	35 48.61%	6 8.33%	3 4.17%	72
2013	2 3.92%	21 41.18%	20 39.22%	8 15.69%	0 0%	51
2014	3 5.88%	23 45.10%	21 41.18%	17 33.33%	2 3.92%	66
2015	3 5.17%	17 29.31%	26 44.83%	8 13.79%	4 6.90%	58
2016	3 4.55%	26 39.39%	25 37.88%	9 13.64%	3 4.55%	66
Total	97 10.61%	359 39.06%	355 38.73%	86 8.10%	32 3.50%	929 100%

Table 7: Authorship Pattern

Table 7 shows the authorship pattern in productivity of articles published in *Journal of Marketing Research* during 2002-2016. Table shows 97(10.61%) articles were produced by one author, 359 (39.06%) were produced by two authors, 355 (38.73%) articles by 3 authors, and 86 (8.10%) articles were produced by 4 authors and 32 (3.50%) articles were produced by more than 4 authors. The production of single authored articles are decreased in the period of 2008 to 2013 compared to 2002-2007 and the production of multi authored articles are increased during the period 2008-2016 when compared with the period 2002-2007. So the analysis reveals that multi authorship contributions are dominated in this journal.

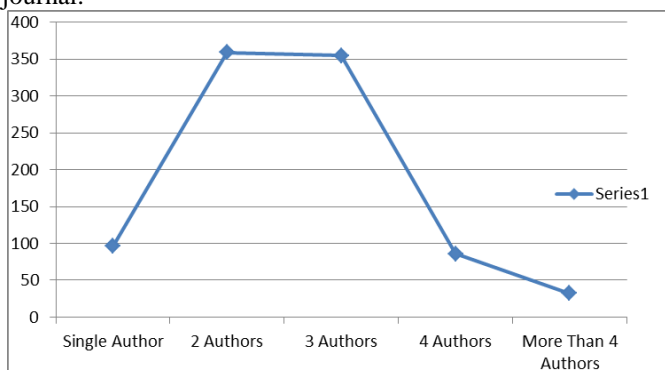


Figure 5: Line Chart shows authorship pattern of journal articles published in JMR

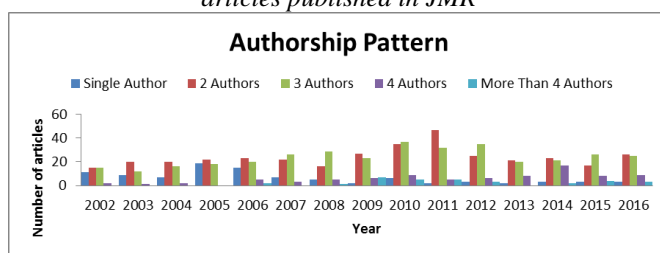


Figure 6: Bar Chart shows distribution of authorship pattern in JMR during 2002-2016

H. DEGREE OF COLLABORATION

The precise nature and magnitude of collaboration cannot be easily determined by the usual methods of observation or interview because of the complex nature of human interaction that takes place between or among collaborators over a period of time. The extend of collaboration in research can apparently be measured with the help of multi authorship of articles. K.S Subramanian has given a formula for determining the degree of collaboration in a discipline.

The formula is as

$$\text{Degree of collaboration (DC)} = \frac{NM}{(NM+NS)}$$

Where,

NM=number of multi-authored papers during a specific period in a time

NS=number of single authored papers in a discipline during a given period of time.

Using the formula, the degree of collaboration is determined and given in Table 8.

Year	Single Author(NS)	Multi-Authors(NM)	Total NM+NS	Degree of Collaboration (DC)=NM/(NM+NS)
2002	11	32	43	0.74
2003	9	33	42	0.79
2004	7	38	45	0.84
2005	19	40	59	0.68
2006	15	50	65	0.77
2007	7	51	58	0.88
2008	5	51	56	0.91
2009	2	63	65	0.97
2010	6	86	92	0.93
2011	2	89	91	0.98
2012	3	69	72	0.96
2013	2	49	51	0.96
2014	3	63	66	0.95
2015	3	55	58	0.95
2016	3	63	66	0.95
Total	97	832	929	0.90

Table 8: Degree of Collaboration

Table 8 reveals that the degree of collaboration in Journal of Marketing Research during the period 2002-2016 was 0.90. The value of highest degree of collaboration was 0.98 in 2011 and least degree of collaboration is 0.68 in 2005. It is evident from the table that the percentage of single authored papers is less than that of multi authored papers. In other words about 0.90 of the total contribution are collaborative research with different degrees of research collaboration.

I. COUNTRY WISE COLLABORATION OF ARTICLES

Table 9 deals with country wise distribution of article published in Journal of Marketing Research during the period 2002-2016

Name of country	No. of articles			Percentage
	Collaborate with other countries	alone	Total	
USA	258	591	849	92.89%
CHINA	66	6	72	7.88%
NETHERLAND	52	15	67	7.33%
CANADA	44	5	49	5.36%
UK	28	3	31	3.39%
SINGAPORE	19	3	22	2.41%
KOREA	16	2	18	1.97%
GERMANY	14	2	16	1.75%
PARIS	12	1	13	1.42%
ISRAEL	11	1	12	1.31%
AUSTRALIA	6	1	7	0.77%
SWITZERLAND	5	1	6	0.66%
SPAIN	3	1	4	0.44%
ITALY	2		3	0.33%
NORWAY	2		2	0.22%
TUNICIA	2		2	0.22%
TURKEY	2		2	0.22%
DENMARK	1		1	0.11%
INDIA	1		1	0.11%
JAPAN	1		1	0.11%
MEXICO	1		1	0.11%
NEWZELAND	1		1	0.11%
PORTUGAL	1		1	0.11%
THAIWAN	1		1	0.11%

Table 9: Country Wise Collaboration Of Articles

It is observed that 24 countries contributed articles along with other countries. 'USA' contributed 849 articles contributing (92.89%) to the total contributions, followed by 66 articles by China Contributing (7.88%), 67 articles by 'Netherlands' contributing (7.33%), 49 articles by 'Canada' contributing (5.36%), 31 articles by 'U K' contributing (3.39%), 22 articles by 'Singapore' contributing (2.41%), and so on.

