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A Retrospective Review of the First 35 Years of the International Journal of Research in Marketing

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A Retrospective Review of the First 35 Years of the International Journal of Research in Marketing

Abstract

The International Journal of Research in Marketing (IJRM) publishes groundbreaking research on a range of topics related to marketing. Academics, scholars, and practitioners value the journal for its original and well-executed content. Using bibliometrics, this study summarizes the journal's first 35 years in terms of its publication trends, authorship patterns, citation structure, and themes, as well as the clustering of IJRM's articles published between 1984 and 2018. This study identifies the IJRM's most influential articles, most prolific contributors and their affiliations, and frequently used keywords and reveals their semantic associations along with factors influencing citations of the IJRM corpus. As the first objective assessment of the journal's first 35 years, the review also suggests some potential avenues to target future submissions.

Keywords: International Journal of Research in Marketing, Bibliometrics, Bibliographic coupling, Biblioshiny, Citations, Gephi

A Retrospective Review of the First 35 Years of the International Journal of Research in Marketing

1. Introduction

In 1984, Professor Berend Wierenga founded the IJRM to meet the growing need for an international marketing outlet with much broader perspectives (Bultez, 1984; Stremersch & Lehmann, 2007; Stremersch & Lehmann, 2008). It is the official journal of the European Marketing Academy, with Professor P. K. Kannan serving as its current editor. Amidst fierce competition from the strongly grounded and dominating US players, the IJRM accomplished 35 legendary years of publishing in 2018. Such a milestone is iconic, radiating the journal's successful editorial policy (Gatignon, 2001) that has been backed by the dedication and support of its editorial team, reviewers, and the academic community at large (Rust, 2015).

Ever since its foundation, IJRM has evolved as a leading international outlet known for publishing high-quality, innovative, and groundbreaking research on a wide range of marketing topics (Kannan, Hung, Reinartz, & Stephen, 2018). It provides a means to disseminate the latest marketing wisdom and study methods, targeting both scholars and practitioners. Nominated as one of the most futuristic, novel, and iconoclastic research hubs (Rust, 2017), IJRM is ranked A* in the 2019 Australian Business Deans Council's (ABDC) journal quality list. Such an indicator grounds IJRM among the top 7% of the 2,682 management journals covered by the council. Simultaneously, it is rated a 4 (the second-highest rating) in the Chartered Association of Business Schools's (CABS) 2018 Academic Journal Guide (AJG). Such ratings position the IJRM among the top-tier journals acknowledged for publishing the most original and highest-quality marketing research. The journal is indexed in the Social Sciences Citation Index (SSCI), Web of Science, and Scopus, apart from being covered in many other such sources.

IJRM published its first edition in 1984 and celebrated its 35th year in 2018. Between those years, a number of editorials have unveiled its academic evolution. For example,

Gatignon (2001) encapsulated the editorial policy, which underlines the need for more multidisciplinary research. Stremersch & Lehmann (2007) emphasized the journal's bias toward more conceptual or analytical works, which they believed were foundational to expanding marketing disciplines. Stremersch & Lehmann (2008) detailed the preceding 25 years of the IJRM's diversified academic contributions, review process, and editorial policy. In his vision for IJRM, Rust (2015) adopted a new editorial structure to transform the journal's friendliness to authors. Thus, the editorials have primarily provided intuitive insights about the journal. Simultaneously, retrospective analysis of prominent scientific outlets is an evolving trend. For example, Donthu, Kumar, & Pattnaik (2020) provided a bibliometric overview of 45 years of the Journal of Business Research (JBR). Valenzuela-Fernandez, Merigó, Lichtenthal, & Nicolas (2019) presented a comprehensive summary of the first 25 years of the Journal of Business-to-Business Marketing (JBBM). Martínez-López, Merigó, Valenzuela-Fernández, & Nicolás (2018) summarized the 50 years of the European Journal of Marketing (EJM). Huber, Kumakura, and Mela (2014) developed a topical history of the Journal of Marketing Research (JMR). Mela, Roos, and Deng (2013) conceptualized the history of keywords in Marketing Science, while Chabowski, Mena, & Gonzalez-Padron (2011) delineated 50 years of sustainability research in marketing in the Journal of the Academy of Marketing Science (JAMS). Unfortunately, neither IJRM's editors nor the broader scholarly community have expressed consent to capitalize on the opportunity for an objective assessment of the IJRM's academic legacy. Such a gap is a misnomer, given the journal's academic significance that fuels the motivation toward this endeavor.

Using bibliometrics, we provide a rich retrospective of the dynamic, evaluative, structural, and predictive components of the IJRM's academic progress between 1984 and 2018 and brief the thematic correlations between 2019 and 2020. The first 35 years of the IJRM are spread over seven 5-year periods. Our descriptive analyses evaluate the dynamics of the

IJRM's publishing trends, authorship patterns, citations, influence, impact, activity, and productivity indicators. We expose the structural components latent in IJRM articles by using bibliographic coupling and co-authorship analyses, while co-word analysis presents the journal's conceptual structure. Simultaneously, the predictive components of the IJRM's academic influence featured in its citations are extensively explored. Predominantly, the study adheres to the following research questions (RQs):

RQ1. What is the state of the art of the IJRM pertaining to its publications trend, authorship pattern, citation structure, influence, impact, activity, and productivity?

RQ2. What have been the lead academic contributions of the IJRM at different time points?

RQ3. Who are IJRM's core contributors, and where are they frequently affiliated? What trend is evident in its publications, authorship pattern, citation structure, influence, impact, activity, and productivity?

RQ4. How does the research covered in IJRM articles converge intellectually?

RQ5. What social structure is evident in IJRM articles?

RQ6. What factors drive the academic influence of IJRM articles?

By addressing these specific RQs, this study contributes to the literature in a number of ways. First, given the academic prominence of the IJRM, this study is the first objective assessment of the IJRM's contents that can be appreciated by its global readers. Second, it extends the legacy of the IJRM's lead paper recognition by furthering the analysis to include its key contributors and their affiliations. Third, it unfolds the intellectual conglomerate of the IJRM by unveiling the co-authorship networks of its dominating contributors and their affiliations. Fourth, the study's predictive analysis component adds to the empirical enquiry on what drives academic influence. Fifth, the study contributes to the specific genre of research by offering a model that can be replicated in similar academic endeavors in future.

2. Conceptual model of the study

Bibliometrics has evolved as a standard instrument of research management and science policy with all significant scientific indicators relying heavily on citations and other publication-based statistics (Glänzel, 2003; Valtakoski, 2019). Given the limitations of classical reviews involving large volumes of literature, bibliometrics is a preferred study method to more objectively assess academic progress. Therefore, with the potential to foresee future Nobel laureates, applying bibliometrics is crucial for mapping the academic contours and analyzing the performance and scientific trajectory of established and emerging research disciplines, academic institutions, academic sources, and academicians (Cobo, López-Herrera, Herrera-Viedma, & Herrera, 2011).

According to Prichard (1963), bibliometrics is the statistical assessment of science with its core relying on a few key parameters (i.e., the number of publications, the authorship pattern, and citations). Glänzel (2003) explained that the number of publications reflects the academic contributions of scientists, their affiliating bodies, or a scientific source, while de Mesnard (2017) related authorship (number of authors) to the academic quality of an article. Conversely, citations in bibliometric literature indicate academic influence and impact.

Citations measure the impact and quality of scientific literature, sources, research institutions, and researchers (Meyer, Waldkirch, Duscher, & Just, 2018). Extending the idea of citations that emanates from Coombs's work (1964), Jobber & Simpson (1988) objectively assessed the academic contributions of a few selected marketing journals by ranking them on the basis of their citations. Pecotich & Everett (1989) argued that such evaluation should be a continuous practice, as the free interchange of scientific ideas—evident in the forms of citations and co-citations—was foundational to the progressive growth of science. Using citations and co-citations as the core of their analysis, Hu, Song, & Guo (2009) unveiled the intellectual structure of market orientation research. Using similar quantitative techniques, Backhaus,

Lügger, & Koch (2011) mapped four decades of business-to-business marketing in terms of the top-cited publications, most-contributing authors, and the discipline's thematic evolution. Thus, applying citation-based analysis is common in literature. However, on the factors driving citations, the literature diverges into two foundational extremes, which are the philosophies of universalism (traditionalism) and socialism (Meyer et al., 2018).

Universalism asserts that the authenticity of influential scientific ideas should not depend on who professes them. In other words, it establishes an equal and fair opportunity for all scientists, discarding discrimination based on gender, nationality, affiliations, and so on. In contrast, socialistic views antagonize the perspectives of universalism. Relating science to social activity, they advocate social norms, values, beliefs, practices, and affiliations as significant influencers of scientific impact. Thus, the socialistic view largely associates academic impact to individual factors.

These distinct perspectives on science reflect two broad theories governing the behavior of citations: the universalistic theory and the individualistic theory. Emanating from the traditional view, the universalistic theory professes that scientists usually cite articles that provide a theoretical base or an empirical background to their research (Case & Higgins, 2000; Leimu & Koricheva, 2005; Meyer et al., 2017; Valtakoski, 2019). Thus, an author's gender, academic reputation, national affiliation, and so on, are irrelevant to driving the choice of citations. Conversely, the primary drivers of citations are the topical attractiveness, core content, methodological rigor, design, and quality of a scientific work's presentation. Broadly, according to the universalistic theory, the 'what' and 'how' aspects of an article drive its citations. In contrast, proponents of the individualistic theory pose a series of contractions drawn from the socialistic or individualistic views of citations.

For example, Gilbert (1977) elucidated that scientists used citations as a tool of persuasion. Moed & Garfield (2004) suggested that scientists usually cited articles of authors

who they perceived as authoritative or eminent figures in the study field. Leimu & Koricheva (2005) highlighted the strategic component of citations, suggesting that authors usually cited articles from the editors or from prominent authors who would most likely be appointed as referees of the paper. Conversely, Schwert (1993) and Lukka & Kasanen (1996) found that affiliation of authors was an important driver of citations, while Daveport & Snyder (1995) suggested the vilification view, explaining lower citations to female authors.

Interestingly, empirical literature provides evidence for both views (see Stremersch, Verniers, & Verhoef, 2007; Meyer et al., 2018; Dang & Li, 2018). Alternatively, Kumar, Sharma, and Gupta (2017) explicated a series of factors, such as a paper's conceptual model, estimation approaches, and so on, as potential influencers of strategic marketing research, while Stremersch, Verniers, & Verhoef (2007) and Dang & Li (2018) also included the age of an article as a driver of its citations. Therefore, drawing from the extant literature, the conceptual model of the study is proposed as Figure 1.

[Insert Figure 1 about here]

Essentially, the study hypothesizes that both universalistic and individualistic factors impact citations of IJRM articles. Bounded within the scope of this study, universalism is discussed within the forms of the academic background, content, methodology, research quality, presentation, novelty, and recognition of IJRM research, while individualistic factors test the vilification view (Daveport & Snyder, 1995), denoted by the presence or absence of a female author and the institutional and national affiliation of IJRM authors. Operational definitions of the study variables are presented in Table A1.

