



ISSN 2621- 458X

Trends and Developments in Marketing Management Research: A Bibliometric Analysis of International Publications 2014 - 2024

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ABSTRACT

This study aims to examine the trends and development of marketing management research in international publications during the period 2014 - 2024 using a bibliometric approach. The rapid transformation of digital technology, globalization, and shifting consumer behavior have significantly influenced the evolution of marketing management scholarship. However, a comprehensive mapping of research patterns, intellectual structures, and emerging themes over the past decade remains limited. Therefore, this study seeks to identify publication growth trends, leading authors, institutions, countries, influential journals, citation structures, and dominant research themes within the field. This research employs a quantitative bibliometric method by analyzing publications indexed in reputable international databases over the specified period. Data were collected using relevant keywords related to marketing management and processed using bibliometric software tools to perform performance analysis and science mapping, including co-authorship, co-citation, bibliographic coupling, and keyword co-occurrence analysis. Visualization techniques were applied to illustrate research clusters, collaboration networks, and thematic evolution. The findings indicate a consistent increase in marketing management publications over the last decade, with significant growth in topics such as digital marketing, customer experience, consumer behavior analytics, sustainability marketing, and artificial intelligence in marketing. The results also reveal strong international collaboration networks and the dominance of certain countries and institutions in shaping global research agendas. Additionally, thematic evolution analysis demonstrates a shift from traditional marketing strategy discussions toward technology-driven and data-oriented approaches. This study contributes to the literature by providing a comprehensive overview of the intellectual structure and research trajectory of marketing management over the past ten years. The findings offer valuable insights for researchers, academics, and practitioners in identifying research gaps, emerging themes, and future research directions in marketing management.

Keywords: Marketing Management; Bibliometric; Research Trends; Science Mapping; International Publications

A.INTRODUCTION



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Marketing management has evolved significantly over the past decade in response to rapid technological advancement, globalization, and dynamic consumer behavior. The integration of digital platforms into marketing strategies has transformed how organizations create, communicate, and deliver value to customers. According to Philip Kotler and Keller (2016), marketing management involves the art and science of selecting target markets and building profitable relationships through value creation and communication. In the contemporary business environment, marketing is increasingly data-driven and technology-oriented. The proliferation of digital ecosystems has reshaped competitive landscapes across industries. Consequently, academic research in marketing management has expanded substantially to address these changes. This expansion reflects the need to understand emerging tools, strategies, and consumer dynamics in a rapidly evolving marketplace. Therefore, examining the development of marketing management research has become both relevant and necessary.

The digital transformation era has introduced new paradigms such as social media marketing, artificial intelligence, big data analytics, and customer relationship management systems. Research indicates that firms leveraging digital capabilities tend to achieve superior performance and customer engagement (Chaffey & Ellis-Chadwick, 2019). The increasing complexity of digital marketing environments has prompted scholars to investigate multidimensional frameworks for strategic adaptation. Furthermore, technological innovation has altered traditional value chains and customer journeys. As Lemon and Verhoef (2016) emphasize, customer experience management has become central to modern marketing strategies. These shifts require continuous scholarly evaluation to understand how marketing theories and practices adapt over time. Consequently, mapping the trajectory of marketing management research provides insight into how the discipline responds to technological disruption. Such mapping can reveal dominant themes and theoretical evolutions within the field.

In addition to digitalization, globalization has intensified market competition and expanded cross-border business activities. International marketing strategies now require cultural sensitivity, localization, and global brand positioning. According to Sheth (2020), marketing paradigms continuously evolve in response to environmental and societal changes. This evolution highlights

the dynamic nature of marketing thought. Moreover, sustainability and corporate social responsibility have gained prominence in marketing discourse. Research by Kumar et al. (2019) shows that sustainable marketing practices can enhance long-term firm performance and stakeholder trust. These developments demonstrate that marketing management research increasingly incorporates interdisciplinary perspectives. As a result, understanding global research patterns becomes essential for identifying intellectual progress and thematic shifts.

The rapid growth of academic publications in marketing management reflects the expanding scope of the discipline. Over the past decade, the number of peer-reviewed articles in international journals has increased considerably. However, the abundance of research also creates challenges in synthesizing knowledge and identifying influential contributions. Bibliometric analysis provides a systematic method for evaluating scientific output and mapping intellectual structures. As noted by Donthu et al. (2021), bibliometric techniques enable researchers to analyze citation patterns, collaboration networks, and thematic clusters within a specific field. This method is particularly useful in identifying research trends and emerging topics. Therefore, employing bibliometric analysis offers a comprehensive approach to assessing the development of marketing management research between 2014 and 2024.