J. SUBJECT WISE DISTRIBUTION OF ARTICLE

Table 10 reveals that a variety of topics have been addressed by authors in JMR from 2002 to 2016.

Sl.No.	Subject	Number of Articles	Percentage	Rank
1	Marketing Research	215	23.14%	1
2	Consumer Behavior	192	20.67%	2
3	Product & Brand Management	114	12.27%	3

4	Advertising Management	95	10.23%	4
5	Marketing Management	68	7.32%	5
6	Customer Relationship Management	61	6.57%	6
7	Business To Business Marketing	38	4.09%	7
8	Sales And Distribution	37	3.98%	8
9	Marketing Information System	35	3.77%	9
10	Retail Management	24	2.58%	10
11	Industrial Marketing	20	2.15%	11
12	Digital Marketing	15	1.61%	12
13	Miscellaneous	15	1.61%	12
Total		929	100.00%	

Table 10: Subject wise Distribution of Articles

Table 10 reveals a variety of topics have been addressed by authors in JMR from 2002 to 2016. Certain topics appear to have received a great deal of attention from researchers, while other have been discussed to a lesser degree, within journal. The four most common topics addressed in this journal are: 1) Marketing research (215); 2) Consumer behaviour (192); 3) Product and brand management (114); and 4) Advertising management (95).

The main issues researchers have addressed under the topic "Marketing Research" are: Decision research, Attitude theory research, Segmentation research, Forecasting, Marketing analysis and response, etc. The issues addressed under topic "Consumer Behaviour" are: Consumer spending, Consumer behaviour with regard to products, Consumer learning, Consumer education, Consumer behaviour with regard to technology (e.g., the Internet, electronic equipment) and Consumer protection. The issues addressed under the topic "Product & Brand management" theme are: Brand extension, Brand preference, Brand image, Brand capital, Brand identification, Brand loyalty, Brand differentiation, Brand name, House brand, Logo and Co-branding. Advertising issues encompass: Print advertising, Advertising expenses, Online advertising, Advertising as a medium, Comparative advertising, Televised advertising, Word-of-mouth advertising, Advertising campaigns, Advertising rates and False advertising. The other main topics described in the journal are Marketing management(68), Customer relationship management(61), Business to business marketing(38), Sales and distribution(37), Marketing information system(35), Retail management(24), Industrial marketing(20), and Digital marketing(15).

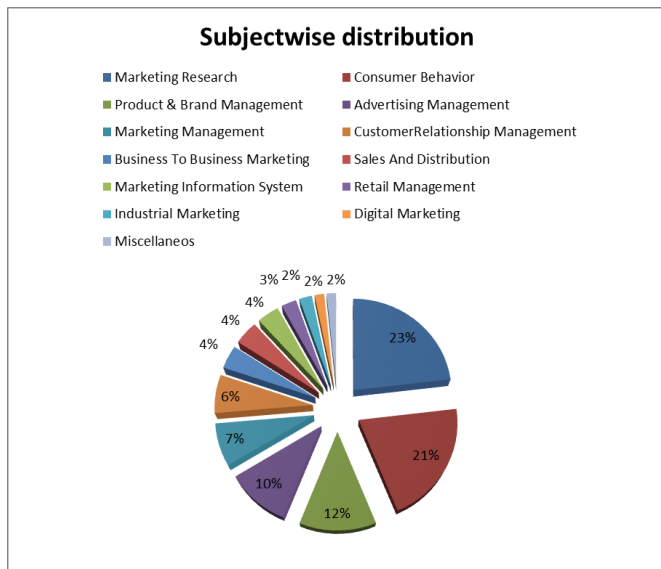


Figure 7: Pie Chart shows Subject wise distribution of articles in JMR during the period 2002-2016

VII. CONCLUSION

The contributions were made by the JMR to the marketing field is very significant. But the growth rate of the journal is indeterminate. The study reveals that 929 articles were published in 79 issues of 15 volumes in the *Journal of Marketing Research* during 2002 to 2016. There is no steady growth or decline. The growth rate is in a zig-zag manner. On an average 11.76 (approximately 12) articles were published per issue and 61.93 (62 approximately) articles per year. Total number of pages used in the journal for publish 929 article is 11858 and average number of pages used per article is 12.76. Major portion of articles ie., 507(54.7%) were written between in 11- 15 pages, followed by 16-20 pages it has 194(20.88%) articles. On an average, *JMR* authors have cited over 41.35 ie 41 references per article. Hence, it is inferred that *JMR* authors have conducted their research with ample

evidences from earlier studies. The analysis reveals that multi authorship contributions are dominated in this journal. About 0.90 of the total contribution are collaborative research with different degrees of research collaboration. Authors from various institutions of 24 countries contribute articles show that the journal enjoy fair amount of country wise collaboration of article for publishing articles.

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