Among the constructs supporting universalism, academic background reflects the intellectual foothold of a research operationalized by counting the number of its references and also by denoting the article's age. According to Valtakoski (2019), a larger number of references may indicate a stronger association to the broad research stream, which in turn

positively impacts the citations to the referring article. Stremersch, Verniers, & Verhoef (2007) and Dang & Li (2018) suggested that the age of an article is a significant factor positively associated to its citations. Among others, Valtakoski (2019) argued in favor of the content of a literature contributing to its academic impact. We operationalize the academic content of IJRM studies by analyzing its page count and keywords, and by subjectively grouping the articles into quantitative, qualitative, and/or mixed research. Longer articles may indicate more scientific information which positively influences their citations (Stremersch, Verniers, & Verhoef, 2007). Alternatively, researchers often use keywords to depict the major ideas/themes presented in their study. More keywords also add to an article's ease of being tracked, which accounts for its higher citations (Valtakoski, 2019). Apart from the research content, the study methods may also contribute to the academic impact of a research. We operationalized the construct by distributing IJRM articles as conceptual, empirical, or both and hypothesize a positive association.

According to Stremersch, Verniers, & Verhoef (2007) and Valtakoski (2019), the number of authors reflects the quality of an academic endeavor, which positively impacts citations. Stremersch, Verniers, & Verhoef (2007) suggested that the presentation of an article, indicated by the length of its title, also drives its citations. A very lengthy title, on the other hand, is often difficult to search which negatively impacts its citations. Among others, Stremersch, Verniers, & Verhoef (2007) highlighted that novel ideas presented in a research positively relate to citations. The construct is operationalized through the detection of catchy words in IJRM titles (e.g., "new," "#," or "!"), spotting the special issue papers, lead papers, and award-winning papers published between 1984 and 2018.

Among the constructs supporting the individualistic theory governing citations, we test Daveport & Snyder's (1995) vilification view that hypothesizes lower citations to articles by female authors. Thus, a negative association is expected between articles by female authors

and its citations. Alternatively, our study also tests the impact of affiliations to the top contributing institutions and nations, which according to Schwert (1993) is a positive influencer of citations. Authors affiliated to the top contributing institutions publish more and would therefore cite more of their preceding research. Stated differently, authors affiliated with US institutions being the lead contributors are expected to cite more of other US publications, while publications from emerging nations receive lesser citations.

3. Methodology

Bibliometrics offers many reliable techniques to analyze the dynamic, evaluative, structural, and predictive components of scientific sources, academic institutions, and research disciplines (see Glänzel, 2003; Chabowski et al., 2011; Valenzuela-Fernandez et al., 2019). Implementing these techniques enabled us to summarize the first 35 years of the IJRM. This study adopts a six-step methodology consisting of data retrieval and cleaning, descriptive analysis, bibliographic network-based content analysis, social structure analysis, thematic structure analysis, and predictive analysis. The study design is depicted in Figure 2.

[Insert Figure 2 about here]

3.1. Data retrieval and cleaning

In early December 2019, we accessed the Scopus database to obtain the bibliometric records. Scopus is one of the leading sources of multidisciplinary and peer-reviewed literature and is frequently used for quantitative analyses in the social sciences (Durán-Sánchez, Del Río-Rama, Álvarez-García, & García-Vélez, 2019). Data retrieved from Scopus contains discrepancies due to multiple representations of authors' names, affiliations, and related data in the original records. Any analysis of such data must therefore be preceded by a series of manual processes to ensure the credibility of the content and integrity of the results. Thus, we conducted a substantial amount of manual cleaning of the extracted data, especially for the author affiliations. However, we based our analysis on the authors by linking them to their

author codes in Scopus. Such linkage reduced the risk of missing authors represented by multiple names and hence led to more accurate analysis of the authorial contributions in the IJRM. Conversely, missing affiliations of authors are identified by manually checking the IJRM publications.

3.2. Descriptive analysis

Descriptive analysis is the hallmark of bibliometric studies (Glänzel, 2003). We contextualize the descriptive indicators to present the publishing trends, authorship patterns, citation structures, influences, impacts, activity, and productivity of the IJRM, as well as of its authors and their affiliations. Definitions of the descriptive variables are appended in Table A2.

The descriptive indicators depicting the publication trends and authorship patterns in IJRM articles include terms such as total articles (TA), number of authors who contributed to the articles (NAC), number of sole- and co-authored articles (SA and CA, respectively), collaboration index (CI), cumulative number of affiliated authors (CNAA), and growth in authorship (GA). We also analyzed the publication patterns of IJRM articles based on the authors' gender—specifically, the number of articles by male (MA) or female (FA) authors. Further, we assessed the trend of authorial diversity through the male-to-female ratio (MFR) indicator.

To analyze the citations of IJRM articles, we used various parameters, including the number of cited articles (NCA), proportion of cited articles (PCA), total citations (TC), average citations per article (C/A), and average citations per cited article (C/CA). CT1, CT2, and CT3 present the citation structure by distributing IJRM articles under three citation thresholds ($\geq 1 \leq 100$ citations, $\geq 101 \leq 500$ citations, and ≥ 501 citations, respectively), segregating the moderate impact, high impact, and highly impactful research covered in the journal. We presented the influence, impact, and productivity of the IJRM and its authors and their affiliations in the forms of the h, g, and m indices, respectively (Donthu et al., 2020). The h-

index reveals the most influential content, measured as the number of articles cited at least h number of times; the g-index, which indicates the highly impactful research, reveals the g number of highly cited articles receiving at least g^2 citations; and the m-index discounts the overall productivity to the number of active years. We used NAY to denote the number of active years of the IJRM, its authors and their affiliations. If an IJRM author contributed at least one article to IJRM in a given year, then that year was added to the author's overall number of active years in this study. Given such specifications, IJRM was found to be active throughout the study period.

A considerable amount of manual processing was done to assess the gender of IJRM authors involved. Using information pertaining to the authors' affiliations listed in papers, we retrieved the authors' genders by visiting the official web pages of the relevant institutions. If an author's official page was unavailable for reasons such as a change of affiliation or death, we accessed Research Gate, Google Scholar Profiles, LinkedIn, and/or Academia. If we could not find the information through those measures, we used images of the author obtained through a web search to determine the author's gender.

A major portion of the descriptive analyses were carried out manually in Microsoft Excel. However, we also used Biblioshiny, the online platform for bibliometric analysis in R for visualizing the global spread of IJRM authors (Aria & Cuccurullo, 2017).

3.3. Content analysis

Kessler (1963) proposed that scientific works resemble in their broad research objectives, analytical methods, and/or intellectual framework by citing similar articles. Such articles that evidently have similar citations are termed bibliographic couples, and the study method is popularly known as bibliographic coupling analysis.

The bibliographic network-based content analysis for IJRM was conducted primarily by using the VOSviewer and Gephi applications. VOSviewer extracted network files that were

visualized through Gephi. Whereas VOSviewer is a powerful bibliometric software for visualizing bibliographic networks, Gephi provides more tools for additional statistical analyses (Bastian, Heymann, & Jacomy, 2009; van Eck & Waltman, 2010). We used the "degree" measure to depict the prominence of a node in a nodal network from the available Gephi packages. A node denotes an IJRM author, the author's affiliation, or an author-specified keyword, whereas modularity class analysis reveals the group, class, or community of a specific node in a network that consists of all such nodes (Donthu et al., 2020).

3.4. Social structure analysis

The social structure analysis in our study was conceded under the co-authorship networks of IJRM authors and their affiliations. Glänzel (2003) defined co-authorship as a social network among collaborating scientists or their affiliations wherein the nodes were the scientists or affiliations and the links joining the nodes represented the co-authorships that accounted for the extent of scientific collaborations. Collaborations typically exist in two forms: intramural collaboration, or collaboration within a department; and extramural collaboration, which exists outside a department and often breaches national boundaries to include international collaborators. Collaborations in modern science solve a number of purposes—such as access to expertise, equipment, resources, funds, and so on—which enhances the efficiency of academic endeavors and uplifts the prestige and visibility of collaborating outcomes, thereby making science more progressive and rapid. For running the co-authorship analysis, we used the Gephi and VOSviewer software, as explained earlier.

3.5. Thematic analysis

The thematic analysis carried out in bibliometric studies stems from Small's (1973) proposed analytical method. Small (1973) explained that frequent co-citations of scientific works exhibited intellectual association. Drawing from his work, Callon, Courtial, Turner, &

Bauin (1983) proposed a co-word analysis based on the co-occurrence counts of the author-specified keywords. Such analysis was extensively applied in later research to unveil the thematic structure of a research discipline, academic sources, and so on (Pattnaik, Kumar, & Vashishta, 2020; Donthu et al., 2020).

3.6. Predictive analysis

The predictive analysis aims to identify the potential factors influencing citations of IJRM articles. Prior research such as Stremersch, Verniers, & Verhoef (2007) analyze such questions from a much broader perspective. Because citations are expressed in the form of counts, literature has proposed predictive models based on count data regressions (Schwert, 1993), which are usually carried out in the form of Poisson distribution or negative binomial distribution models. If there is overdispersion in the data, the negative binomial model is used with count data instead of the Poisson model. The negative binomial model has a less restrictive property than the Poisson model, as the variance is not equal to the mean (μ).

Mathematically: $var(y|x) = \mu + \alpha\mu^2$ (Equation 1)

Another functional form is: $var(y|x) = \mu + \alpha\mu$ (Equation 2)

Here, y is the dependent variable, x is the independent variable, and α is the dispersion parameter.

With these percepts, we propose the regression model for our study as follows:

$Y = a + \beta\sum_{i=1}^{n} X_i + \varepsilon$ (Equation 3)

Here, Y is the dependent variable (i.e., citations), and X_i denotes the series of variants potentially influencing citations of the IJRM. (For definitions of the variants, refer to Table A1.)

4. The descriptive and evaluative components of the IJRM

Scopus revealed 1,112 articles under the search protocol International Journal of Research in Marketing, which we searched for in the source titles on December 12, 2019. We

applied a filter for the document type (only articles and articles in press) and included a length filter for a minimum of five pages over the remaining documents. This reduced the records to 1,016 articles, 9 editorials, and 2 reviews. We included all these results and termed them articles for this study.

4.1. Publication trends, authorship patterns, citation structures, and impacts of the IJRM

Table 1 provides the publication trends, authorship patterns, citation structures, and impacts of the IJRM spread over seven 5-year periods. Table 2 presents the distribution of IJRM articles based on the gender of IJRM authors. Figure 3 shows the publication and citation trends for the journal between 1984 and 2018, while Figure B1 depicts the collaboration among IJRM authors.