Bibliometric studies have become increasingly popular in management and business research due to their ability to provide quantitative and visual insights. Techniques such as co-citation analysis, bibliographic coupling, and keyword co-occurrence help uncover hidden relationships among publications. According to Aria and Cuccurullo (2017), science mapping tools facilitate the visualization of conceptual and intellectual structures within a research domain. These analytical approaches contribute to a deeper understanding of how knowledge evolves over time. In marketing research, bibliometric analysis has been used to explore topics such as digital marketing, consumer behavior, and innovation management. However, a comprehensive examination focusing specifically on marketing management over the last decade remains limited. This gap underscores the importance of conducting a systematic bibliometric assessment.

The period from 2014 to 2024 represents a transformative decade marked by technological breakthroughs and global disruptions, including the COVID-19 pandemic. The pandemic accelerated digital adoption and reshaped consumer behavior worldwide. According to Verhoef et

al. (2021), firms had to rapidly adapt their marketing strategies to survive in an increasingly digital and uncertain environment. Such contextual changes likely influenced research priorities and thematic developments in marketing scholarship. Investigating publication patterns during this period can reveal how academic research responded to global crises and technological acceleration. Moreover, understanding citation structures helps identify influential scholars and institutions shaping the discipline. This analysis contributes to recognizing the intellectual foundations of contemporary marketing management research.

Another important dimension of bibliometric analysis is identifying collaboration networks among authors, institutions, and countries. International collaboration enhances research quality and broadens theoretical perspectives. As scientific research becomes more interconnected, collaboration networks reflect the globalization of knowledge production. Donthu et al. (2021) argue that co-authorship analysis provides insight into the social structure of academic communities. In marketing management, collaborative research may indicate shared interests in emerging areas such as artificial intelligence, sustainability marketing, and digital transformation. By mapping these networks, scholars can better understand the diffusion of ideas across regions. Such analysis also assists in identifying leading contributors and influential research hubs within the global marketing community.

Given these considerations, this study aims to analyze trends and developments in marketing management research published internationally between 2014 and 2024 using bibliometric methods. Specifically, it seeks to examine publication growth, leading journals, prominent authors, influential articles, collaboration patterns, and thematic evolution. By applying quantitative science mapping techniques, this research provides a comprehensive overview of the intellectual landscape of marketing management. The findings are expected to offer valuable guidance for academics, practitioners, and policymakers in identifying research gaps and future directions. Furthermore, this study contributes to strengthening methodological rigor in marketing scholarship. Ultimately, understanding research trajectories enables the discipline to adapt strategically to future challenges and innovations.

B.RESEARCH METHOD

This study employs a quantitative research design using a bibliometric approach to analyze the development of marketing management research published internationally between 2014 and 2024. Bibliometric analysis is selected because it enables the systematic and objective evaluation of large volumes of scientific publications. This approach facilitates the identification of publication trends, influential authors, leading journals, citation structures, and thematic evolution within a specific research domain. By applying quantitative indicators such as citation counts, co-authorship networks, and keyword co-occurrence, this study provides a comprehensive overview of the intellectual structure of marketing management scholarship over the selected period.

The data for this study were collected from a reputable international academic database, focusing on peer-reviewed journal articles published in English between 2014 and 2024. The search strategy used relevant keywords such as “marketing management,” “digital marketing strategy,” and “marketing performance.” Inclusion criteria were limited to articles, review papers, and conference papers within the fields of business, management, and economics. After applying filtering procedures to remove duplicates and irrelevant records, the final dataset was exported in compatible formats for bibliometric processing and analysis.

Data analysis was conducted using bibliometric and science mapping techniques. The study performed performance analysis to examine annual publication growth, most productive authors, leading institutions, most cited documents, and influential journals. Additionally, science mapping analysis was carried out through co-citation analysis, bibliographic coupling, co-authorship analysis, and keyword co-occurrence mapping. These techniques allow for the visualization of collaboration networks and the identification of research clusters and thematic trends. According to Donthu et al. (2021), bibliometric analysis is particularly useful for uncovering the conceptual, intellectual, and social structures of a research field in a systematic manner.

