Fifty years of the *European Journal of Marketing*: a bibliometric analysis

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Abstract

Purpose – The *European Journal of Marketing* was created in 1967. In 2017, the journal celebrates its 50th anniversary. Therefore, the purpose of this study is to present a bibliometric overview of the leading trends of the journal during this period.

Design/methodology/approach – This work uses the Scopus database to analyse the most productive authors, institutions and countries, as well as the most cited papers and the citing articles. The investigation uses bibliometric indicators to represent the bibliographic data, including the total number of publications and citations between 1967 and 2017. Additionally, the article also develops a graphical visualization of the bibliographic material by using the visualization of similarities viewer software to map journals, keywords and institutions with bibliographic coupling and co-citation analysis.

Findings – British authors and institutions are the most productive in the journal, although Australians' are growing significantly the number of papers published. Continental European institutions are also increasing the number of publications, but they are still far from reaching the British contribution so far. In the mid-term, however, these zone's authors and institutions, especially those from big European countries like France, Germany, Italy and Spain, should reach a closer performance to British ones; more as less long, historic, but more recent periods of analysis are considered.

Practical implications – This article is useful for any reader of this journal to understand questions such as papers' *European Journal of Marketing*-related scientific productivity in terms of, for instance, contributors/authors, institutions and countries, or the main sources used to back them.

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Originality/value – This is the first comprehensive article offering a general overview of the leading trends and researchers of the journal over its history.

Keywords Scopus, Bibliometrics, h-index, VOS viewer

Paper type Literature review

1. Introduction

The *European Journal of Marketing* (EJM) is a leading international journal in the field of marketing created in 1967. The journal is indexed in the Journal Citation Reports of the Web of Science; in the 2016 edition, it has an impact factor of 1.333. In 1967, EJM published two issues; in 1968, it began as a quarterly journal. In 1976, it became a bimonthly journal; in 1977, it began to publish eight issues per year. In 1986, EJM grew to ten issues per year, and in 1989, it became a monthly journal.

It is very common to organize a special activity when a journal celebrates an anniversary, including a review (Van Fleet *et al.*, 2006), a special issue (Meyer and Winer, 2014) or an editorial (Barley, 2016, Shugan, 2006). An interesting study that often appears in an anniversary event is a bibliometric overview of the journal. The main advantage of this approach is the development of a retrospective evaluation that identifies the leading trends of the past and present of the journal (Schwert, 1993). For example, Heck and Bremser (1986) developed an overview of the *Journal of Finance*; Hoffman and Holbrook (1993) analysed the first 15 years of the *Journal of Consumer Research*. Zinkhan and Leigh (1999) studied the *Journal of Advertising* between 1986 and 1997; Sprott and Miyazaki (2002) presented an overview of the first 20 years of the *Journal of Public Policy & Marketing*. Ramos-Rodríguez and Ruiz-Navarro (2004) studied the *Strategic Management Journal* between 1980 and 2000; Malhotra *et al.* (2005) presented an overview of the first 21 years of the *International Marketing Review*. The same authors (Malhotra *et al.*, 2013) provided an updated overview of the journal between 1983 and 2011; García-Merino *et al.* (2006) analysed the first 25 years of *Technovation*. Biemans *et al.* (2007) analysed the first 20 years of the *Journal of Product Innovation Management*; Dereli *et al.* (2011) studied *Total Quality Management & Business Excellence* between 1995 and 2008. More recent examples of bibliometric overviews are as follows:

- Merigó *et al.* (2015a) for the *Journal of Business Research* between 1973 and 2014;
- Cobo *et al.* (2015) for the 25th anniversary of *Knowledge-Based Systems*;
- Valenzuela *et al.* (2017) for the 30 years of the *Journal of Business & Industrial Marketing*;
- Merigó *et al.* (2017) for the *International Journal of Intelligent Systems*;
- Cancino *et al.* (2017) for the 40th anniversary of *Computers & Industrial Engineering*; and
- Laengle *et al.* (2017) for the *European Journal of Operational Research*.

In 2017, EJM became 50 years old. Motivated by this event, the objective of this study is to present a bibliometric overview of the leading trends of the journal during this period. The study identifies the publication and citation structure of the journal, the citing articles, the most cited papers and the leading authors, institutions and countries. To graphically analyse the results, the study also uses the visualization of similarities (VOS) viewer software (Van Eck and Waltman, 2010). The work considers several bibliometric indicators including bibliographic coupling (Kessler, 1963), co-citation (Small, 1973) and co-occurrence

of author keywords. By using this approach, the study aims to be informative and provide a retrospective evaluation of the results of EJM. Up to now, the journal shows a strong European influence although many countries all over the world are also publishing in the journal.

This article is organized as follows. Section 2 briefly reviews the bibliometric methods and indicators of the study. Section 3 presents the results by analysing the publication and citation structure, the most cited papers and the leading authors, institutions and countries. Section 4 develops the graphical visualization with VOS viewer software. Section 5 ends the paper by summarizing its main findings and conclusions.

2. Bibliometric methodology

Bibliometrics is a research area of library and information sciences that studies bibliographic material using quantitative methods (Broadus, 1987; Pritchard, 1969). Bibliometrics is widely used for summarizing the most representative results of a set of bibliographic documents. In the literature, there are a wide range of bibliometric studies in many areas including management (Podsakoff *et al.*, 2008), economics (Bonilla *et al.*, 2015; Coupé, 2003), econometrics (Baltagi, 2007), innovation (Fagerberg *et al.*, 2012) and entrepreneurship (Landstrom *et al.*, 2012).

In marketing, there is also a wide range of bibliometric studies. The following are suitable samples. Tellis *et al.* (1999) studied the diversity between four different marketing journals; Theoharakis and Hirst (2002) analysed the perceptions of leading marketing journals. Bakir *et al.* (2000) and Chan *et al.* (2012) presented leading scholars and institutions in marketing journals, and Saad (2010) used the *h*-index to analyse elite authors. Moussa and Touzani (2010) developed a ranking of marketing journals using Google Scholar; Svensson and Wood (2007, 2008) developed criteria for distinguishing between leading and top journals in marketing and Theubl *et al.* (2014) identified methods for deriving consensus in journal rankings.

This work uses bibliometric indicators (Garfield, 1955) to represent the bibliographic data, including the total number of publications and citations (Ding *et al.*, 2014). Usually, the number of publications measures productivity, and the number of citations measures influence (Svensson, 2010). Other indicators combine publications and citations in the same result, including the citations per paper and the *h*-index (Alonso *et al.*, 2009; Hirsch, 2005). Recall that the *h*-index measures the X number of documents that have X citations or more; furthermore, at the same time, there are no $X + 1$ documents with $X + 1$ citations or more. Additionally, the study also considers several citation thresholds to identify the number of documents that attain a specific threshold (Merigó *et al.*, 2015b). In particular situations, the work presents other indicators of a specific variable, including the publications and citations per person for the country analysis and the general university rankings for the university analysis.

The analysis uses the Scopus database. However, note that the publications between 1991 and 2004 are not directly available in the database. Therefore, this work uses the "view secondary documents" option to find those with at least one citation that is not available in the automatic search. The work finds those with no citation through the webpage of the journal at Emerald publisher, where all the volumes and issues of the journal are available. This study has manually added these results between 1991 and 2004 in Tables I, II and V. However, note that for universities, countries and keywords, which are available in Tables VI, VII and IX, the results only show the data obtained from the direct search of Scopus database, which does not include publications from this period. The search process uses the term "European Journal of

Year	TP	≥250	≥100	≥50	≥25	≥10
2016	108	0	0	0	0	0
2015	87	0	0	0	0	0
2014	85	0	0	0	0	7
2013	93	0	0	0	4	34
2012	83	0	0	1	11	42
2011	89	0	0	4	24	55
2010	85	0	0	4	19	52
2009	76	0	1	10	35	59
2008	75	0	4	12	34	62
2007	74	0	4	20	39	66
2006	70	1	8	23	46	60
2005	70	0	9	25	42	59
2004	82	0	9	23	42	62
2003	83	4	13	31	48	66
2002	76	2	3	18	41	60
2001	71	3	12	22	35	53
2000	72	0	12	27	47	60
1999	64	2	4	18	28	49
1998	63	4	7	23	34	51
1997	47	3	7	17	27	40
1996	59	3	7	14	28	50
1995	41	2	5	18	24	39
1994	44	0	5	16	25	36
1993	46	2	5	10	18	30
1992	41	0	3	5	13	26
1991	43	1	3	9	16	28
1990	30	0	0	1	2	11
1989	68	0	2	4	11	29
1988	48	0	2	5	10	18
1987	47	1	2	3	6	14
1986	53	0	0	1	9	18
1985	39	0	0	1	7	11
1984	36	1	1	3	4	11
1983	31	0	1	1	4	12
1982	37	1	2	2	4	16
1981	27	0	0	2	2	4
1980	35	1	1	4	8	15
1979	37	0	0	1	1	7
1978	31	0	2	2	5	9
1977	40	0	0	1	5	12
1976	24	0	0	0	1	3
1975	21	0	0	0	2	4
1974	24	0	0	0	1	3
1973	25	0	0	0	1	6
1972	32	0	0	0	1	5
1971	27	0	1	1	1	2
1970	25	0	0	0	0	0
1969	24	0	0	0	0	1
1968	26	0	1	1	1	2
1967	14	0	0	0	1	1
Total	2,628	31	136	383	767	1,360
Percentage	100	1.18	5.18	14.57	29.19	51.75

Table I.
Annual citation
structure of EJM

Notes: TP = total papers; ≥250, ≥100, ≥50, ≥25, ≥10 = number of papers with equal or more than 250, 100, 50, 25 and 10 citations