[Insert Tables 1 and 2 about here]

[Insert Figures 3 about here]

Beginning with 20 articles in its inaugural year in 1984, IJRM had amassed 1,027 articles by 2018, contributed by 2,524 IJRM authors and resulting from collaboration among 1,657 authors affiliated with the journal (NAC: 2,524; CNAA: 1,657). In terms of the diversity represented by the authors (Table 2), male authors predominated (MA: 1,954; FA: 569) in all periods. However, the overall proportion of male authors to female authors exhibited a steady decline in the IJRM between 1984 and 2018 (MFR: 3.43). Nevertheless, the rate of growth of female authors exceeded that of male authors over all periods: P2 versus P1 (FA: 68.75%; MA: 33.79%), P3 versus P2 (FA: 137.04%; MA: 46.91%), P4 versus P3 (FA: −23.44%; MA: −31.93%), P5 versus P4 (FA: 61.22%; MA: 40.72%), P6 versus P5 (FA: 59.49%; MA: 29.67%), and P7 versus P6 (FA: 65.08%; MA: 43.79%). Such evidence indicates that IJRM is moving toward gender equality in its authorship.

Over the same period, and as indicated in Table 1, citations grew from 189 to 49,898 of all IJRM articles published between 1984 and 2018. Notably, only 15.68% of IJRM articles

have been sole-authored (SA: 161), while the remaining 84.32% have been co-authored (CA: 866). Figure B1 illustrates that such co-authored articles have largely been by two (404, or 39.34%) or three authors (325, or 31.65%), although some IJRM articles (137, or 13.34%) resulted from collaboration among four to eight authors.

As presented in Table 1, IJRM published about 24.63% of its articles (its largest percentage over the 35-year period) between 2014 and 2018 (TP: 253), contributed by 718 IJRM authors, the highest out of all the 5-year periods. According to Acedo, Barroso, Casanueva, & Galán (2006), such growth in publications in recent years is largely the result of an enhanced level of global submissions and heightened networking among researchers, triggered by advancements in networking and communication technologies (Baker, Kumar, & Pattnaik, 2020).

Providing context for Acedo et al.'s (2006) findings, the collaboration index of the IJRM more than doubled in comparison to its first 5-year figure (CI: 0.61), rising to 1.46 by 2018. Assuming each article had one principal author, such a figure indicates that each of the IJRM authors collaborated with at least 1.46 additional authors to contribute to IJRM. In addition, we found that 434 new researchers who contributed to IJRM between 2014 and 2018 (GA: 434) indicated the highest growth in IJRM authors. Thus, growth in authorship likely contributed to the growth in publications between 1984 and 2018.

The evolving influence of the journal is reflected in its h-index of 109, suggesting that 10.61% of all IJRM articles are among its most influential publications. Some of these articles are recognized as classics in the marketing literature, which is discussed in subsequent sections. In addition, the g-index, which presents the overall impact of the journal, is 184, suggesting that 17.92% of the widely followed IJRM articles received at least 33,856 citations between 1984 and 2018, which is 184 squared. Further, the journal's m-index, which evidences its

annual productivity per active year, is 29.34. Such a figure indicates that IJRM has published at least 29 articles every year that it has been active in publishing.

Thus, apart from a marginal dip in the number of articles published during the 1999–2003 period (TP: 102) from the number published in the 1994–1998 period (TP: 151), in general, we observed continuing growth trends over the past 35 years with regard to IJRM publications, citations, influence, impact, and overall productivity. Such evidence positions IJRM among the top-tier journals, thereby setting benchmarks for replication by its peers and followers.

4.2. The most influential articles at different points of the IJRM's publishing

Table 3 lists IJRM's Best Paper Award-winning articles published between 1995 and 2018. Table 4 provides a list of the articles that conferred the "Jan-Benedict E.M. Steenkamp Award for Long Term Impact" between 2009 and 2019, while Table A3 features the special issue/special theme articles of the IJRM published between 1984 and 2018. The articles featured in the tables expressed novelty in their contents on a range of pertinent marketing and advertising topics, such as market structure, competitive global markets, marketing decisions, marketing analytics, marketing systems, marketing strategy, loyalty programs, brand loyalty, brand choice, digital and search engine marketing, internet advertising, proactive marketing, impact of bad news on consumer decisions, visual attention, multiple-store shopping behaviour, customer satisfaction and loyalty in online and offline environments, network externalities, optimal product line, strategic digital content, pre- and post-launch publicity, brand crisis, corporate social responsibility, and so on.

[Insert Tables 3 & 4 about here]

Simultaneously, Table 5 lists the most influential IJRM articles spread over seven 5-year periods and based on the number of citations.

[Insert Table 5 about here]

Among the top three cited papers in each period, Dholakia, Bagozzi, & Pearo's (2004) "A social influence model of consumer participation in network- and small-group-based virtual communities" was the most influential (TC: 1,180; CPY: 78.67), followed by Rossiter's (2002) article "The C-OAR-SE procedure for scale development in marketing" (TC: 1,075; CPY: 63.24). Next was Reinartz, Haenlein, & Henseler's (2009) "An empirical comparison of the efficacy of covariance-based and variance-based SEM," which was cited 967 times for an average of 96.70 citations, the highest out of all articles presented in the table.

Themes covered in the IJRM's most influential articles over the past 35 years included marketing investments, marketing constructs, marketing behavior, market orientation, online and offline environment, digital marketing, innovation diffusion, brand perceptions, brand personality, brand communities, brand value, brand evaluation, consumer–brand relationships, consumer behavior, trust, customer satisfaction, customer loyalty, customer participation, customer evaluation, service-dominant logic, self-service, service quality, scale development, structural equation modeling (SEM), meta-analysis, industrial networks, network relationships, and corporate social responsibility (CSR). Including such a diverse set of themes in the IJRM's influential output, positions the journal among the most important academic outlets in marketing science.

On further analysis, we found that Mattsson (1985, 1987) contributed two of the highly cited IJRM articles published between 1984 and 1988; Geyskens, Kumar, & Steenkamp (1996, 1998) co-authored two of the top-cited IJRM articles published between 1994 and 1998; Rangaswamy (2000, 2003) authored two of the top-cited IJRM articles published between 1999 and 2003; and Bagozzi & Dholakia (2004, 2006) co-authored two of the most influential IJRM articles published between 2004 and 2008. However, Bagozzi alone (1984, 2004, and 2006) appeared in three of the most influential IJRM articles published between 1984 and 2006, as presented in Table 5. Although some of the frequent contributors to IJRM are already indicated

here, we present a separate discussion on the most prolific IJRM authors and their affiliations in the following sections.

4.3. The most-contributing IJRM authors

Table 6 presents the top IJRM authors—those who contributed at least 10 articles and received at least 250 citations between 1984 and 2018 on the search date—while Figure 4 shows the temporal evolution of the top contributing authors.

[Insert Table 6 about here]

[Insert Figure 4 about here]

As depicted in Table 6, Leeflang contributed the highest number of IJRM articles (TA: 22), most of which were co-authored (CA: 21). The author was also one of the five sole authors listed in the table. For other parameters, Leeflang had the largest number of cited articles (NCA: 22), of which 21 were cited between one and 100 times (CT1: 21). Further analysis revealed that Leeflang contributed the highest number of articles among IJRM authors in three of the seven 5-year periods (1984–1988: 2; 1989–1993: 3; and 2004–2008: 5). Based on his consistent contributions, Leeflang has been the most active IJRM author, publishing at least one article per year in 17 of the 35 years of the IJRM's history (PAY: 17), and he made the greatest impact out of all the IJRM authors between 1984 and 2018 (g-index: 22).

Although Leeflang had the highest values in most parameters, Steenkamp was the most influential IJRM author for the period 1984–2018 (h-index: 17). This author had the second-highest count of IJRM articles (TA: 19) and was credited with the largest number of citations (TC: 4,337), average citations per article (C/A: 228.26), and average citations per article cited (C/CA: 228.26). In addition, with 16 IJRM articles published over a span of 9 years, Wittink was the most productive IJRM author in the 35 years of the IJRM's publishing (m-index: 1.78). Interestingly, all of the top authors in the IJRM were male except for Gijsbrechts. We must

also note that in the most recent years of the IJRM, Stremersch and Verhoef were the dominating contributors.

4.4. Institutional affiliations for the most-contributing IJRM authors

Table A4 lists the institutional affiliations for the most prolific IJRM authors for the period 1984–2018, while Figure 5 shows the temporal evolution of the top institutional affiliations.

[Insert Figure 5 about here]

IJRM authors affiliated with Erasmus University Rotterdam (EUR) in the Netherlands and with Pennsylvania State University (PSU) in the US contributed the highest number of articles (TA: 57 each). In terms of contributing authors, the University of Groningen (UOG) had the largest number of contributions to cited articles (NCA: 169), although EUR was a leading contributor, with the most IJRM authors affiliated with that school (NAA: 42). We also found that the University of Hamburg (UOH) was the most collaborative institution in the IJRM (CI: 2.56).

Between 1984 and 2018, authors affiliated with EUR published the highest number of sole-authored articles (SA: 7). Along with PSU, the UOG contributed the highest number of co-authored articles (CA: 52 each). However, in terms of citations that indicated influence, PSU had the highest numbers of total citations (TC: 5,177), while Rice University (RU) led with the highest average citations per article (C/A: 179.09). Interestingly, both PSU and RU led in the category of articles cited more than 500 times (CT3: 2 each). However, most of the articles cited between one and 100 times belonged to EUR (CT1: 49).

The table also reveals that the UOG was the most active (NAY: 28) IJRM-author-affiliated institution for contributing at least one article per year in 28 of the IJRM's 35 years. Although, we found that PSU was the most influential (h-index: 28) institution and had the greatest impact (g-index: 56) between 1984 and 2018. Overall, as the most productive

institutions, PSU and EUR had an identical m-index of 2.19. Also note from Figure 6 that EUR was the dominating contributor in the most recent years of the IJRM, followed by the UOG and UOH.

4.5. The most-contributing countries for IJRM authors

Table A5 lists the countries that the most prolific IJRM authors were from for the period 1984–2018, while Figure B2 reveals the temporal evolution of the prolific authors' affiliated nations. The US had the highest values in almost all of the parameters, which includes total articles (TA: 516), number of IJRM author affiliations (NAA: 693), number of sole- and co-authored articles (SA: 59 and CA: 457, respectively), number of articles cited (NCA: 502), total citations credited to those articles (28,901), and all citation thresholds (CT1: 437; CT2: 58; and CT3: 7).

IJRM authors associated with the US were among the most active, as they contributed at least one article in all 35 years of the journal. We found US authors to be the most influential (h-index: 82), to have the greatest impact (g-index: 151), and to be the most productive (m-index: 14.74) in terms of the IJRM for the 1984–2018 period. Interestingly, as Figure B2 shows, IJRM authors affiliated with the US dominated all the periods, including the most recent years of the IJRM's publishing, and have been closely followed by authors in the Netherlands and Germany.

Table 7 and Figure 6 present the global spread of the IJRM authors. As indicated in the Table 7, authors from 40 countries contributed to IJRM between 1984 and 2018. Although the US has the highest values in all parameters—followed by the Netherlands—South Africa has the largest number of total articles per affiliated author (TA/AA: 1.50).