To ensure analytical rigor, the study followed standardized bibliometric procedures, including data cleaning, normalization of author names, and verification of citation consistency. Visualization tools were used to generate network maps illustrating relationships among authors,

institutions, countries, and keywords. The interpretation of these visualizations focused on identifying dominant themes, emerging topics, and shifts in research orientation over time. By integrating quantitative performance indicators with science mapping techniques, this methodological framework provides a robust and replicable approach for examining the evolution of marketing management research during the last decade.

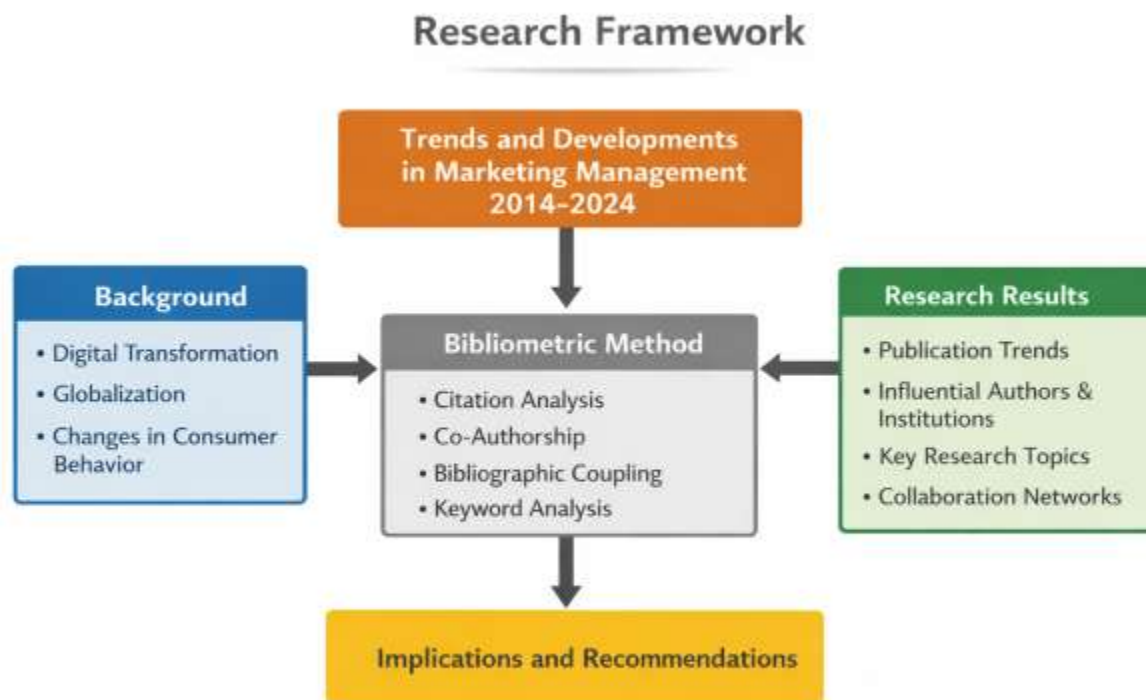


Figure 1 Research Framework of Marketing Management Trends (2014-2024) Using Bibliometric Analysis

Figure 1 illustrates the conceptual research framework used to analyze trends and developments in marketing management publications between 2014 and 2024. The framework begins with the background factors driving the study, including digital transformation, globalization, and changes in consumer behavior. These macro-environmental dynamics have significantly influenced both marketing practices and academic research agendas. In response to these developments, the study applies a bibliometric method as the central analytical approach to systematically examine scientific publications within the specified period.

The bibliometric method incorporates citation analysis, co-authorship analysis, bibliographic coupling, and keyword co-occurrence mapping to identify intellectual structures and thematic evolution in the field. The results generated from these analyses include publication trends, influential authors and institutions, key research topics, and collaboration networks. Ultimately, the findings lead to implications and recommendations for future research directions in marketing management. Thus, the framework demonstrates a logical flow from contextual background, methodological approach, research findings, and finally to strategic academic contributions.