R	TC	Title	Author/s	Year	C/Y
1	1,813	A service quality model and its marketing implications	Gronroos, C.	1984	56.66
2	731	The value concept and relationship marketing	Ravald, A., Grönroos, C.	1996	36.55
3	587	SERVQUAL: Review, critique, research agenda	Buttle, F.	1996	29.35
4	431	The internationalization of small computer software firms	Bell, J.	1995	20.52
5	495	The development of buyer-seller relationships in industrial markets	Ford, D.	1980	13.75
6	385	Antecedents and consequences of trust and satisfaction in buyer–seller relationships	Selnes, F.	1998	21.39
7	382	Corporate identity, corporate branding and corporate marketing: Seeing through the fog	Balmer, J.M.T.	2001	25.47
8	378	Consumer perceived risk: Conceptualisations and models	Mitchell, V.W.	1999	22.24
9	375	Growing the entrepreneurial firm: Networking for international market development	Coviello, N.E., Munro, H.J.	1995	17.86
10	366	On the relationship between store image, store satisfaction and store loyalty	Bloemer, J., De Ruyter, K.	1998	20.33
11	346	Perceived risk: Further considerations for the marketing discipline	Stone, R.N., Gronhaug, K.	1993	15.04
12	340	Service loyalty: The effects of service quality and the mediating role of customer satisfaction	Caruana, A.	2002	24.29
13	338	Customer repurchase intention: A general structural equation model	Hellier, P.K., Geursen, G.M., Carr, R.A., Rickard, J.A.	2003	26.00
14	330	Relations between organizational culture, identity and image	Hatch, M.J., Schultz, M.	1997	17.37
15	328	Community and consumption: Towards a definition of the linking value of products or services	Cova, B.	1997	17.26
16	323	How to design a service	Shostack, G.L.	1982	9.50
17	316	New service development: A review of the literature and annotated bibliography	Johne, A., Storey, C.	1998	17.56
18	315	Consumer behaviour in tourism	Moutinho, L.	1987	10.86
19	314	Corporate brands: What are they? What of them?	Balmer, J.M.T., Gray, E.R.	2003	24.15
20	268	Brand community of convenience products: New forms of customer empowerment – The case "my Nutella The Community"	Cova, B., Pace, S.	2006	26.80
21	297	Processes of a case study methodology for postgraduate research in marketing	Perry, C.	1998	16.50
22	291	Tribal marketing: The tribalisation of society and its impact on the conduct of marketing	Cova, B., Cova, V.	2002	20.79

(*continued*)

R	TC	Title	Author/s	Year	C/Y
23	288	An examination of the effect of product performance on brand reputation, satisfaction and loyalty	Selnes, F.	1993	12.52
24	269	Linking perceived service quality and service loyalty: A multi-dimensional perspective	Bloemer, J., De Ruyter, K., Wetzels, M.	1999	15.82
25	262	Brand trust in the context of consumer loyalty	Delgado-Ballester, E., Munuera-Aleman, J.L.	2001	17.47
26	259	Bringing the corporation into corporate branding	Hatch, M.J., Schultz, M.	2003	19.92
27	249	Chinese cultural values: Their dimensions and marketing implications	Yau, O.H.M.	1988	8.89
28	248	Measuring the quality of relationships in consumer services: An empirical study	Roberts, K., Varki, S., Brodie, R.	2003	19.08
29	247	Corporate identity: The concept, its measurement and management	Van Riel, C.B.M., Balmer, J.M.T.	1997	13.00
30	247	A service-orientated approach to marketing of services	Gronroos, C.	1978	6.50
31	245	Relationship value and relationship quality: Broadening the nomological network of business-to-business relationships	Ulaga, W., Eggert, A.	2006	24.50
32	219	Marketing-orientation revisited: The crucial role of the part-time marketer	Gummesson, E.	1991	8.76
33	215	An applied service marketing theory	Grönroos, C.	1982	6.32
34	209	Service quality and satisfaction: The moderating role of value	Caruana, A., Money, A.H., Berthon, P.R.	2000	13.06
35	203	Service quality, relationship satisfaction, trust, commitment and business-to-business loyalty	Caceres, R.C., Paparoidamis, N.G.	2007	22.56
36	202	Corporate branding and corporate brand performance	Harris, F., De Chernatony, L.	2001	13.47
37	196	Corporate marketing: Integrating corporate identity, corporate branding, corporate communications, corporate image and corporate reputation	Balmer, J.M.T., Greyser, S.A.	2006	19.60
38	194	The analysis of antecedents of customer loyalty in the Turkish mobile telecommunication market	Aydin, S., Özer, G.	2005	17.64
39	191	Grounded theory, ethnography and phenomenology: A comparative analysis of three qualitative strategies for marketing research	Goulding, C.	2005	17.36
40	190	The link between green purchasing decisions and measures of environmental consciousness	Schlegelmilch, B.B., Bohlen, G.M., Diamantopoulos, A.	1996	9.50
41	189	Marketing in a postmodern world	Firat, A.F., Dholakia, N., Venkatesh, A.	1995	9.00
42	189	A stakeholder model for implementing social responsibility in marketing	Maignan, I., Ferrell, O.C., Ferrell, L.	2005	17.18

Table II.

(*continued*)

R	TC	Title	Author/s	Year	C/Y
43	185	Environmentally responsible purchase behaviour: A test of a consumer model	Follows, S.B., Jobber, D.	2000	11.56
44	181	Success factors in developing new business services	De Brentani, U.	1991	7.24
45	177	Antecedents to satisfaction with service recovery	Andreassen, T.W.	2000	11.06
46	167	The role of communication and trust in explaining customer loyalty: An extension to the ECSI model	Ball, D., Coelho, P.S., Machas, A.	2004	13.92
47	164	CRM: Conceptualization and scale development	Sin, L.Y.M., Tse, A.C.B., Yim, F.H.K.	2005	14.91
48	163	Developing a better measure of market orientation	Gray, B., Matear, S., Boshoff, C., Matheson, P.	1998	9.06
49	162	Determinants of export performance in a European context	Katsikeas, C.S., Piercy, N.F., Ioannidis, C.	1996	8.10
50	161	Buying or browsing? An exploration of shopping orientations and online purchase intention	Brown, M., Pope, N., Voges, K.	2003	12.38

Notes: R = rank; TC = total citations; C/Y = citations per year

Table II.

Marketing" in the "source title" option and has been developed between March 2017 and August 2017. The results exclude the publications of 2017.

To more deeply analyse the results, the article develops a graphical mapping of the bibliographic material (Cobo *et al.*, 2011; Sinkovics, 2016) using the VOS viewer software (Van Eck and Waltman, 2010). VOS viewer collects bibliographic data, providing graphical maps in terms of bibliographic coupling (Kessler, 1963), co-citations (Small, 1973), co-authorship and co-occurrence of author keywords. Recall that bibliographic coupling occurs when two documents cite the same third document. This approach can be applied for authors, institutions and countries. Note that it is also possible to implement this approach when there are several journals in the analysis. However, for this study, this behaviour is not possible because the analysis only considers EJM. Co-citation appears when two documents receive a citation from the same third document. This approach analyses the references of documents; therefore, it is implemented for documents, journals and authors. Co-authorship measures the most productive set of documents and those that have the highest degree of joint publications. Co-occurrence of author keywords measures those keywords that appear more frequently in the documents, usually below the abstract, and those keywords that appear in the same documents. Note that for the VOS viewer, the work uses the Web of Science Core Collection except for the co-citation analysis of authors (Figure 3) and the bibliographic coupling of countries (Figure 7), where the study considers Scopus.

Bibliometric methods are very useful to provide an overview of academic research of a field or a journal, identifying the leading trends in terms of publications, citations, authors, keywords and institutions. The aim of this study is to present the current picture of the journal motivated by the 50th anniversary and develop a retrospective bibliometric evaluation that analyses the first 50 years of the journal; note also that, due to its development along 2017, this study just provides a partial picture of the results in 2017. Likewise, the reader should be aware that theoretical-based analyses would imply a critical

literature review approach, which is not proper of bibliometric-based studies; a hybrid approach could have been also followed, although we have kept it mainly bibliometric. In this regard, a good complement for this article is the current Editor-in-Chief discussion on the past decade of EJM (see Lee, 2017).

3. Results

Between 1967 and 31 December 2016, EJM has published 2,628 documents, when solely considering articles, reviews, letters and notes. As of May 2017, the journal has 99,575 citations. The citations per paper ratio is 37.89, and the *h*-index is 105.

3.1 Publication and citation structure of EJM

EJM has published many articles over the past 50 years. First, let us examine the annual evolution of the number of publications. Figure 1 presents the results.

During the initial years, the journal was publishing 20-30 articles every year. Since the 80s, this number has grown; currently, the journal is publishing more than 100 documents per year. This is partly explained due to the huge increase in the number of submissions that the journal is receiving (Lee, 2017). Although EJM has decreased significantly the acceptance rate, still the number of documents published each year is growing a lot. Note that, from a general point of view, this is the natural result that should occur in most of the journals due to the huge growth of researchers and scientists worldwide (Merigó *et al.*, 2015b).

To more deeply examine the annual results, the work develops a citation structure analysis by using several citation thresholds. Table I shows the results.

The first documents by the journal have not received a significant number of citations compared to more recent years. Particularly, the articles from 2005 on have been receiving more citations until recently. The main reason is that these articles are directly available in the Scopus database, while those between 1990 and 2004 are not. Therefore, readers of EJM can easily access these studies when seeking documents through Scopus.

Next, let us examine the most cited papers published in EJM and according to the Scopus database. Table II presents the Top 50.

The most cited paper of the journal was published in 1984 by Christian Gronroos on service quality and its implications for marketing; it currently has more than 1,800 citations, which is a very high number of citations for the area of marketing. Two other documents – one on relationship marketing, also co-authored by Gronross; and other by Buttle on service quality too – have more than 500 citations; in addition, 36 have more than 200.
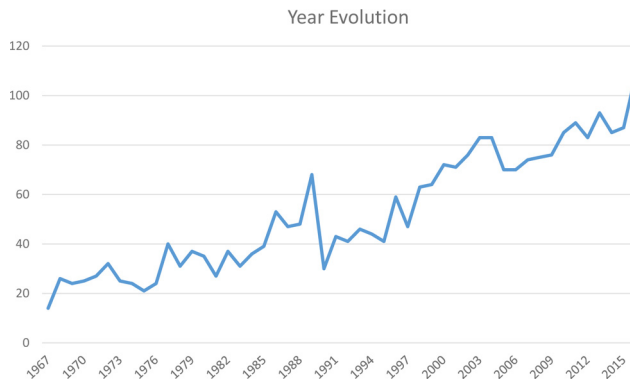
Figure 1.
Annual number of documents published in EJM

Another interesting issue is to analyse the most cited documents by articles published in EJM. Thus, the work identifies which are the most popular and influential documents in the journal. Table III presents the 30 most cited documents in EJM between 2007 and 2016.