[Insert Table 7 about here]

[Insert Figure 6 about here]

4.6. Top sources, authors' affiliated institutions, and countries that cited IJRM articles

Table 8 presents the sources, authors' affiliated institutions, and countries that cited IJRM articles the most between 1984 and 2018. In other words, Table 8 indicates the peer group or journals on which IJRM's publications have had the most influence. Simultaneously, it also suggests the journal's influencing hubs in terms of the citing authors' institutions and nations. In more specific terms, Table 8 suggests the locations to which IJRM articles serve as academic triggers. Among the sources, IJRM articles are most often cited in the Journal of Business Research (TC: 1,042), which is followed by the IJRM itself (TC: 682). About 70% of the top-citing sources have a rating of 3 or higher in the 2018 CABS's AJG list, while about 95% are ranked A* or A in the 2019 ABDC ranking. Such figures further benchmark the influence of IJRM articles among the journal's peers and lower-rated journals in terms of publishing the most original and best-executed research on marketing. Out of the authors' affiliations, EUR cited the greatest number of IJRM articles (TC: 380), followed by PSU, whereas among countries, IJRM was most highly cited in the US (TC: 10,346), which was followed by the United Kingdom (TC : 4,023).

[Insert Table 8 about here]

4.7. Top themes presented in IJRM articles

Table 9 presents the themes frequently discussed in the IJRM between 1984 and 2018. Applying natural language processing (NLP) algorithm on the titles and abstract terms, the frequently discussed topics are identified using VOSviewer. Post-extraction of the frequently discussed terms, we develop a matrix to backtrack the IJRM articles discussing the specific theme(s). The top three slots were shared by terms such as advertising, price, and performance. The word price dominated in most of the time periods, followed by performance. Among other

influential themes, social influence had the highest average citations per article (C/A: 229.71), followed by corporate social responsibility (C/A: 182.00).

[Insert Table 9 about here]

5. The structural component of the IJRM

5.1. Network-based content analysis applying bibliographic coupling

The bibliographic coupling technique is a proven bibliometric method with a high level of accuracy in predicting knowledge structure (Jarneving, 2007; Ferreira, 2018). Bibliographic coupling analysis revealed five bibliographic clusters represented by 745 of the 1,027 IJRM articles (about 73%) published between 1984 and 2018. Table 10 presents a description of the clusters, and Table 11 provides an overview of the IJRM clusters. Figure 7 depicts the temporal evolution of the clusters.

[Insert Tables 10 and 11 about here]

[Insert Figure 7 about here]

5.1.1. Cluster 1–consumers' choices

The first cluster consists of 231 IJRM articles contributed by 594 IJRM authors. In addition to having the highest count of articles and number of authors who contributed to those articles, the cluster ranks first in the numbers of sole- (SA: 32) or co-authored (CA: 199) articles and of articles cited (NCA: 227). However, of the articles received between one and 100 citations (CT1: 213), indicating that the cluster was moderately influential among IJRM articles. The cluster's h-index was 37, while its g-index was 79, placing it third in both categories. Along with having the highest count of IJRM articles, the cluster was present in 23 of the 35 years of the IJRM's publishing and was the most productive cluster in the IJRM between 1994 and 2018 (m-index: 10.04). As Figure 7 shows, the cluster was still evolving in the most recent years, suggesting a scope for future publications.

As indicated in Table 11, Degeratu, Rangaswamy, & Wu's (2000) article "Consumer choice behavior in online and traditional supermarkets: The effects of brand name, price, and other search attributes," had the most citations (TC: 442), with an average of 23.26 annual citations. The article also featured as one of the most influential IJRM titles published between 1999 and 2003, which are listed in Table 5. With the advent and subsequent growth of online retailing as a threat to traditional retail outlets, the article posed some critical questions, and the authors empirically observed the impact of different store environments on consumers' choices, focusing on why consumers would research one platform and purchase from another. The next most-cited article in the cluster—Verhoef, Neslin, & Vroomen's (2007) study "Multichannel customer management: Understanding the research-shopper phenomenon"—addressed this question, has been cited 355 times (27.92 average annual citations) on the reasons for research shopping, and contributed to the literature through developing a model. Sharp & Sharp's (1997) article "Loyalty programs and their impact on repeat-purchase loyalty patterns" had the third-highest number of citations (TC: 350), with 15.91 average citations per year. These authors discussed the potential of loyalty programs to alter the repeat-purchase behaviors that characterized the era's highly competitive markets. Other influential works included in Table 11 are Street, Burgess, & Louviere's (2005) paper "Quick and easy choice sets: Constructing optimal and nearly optimal stated choice experiments," which has been cited 270 times for an average 19.29 annual citations, and Steenkamp & Baumgartner's (2000) article "On the use of structural equation models for marketing modeling," with 200 citations (10.53 citations per year).

5.1.2. Cluster 2–marketing models and scale development

The second cluster depicted the third-highest count of total IJRM articles (TA: 149), the number of authors who contributed those articles (NCA: 399), and sole- (SA: 15) and co-authored articles (CA: 134). This cluster also occupied the third-highest rank in the numbers

of articles cited (NCA: 149) and of articles cited between one and 100 times (CT1: 116). In addition, the cluster had the highest total citations count (TC: 14,664), average citations per article (C/A: 98.42), and average citations per cited article (C/CA: 98.42). It also had the highest number of IJRM contributions cited between 100 and 500 times (CT2: 27) or more than 500 citations (CT3: 6), as well as the highest h-index (23) and g-index (79). These values indicated that the cluster contained some of the most influential works in the IJRM. Although this cluster shared the highest number of active years with the first cluster, its overall productivity was still the third-highest out of all the clusters (PAY: 23; m-index: 6.48). Unfortunately, Figure 7 depicts a declining trend in the most recent years, suggesting a scope for iconic marketing models and scale development research in the IJRM.

All of the works that represented the cluster featured among the most influential research and are listed in Table 5. Dholakia et al.'s (2004) article "A social influence model of consumer participation in network- and small-group-based virtual communities" had the highest number of citations (1,180), at 78.67 average citations per year. It was also the most influential IJRM article published between 1984 and 2018. The article concerned the motivational antecedents and mediators that influenced consumers' virtual community participation. The authors found that the type of virtual community influences consumers' participation and strengthens their impact on social identity and group norms. This article was followed by Rossiter's (2002) paper "The C-OAR-SE procedure for scale development in marketing," which has been cited 1,075 times—an annual average of 63.24 citations—and was the second-most influential IJRM article published between 1984 and 2018. Rossiter proposed a new set of procedures for developing scales to measure marketing constructs, and this paper is rapidly evolving as a benchmark for research in this domain.

Next was Reinartz et al.'s (2009) article, "An empirical comparison of the efficacy of covariance-based and variance-based SEM," which has been cited 967 times for an average of

96.70 annual citations. It was not only the third-highest-cited article of the cluster but also the third-most influential document in the IJRM. This research marked the first Monte Carlo simulation carried out to empirically compare the performance of variance-based structural equation modeling (VBSEM) or partial least square analysis (PLS) against the traditional covariance-based measure (CBSEM). The study confirmed that the CBSEM was robust to violations of assumptions for the distribution of indicators and outperformed PLS with samples that exceed 250 observations. However, the authors advocated for using PLS for theory development, as the statistical power of the model was large or as good as that of the CBSEM. The study also confirmed that PLS was sufficient to achieve statistical power for samples as small as 100 observations.

Other influential articles included Baumgartner & Homburg's (1996) "Applications of structural equation modeling in marketing and consumer research: A review," cited 857 times for 37.26 annual citations, and Dabholkar's (1996) "Consumer evaluations of new technology-based self-service options: An investigation of alternative models of service quality," which has received 791 citations for an average of 34.39 per year.

5.1.3. Cluster 3–consumer–brand relationships

The third cluster consists of 201 IJRM articles that 531 IJRM authors contributed to and that were cited 9,058 times (Table 10), and it ranks second. It also occupies the second position in terms of many other parameters, including sole- (SA: 17) and co-authored articles (CA: 184); number of cited articles (NCA: 192); articles cited between one and 100 times, 101 and 500 times, and more than 500 times (CT1: 169; CT2: 21; CT3: 2, respectively); number of active years (NAY: 22); and h-index, g-index, and m-index (50, 90, and 9.14, respectively). Such evidence suggests this cluster is among the most influential and productive clusters that have attracted a considerable amount of scholarly attention in IJRM publications. On further analysis, we found that the top two cited articles that represent the cluster are among the most

influential works of the IJRM between 2004 and 2008, as seen in Table 5. Furthermore, Figure 7 reveals an increasing trend in recent years, suggesting a scope for future submissions.

Klein & Dawar's (2004) article, "Corporate social responsibility and consumers' attributions and brand evaluations in a product-harm crisis," is the most influential work, cited 573 times, at 38.20 average citations per year. The study is an extensive, two-phase work that reveals the mediating effect of CSR on consumers' brand and product evaluations during product-harm crisis situations and finds that the mediation effects are positive only for CSR-sensitive consumers. The article that follows, Bagozzi & Dholakia's (2006) "Antecedents and purchase consequences of customer participation in small group brand communities," was cited 563 times, at 43.31 average citations per year. The authors investigated the determinants of the behavior of participants in small-group communities and proposed a comprehensive model that broadens the understanding of the theory of planned behavior.

The next most cited article that represents the cluster is Du, Bhattacharya, & Sen's (2007) "Reaping relational rewards from corporate social responsibility: The role of competitive positioning," cited 498 times, at 41.50 citations per year. The research examined the moderating influence of a brand's social initiatives on its competitive positioning, culminating with consumers' reaction to CSR. The study revealed that consumers who hold positive CSR beliefs exhibit strong purchase likelihood and long-term brand loyalty behavior, and they advocated for the brand to others. Other influential works included in the cluster are Fournier & Yao's (1997) "Reviving brand loyalty: A reconceptualization within the framework of consumer-brand relationships," which received 283 citations, with 12.86 average citations per year, and Krishnan's (1996) "Characteristics of memory associations: A consumer-based brand equity perspective," cited 264 times, with 11.48 average annual citations.

5.1.4. Cluster 4–services marketing

The fourth cluster consists of 51 IJRM articles that 149 IJRM authors contributed to and that were cited 2,021 times, and it ranks fifth. Articles that represent the cluster also occupy the last position in terms of many other parameters, including the number of sole- (SA: 1) and co-authored articles (CA: 50); number of articles cited (NCA: 50); and articles cited between one and 100 times (CT1: 46), between 101 and 500 times (CT2: 3), and 501 or more times (CT3: 1). In terms of the overall influence and impact, the cluster occupies the lowest rank (h-index: 20; g-index: 44). It also occupies the last position in its publications activity measure (NAY: 19) and its dependent productivity measure (m-index: 2.68). These indicators suggest that the cluster is the least influential and productive in terms of IJRM publications. However, as per the trend in Figure 7, researchers can consider contributing the most iconoclastic research within the sub-domain covered in the IJRM.