C. RESEARCH RESULTS AND DISCUSSION

➤ Research Results

The network visualization generated using **VOSviewer** in the study *“Trends and Developments in Marketing Management Research: A Bibliometric Analysis of International Publications 2014–2024”* demonstrates a structured pattern of interrelationships among keywords in international marketing management publications. The analysis reveals two dominant clusters connected through the central node “year,” which functions as a temporal bridge between foundational and emerging themes. On the left side of the network, a red cluster is visible, consisting of keywords such as “marketing strategy,” “performance,” “consumer behavior,” “innovation,” and “bibliometric analysis.” These nodes are closely positioned and strongly interconnected, indicating frequent co-occurrence and reflecting the long-standing core focus of marketing management research on strategic formulation, organizational performance, and consumer-oriented approaches. The density and overlap among these nodes suggest a mature and well-established body of literature emphasizing theoretical development and empirical testing within traditional marketing frameworks.

Meanwhile, the right side of the network is dominated by a green cluster containing keywords such as “digital marketing,” “social media,” “sustainability,” “big data,” and “customer engagement.” This cluster illustrates the shift of contemporary research toward digital transformation, technology integration, and sustainable marketing practices. Compared to the red cluster, the nodes in the green cluster are slightly more dispersed, indicating that these themes are relatively newer but rapidly growing areas of inquiry. The connecting lines between the red and

green clusters are moderate in thickness, suggesting an increasing integration between traditional marketing strategy research and emerging digital and sustainability perspectives. Overall, the network visualization highlights the evolution of marketing management research from conventional strategy and performance-centered studies toward a more technology-driven and socially responsible orientation.

In the overlay visualization, color gradation reflects the temporal development of research topics between 2014 and 2024. The red and orange nodes such as “marketing strategy,” “performance,” and “consumer behavior” represent earlier research themes that were particularly dominant in the mid-2010s. These topics formed the conceptual backbone of marketing management scholarship during the initial period of observation. In contrast, the green and yellow nodes such as “digital marketing,” “social media analytics,” “sustainability,” and “customer engagement” indicate more recent research trends that have gained prominence in the late 2010s and early 2020s. The central “year” node acts as a transitional element, linking established theories with contemporary digital and sustainability-driven paradigms. This color distribution clearly demonstrates that global marketing management research has shifted from traditional performance-based approaches toward digital ecosystems, data-driven decision-making, and sustainable value creation.

The density visualization further confirms this pattern by illustrating the intensity of keyword occurrences using gradient colors. Bright red and yellow areas are concentrated around keywords such as “marketing strategy,” “performance,” and “consumer behavior,” indicating that these remain the most frequently discussed and cited themes in the literature. Conversely, areas surrounding “digital marketing,” “big data,” and “sustainability” appear in green to light-yellow tones, signifying emerging but rapidly expanding research domains. The transitional coloring around “innovation” and “customer engagement” reflects their bridging role between traditional and digital marketing paradigms. This density pattern confirms that although digital and sustainability themes are gaining momentum, the intellectual foundation of marketing management research remains anchored in strategic and performance-oriented discussions.

Overall, the bibliometric findings illustrate a clear trajectory in international marketing management research between 2014 and 2024. The field demonstrates both continuity and

terms such as *evolution*, *growth*, and *future research* further signals an ongoing theoretical expansion and refinement of marketing management frameworks.

In contrast, the green cluster on the right focuses on bibliometric and publication-related themes, with central nodes such as *bibliometric analysis*, *publication*, *journal*, *author*, *keyword*, *country*, and *year*. This cluster reflects the methodological and evaluative dimension of the field, highlighting studies that analyze research productivity, citation patterns, database sources (e.g., Scopus), and institutional contributions. The strong linkages between *publication* and *database*, *citation*, and *institution* demonstrate the emphasis on measuring scientific performance and mapping knowledge development. This indicates that bibliometric approaches have become a significant methodological trend in marketing management research during the observed period.

The connections between the red and green clusters are relatively dense, indicating substantial integration between substantive marketing themes and bibliometric methodologies. The central position of *bibliometric analysis* acts as a bridge linking conceptual marketing discussions with quantitative research mapping. This pattern suggests that scholars are not only developing new marketing theories related to digitalization and innovation but are also systematically evaluating the evolution of the field through data-driven approaches. Overall, the visualization demonstrates that marketing management research between 2014 and 2024 is characterized by a dual focus: advancing marketing concepts in the digital era while simultaneously strengthening methodological rigor through bibliometric analysis.