During the past 10 years, the most cited document is the methodological work of Claes Fornell and David F. Larcker on structural equation models, which was published in 1981 in the *Journal of Marketing Research*. It is worth noting that several articles published in journals of psychology are also highly cited in the journal. In addition, note that there are five books among the 30 most cited in EJM.

Another interesting issue is to analyse the citing articles of the journal. Thus, this work considers the articles published in EJM between 2007 and 2016 and identifies the authors, universities and countries that have more frequently cited the journal according to the Scopus database. Table IV shows the results.

John M.T. Balmer and Göran Svensson are the authors who cite the journal more frequently. From the university perspective, the Brunel University of London, Queensland University of Technology and Monash University are the leading institutions citing EJM. In addition, from the country perspective, although the USA tops the list, the UK and Australia obtain the best results considering their size.

R	Year	Cited reference (only the first author is indicated)	Type	Citations	TLS
1	1981	Fornell C, *J Marketing Res*, V18, P39	A	155	150
2	1988	Anderson JC, *Psychol Bull*, V103, P411	A	93	92
3	1994	Morgan RM, *J Marketing*, V58, P20	A	71	68
4	2003	Podsakoff PM, *J Appl Psychol*, V88, P879	A	63	63
5	1986	Baron RM, *J Pers Soc Psychol*, V51, P1173	A	59	58
6	1993	Keller KL, *J Marketing*, V57, P1	A	57	54
7	1978	Nunnally J, *Psychometric Theory*	B	57	57
8	1977	Armstrong JS, *J Marketing Res*, V14, P396	A	53	51
9	1988	Bagozzi RP, *J Acad Market Sci*, V16, P74	A	52	51
10	1990	Narver JC, *J Marketing*, V54, P20	A	52	52
11	2004	Vargo SL, *J Marketing*, V68, P1	A	52	48
12	1990	Kohli AK, *J Marketing*, V54, P1	A	50	49
13	1998	Fournier S, *J Consum Res*, V24, P343	A	41	37
14	1993	Jaworski BJ, *J Marketing*, V57, P53	A	39	39
15	1991	Aaker DA, *Managing Brand Equity*	B	38	38
16	1994	Miles MB, *Qualitative Data Analysis*	B	38	33
17	1991	Aiken LS, *Multiple Regression*	B	37	36
18	1979	Churchill GA, *J Marketing Res*, V16, P64	A	36	35
19	1988	Zeithaml VA, *J Marketing*, V52, P2	A	35	32
20	1987	Dwyer FR, *J Marketing*, V51, P11	A	34	33
21	1988	Gerbing DW, *J Marketing Res*, V25, P186	A	34	34
22	1988	Belk RW, *J Consum Res*, V15, P139	A	32	31
23	2006	Hair JF, *Multivariate Data Analysis*	B	32	31
24	1988	Parasuraman A, *J Retailing*, V64, P12	A	32	29
25	1996	Zeithaml VA, *J Marketing*, V60, P31	A	32	30
26	1997	Aaker JL, *J Marketing Res*, V34, P347	A	31	30
27	1989	Eisenhardt KM, *Acad Manage Rev*, V14, P532	A	30	24
28	1999	Oliver RL, *J Marketing*, V63, P33	A	30	30
29	1994	Day GS, *J Marketing*, V58, P37	A	29	27
30	1997	Doney PM, *J Marketing*, V61, P35	A	29	29

Notes: A = article; B = book; TLS = total link strength

Table III.
The most cited documents in EJM publications: 2007-2016

R	Author	TP	University	TP	Country	TP
1	Balmer, J.M.T.	42	Brunel U London	105	USA	1,863
2	Svensson, G.	37	Queensland U Technology	94	UK	1,619
3	Ozuem, W.	29	Monash U	93	Australia	1,049
4	Nguyen, B.	26	Hong Kong Polytechnic U	85	Spain	640
5	Melewar, T.C.	24	Deakin U	79	China	489
6	Mysen, T.	23	U South Australia	78	Taiwan	463
7	Kasemsap, K.	21	U Manchester	75	Malaysia	420
8	Law, R.	20	Hanken School Economics	74	Germany	390
9	O'Cass, A.	20	U New South Wales	74	India	355
10	Rowley, J.	20	U Manchester	68	Canada	333
11	Merrilees, B.	19	Aalto U	61	Finland	330
12	Roy, S.K.	19	U Valencia	59	France	310
13	Naudé, P.	17	U Utara Malaysia	59	South Korea	280
14	Rahman, Z.	17	U Nottingham	58	Sweden	278
15	Romaniuk, J.	17	U Queensland	58	Italy	272
16	Sousa, C.M.P.	17	Lancaster U	57	New Zealand	208
17	Henneberg, S.C.	16	U Strathclyde	56	Hong Kong	185
18	Leonidou, L.C.	16	Cardiff U	53	The Netherlands	182
19	Hyun, S.S.	15	Curtin U	53	Norway	176
20	de Chernatony, L.	15	Loughborough U	51	Brazil	172
21	Akroush, M.N.	14	RMIT U	50	Portugal	168
22	Drennan, J.	14	U Leeds	50	Turkey	152
23	Grace, D.	14	U Zaragoza	50	South Africa	150
24	Karjaluoto, H.	14	Griffith U, Gold Coast	49	Iran	140
25	King, C.	14	City U Hong Kong	48	Denmark	138
26	Kowalkowski, C.	14	Oxford Brookes U	47	Greece	129
27	Pérez, A.	14	Swinburne U Technology	47	Thailand	115
28	Storbacka, K.	14	U Warwick	46	Switzerland	109
29	Wang, E.S.T.	14	U Newcastle, Australia	45	Austria	108
30	Warnaby, G.	14	National Chung Hsing U	45	Ireland	106

Notes: R = rank; TP = total papers

Table IV.
Citing articles of EJM (2007-2016): authors, universities and countries

Additionally, let us examine the bibliometric results of 20 of the leading marketing journals to observe the current results of EJM and how it is performing in comparison to other leading journals in the field. Table V presents the results.

The *Journal of Marketing*, published by the American Marketing Association, obtains the most notable results, and the remainder of the top journals achieve results in accordance with previous rankings (Svensson and Wood, 2008). It is worth noting the results of Elsevier's *Journal of Business Research and Industrial Marketing Management*, which publish a higher number of documents than the other journals, as they are able to receive more citations and a higher *h*-index (Hirsch, 2005). However, when examining the ratio citations per paper, these journals lose their respective positions in the ranking. From a general perspective, EJM has been performing well during recent years, becoming a well-established journal among the Top 20 in marketing and a key reference for European marketing scholars (Lee, 2011; Lee and Greenley, 2010).

3.2 Leading authors, institutions and countries of EJM
This section provides a general overview of the leading authors and institutions of the journal. The objective is to observe who is obtaining higher achievements in terms of

R	Journal name	H	C/P	TC	TP	≥250	≥100	≥50	IF	5Y-IF	AIS
1	*J Marketing*	84	51.19	24,929	487	10	67	164	5,318	8,971	3.1
2	*J Business Research*	75	13.11	37,477	2,859	2	39	145	3,354	4,108	0.628
3	*J Consumer Research*	70	31.57	22,955	727	6	32	117	3,8	5,159	2.177
4	*J Marketing Research*	62	26.92	17,522	651	3	27	92	3,654	5,31	3.225
5	*J Academy of Marketing Science*	60	36.96	16,040	434	7	29	79	5,888	9,505	2.218
6	*Industrial Marketing Management*	57	17.22	20,646	1,199	2	21	72	3,166	4,402	0.645
7	*J Product Innovation Management*	52	19.76	12,999	658	1	18	55	3,759	4,358	1.083
8	*Marketing Science*	50	18.29	10,881	595	0	8	50	2,163	3,588	2.391
9	*J Retailing*	49	25.76	9,376	364	3	15	47	3,772	4,613	1.352
10	*Psychology & Marketing*	45	12.59	8,650	687	0	3	33	2	2,634	0.526
11	*European J Marketing*	45	12.24	9,850	805	0	3	33	1,333	2,686	0.436
12	*J Interactive Marketing*	44	29.86	6,449	216	2	12	38	5,026	7,767	1.385
13	*J Consumer Psychology*	42	16.61	8,074	486	3	8	26	3,385	3,985	1.534
14	*J International Marketing*	41	24.02	4,779	199	0	4	23	3,725	4,91	0.704
15	*Int J Research in Marketing*	40	16.55	6,473	391	1	9	27	1,775	3,279	1.272
16	*Int Marketing Review*	36	15.18	4,615	304	0	0	12	1,672	3,45	0.532
17	*J Advertising*	32	14.73	5,184	352	0	4	18	2,896	3,64	0.749
18	*J Public Policy & Marketing*	31	13.63	3,257	239	0	2	11	1,786	2,829	0.898
19	*Int J Electronic Commerce*	27	18.17	3,615	199	1	7	13	3,9	6,135	1.141
20	*J Advertising Research*	25	8.96	3,432	383	0	2	7	2,034	2,194	0.354

Notes: *R* = rank; H = *h*-index; C/P = citations per paper; TC = total citations; TP = total papers; ≥250, ≥100, ≥50 = number of papers with equal or more than 250, 100 and 50 citations; IF = impact factor 2016; 5Y-IF = 5-year impact factor 2016; AIS = Article Influence Score

Table V.
Leading journals in
marketing:
Publications between
2007-2016

publications and citations according to the Scopus database. Table VI presents the 50 most productive authors in EJM. Note that the ranking is according to the number of papers. Additionally, in case of a tie in the number of publications, the ranking considers the number of citations.

Peter W. Turnbull has been the most productive author in the journal. However, examining Tables II and VI shows that other authors have received more citations, including Christian Grönroos and John M.T. Balmer, who have more than 1,000 citations. Note that British authors lead the ranking, with 23 working at UK universities, followed by Australia and the USA, which have six and five authors, respectively.