Shankar, Smith, & Rangaswamy's (2003) paper, "Customer satisfaction and loyalty in online and offline environments," is the most cited article that represents the cluster (TC: 718; CPY: 44.88). The research examines the effect of the online environment on the satisfaction level and loyalty of consumers who choose services. The authors found that the marketing environment has no impact on customers' expectations; however, the level of commitment of service providers increases for online platforms. The article that follows is Pruyn & Smidts's (1998) "Effects of waiting on the satisfaction with the service: Beyond objective time measures," cited 151 times, at 7.19 average citations per year. This experimental study investigates the impact of a waiting environment and objective waiting time on customers' satisfaction. The authors found that the waiting environment acts as a mood inducer and, thus, has a strong impact on the level of customer satisfaction. De Ruyter, Wetzels, Lemmink, & Mattson's (1997) "The dynamics of the service delivery process: A value-based approach," follows next in the citations (TC: 125; CPY: 5.68). This research examined the impact of

service delivery processes on the formation of customers' overall satisfaction. Other influential works included in the cluster are Torres, Bijmolt, Tribó, & Verhoef's (2012) article, "Generating global brand equity through corporate social responsibility to key stakeholders," cited 111 times, at 15.86 average citations per year, and van Birgelen, de Ruyter, de Jong, & Wetzels's (2002) "Customer evaluations of after-sales service contact modes: An empirical analysis of national culture's consequences," cited 80 times, at 4.71 average annual citations.

5.1.5. Cluster 5–marketing phenomena: Viral marketing and electronic word-of-mouth

The fifth cluster consists of 113 IJRM articles that 305 IJRM authors contributed to and that were cited 5,238 times, and it ranks fourth. This cluster also occupies the fourth position in terms of many other parameters, including the number of sole- (SA: 7) and co-authored articles (CA: 10), number of articles cited (NCA: 111), and articles cited between one and 100 times (CT1: 96). In terms of the overall influence, the cluster represents the fourth most influential group of IJRM articles (h-index: 34) and occupies a similar position in terms of its overall impact (g-index: 70). This cluster is the third most active cluster in the IJRM, with an article published per year in 21 of the 35 years of the IJRM's publishing (NAY: 21). In terms of overall productivity, the cluster occupies the fourth rank (m-index: 5.38). Figure 7 reveals an inclining trend in recent years, suggesting ample scope for future submissions in the domain.

Burgess & Steenkamp's (2006) article, "Marketing renaissance: How research in emerging markets advances marketing science and practice," is the most cited in the cluster (TC: 425; CPY: 32.69). Diverging from conventional marketing wisdom, which is centered primarily on developed economies, the authors discussed the unique issues and contributions of research in emerging markets. The next most influential work included in the cluster is Peres, Muller, & Mahajan's (2010) "Innovation diffusion and new product growth models: A critical review and research directions," cited 399 times, with 44.33 average citations per year. The authors critically reviewed the marketing literature on innovation diffusion. The article that

follows is De Bruyn & Lilien's (2008) "A multi-stage model of word-of-mouth influence through viral marketing," cited 399 times, with 36.27 average citations per year. With the advent and subsequent growth of networking technologies, electronic peer-to-peer referrals have emerged as an important marketing phenomenon. The authors critically examined the relevant literature and developed a model to explain how electronic word-of-mouth operates. The other influential works that represent the cluster include East, Hammond, & Lomax's (2008) "Measuring the impact of positive and negative word of mouth on brand purchase probability," cited 252 times, with 22.91 average annual citations, and Steenkamp & Ter Hofstede's (2002) "International market segmentation: Issues and perspective," cited 218 times, with 12.82 average citations per year.

5.2. Social structure in IJRM articles: Visualization

Figure 8 shows the co-authorship network of the top IJRM authors between 1984 and 2018. The network reveals five social groups among the prolific IJRM researchers as well as confirms that five broad intellectual divisions existed among the collaborators in the IJRM between 1984 and 2018 and exhibit the strongest link. Of note, Leeflang and Wittink have co-authored eight IJRM articles, thus exhibiting the strongest intellectual association. Strong associations are also evident between Bijmolt and Leeflang, and Bijmolt and Verhoef, who co-appeared in three IJRM articles.

[Insert Figure 8 about here]

Figure 9 shows the co-authorship network among the top IJRM authors' affiliated institutions presented in Table A4. As depicted in the Figure 9, strong linkages are evident among EUR and TU, EUR and EOG, DUR and PSU, Katholieke Universiteit (KU), Leuven and EUR, KU Leuven and TU, and EUR and the University of Texas. In most instances, strong outward links emerge from EUR, suggesting that, on most occasions, the lead authors in a co-authored contribution to the IJRM are affiliated with EUR and that academic institutions within

a closer vicinity exhibit strong social and intellectual networking in the IJRM. A majority of the institutions, however, are based in the US, suggesting that authors affiliated with US-based academic institutions dominate in the IJRM.

[Insert Figure 9 about here]

Figure B3 shows the co-authorship network among the most prolific IJRM authors' nations presented in Table A5. As evident in the figure, the Netherlands and the US exhibit the strongest coupling link for their affiliated authors, co-appearing in 53 IJRM articles. The figure also suggests that most of the inward links are directed toward the US, making the authors affiliated with the US the concentration of all intellectual associations in the IJRM.

5.3. Thematic structure of IJRM articles: Visualization

In addition to the intellectual association among the IJRM authors and their affiliations, it is important to visualize the linkages among the many themes presented in IJRM titles, abstracts, and/or authors' specified keywords between 1984 and 2018. Web appendix S1-A and S1-B present the co-occurrence counts of the prolific IJRM themes presented in the titles and abstracts identified through the NLP algorithm in VOSviewer, while Figures 10, 11, and 12 map the temporal evolution of the author-specified keywords at different periods of the IJRM's history.

[Insert Figures 10, 11, and 12 about here]

The figures depict the thematic explosion in the IJRM over the years. The prominence of themes at various points in time is denoted by the size of the thematic node. The modest beginning of the IJRM between 1984 and 1998 is noted by its handful of smaller nodes denoted as purchasing behavior, buyer behavior, export promotion, consumer evaluations, optimal simulation level, consumer behavior, perceptual mapping, marketing research, logit, marketing channels, method of simulated moments, laddering, market share, decision support, and fund raising. Interestingly, all of the themes are identical in their size, depicting equal importance in

the IJRM. However, the themes started exploding with the growing prominence of the IJRM in its later years. Between 1999 and 2003, brand choice gained special attention compared to other themes. The themes that frequently co-appeared with brand choice are mixture models and state dependence. Between 2004 and 2008, consumer behavior gained traction in IJRM articles, followed by marketing strategy, market orientation, retailing, international marketing, and heterogeneity. Similarly, between 2009 and 2013, pricing took over, followed by new products, new product growth, survey-based research, and regression-based analysis. Finally, between 2014 and 2018, IJRM research seems to be concentrated on Bayesian estimation technique, word-of-mouth, social media, social influence, brand management, marketing-finance interface, and so on. Thus, we note that research covered in the IJRM has been contemporaneous, moving along with the thrust of time. Such a plethora of marketing research themes invariably positions the IJRM among the most reliable sources of marketing wisdom. With such a note, aspiring scholars should consider exploring some of the evolving and trending topics highlighted in this study.

5.4. IJRM's publications trend between 2019 and 2020

Between January 2019 and October 2020, IJRM published over 113 articles contributed by 302 different authors. These articles have already garnered over 283 citations in Scopus. M. G. Dekimpe and E. Muller emerged as the top authors for contributing 3 publications each. On further examinations, we found that IJRM contemplated over 419 different themes during this period. However, the thematic correlations among topics occurring at least twice converged to four broad areas (see Figure 13): social and digital marketing (the Blue nodes), big data analytics (the Red nodes), competition (the nodes in Magenta), and diffusion of innovations (the Green nodes).

Closer examination of the thematic structure reveals that major topics that frequently co-appeared in IJRM includes digital marketing and machine learning, social media marketing

and machine learning, sentiment analysis and machine learning, and sentiment analysis and social media marketing (e.g. Hartmann, Huppertz, Schamp, & Heitmann, 2019; Vermeer, Araujo, Bernritter, & van Noort, 2019; Ma and Sun, 2020); artificial intelligence and big data (e.g. Ma and Sun, 2020; Rust, 2020), retailing and big data (e.g. Kakatkar and Spann, 2019; Dekimpe, 2020), and engagement and well-being (e.g. Akareem, Ferdous, & Todd, 2020). Thus artificial intelligence led machine learning has taken over the topical correlations in IJRM's recent years. We believe this trend will continue in future submissions in IJRM. Given such a trend, future researcher can target IJRM using the topics/themes identified and on those suggested by the missing gaps in Figure 13.

[Insert Figure 13 about here]

6. The predictive component of the IJRM

This section discusses the predictive components potentially driving the citations of IJRM articles. Table 12 presents some key descriptive statistics of the variables, while Table 13 shows the regression outcome. We report the regression outcomes of both the Poisson and Negative Binomial Distribution. However, due to higher dispersion indicating the biased outcome of the Poisson distribution, the outcome of Negative Binomial Distribution is discussed subsequently.

[Insert Table 12 & 13 about here]

As per Table 12, IJRM articles, on average, received about 49 citations. However, the citations ranged between 0 and 1,180, suggesting a huge spread. The comparatively lower or no citations of some articles may relate to their age. The age of IJRM articles ranged between 1 and 35, with a mean of 15 years. Conversely, the number of authors of IJRM articles were between 1 and 8, with a mean of at least two. Thus, as discussed earlier, the majority of IJRM articles emerge out of authorial collaborations. Conversely, the number of references indicating the theoretical and/or empirical background of an IJRM publication ranged between 1 and 196

articles, with a mean of 49, suggesting the prevalence of sound theoretical foundations in IJRM articles. Simultaneously, on average, an IJRM article presents at least three themes, as evident in the number of keywords. The mean number of pages indicating the average volume of IJRM contents extends up to 14, while the average length of an IJRM title contains 11 words. Conversely, as highlighted in Table 13, both the theories of universalism and individualism seem to explain the citations to IJRM articles.

Supporting the previous findings of Stremersch, Verniers, & Verhoef (2007) and Valtakoski (2019), the academic background of an IJRM article, depicted by its number of references and age, positively associates with its citations. In terms of the study contents, although qualitative contents do not bear significant association; the quantitative and mixed methods studies positively relates to IJRM citations. In addition, the number of themes discussed in IJRM articles bear significant positive association. More themes enhance the referring power of an article as scientists working in multiple disciplines gain useful insights from the multiple discussions covered in such articles. However, unlike the previous findings of Stremersch, Verniers, & Verhoef (2007) and Valtakoski (2019), the number of pages of IJRM articles does not impact citations significantly.

In addition, we found that the methodological diversity in IJRM articles does not affect its citations. However, inclusion of methodological rigor is one of the most critical parameters for IJRM publications. Alternatively, our study gathers supporting evidence to the previous findings of Stremersch, Verniers, & Verhoef (2007) and Valtakoski (2019) that the number of authors, depicting the research quality of an academic endeavor in IJRM, significantly associates with citations. Conversely, presentation of a paper in terms of the title length is found to be an insignificant factor of IJRM's citations. Such finding contradicts the former evidence of Stremersch, Verniers, & Verhoef (2007).