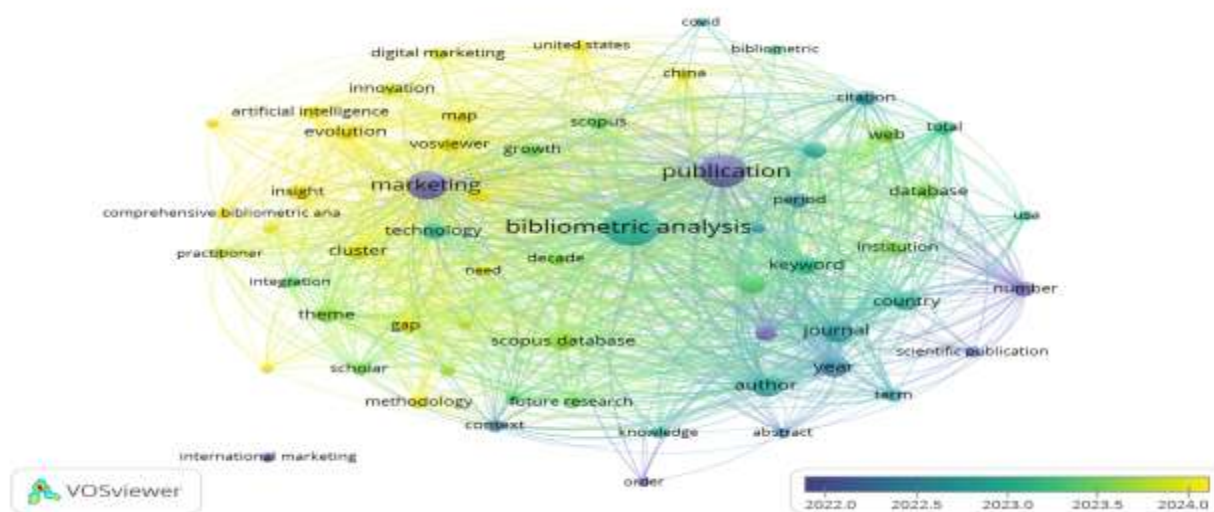


Figure 3 Overlay Visualization of Keyword Co-Occurrence in Marketing Management Research (2014 - 2024) Based on Average Publication Year Using VOSviewer

The overlay visualization illustrates the temporal evolution of keywords in marketing management research between 2014 and 2024. Using a color gradient ranging from blue (earlier years) to yellow (more recent years), the map highlights how research themes have shifted over time. Central nodes such as *bibliometric analysis*, *marketing*, and *publication* appear in green to light-yellow tones, indicating that these topics have maintained consistent relevance throughout the observed period. Their central position and relatively warmer colors suggest that bibliometric approaches and core marketing discussions remain highly influential and continue to develop in recent years.

Keywords displayed in darker blue and purple tones—such as *year*, *journal*, *author*, *number*, and *scientific publication* represent earlier phases of research emphasis. These themes reflect foundational bibliometric measurements and descriptive analyses focusing on publication output, citation counts, and journal performance. Their earlier average publication year indicates that initial studies concentrated on mapping research productivity and identifying leading countries, institutions, and databases. Over time, however, the focus expanded beyond descriptive metrics toward more analytical and thematic explorations.

In contrast, yellow-colored nodes such as *artificial intelligence*, *innovation*, *digital marketing*, and *evolution* indicate emerging and rapidly growing research areas in the most recent years (around 2023–2024). This shift demonstrates a clear transition from traditional publication-based evaluations toward technology-driven and future-oriented marketing topics. The integration of digital transformation, AI applications, and innovation themes into marketing management research suggests that the field is increasingly aligned with Industry 4.0 developments and data-driven strategies. Overall, the overlay visualization confirms a dynamic progression in marketing scholarship, moving from foundational bibliometric mapping toward advanced technological and strategic marketing innovations.

database utilization (e.g., Scopus), and thematic clustering. The presence of these nodes near the core suggests that marketing research is closely intertwined with methodological rigor and structured knowledge mapping. It reflects a systematic effort by scholars to evaluate research productivity, citation structures, and thematic evolution within the discipline.

In contrast, peripheral areas shown in darker blue such as *international marketing*, *order*, and some context-specific terms indicate lower frequency and emerging or specialized research topics. Although these themes are present, they have not yet reached the same level of intensity as the core bibliometric and marketing strategy discussions. Overall, the density visualization confirms that marketing management research during 2014 - 2024 is heavily concentrated on bibliometric evaluation and mainstream marketing concepts, while technological innovation and emerging subfields are gradually gaining attention but remain comparatively less dense.