Next, let us analyse the most productive institutions. Table VII shows the Top 50 ranked according to the number of publications. In the case of a tie, the ranking is according to the number of citations. Note that the publications between 1991 and 2004 do not appear in the Scopus database. Therefore, these results are not considered in Table VII.

The University of Manchester is the most productive institution in EJM, thanks to several leading authors that appear in Table VI. Additionally, it should be considered that the last position of Peter Turnbull, the top author in Table VI, was at the University of Birmingham, although a significant part of his career was developed at the University of Manchester Institute of Science and Technology (UMIST). The second place is for the University of Bradford, which is also an expected result considering that Emerald, this journal's publisher, was founded by many academics from the area of Bradford; its headquarters have been there for many years. Nine of the Top 10 institutions are from the UK, and half of the Top 50. Australian universities also obtain significant results, with 5 in the Top 20 and 14 in the Top 50. It is worth noting that there is no US institution among the Top 50 listed.

To summarize the results of the previous table at the country level, let us examine the most productive countries in EJM. Table VIII presents the 40 most productive countries.

The UK is the most productive country in the journal followed by the USA and Australia. In EJM, the results of the USA are not so high given to its usual leading position (Podsakoff et al., 2008). This is a clear indication that EJM truly has a strong attraction to European marketing researchers, while Americans' interest in this journal is more secondary, probably because they target marketing journals more commonly valued in the US system. Additionally, New Zealand, Norway and Ireland also obtain very significant results according to their population size. Developing countries do not publish much in the journal although some appear at the bottom of the list with certain papers published in EJM, including Turkey, South Africa, Brazil and India.

4. Graphical analysis of EJM with VOS viewer

To deepen the bibliometric results of Section 3, this section conducts a graphical mapping visualization of the publications in EJM. First, let us examine the co-citation of journals cited in EJM. Recall that this occurs when two journals receive a citation from the same third source (Small, 1973). The map illustrates the most cited journals, and the network connections indicate the journals co-cited. Figure 2 shows the results for publications in EJM between 2007 and 2016 with a citation threshold of 20 and the 100 most representative co-citation connections.

The *Journal of Marketing*, the *Journal of Consumer Research* and the *Journal of Marketing Research* are the most cited journals in EJM. Most of the leading marketing journals receive a significant number of citations in the journal. To identify more specifically the citations in EJM, Table IX presents the 50 journals most cited in EJM in two different periods: 1974-1988 and 2007-2016.

R	Author name	University	Country	TP	TC	H	C/P	≥100	≥50	≥25	≥5
1	Turnbull, P.W.	U Birmingham	UK	20	201	7	10.05	0	0	3	8
2	Balmer, J.M.T.	Brunel U London	UK	18	1,642	12	91.22	5	7	12	14
3	Greenley, G.	U Birmingham	UK	18	251	9	13.94	0	1	7	11
4	Grönroos, C.	Hanken Sch Econ	Finland	16	3,300	7	206.25	5	5	7	9
5	Grønhaug, K.	Norwegian Sch Econ	Norway	16	617	8	38.56	1	2	8	12
6	Kaynak, E.	Penn State Harrisburg	USA	15	516	11	34.40	2	4	10	11
7	Cunningham, M.T.	U Manchester	UK	15	290	7	19.33	1	2	6	8
8	Foxall, G.	Croom Helm Ltd	UK	15	219	9	14.60	0	0	8	11
9	Wills, G.	U Bradford	UK	14	27	3	1.93	0	0	0	1
10	Cavusgil, S.T.	St. John Fisher College	USA	13	377	11	29.00	0	2	6	10
11	Mitchell, V.W.	City, U London	UK	12	760	9	63.33	1	5	9	9
12	Avlonitis, G.J.	Athens U Econ Busin	Greece	12	306	8	25.50	1	2	8	9
13	Yau, O.H.M.	City U Hong Kong	China	12	167	8	13.92	1	2	6	8
14	Christopher, M.	Cranfield U	UK	12	118	3	9.83	0	1	2	2
15	Lee, N.	U Warwick	UK	12	103	5	8.58	0	0	4	6
16	Moutinho, L.	Dublin City U	Ireland	11	605	9	55.00	2	2	8	10
17	Harris, L.C.	U Birmingham	UK	11	414	10	37.64	0	6	9	10
18	Yorke, D.A.	U Manchester	UK	11	75	6	6.82	0	0	5	6
19	Jobber, D.	U Bradford	UK	10	285	5	28.50	1	1	3	5
20	Davies, G.	U Manchester	UK	10	167	8	16.70	0	0	7	8
21	Gilmore, A.	Ulster U	UK	10	166	6	16.60	0	1	6	6
22	Delgado-Ballester, E.	U Murcia	Spain	9	440	6	48.89	1	2	4	6
23	Lewis, B.R.	U Manchester	UK	9	145	5	16.11	0	1	3	6
24	Tsang, A.S.L.	Hong Kong Baptist U	China	8	151	6	18.88	0	0	4	6
25	Blois, K.J.	U Oxford	UK	8	71	4	8.88	0	0	3	4
26	Wilkinson, I.F.	U Sydney	Australia	7	304	6	43.43	1	1	5	6
27	Abratt, R.	Nova Southeastern U	USA	7	203	5	29.00	0	2	4	5
28	Ryans, J.K.	Kent State U	USA	7	69	5	9.86	0	0	3	4
29	Arndt, J.	Norwegian Bus Sch	Norway	7	39	3	5.57	0	0	2	3
30	Grace, D.	Griffith U, Gold Coast	Australia	6	117	5	19.50	0	1	4	4
31	Leonidou, L.C.	U Cyprus	Cyprus	5	191	5	38.20	0	1	5	5
32	Mouzas, S.	Lancaster U	UK	5	188	4	37.60	0	1	3	4
33	Canniford, R.	U Melbourne	Australia	5	132	3	26.40	0	1	2	3
34	Svensson, G.	Kristiania U College	Norway	5	76	5	15.20	0	0	3	5
35	Roper, S.	U Bradford	UK	5	64	4	12.80	0	0	4	4
36	Carrillat, F.A.	U Technology Sydney	Australia	5	29	3	5.80	0	0	1	3
37	Kasabov, E.	U Exeter	UK	5	19	2	3.80	0	0	1	2
38	Pickering, J.F.	U Sussex	UK	5	18	3	3.60	0	0	1	1
39	Opewal, H.	Monash U	Australia	5	13	3	2.60	0	0	0	1
40	Cooper, R.G.	McMaster U	Canada	4	217	4	54.25	0	3	4	4
41	Dagger, T.S.	Monash U	Australia	4	90	4	22.50	0	0	3	4
42	Drennan, J.	Taif U	S. Arabia	4	74	4	18.50	0	0	4	4
43	Ha, H.Y.	Dongguk U	S. Korea	4	71	3	17.75	0	0	3	3
44	Goldman, A.	Hebrew U Jerusalem	Israel	4	61	4	15.25	0	0	3	4
45	Chung, H.F.L.	Massey U	N. Zealand	4	55	4	13.75	0	0	2	3
46	Aspara, J.	Hanken Sch Econ	Finland	4	27	3	6.75	0	0	1	2
47	Hamilton, K.	U Strathclyde	UK	4	24	3	6.00	0	0	1	2
48	Cannon, T.	Middlesex U London	UK	4	18	3	4.50	0	0	0	2
49	Dant, R.P.	U Oklahoma	USA	4	14	2	3.50	0	0	1	1
50	Fulop, C.	City, U London	UK	4	7	2	1.75	0	0	0	0

Notes: R = rank; TP = total papers; TC = total citations; H = *h*-index; C/P = citations per paper; ≥100, ≥50, ≥25, ≥5 = number of papers with equal or more than 100, 50, 25 and 5 citations

Table VI.
The most productive
authors in EJM

| R	Institution	Country	TP	TC	H	C/P	≥50	≥25	≥5	ARWU	QS
1	U Manchester	UK	46	1,168	18	25.39	3	8	29	35	29
2	U Bradford	UK	44	427	10	9.70	1	1	11	–	551-600
3	Aston U	UK	27	263	9	9.74	0	1	9	–	358
4	U Strathclyde	UK	26	242	10	9.31	0	0	10	–	272
5	Cardiff U	UK	25	531	14	21.24	0	2	16	101-150	140
6	Loughborough U	UK	25	420	13	16.80	0	3	14	–	237
7	Monash U	Australia	24	339	8	14.13	1	1	6	79	65
8	Lancaster U	UK	23	190	7	8.26	0	0	6	–	129
9	U Nottingham	UK	21	356	10	16.95	1	1	10	101-150	75
10	U Warwick	UK	21	289	9	13.76	0	1	8	151-200	51
11	U Queensland	Australia	20	469	10	23.45	1	3	10	55	51
12	Brunel U London	UK	18	575	10	31.94	2	5	11	401-500	345
13	Cranfield U	UK	18	413	11	22.94	0	2	11	–	–
14	U Birmingham	UK	18	385	9	21.39	1	2	9	101-150	82
15	U Bath	UK	17	479	10	28.18	1	2	10	301-400	159
16	Ulster U	UK	17	475	11	27.94	0	4	13	–	601-650
17	U Leeds	UK	17	271	9	15.94	0	1	8	101-150	93
18	Queensland U Technology	Australia	17	176	7	10.35	0	0	7	201-300	276
19	U South Australia	Australia	17	83	5	4.88	0	0	3	–	288
20	U New South Wales	Australia	14	354	7	25.29	1	2	5	101-150	49
21	Athens U Economics and Business	Greece	14	290	8	20.71	0	1	8	301-400	701+
22	U Glasgow	UK	14	217	8	15.50	0	0	7	151-200	63
23	Massey U	New Zealand	14	179	7	12.79	0	1	4	–	340
24	Hong Kong Baptist U	China	13	421	1	32.38	1	1	6	401-500	278
25	U Melbourne	Australia	13	341	8	26.23	0	3	8	40	42
26	Norwegian School of Economics	Norway	13	252	6	19.38	0	2	5	–	–
27	Norwegian Business School	Norway	13	204	8	15.69	0	1	7	–	–
28	Curtin U	Australia	12	177	5	14.75	0	1	5	201-300	306
29	U College Dublin	UK	12	164	6	13.67	0	1	5	301-400	176
30	U Exeter	UK	11	325	6	29.55	0	3	5	151-200	164
31	U Edinburgh	UK	11	196	6	17.82	0	0	5	41	19
32	U Stirling	UK	11	146	5	13.27	0	1	3	–	385
33	Aalto U	Finland	11	113	6	10.27	0	0	4	401-500	133
34	U Sheffield	UK	11	72	4	6.55	0	0	2	101-150	84
35	Newcastle U	UK	11	40	3	3.64	0	0	1	301-400	168
36	U Western Australia	Australia	10	414	8	41.40	1	3	7	96	102
37	Griffith U, Gold Coast	Australia	10	322	8	32.20	0	4	8	301-400	336
38	U Technology Sydney	Australia	10	266	5	26.60	1	1	5	301-400	193
39	U Otago	New Zealand	10	183	5	18.30	0	2	3	301-400	169
40	Hong Kong Polytechnic U	China	9	314	9	34.89	0	3	8	301-400	111
41	U Sydney	Australia	9	300	6	33.33	0	2	6	82	46
42	U Hull	UK	9	147	8	16.33	0	0	7	–	551-600
43	Open U	UK	9	107	6	11.89	0	0	4	–	–
44	U Newcastle, Australia	Australia	8	276	5	34.50	0	3	4	301-400	245
45	U Wollongong	Australia	8	205	6	25.63	0	0	6	301-400	218
46	U Salford	UK	8	168	5	21.00	0	1	4	–	701+
47	Universidad de Zaragoza	Spain	8	150	6	18.75	0	3	6	–	481-490
48	Universidad de Murcia	Spain	8	137	7	17.13	0	1	4	–	701+
49	U Amsterdam	The Netherlands	8	97	3	12.13	0	0	3	101-150	57
50	Hanken School of Economics	Finland	8	97	5	12.13	0	0	2	–	–