In terms of the novelty and recognition variables introduced in our study, we obtained a 50:50 result. IJRM's special issue papers and those depicting novel ideas do not significantly associate with IJRM's citations. It is quite likely that novel ideas require time to gain academic popularity and hence have not been frequently followed in the recent literature. However, with the passage of time, such works may notably influence future research. Simultaneously, as highlighted in Stremersch, Verniers, & Verhoef (2007) and Russell-Bennett & Baron (2016), the lead papers presented as the first articles in IJRM issues and award-winning papers impact citations positively.

From the perspective of individualistic factors, our study contradicts the proposition of Daveport & Snyder (1995). This is an important finding because the presence or absence of female author(s) does not bear a significant impact on the scientific popularity of IJRM articles. However, supporting the findings of Schwert (1993), affiliation of IJRM authors in top institutions positively relates to citations. In terms of the national affiliations of IJRM authors, articles by American or European authors do not necessarily affect citations, moving our analysis in favor of the internationality embedded in the foundational vision of the IJRM. However, authors from Asia do receive significantly fewer citations in IJRM compared to their American and European counterparts. Such practice deserves a change. As a global community committed to expanding the universal dimensions of research, noble and genuine ideas deserve appreciation and citations in eminent academic outlets, irrespective of their national affiliation.

7. Implications and conclusions

This study provides a retrospective summary of the IJRM's first 35 years of publishing. Commencing as an international marketing outlet outside the US, we found that the IJRM has evolved into one of the elite and prestigious sources covering all areas in marketing research. Its academic contributions and scientific influence exhibit an evolving growth trend. In terms of authors and collaborators who serve as the backbone of academia, a total of 1,657 authors—

spread out over 40 countries—contributed to the 1,027 articles in the IJRM between 1984 and 2018. The number of authors exhibits a periodic growth trend, signifying a rising interest among the global contributors to advance the multiple research domains frequently featured in the international academic hub. Networking among the authors is evident from the fact that 866 of the articles are co-authored, which also professes the academic quality borne in IJRM articles. We also found a growth trend in the representation of women among IJRM authors and that there is an evolution toward a more uniform gender representation among IJRM authors in its later years.

In terms of citations, we found that Dholakia et al.'s (2004) paper was the most influential IJRM article, followed by Rossiter's (2002) work. Among all IJRM authors, Leeflang contributed the highest number of IJRM articles (TA: 22), mostly co-authored (CA: 21), and is the most contributing IJRM author in three of the seven 5-year periods. Leeflang contributed at least one article per year in 17 of the 35 years of the IJRM's publishing and is the IJRM author with the most impact and the highest g-index. We also found, however, that Steenkamp was the most influential IJRM author, with the highest h-index (17) and total citations (TC: 4,337).

Among the IJRM authors, affiliated institutions PSU and EUR share the first rank for contributing 57 articles each between 1984 and 2018. EUR has the highest number of IJRM author affiliations (NAA: 42), although UOH is the most collaborative institution in IJRM (CI: 2.56). We found that PSU was the most influential IJRM author-affiliated institution, with the most citations (TC: 5,177).

Among IJRM authors' countries, we found that the US dominates, contributing the highest number of articles (TA: 516), author affiliations (NAA: 693), and citations (TC: 28,901) as well as other metrics. Our study found that IJRM authors represent about 40

countries, although US authors, followed by Netherland authors, dominated. South Africa, however, has the largest number of total articles per affiliated author (TA/AA: 1.50).

Among the many themes discussed in the IJRM, brand choice gained prominence between 1999 and 2003. Between 2004 and 2008, consumer behavior, marketing strategy, market orientation, retailing, international marketing, and heterogeneity attracted major research attention. Between 2009 and 2013, themes such as pricing, new products, growth of new products, survey-based research, and regression-based analysis gained traction in the IJRM articles. However, between 2014 and 2018, Bayesian estimation technique, word-of-mouth, social media, social influence, brand management, and marketing-finance interface were evolving and hot themes in the journal, suggesting the scope for future exploration.

Simultaneously, based on their identical patterns of referencing, we note IJRM articles converging into five bibliographic clusters, which include consumers' choices, marketing models and scale development, consumer–brand relationships, services marketing, and marketing phenomena, as well as viral marketing and electronic word-of-mouth. All of the clusters except for marketing models and scale development exhibited a growth trend in the recent years of the journal, thus suggesting scope for more submissions. However, aspiring contributors should also note that original innovative marketing models and scale-developing papers also have fair scope in the journal.

Among the historic factors significantly influencing the academic influence of IJRM articles, this study provided some interesting revelations. We found that a sound theoretical foundation presented in IJRM articles, an article's age, study method, thematic diversity, research quality, presentation, article position (i.e., lead paper), academic recognition (i.e., award-winning papers), and affiliation of the contributing authors significantly influence the citations of the IJRM. At the same time, it is worth mentioning that gender diversity is not significantly associated with the academic popularity of the IJRM.

The broad-based and longitudinal analysis of course solicits a number of implications that carry on into the journal's future.

First, the journal is obviously broad based—geographically and topic-wise—spanning the marketing strategy, methodology, consumer behavior, and quantitative domains. Given the established citation footprint across topics that the journal has left, there is no reason to change this broad-based positioning. Thus, it would behoof the editorial team well to continue acquiring manuscripts across the entire spectrum of themes.

Second, and linked to the previous point, the set of topics continues to evolve. It does not need a crystal ball to see the emergence of themes revolving around technology, digital transformation, AI, human-machine interaction, customer privacy, and the like. Likewise, topics such as sustainable consumption behavior, disposal behavior, and CSR are also high on the practical agenda. Finally, the classical bread-and-butter topics, such as branding, advertising, pricing, and CRM, do not go away but need to be reinterpreted under evolving technological and customer preference and values regimes. Thus, it is necessary to recognize the topic-mass point as a moving target.

Third, the large geographical coverage and scope of IJRM are a true asset in a globalized academic world. Whereas many other premier journals are still attempting to expand from their home base, the IJRM truly has a global home base to begin with. Hence, the implication forward is that the IJRM should continue to nurture this international perspective in all dimensions, such as origin of authors, origin of reviewers, and topic relevancy to regions. This also means that existing emerging countries and their academic stalwarts and lighthouse figures need to be further and continuously engaged into the premier journal publication procedure. It also means that countries with no representation in the author base need further promotion, help, and induction.

Fourth, given the existing overall trend of trying to quantify academic activities and academic impact (e.g., as often demanded by university administrators or funding bodies), the manuscript presents an approach to generate a multi-facetted view on the nature, texture, and performance of a journal. Thus, the analysis allows for a nuanced view on the role that researchers and universities take up in the journal space. Also, the analysis shows the overall richness and multidimensionality of academic contributions. This then also calls for the need to go beyond simple numbers (e.g., citation count) when evaluating academic work and to appreciate the richness that published academic work holds—exemplified here with the IJRM.

In conclusion, our study provides the first retrospective of the 35 years of the IJRM between 1984 and 2018. In general, we found growth in the IJRM's coverage of marketing topics and influence. The journal carries contributions from many renowned scholars associated with highly prestigious academic institutions. This reinforces the quality of the journal's academic content. Thus, academics frequently value the journal for its original, internationally acclaimed, and impactful research.

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Table 1. Publication trend, authorship pattern, citation structure, and impact of IJRM between 1984 and 2018

Year	P1	P2	P3	P4	P5	P6	P7	Overall
TA	100	109	151	102	136	176	253	1,027
NAC	161	221	349	243	352	480	718	2,524
CI	0.61	1.03	1.31	1.38	1.59	1.73	1.84	1.46
SA	50	28	23	16	13	14	17	161
CA	50	81	128	86	123	162	236	866
CNAA	142	305	546	694	920	1223	1657	1,657
GA	142	163	241	148	226	303	434	1,657
MA	145	194	285	194	273	354	509	1,954
FA	16	27	64	49	79	126	208	569
MFR	9.06	7.19	4.45	3.96	3.46	2.81	2.45	3.43
NCA	93	105	149	102	136	174	240	999
PCA	0.93	0.96	0.99	1.00	1.00	0.99	0.95	97.27
TC	1,702	5,004	12,501	8,301	11,654	7,777	2,959	49,898
C/A	17.02	45.91	82.79	81.38	85.69	44.19	11.70	48.59
C/CA	18.30	47.66	83.90	81.38	85.69	44.70	12.33	49.95
CT1	90	95	117	79	109	158	238	886
CT2	3	8	29	21	24	15	2	102
CT3	-	2	3	2	3	1	-	11
h-index	23	32	58	48	55	44	27	109
g-index	37	69	110	90	106	81	40	184
NAY	5	5	5	5	5	5	5	35
m-index	20.00	21.80	30.20	20.40	27.20	35.20	50.60	29.34

Notes: This table presents the publication trend, authorship pattern, citation structure, and impact of IJRM between 1984 and 2018 discussed over seven five-year periods. Here, P1 = first period (1984–1988); P2 = second period (1989–1993); P3 = third period (1994–1998); P4 = fourth period (1999–2003); P5 = fifth period (2004–2008); P6 = sixth period (2009–2013); P7 = seventh period (2014–2018); TA = total articles; NAC = number of authors contributing an article; CI = collaboration index; SA = sole-authored articles; CA = co-authored articles; CNAA = cumulative number of affiliated authors; GA = growth in authorship; MA = male authors; FA = female authors; MFR = ratio of male to female authors; NCA = number of cited articles; PCA = proportion of cited articles; TC = total citations; C/A = citations per article; C/CA = citations per cited article; CTI = first citation threshold (≥ 1 ≤ 100 cites); CT2 = second citation threshold (≥ 101 ≤ 500 cites); CT3 = third citation threshold (≥ 501 cites), and NAY = number of active years.

Table 2. Publication trend based on the gender of IJRM authors between 1984 and 2018

	P1	P2	P3	P4	P5	P6	P7	Overall
AP1(M)	91	96	119	78	103	118	173	778
AP1(F)	9	13	32	24	33	58	80	249
AP2(M)	44	68	106	72	93	122	160	665
AP2(F)	6	13	22	14	30	40	75	200
AP3(M)	9	28	45	38	55	79	124	378
AP3(F)	1	1	5	6	14	19	38	84
AP4(M)	1	2	12	6	20	24	45	110
AP4(F)	-	-	5	4	1	6	11	27
AP5(M)	-	-	3	-	2	6	5	16
AP5(F)	-	-	-	1	1	3	4	9
AP6(M)	-	-	-	-	-	2	2	4
AP6(F)	-	-	-	-	-	-	-	-
AP7(M)	-	-	-	-	-	2	-	2
AP7(F)	-	-	-	-	-	-	-	-
AP8(M)	-	-	-	-	-	1	-	1
AP8(F)	-	-	-	-	-	-	-	-
MA	145	194	285	194	273	354	509	1,954
FA	16	27	64	49	79	126	208	569
MFR	9.06	7.19	4.45	3.96	3.46	2.81	2.45	3.43

Notes: This table presents the publication trend in IJRM based on the gender of IJRM authors between 1984 and 2018. It also presents the distribution of IJRM articles based on the authorship position (AP). For abbreviations refer Table 1 except, M = male, F = female, AP1 through AP8 defines the respective position of the author where 1 is for the first and 8 denotes the eighth position, MA = male authors, FA = female authors, MFR = ratio of male to female authors, P1 = first period (1984–1988); P2 = second period (1989–1993); P3 = third period (1994–1998); P4 = fourth period (1999–2003); P5 = fifth period (2004–2008); P6 = sixth period (2009–2013); and P7 = seventh period (2014–2018).