➤ Conclusion

The density visualization provides a comprehensive picture of the intellectual concentration within marketing management research during the 2014–2024 period. The most intense and brightly colored area is centered on *bibliometric analysis*, which indicates that this methodological approach has become a dominant trend in recent years. This finding suggests that scholars are increasingly interested not only in developing marketing theories but also in systematically mapping and evaluating the structure, productivity, and impact of research within the discipline. The strong density around this keyword reflects the growing legitimacy of bibliometric studies as a recognized methodological contribution in marketing scholarship.

In addition to *bibliometric analysis*, other highly dense keywords such as *publication* and *marketing* reinforce the central orientation of the field. The prominence of *publication* demonstrates that research productivity, citation performance, and database indexing (e.g., Scopus and Web of Science) have become important evaluative dimensions. Meanwhile, the consistent density of *marketing* confirms that the field remains grounded in its core theoretical foundations, including strategy, consumer behavior, and value creation. This dual emphasis illustrates a balance between substantive marketing inquiry and meta-analytical evaluation of scientific output.

The moderate-density areas surrounding keywords such as *journal*, *author*, *year*, *keyword*, and *country* indicate a strong focus on performance measurement and knowledge diffusion. These terms reflect studies examining collaboration networks, leading institutions, geographic research distribution, and citation structures. Their proximity to the central nodes suggests that marketing management research is increasingly globalized and data-driven. Scholars are not only exploring marketing phenomena but also analyzing how knowledge is produced, disseminated, and institutionalized across countries and academic communities.

Furthermore, technological themes such as *technology*, *digital marketing*, *artificial intelligence*, and *innovation* appear in medium-density zones, indicating expanding but still developing research streams. Although these topics are not yet as dense as the core bibliometric and publication-related themes, their growing presence signals a transformation in the discipline. The integration of AI, big data, and digital platforms into marketing management reflects broader economic and technological shifts associated with digital transformation and Industry 4.0. This suggests that future research is likely to strengthen the intersection between technological advancement and strategic marketing decision-making.

Finally, the lower-density areas, including more specialized or context-based themes such as *international marketing* and certain contextual variables, reveal potential research gaps. These areas represent opportunities for deeper empirical investigation and theoretical refinement. The visualization as a whole demonstrates that while marketing management research from 2014 to 2024 is heavily concentrated on bibliometric evaluation and mainstream theoretical discussions, emerging digital and global perspectives are gradually reshaping the intellectual landscape. Therefore, future studies should aim to integrate technological innovation, cross-country comparisons, and contextualized marketing strategies to ensure a more balanced and forward-looking research agenda.

D. CONCLUSIONS AND SUGGESTIONS

➤ Conclusions

This bibliometric analysis of international marketing management research from 2014 to 2024 reveals that the field is strongly anchored in core themes such as marketing, publication

performance, and bibliometric analysis. The dominance of these keywords indicates that scholars not only focus on theoretical and strategic marketing discussions but also increasingly emphasize systematic evaluation of research productivity, citation impact, and knowledge structures. The network and density patterns confirm that bibliometric approaches have become an important methodological trend, strengthening the analytical rigor and global visibility of marketing management scholarship.

At the same time, the findings demonstrate a clear thematic evolution toward digitalization and technological integration. Emerging topics such as digital marketing, artificial intelligence, and innovation show growing prominence, reflecting the discipline's adaptation to rapid technological change and data-driven business environments. Overall, marketing management research during this period is characterized by both continuity in its theoretical foundations and transformation toward more technology-oriented and globally interconnected perspectives, providing a strong basis for future interdisciplinary and innovation-focused studies.

➤ Recommendations

Based on the findings of this bibliometric analysis, future research in marketing management should move beyond descriptive publication mapping and focus more on integrating advanced analytical approaches with substantive marketing theory. Researchers are encouraged to combine bibliometric techniques with systematic literature reviews, meta-analyses, and empirical investigations to produce more comprehensive and impactful contributions. In addition, strengthening cross-country collaboration and comparative studies will enhance the global relevance of marketing scholarship and reduce regional research gaps.

Furthermore, given the growing prominence of digital marketing, artificial intelligence, big data analytics, and innovation, future studies should deepen theoretical development in these areas while linking them to core marketing constructs such as strategy, customer value, and organizational performance. Scholars should also explore interdisciplinary integration with information systems, behavioral science, and sustainability studies to ensure that marketing management research remains adaptive, forward-looking, and aligned with technological and societal transformations.

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