Table VII.
The most productive and influential institutions in EJM

Notes: R = rank; TP = total papers; TC = total citations; H = h-index; C/P = citations per paper; ≥50, ≥25, ≥5 = number of papers with equal or more than 50, 25 and 5 citations; ARWU and QS = ranking in the general ARWU and QS university rankings

R	Country	TP	TC	H	C/P	≥100	≥50	≥10	≥5	≥1	TP/Pop	TC/Pop
1	UK	559	8,630	46	15.44	13	39	222	298	443	8.58	132.49
2	USA	306	5,001	36	16.34	9	22	123	177	244	0.95	15.56
3	Australia	194	3,823	38	19.71	5	21	88	117	167	8.16	160.76
4	Spain	61	1,175	21	19.26	2	5	35	46	54	1.31	25.31
5	Canada	61	1,040	16	62.67	2	8	21	34	49	1.70	29.01
6	Germany	57	1,395	19	24.47	2	9	30	35	53	0.70	17.13
7	France	49	1,340	16	27.35	3	6	22	28	42	0.73	20.06
8	China	48	1,108	17	23.08	2	5	23	30	37	0.04	0.81
9	New Zealand	46	603	14	13.11	0	3	15	24	40	10.01	131.21
10	Norway	45	867	16	19.27	1	6	21	35	43	8.66	166.86
11	Sweden	41	708	14	17.27	1	4	22	28	38	4.18	72.25
12	The Netherlands	34	683	13	20.09	1	2	16	18	30	2.01	40.33
13	Ireland	32	453	13	14.16	0	3	14	19	23	6.90	97.61
14	Finland	29	338	11	11.66	0	1	11	19	24	5.29	61.66
15	Taiwan	24	165	9	6.88	0	0	9	12	21	1.02	7.01
16	Greece	22	618	14	28.09	1	3	14	16	19	2.03	57.10
17	Denmark	22	530	12	24.09	0	4	15	17	20	3.88	93.38
18	South Korea	18	219	8	12.17	0	0	7	10	13	0.36	4.33
19	Switzerland	16	582	10	36.38	2	5	10	12	16	1.93	70.23
20	Italy	16	528	11	33.00	1	2	11	13	15	0.26	8.68
21	Portugal	16	361	9	22.56	0	3	8	9	14	1.55	34.88
22	Israel	15	216	7	14.40	1	1	7	9	14	1.79	25.77
23	Austria	14	185	6	13.21	0	1	5	6	12	1.63	21.48
24	Turkey	11	525	8	47.73	2	3	8	10	11	0.14	6.67
25	Singapore	9	154	5	17.11	0	1	5	5	8	1.63	27.82
26	Slovenia	7	173	7	24.71	0	1	5	7	7	3.39	83.83
27	South Africa	7	120	3	17.14	0	1	4	4	7	0.13	2.18
28	Cyprus	6	211	6	35.17	0	1	6	6	6	5.15	181.07
29	Belgium	6	119	4	19.83	0	0	4	4	6	0.53	10.54
30	Brazil	6	24	3	4.00	0	0	1	2	3	0.03	0.12
31	India	5	54	3	10.80	0	0	2	2	5	0.00	0.04
32	Malaysia	5	2	2	0.40	0	0	2	2	2	0.16	0.07
33	Thailand	4	315	4	78.75	2	3	4	4	4	0.06	4.64
34	Japan	3	54	2	18.00	0	1	1	1	2	0.02	0.43
35	Czech Republic	3	37	3	12.33	0	0	1	3	3	0.28	3.51
36	Nigeria	3	34	2	11.33	0	0	1	2	3	0.02	0.19
37	Chile	3	33	3	11.00	0	0	3	3	3	0.17	1.84
38	Hungary	3	5	2	1.67	0	0	0	0	3	0.30	0.51
39	United Arab Emirates	2	70	1	35.00	0	1	1	1	1	0.22	7.64
40	Saudi Arabia	2	59	1	29.50	0	1	1	1	1	0.06	1.87

Notes: *R* = rank; TP = total papers; TC = total citations; H = *h*-index; C/P = citations per paper; ≥100, ≥50, ≥10, ≥5, ≥1 = number of papers with equal or more than 100, 50, 10, 5 and 1 citations; TP/Pop and TC/Pop = number of papers and citations per million inhabitants

Leading marketing journals have been highly cited in EJM over its entire lifetime. This also includes the self-citations of EJM. The basic difference between the two periods is the appearance of many new marketing journals that today have achieved significant influence in the journal. Additionally, in the 70s and 80s, it was more common to cite non-academic journals, such as Fortune, the New York Times and Business Week.

Next, let us illustrate the co-citations of the most influential authors in EJM. Figure 3 presents the co-citation of authors with a threshold of 50 citations and the 100 most
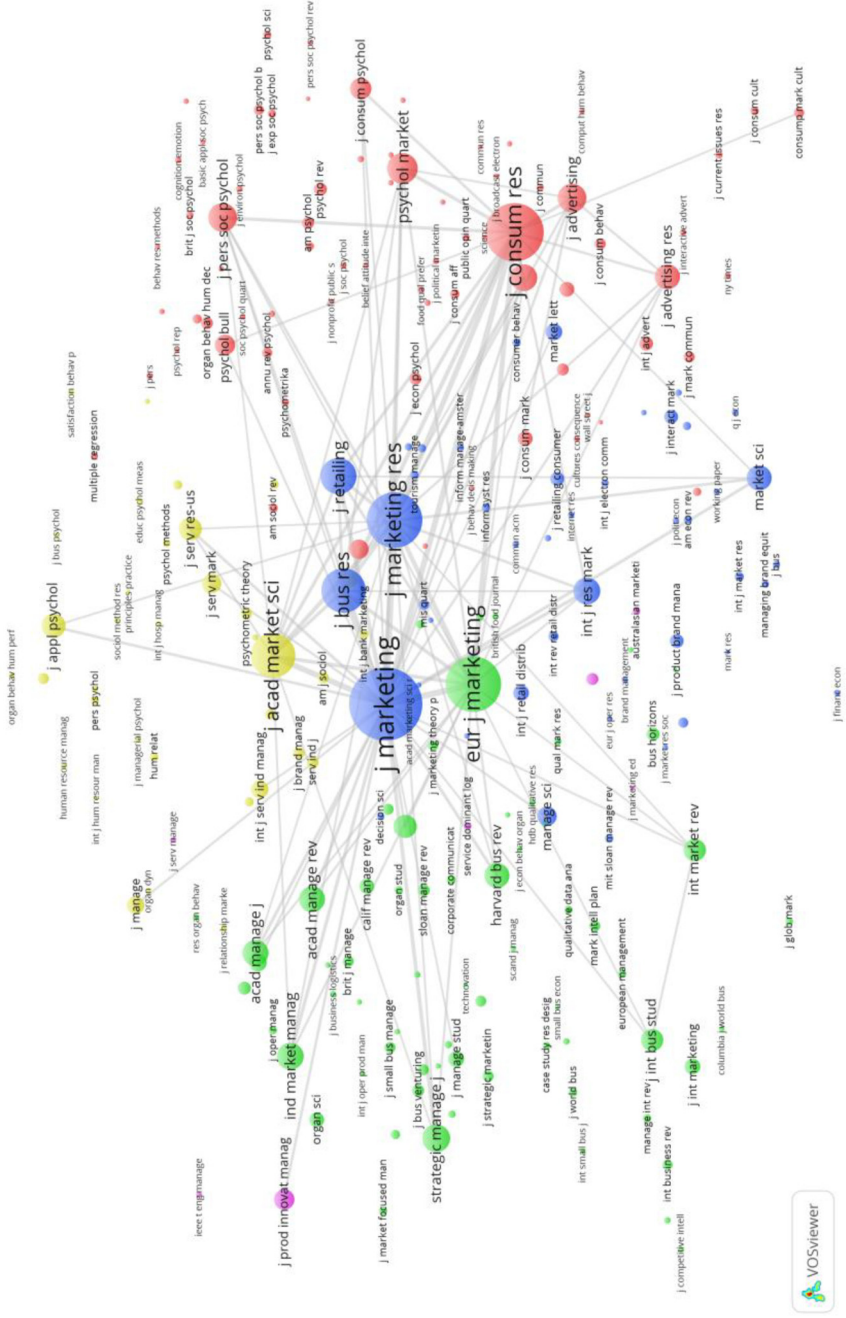
Figure 2.
Co-citation of journals
cited in EJM

www.