Table 3. Best Paper Award winners in IJRM during 1995–2018

Sl.	Year	Paper title	Authors	Publication Details
1	1995	"Waterfall and sprinkler new-product strategies in competitive global markets"	Shlomo Kalish, Vijay Mahajan, and Eitan Muller	Vol. 12(2), 105–119
2	1996	"Competitive reaction versus consumer response: Do managers overreact?"	Peter S. H. Leeflang and Dick R. Wittink	Vol. 13(2), 103–119.
3	1997	"Decline and variability in brand loyalty"	Marnik G. Dekimpe, Jan-Benedict E. M. Steenkamp, Martin Mellens, and Piet Vanden Abeele	Vol. 14(5), 405–420.
4	1998	"Assessing long-term promotional influences on market structure"	Carl F. Mela, Sunil Gupta, and Kamel Jedidi	Vol. 15(2), 89–107.
5	1999	"Visual attention during brand choice: The impact of time pressure and task motivation"	Rik Pieters and Luk Warlop	Vol. 16(1), 1–16.
6	2000	"Building models for marketing decisions: Past, present and future"	Peter S.H. Leeflang and Dick R.	Vol 7 (2–3), 105–126.
7	2001	"Do international entry decisions of retail chains matter in the long run?"	Katrijn Gielens and Marnik G. Dekimpe	Vol 18(3), 235–259.
8	2002	"How cannibalistic is the internet channel? A study of the newspaper industry in the United Kingdom and The Netherlands"	Barbara Deleersnyder, Inge Geyskens, Katrijn Gielens, and Marnik G Dekimpe	Vol 19(4), 337–348
9	2003	"Advertising versus pay-per-view in electronic media"	Ashutosh, Mahajan Vijay and Bronnenberg Bart	Vol 20 (1), 13–30
10	2004	"Relative explanatory power of agency theory and transaction cost analysis in German sales forces"	Manfred Krafft, Sfnke Albers and Rajiv Lal	Vol 21 (3), 265–283
11	2005	"Turning adversity into advantage: Does proactive marketing during a recession pay off ?"	Raji Srinivasan, Arvind Rangaswamy, and Gary L. Lilien	Vol 22 (2), 109–125
12	2006	"The economics of quality-equivalent store brands"	David A. Soberman and Philip M. Parke	Vol 23 (2), 125–139
13	2007	"Do loyalty programs really enhance behavioral loyalty? An empirical analysis accounting for self-selecting members"	Jorna Leenheer, Harald J. van Heerde, Tammo H.A. Bijmolt, and Ale Smidts	Vol 24 (1), 31-47
14	2007	"The NPV of bad news"	Jacob Goldenberg, Barak Libai, Sarit Moldovan, and Eitan Muller	Vol. 24(3), 186-200.

Sl.	Year	Paper title	Authors	Publication Details
15	2008	"Beyond promotion-based store switching: Antecedents and patterns of systematic multiple-store shopping"	Els Gijsbrechts, Katia Campo, and Patricia Nisol	Vol. 25 (1), 5–21.
16	2008	"A multi-stage model of word-of-mouth influence through viral marketing"	Arnaud De Bruyn and Gary L. Lilien	Vol. 25 (3), 151–163
17	2009	"Demand-driven scheduling of movies in a multiplex"	Jehoshua Eliashberg, Quintus Hegie, Jason Ho, Dennis Huisman, Steven J. Miller, Sanjeev Swami, Charles B. Weinberg, and Berend Wierenga	Vol. 26 (2), 75-88
18	2010	"The chilling effects of network externalities"	Jacob Goldenberg, Barak Libai, and Eitan Muller	Vol. 27 (1), 4 –15.
19	2011	"Enhancing marketing with engineering: Optimal product line design for heterogeneous markets"	Jeremy J. Michalek, Peter Ebbes, Feray Adigüzel, Fred M. Feinberg, and Panos Y. Papalambros.	Vol.28 (1), 1–12.
20	2012	"An analysis of the profitability of fee-based compensation plans for search engine marketing"	Nadia Abou Nabout, Bernd Skiera,Tanja Stepanchuk, and Eva Gerstmeier	Vol. 29 (1), 68-80
21	2012	"Dynamics in the international market segmentation of new product growth"	Aurélie Lemmens, Christophe Croux, and Stefan Stremersch	Vol. 29 (1), 81-92
22	2013	"Performance implications of deploying marketing analytics"	Frank Germann, Gary L. Lilien, and Arvind Rangaswamy.	Vol 30 (2), 114-128.
23	2013	"Does private-label production by national-brand manufacturers create discounter goodwill?"	Anne ter Braak, Barbara Deleersnyder, Inge Geyskens, and Marnik G. Dekimpe.	Vol 30 (4), 343-357.
24	2014	"From academic research to marketing practice: Exploring the marketing science value chain"	John Roberts, Ujwal Kayande, and Stefan Stremersch	Vol. 31(2), 127-140.
25	2014	"Choosing a digital content strategy: How much should be free?"	Daniel Halbheer, Florian Stahl, Oded Koenigsberg, and Donald R. Lehmann	Vol. 31(2), 192-206.
26	2015	"The impact of pre- and post-launch publicity and advertising on new product sales"	Alexa B. Burmester, Jan U. Becker, Harald J. van Heerde, and Michel Clement	Vol. 32 (4), 408-417

Sl.	Year	Paper title	Authors	Publication Details
27	2016	"On-demand streaming services and music industry revenues-insights from Spotify's market, entry"	Nils Wlömert and Dominik Papies	Vol. 33 (2), 314-327
28	2017	"Digital marketing: A framework, review and research agenda"	P.K. Kannan and Hongshuang Alice Li	Vol. 34 (1), 22-45
29	2018	"Brand crises in the digital age: The short-and long-term effects of social media firestorms on consumers and brands"	Nele Hansen, Ann-Kristin Kupfer, and Thorsten Hennig-Thurau	Vol. 35 (4), 557-574.

Note: This table enlists the Best Paper Award winners of IJRM published between 1995 and 2018.

Table 4. List of "The Jan-Benedict E.M. Steenkamp Award for Long Term Impact" during 2009–2019 in IJRM

Sl.	AY	Paper title	Authors	PD	PY
1	2009	"Competitive reaction versus consumer response: Do managers overreact?"	Peter S. H. Leeflang and Dick R. Wittink	Vol. 13 (2), 103–119.	1996
2	2010	"The effects of trust and interdependence on relationship commitment: A trans-Atlantic study"	Inge Geyskens, Jan-Benedict E.M. Steenkamp, Lisa K. Scheer, and Nirmalya Kumar	Vol. 13 (4), 303-317	1996
3	2011	"Competitive consumer choice behavior in online and traditional supermarkets: The effects of brand name, price, and other search attributes"	Alexandru M. Degeratu, Arvind Rangaswamy, and Jianan Wu	Vol. 17 (1), 55-78.	2000
4	2012	"C-OAR-SE procedure for scaled development in marketing"	John R. Rossiter	Vol. 19 (4), 305–335	2002
5	2013	"Visual attention during brand choice: The impact of time pressure and task motivation"	Rik Pieters and Luk Warlop	Vol. 16(1), 1-16	1999
6	2014	"Customer satisfaction and loyalty in online and offline environments, International Journal of Research in Marketing"	Venkatesh Shankar, Amy K. Smith, and Arvind Rangaswamy	Vol. 20 (2), 153-175	2003
7	2015	"A social influence model of consumer participation in network-and small-group-based virtual communities"	Utpal M. Dholakia, Richard P. Bagozzi, and Lisa Klein Pearo	Vol. 21(3), 241-263,	2004
8	2016	"An exploratory look at supermarket shopping paths"	Jeffrey S. Larson, Eric T. Bradlow, and Peter S. Fader	Vol. 22(4), 459-470.	2005
9	2017	"Do loyalty programs really enhance behavioral loyalty? An empirical analysis accounting for self-selecting members"	Jorna Leenheer, Harald J. van Heerde, Tammo H.A. Bijmolt, and Ale Smidts	Vol. 24(1), 31-47.	2007
10	2018	"A multi-stage model of word-of-mouth influence through viral marketing"	Arnaud De Bruyn and Gary L. Lilien	Vol.25(3) 151-163	2008
11	2019	"Corporate social responsibility and consumers' attributions and brand evaluations in a product–harm crisis"	Jill Klein and Niraj Dawar	Vol. 21(3), 203-17	2004

Notes: The European Marketing Academy (EMAC) and the IJRM established the Jan-Benedict Steenkamp Award for Long-Term Impact in 2008. The award is named after Jan-Benedict E.M. Steenkamp, currently serving as the Knox Massey Distinguished Professor and the Area Chair of Marketing at the Kenan-Flagler Business School of the University of North Carolina. The award is presented annually to the most exceptional contribution in academic marketing research, published in IJRM, which have demonstrated long-term impact. Here, AY = award winning year, PD = publication details, and PY = publication year.

Table 5. Most cited articles of IJRM in different periods of the journal's history

R	TC	Title	Authors	PY	CPY
		1984-1988			
1	130	"Marketing investments and market investments in industrial networks"	Johanson J., Mattsson L.-G.	1985	3.82
2	126	"Perceived risk and information search. A systematic meta-analysis of the empirical evidence"	Gemünden H.G.	1985	3.71
3	112	"Stability and change in network relationships"	Gadde L.-E., Mattsson L.-G.	1987	3.50
4	75	"Expectancy-value attitude models an analysis of critical measurement issues"	Bagozzi R.P.	1984	2.14
5	67	"A citation analysis of selected marketing journals"	Jobber D., Simpson P.	1988	2.16
		1989-1993			
1	941	"The use of LISREL in validating marketing constructs"	Steenkamp J.-B.E.M., van Trijp H.C.M.	1991	33.61
2	566	"Developing a market orientation: An organizational strategy perspective"	Ruekert R.W.	1992	20.96
3	248	"Measuring brand value with scanner data"	Kamakura W.A., Russell G.J.	1993	9.54
4	198	"Postmodernity: The age of marketing"	Firat A.F., Venkatesh A.	1993	7.62
5	149	"Brand equity and the extendibility of brand names"	Rangaswamy A., Burke R.R., Oliva T.A.	1993	5.73
		1994-1998			
1	857	"Applications of structural equation modeling in marketing and consumer research: A review"	Baumgartner H., Homburg C.	1996	37.26
2	791	"Consumer evaluations of new technology-based self-service options: An investigation of alternative models of service quality"	Dabholkar P.A.	1996	34.39
3	671	"The effects of trust and interdependence on relationship commitment: A trans-Atlantic study"	Geyskens I., Steenkamp J.-B.E.M., Scheer L.K., Kumar N.	1996	29.17
4	496	"Decomposition and crossover effects in the theory of planned behavior: A study of consumer adoption intentions"	Taylor S., Todd P.	1995	20.67
5	473	"Generalizations about trust in marketing channel relationships using meta-analysis"	Geyskens I., Steenkamp J.-B.E.M., Kumar N.	1998	22.52
		1999-2003			
1	1,075	"The C-OAR-SE procedure for scale development in marketing"	Rossiter J.R.	2002	63.24
2	718	"Customer satisfaction and loyalty in online and offline environments"	Shankar V., Smith A.K., Rangaswamy A.	2003	44.88