R	Journal	2007-2016		Journal	1974-1988	
		Cit	CLS		Cit	CLS
1	*J Marketing*	3,721	3,183.64	*J Marketing*	767	503.89
2	*J Consum Res*	2,394	1,978.37	*J Marketing Res*	465	337.75
3	*J Marketing Res*	2,189	1,995.57	*Eur J Marketing*	220	181.12
4	*Eur J Marketing*	2,148	1,932.74	*Harvard Bus Rev*	124	109.20
5	*J Acad Market Sci*	1,411	1,328.65	*Ind Market Manag*	103	84.78
6	*J Bus Res*	1,374	1,293.02	*J Advertising Res*	101	85.77
7	*J Retailing*	939	863.75	*J Retailing*	82	66.81
8	*Psychol Market*	645	615.69	*J Consum Res*	61	54.19
9	*J Advertising*	586	527.60	*Admin Sci Quart*	52	47.46
10	*J Pers Soc Psychol*	570	540.56	*J Market Res Soc*	42	35.90
11	*Strategic Manage J*	553	510.25	*J Bus*	40	37.30
12	*Int J Res Mark*	531	516.19	*Manage Sci*	37	34.52
13	*Adv Consum Res*	520	482.58	*Bus Horizons*	29	28.23
14	*Ind Market Manag*	502	459.55	*Adv Consum Res*	28	24.35
15	*Acad Manage Rev*	489	467.02	*J Int Bus Stud*	28	16.67
16	*Acad Manage J*	471	449.25	*Public Opin Quart*	26	25.19
17	*J Advertising Res*	451	415.31	*Q Rev Marketing*	24	21.65
18	*Harvard Bus Rev*	449	435.51	*Admap*	23	18.60
19	*Market Sci*	448	408.99	*J Appl Psychol*	21	17.45
20	*J Appl Psychol*	401	378.55	*Acad Manage J*	20	18.02
21	*J Serv Res-US*	394	376.89	*Econometrica*	20	18.95
22	*J Marketing Manageme*	384	372.12	*NY Times*	19	5.93
23	*Int Market Rev*	363	332.97	*Calif Manage Rev*	18	17.80
24	*J Int Bus Stud*	357	323.08	*Int Marketing Purcha*	18	15.10
25	*J Consum Psychol*	330	319.23	*Advertising Q*	17	12.15
26	*J Prod Innovat Manag*	299	257.43	*Am Econ Rev*	17	16.44
27	*Psychol Bull*	294	289.24	*Business Week*	17	16.42
28	*J Serv Mark*	276	267.56	*Columbia J World Bus*	17	15.04
29	*J Bus Ethics*	266	230.87	*Oper Res*	17	16.28
30	*Manage Sci*	263	255.75	*Psychol Rev*	17	15.24
31	*J Manage*	232	227.36	*Psychometrika*	17	15.62
32	*Admin Sci Quart*	228	223.15	*J Pers Soc Psychol*	16	13.25
33	*Int J Serv Ind Manag*	218	212.62	*Long Range Plann*	16	15.00
34	*Market Lett*	200	196.57	*Hum Relat*	15	13.54
35	*J Manage Stud*	189	180.86	*J Ind Econ*	15	14.40
36	*Int J Retail Distrib*	184	173.27	*Manage Decis*	15	13.79
37	*J Int Marketing*	179	171.01	*Times*	15	1.00
38	*J Consum Mark*	171	168.54	*J Manage Stud*	14	12.92
39	*J Public Policy Mark*	164	157.45	*Am J Sociol*	13	10.94
40	*Calif Manage Rev*	161	158.87	*J Consumer Policy*	13	10.78
41	*J Market Manag*	156	151.81	*J Polit Econ*	13	12.55
42	*Organ Sci*	155	150.12	*Am Sociol Rev*	12	11.81
43	*J Personal Selling S*	148	135.21	*Int J Physical Distr*	12	10.72
44	*Int J Advert*	147	142.29	*Manage Int Rev*	12	9.49
45	*J Retailing Consumer*	145	140.32	Omega-Int J Manage S	12	10.98
46	*J Product Brand Mana*	143	138.58	*Economica*	11	9.00
47	*J Interact Mark*	141	135.17	*ISMA J*	11	7.94
48	*Bus Horizons*	126	122.28	J Am Stat Assoc	11	10.60
49	*J Bus Ind Mark*	124	120.33	J Bus Res	11	11.00
50	*Psychol Rev*	124	122.64	J Purchasing	11	10.79

Notes: *R* = rank; Cit = total citations in EJM; CLS = co-citation links

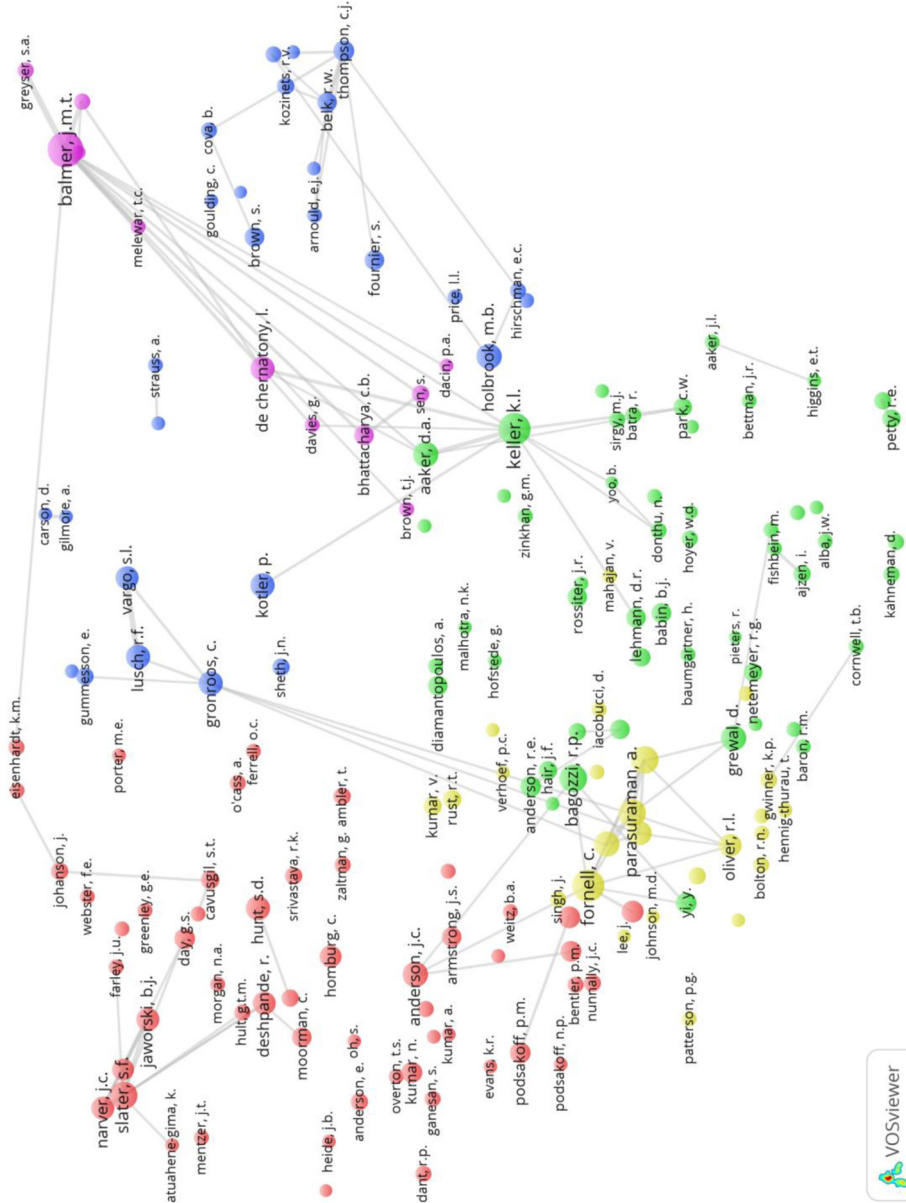**Table IX.**
The most cited journals in EJM

Figure 3.
Co-citations of
authors cited in EJM

www.

influential connections. Note that the results are for publications between 2007 and 2016 and are based on the Scopus database.

Several leading marketing scholars appear in the map as the most influential, including John M.T. Balmer, Claes Fornell, Stanley F. Slater and Kevin Lane Keller. It is worth noting that at the citation level, the influence of American scholars is larger than their productivity in EJM. This finding is very logical considering that their papers are usually in top marketing journals and garner more focus from the scientific community.

Another interesting issue is to map the publications of the most productive institutions in EJM. Thus, first, let us examine the bibliographic coupling of institutions. Recall that this coupling occurs when two documents from different institutions cite the same third document (Kessler, 1963). Figure 4 illustrates the results between 2007 and 2016 with a threshold of three documents and 100 bibliographic coupling connections.

British and Australian universities are the most influential in the map. From a general perspective, institutions from the same country tend to have stronger connections and appear in the map close to each other. This finding indicates that universities from the same country have similar profiles because they cite similar bibliographic material. Note that this result also occurs due to co-authorship, which tends to strengthen the citation profile.

Next, let us examine co-authorship for publications in EJM between 2007 and 2016. Figure 5 presents the results with a threshold of three documents and 100 connections.

The results are very similar to those of bibliographic coupling because the size of the circles in both cases indicates productivity; the difference is in the network connections, where the focus is on those institutions co-authoring a significant number of documents.

A further interesting issue is to analyse how the universities cite each other. Thus, let us examine the citation analysis of institutions. Recall that the citation analysis measures the number of times documents of university A cite documents of university B. Figure 6 maps the bibliographic data with a threshold of three documents and 100 connections.

The results are similar to those of Figures 4 and 5, with a higher degree of citations between institutions from the same country.

Next, let us examine the country level. Figure 7 presents the bibliographic coupling of countries for publications between 2007 and 2016 in EJM with a threshold of five documents and 30 connections.

The UK is the most productive country and has the largest network in the map. Australia and the USA also have a significant position in the journal. Most of the leading countries in the journal are from Europe.

Finally, let us analyse the leading keywords of EJM. Thus, Figure 8 analyses the co-occurrence of author keywords for documents published in EJM between 2007 and 2016 with a threshold of five occurrences and the 100 most representative co-occurrence connections. Recall that author keywords are those keywords that usually appear below the abstract to identify the topics of the paper.

Consumer behaviour is the most common keyword with the deepest network during the past 10 years. Other significant keywords are brands, marketing, advertising, market orientation and customer satisfaction. The figure clearly illustrates the focus on marketing in the journal. To specifically observe the results of the keywords, Table X presents the 50 most common keywords in EJM considering several bibliometric indicators to those presented in Section 3.

The results are consistent with Figure 8. However, the data are more specific in the table, as it also identifies the citation level of each keyword. Consumer behaviour leads the ranking, with huge differences over the following keywords. From the citation perspective, relationship marketing and trust are also very significant keywords in the journal.
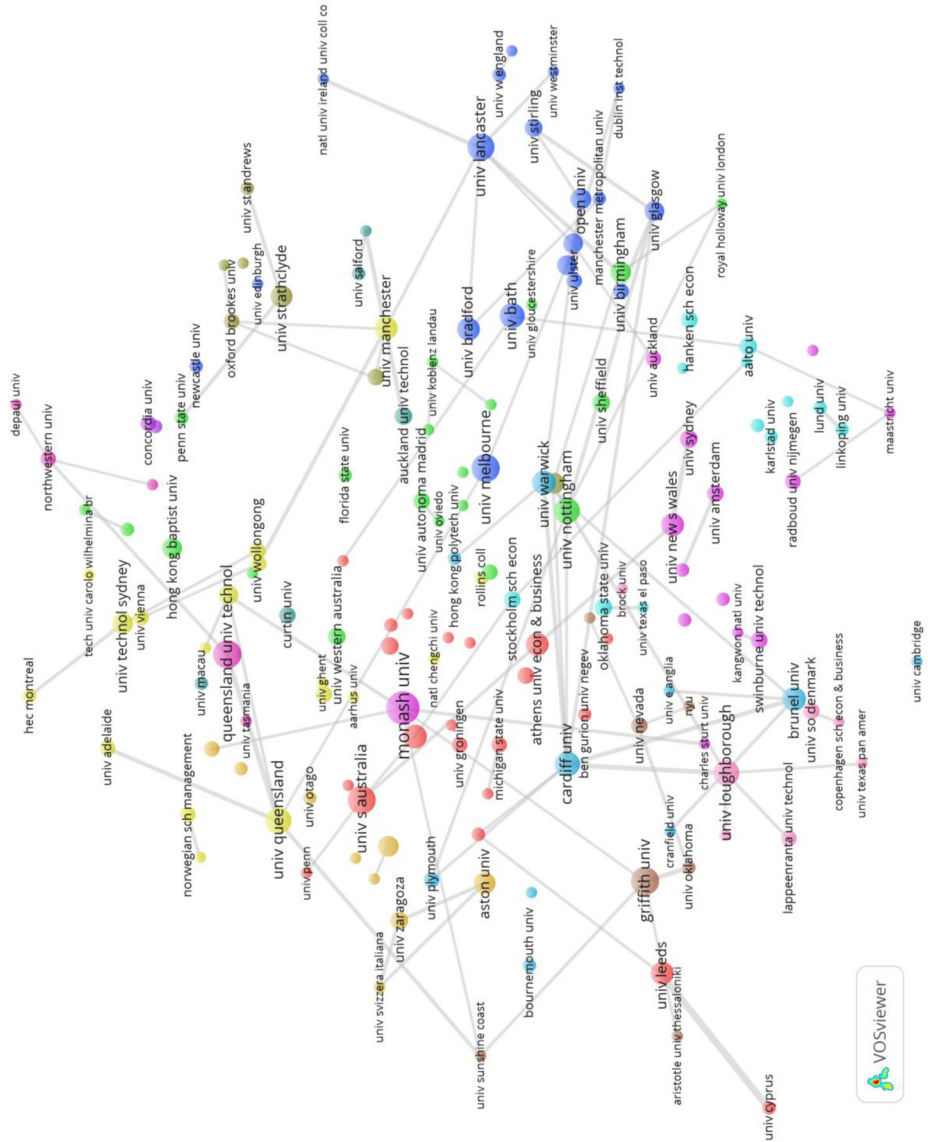
Figure 4.
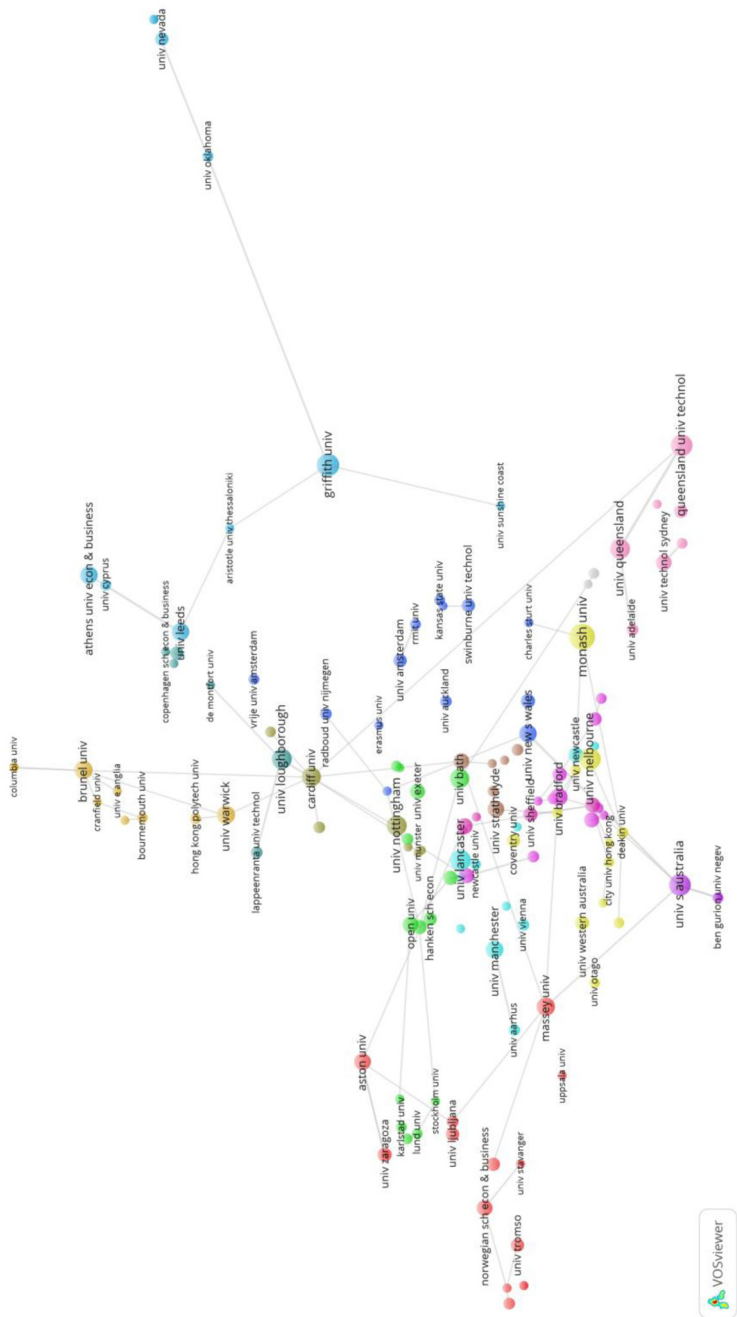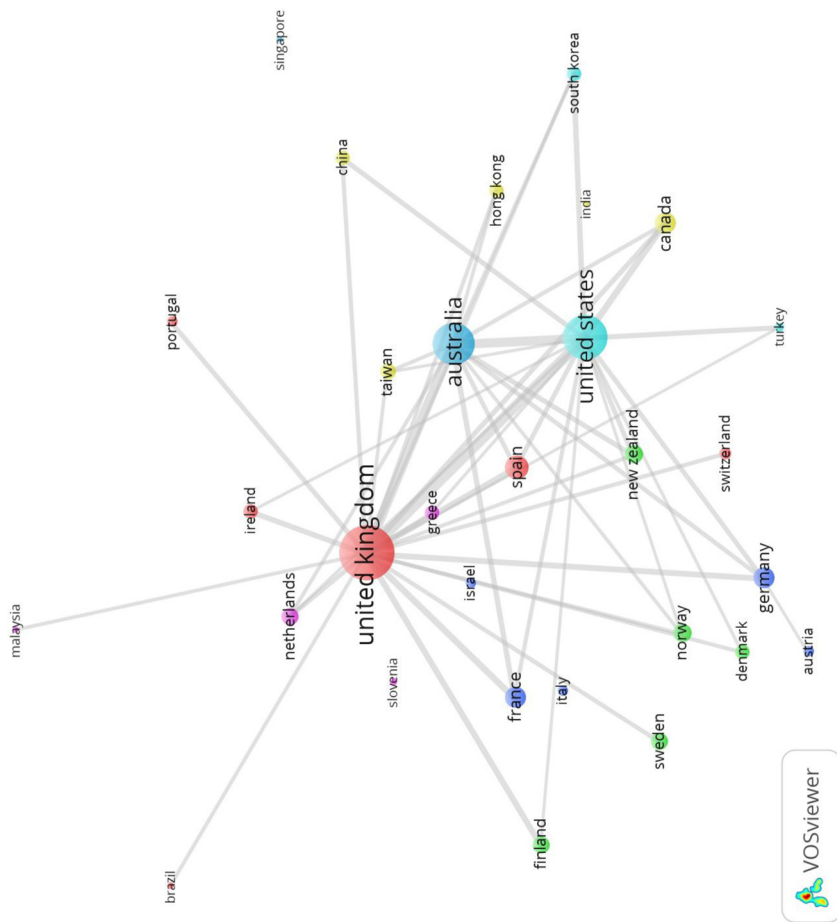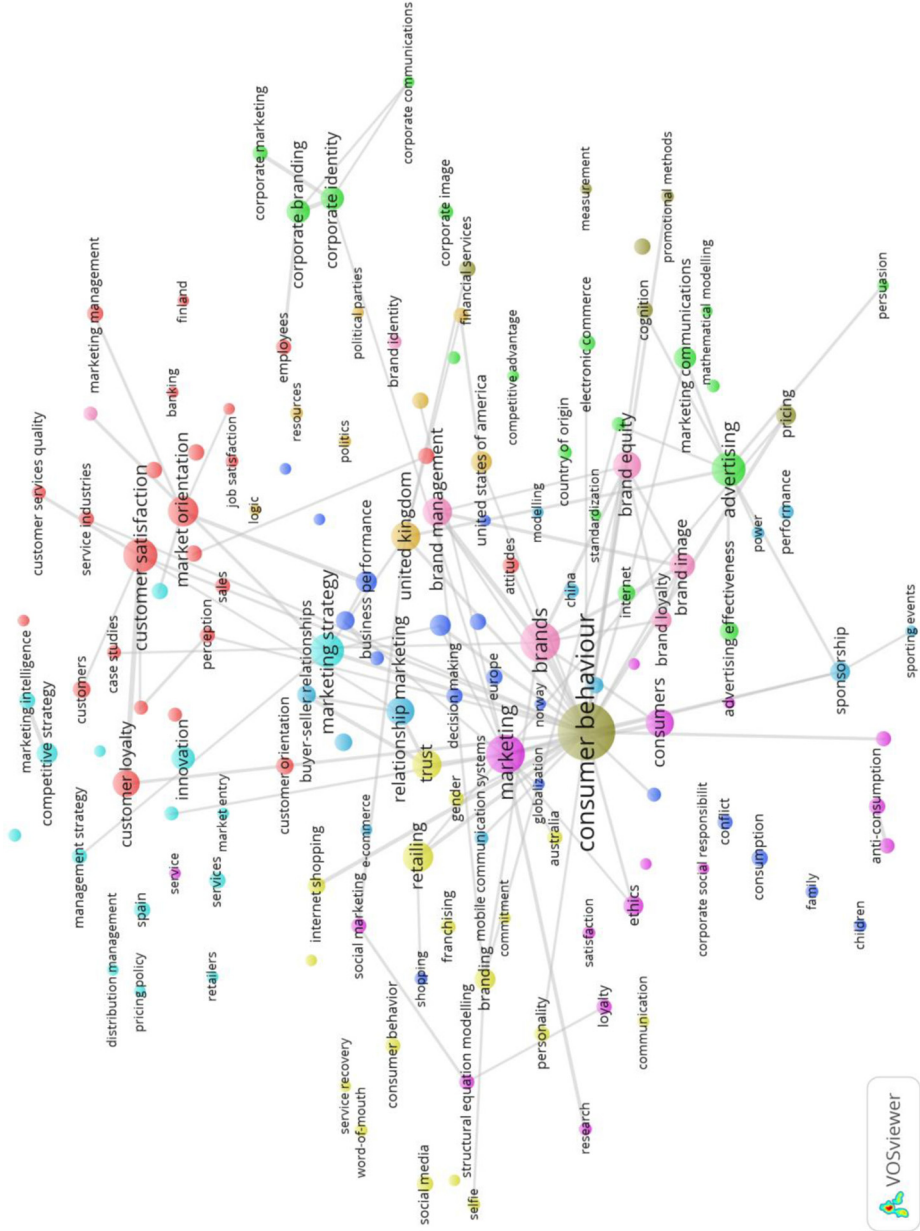Bibliographic
coupling of
institutions that
publish in EJM

www.

Figure 5.
Co-authorship of
institutions that
publish in EJM

Figure 6.
Citation analysis of
institutions
publishing in EJM

Figure 8.
Co-occurrence of
author keywords of
documents published
in EJM

R	Keywords	TP	TC	H	C/P	≥100	≥50	≥25	≥10	≥5	≥1
1	Consumer behaviour	129	4,006	36	31.05	6	23	43	95	109	125
2	Marketing	74	1,507	23	20.36	0	10	21	44	63	71
3	Brands	62	1,626	24	26.23	1	9	24	41	55	61
4	Marketing strategy	51	1,139	17	22.33	1	4	11	24	44	48
5	Customer satisfaction	49	1,801	25	36.76	3	14	26	35	41	47
6	Advertising	44	374	11	8.50	0	0	4	13	26	41
7	Relationship marketing	41	1,967	23	47.98	5	10	23	35	39	41
8	Market orientation	41	1,346	21	32.83	2	7	21	34	39	40
9	Trust	38	1,933	22	50.87	4	11	21	30	34	37
10	Brand management	38	1,418	20	37.32	3	9	17	25	31	36
11	Retailing	35	989	19	28.26	1	6	17	24	28	33
12	UK	35	700	16	20.00	1	4	9	23	30	31
13	Consumers	33	864	17	26.18	2	4	10	25	30	32
14	Brand equity	29	677	14	23.34	1	5	8	14	19	26
15	Customer loyalty	28	1,534	20	54.79	3	15	20	23	26	28
16	Corporate branding	28	1,202	18	42.93	4	8	16	24	26	27
17	Corporate identity	28	1,155	15	41.25	4	7	12	21	27	27
18	Brand image	25	722	16	28.88	0	7	13	18	21	24
19	Stakeholder analysis	23	884	18	38.43	1	5	10	15	21	23
20	Buyer–seller relationships	23	796	14	34.61	1	4	8	17	21	23
21	Innovation	23	754	16	32.78	1	5	10	20	22	23
22	Internet	21	1,190	16	56.67	3	8	13	20	20	21
23	Marketing theory	20	621	11	31.05	2	3	5	12	17	18
24	Business performance	20	541	12	27.05	1	3	6	14	16	18
25	Marketing communications	19	278	9	14.63	0	0	4	8	13	18
26	Corporate image	18	1,047	15	58.17	3	6	13	17	17	18
27	Research	18	706	13	39.22	1	5	9	14	18	18
28	Market segmentation	17	483	11	28.41	1	3	5	11	14	15
29	Ethics	17	446	9	26.24	2	3	5	9	13	15
30	USA	17	278	9	16.35	0	0	5	7	14	16
31	Pricing	17	153	7	9.00	0	0	2	5	7	15
32	Competitive strategy	16	366	11	22.88	0	1	4	13	14	16
33	Financial services	15	517	10	34.47	0	3	8	12	15	15
34	Brand loyalty	15	349	8	23.27	1	2	5	7	9	15
35	Market research	15	271	10	18.07	0	1	3	10	13	15
36	Branding	15	89	6	5.93	0	0	0	3	7	12
37	Consumption	14	596	9	42.57	2	2	6	9	10	14
38	Australia	14	477	8	34.07	1	5	6	7	9	13
39	Services marketing	14	462	9	33.00	1	4	5	9	10	13
40	Customers	14	376	9	26.86	0	3	5	9	12	13
41	China	14	341	10	24.36	0	2	5	10	11	12
42	Sponsorship	14	206	7	14.71	0	1	3	6	9	14
43	International business	13	354	8	27.23	0	3	5	8	10	12
44	International marketing	13	332	8	25.54	0	3	5	7	10	13
45	Empowerment	12	737	9	61.42	2	5	7	9	10	10
46	Europe	12	351	12	29.25	0	1	8	12	12	12
47	Culture	12	315	8	26.25	0	3	5	6	9	12
48	Corporate marketing	12	258	10	21.50	0	1	5	10	12	12
49	Customer orientation	12	171	7	14.25	0	0	4	7	7	7
50	Franchising	12	152	6	12.67	0	0	3	5	7	12

Notes: *R* = rank; TP = total papers; TC = total citations; H = *h*-index; C/P = citations per paper; ≥100, ≥50, ≥25, ≥10, ≥5, ≥1 = number of papers with equal or more than 100, 50, 25, 10, 5 and 1 citations

Table X.
The most common
and influential
keywords in EJM

5. Concluding remarks

The *European Journal of Marketing* is 50 years old. To celebrate this anniversary, this study presents a bibliometric overview of the leading trends of the journal over the past half century. The work analyses a wide range of issues through bibliometric indicators including the most cited papers, the annual citation structure, the citing articles and the most productive authors, institutions and countries.

The results indicate that the UK is the most influential country, with several of the leading authors of the journal working at its institutions. From a general perspective, the University of Manchester is the most productive institution in the journal, followed by the University of Bradford. It is worth noting that nine of the ten most productive institutions of the journal are from the UK.

The USA also achieves significant results; however, this is relative if its huge size is considered. In particular, it is worth noting the results of Australia and New Zealand. Together with Norway, these countries are the most productive in EJM when normalizing the results per million inhabitants. Most of the leading countries of the journal are developed economies. Certain developing countries appear on the list, but with a very low number of publications including Turkey, South Africa, Brazil, India, Malaysia and Thailand.

Based on current trends, we foresee an increase of publications from institutions of Continental Europe. Recently, these countries have improved a lot in the journal but still far away from the UK publication standards. However, the expectation is that they will continue growing and somewhere in the future, they will reach similar standards to the UK, especially for the big European countries like France, Germany, Italy and Spain.

The journal is strongly connected to most of the leading marketing journals of the world. To deepen the results, the work also develops a graphical analysis by using the VOS viewer software. The analysis considers co-citation, bibliographic coupling, citation, co-authorship and co-occurrence of author keywords. The results are consistent with the results of the tables. The main advantage of this approach is that it illustrates how the different variables of the journal are connected between them according to several criteria.

It should be also pointed out that the data are collected from the Scopus and Web of Science databases. Therefore, the limitations of these databases may also apply to this study. For example, Scopus and Web of Science use full counting when addressing the bibliographic material. That is, these databases provide one publication unit to any co-authoring participant instead of a fractional unit according to the number of co-authors. Thus, documents with many co-authors tend to have more significance in the analysis than those papers with a single author. To solve this problem, the work uses fractional counting in the mapping analysis with the VOS viewer. Because the results are very similar with full or fractional counting, the conclusion is that there is no significant deviation between the two counting methods.

Other limitations could be considered in the study. However, from a general perspective, this work's objective is to provide an overview of the leading trends of the journal, according to specific bibliometric indicators. Thus, the readers of the journal obtain a general picture of the most significant data of EJM through 2016. Nevertheless, note that these results are dynamic and may change over time, with new mainstream topics appearing and certain variables increasing or decreasing their position in the journal.

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