R	TC	Title	Authors	PY	CPY
3	442	"Consumer choice behavior in online and traditional supermarkets: The effects of brand name, price, and other search attributes"	Degeratu A.M., Rangaswamy A., Wu J.	2000	23.26
4	233	"Visual attention during brand choice: The impact of time pressure and task motivation"	Pieters R., Warlop L.	1999	11.65
5	218	"International market segmentation: Issues and perspective"	Steenkamp J.-B.E.M., Ter Hofstede F.	2002	12.82
		2004-2008			
1	1,180	"A social influence model of consumer participation in network- and small-group-based virtual communities"	Dholakia U.M., Bagozzi R.P., Pearo L.K.	2004	78.67
2	573	"Corporate social responsibility and consumers' attributions and brand evaluations in a product-harm crisis"	Klein J., Dawar N.	2004	38.20
3	563	"Antecedents and purchase consequences of customer participation in small group brand communities"	Bagozzi R.P., Dholakia U.M.	2006	43.31
4	498	"Reaping relational rewards from corporate social responsibility: The role of competitive positioning"	Du S., Bhattacharya C.B., Sen S.	2007	41.50
5	425	"Marketing renaissance: How research in emerging markets advances marketing science and practice"	Burgess S.M., Steenkamp J.-B.E.M.	2006	32.69
		2009-2013			
1	967	"An empirical comparison of the efficacy of covariance-based and variance-based SEM"	Reinartz W., Haenlein M., Henseler J.	2009	96.70
2	399	"Innovation diffusion and new product growth models: A critical review and research directions"	Peres R., Muller E., Mahajan V.	2010	44.33
3	233	"A new measure of brand personality"	Geuens M., Weijters B., De Wulf K.	2009	23.30
4	209	"Agent-based modeling in marketing: Guidelines for rigor"	Rand W., Rust R.T.	2011	26.13
5	207	"Drivers of consumer-brand identification"	Stokburger-Sauer N., Ratneshwar S., Sen S.	2012	29.57
		2014-2018			
1	159	"Service-dominant logic 2025"	Vargo S.L., Lusch R.F.	2017	79.50
2	113	"The influence of social media interactions on consumer-brand relationships: A three-country study of brand perceptions and marketing behaviors"	Hudson S., Huang L., Roth M.S., Madden T.J.	2016	37.67
3	95	"Digital marketing: A framework, review and research agenda"	Kannan P.K., Li H.".	2017	47.50
4	75	"The Internet-of-Things: Review and research directions"	Ng I.C.L., Wakenshaw S.Y.L.	2017	37.50

R	TC	Title	Authors	PY	CPY
5	72	"Brand value co-creation in a digitalized world: An integrative framework and research implications"	Ramaswamy V., Ozcan K.	2016	24.00

Notes: This table lists the top five cited papers in the seven five-year periods of IJRM's publishing. Here, R = rank, TC = total citations, PY = publication year, and CPY = citations per year.

Table 6. Top IJRM authors between 1984 and 2018

Author	Current/last reported affiliation	TA	NAC	CI	SA	CA	NCA	PCA	TC	C/A	C/CA	CT1	CT2	CT3	NAY	h	g	m
Peter S. H. Leeflang	AU	22	66	2.00	1	21	22	1.00	760	34.55	34.55	21	1	-	17	15	22	1.29
Jan-Benedict E. M. Steenkamp	UNC	19	50	1.63	-	19	19	1.00	4,337	228.26	228.26	6	11	2	13	17	19	1.46
Dick R. Wittink	YU	16	41	1.56	-	16	16	1.00	736	46	46	14	2	-	9	14	16	1.78
Tammo H. A. Bijmolt	UOG	14	56	3.00	-	14	13	0.93	807	57.64	62.08	10	3	-	12	11	13	1.17
Peter C. Verhoef	UOG	14	50	2.57	-	14	14	1.00	874	62.43	62.43	11	3	-	9	13	14	1.56
Wagner A. Kamakura	RU	13	33	1.54	-	13	13	1.00	944	72.62	72.62	9	4	-	12	10	13	1.08
Els Gijsbrechts	TU	13	33	1.54	1	12	13	1.00	292	22.46	22.46	13	-	-	11	7	13	1.18
Marnik G. Dekimpe	TU	12	39	2.25	-	12	12	1.00	586	48.83	48.83	9	3	-	10	9	12	1.2
Stefan Stremersch	EUR	12	32	1.67	1	11	11	0.92	256	21.33	23.27	10	1	-	7	7	11	1.71
Michel Wedel	UOM	10	32	2.20	-	10	10	1.00	673	67.3	67.3	8	2	-	7	10	10	1.43
Donald R. Lehmann	CU	10	28	1.80	1	9	10	1.00	251	25.1	25.1	10	-	-	7	7	10	1.43
Vijay Mahajan	UOT	10	25	1.50	-	10	10	1.00	815	81.5	81.5	8	2	-	6	10	10	1.67
Gary L. Lilien	PSU	10	24	1.40	1	9	10	1.00	748	74.8	74.8	8	2	-	9	9	10	1.11

Notes: This table presents the top contributing IJRM authors publishing at least 10 articles between 1984 and 2018. Here, AU = Aston University, UOG = University of Groningen, UNC = University of North Carolina, YU = Yale University, RU = Rice University, TU = Tilburg University, EUR = Erasmus University Rotterdam, UOM = University of Maryland, CU = Columbia University, UOT = University of Texas, and PSU = Pennsylvania State University, TA = total articles; NAC = number of authors contributing an article; CI = collaboration index; SA = sole-authored articles; CA = co-authored articles; NCA = number of cited articles; PCA = proportion of cited articles; TC = total citations; C/A = citations per article; C/CA = citations per cited article; CTI = first citation threshold (≥ 1 ≤ 100 cites); CT2 = second citation threshold (≥ 101 ≤ 500 cites); CT3 = third citation threshold (≥ 501 cites), NAY = number of active years, h = h-index, g = g-index, and m = m-index.

Table 7. Countries represented in IJRM between 1984 and 2018

Country	TA	TC	NAA	TA/AA	P1	P2	P3	P4	P5	P6	P7
United States	516	28,901	693	0.75	30	72	85	64	71	81	113
Netherlands	181	10,189	167	1.09	6	11	26	24	28	41	45
Germany	112	4,727	156	0.72	9	-	6	5	6	29	57
France	77	3,629	84	0.92	12	5	10	7	14	8	21
Canada	75	3,000	96	0.77	11	10	7	4	11	14	18
United Kingdom	68	2,833	80	0.90	9	8	14	6	7	6	18
Belgium	58	4,266	65	0.94	3	4	12	7	10	14	8
Australia	54	3,984	58	0.93	2	2	9	7	9	8	17
Israel	30	1,134	34	0.88	7	2	2	1	4	8	6
China	24	958	29	0.83	-	-	-	3	3	9	9
Hong Kong	23	534	25	0.88	-	-	-	7	4	5	7
Spain	23	629	31	0.74	-	-	2	2	9	4	6
Singapore	19	389	18	1.06	-	2	-	2	1	7	7
New Zealand	18	749	12	1.50	-	2	3	4	2	1	6
Austria	16	640	21	0.76	2	1	2	-	3	3	5
Turkey	16	408	17	0.94	-	-	2	-	2	4	8
Switzerland	15	1,561	15	1.00	-	-	3	1	1	1	9
Denmark	14	706	13	1.08	3	2	7	-	-	-	2
South Korea	14	229	18	0.78	1	-	1	1	3	3	5
Italy	9	138	16	0.56	-	-	2	-	1	2	4
Norway	9	282	13	0.69	1	-	1	1	-	2	4
India	7	700	8	0.88	-	1	2	2	-	2	8
Sweden	7	322	8	0.88	3	-	3	-	-	1	-
Brazil	4	215	5	0.80	-	-	-	1	-	2	1
Greece	4	82	6	0.67	1	-	1	-	-	2	-
Ireland	4	69	4	1.00	-	1	2	-	-	1	-
Taiwan	4	117	5	0.80	-	-	-	-	1	1	2
Finland	3	105	7	0.43	-	-	1	1	-	-	1
Japan	3	168	4	0.75	-	-	1	-	-	2	-
South Africa	3	540	2	1.50	-	-	-	1	1	-	1
Thailand	3	245	3	1.00	-	-	1	-	1	-	1
Poland	2	14	2	1.00	1	-	1	-	-	-	-
United Arab Emirates	2	3	2	1.00	-	-	-	-	-	-	2
Chile	1	10	1	1.00	-	-	-	-	-	-	1
Czech Republic	1	43	1	1.00	-	-	-	-	1	-	-
Ethiopia	1	31	1	1.00	-	-	-	-	-	1	-
Hungary	1	26	1	1.00	-	-	-	-	1	-	-
Libya	1	4	1	1.00	1	-	-	-	-	-	-
Portugal	1	44	2	0.50	-	-	1	-	-	-	-
Scotland	1	-	1	1.00	1	-	-	-	-	1	-

Notes: This table presents the IJRM authors' affiliating countries between 1984 and 2018**.** Here, TA = total articles, TC = total citations, NAA = number of affiliated authors, TA/AA = total articles per affiliated author, P1 = first period (1984–1988); P2 = second period (1989–1993); P3 = third period (1994–1998); P4 = fourth period (1999–2003); P5 = fifth period (2004–2008); P6 = sixth period (2009–2013); and P7 = seventh period (2014–2018).

Table 8. IJRM's top citing journals, authors' affiliated institutions and countries between 1984 and 2018

R	Top Journal	TC	AJG	ABDC	Top Institution	WUR	TC	Top Country	TC
1	Journal of Business Research	1,042	3	A	Erasmus University Rotterdam	69	380	United States	10,346
2	International Journal of Research in Marketing	682	4	A*	Pennsylvania State University	600	328	United Kingdom	4,023
3	Industrial Marketing Management	600	3	A*	University of Groningen	73	325	Germany	2,754
4	Journal of Retailing and Consumer Services	569	2	A	Hong Kong Polytechnic University	171	310	Australia	2,734
5	European Journal of Marketing	501	3	A*	University of South Australia	251-300	295	China	2,481
6	Journal of the Academy of Marketing Science	365	4*	A*	Tilburg University	201-250	288	Spain	2,300
7	Journal of Marketing	327	4*	A*	City University of Hong Kong	126	273	Netherlands	1,951
8	Journal of Marketing Research	308	4*	A*	University of New South Wales	601-800	253	Taiwan	1,605
9	Marketing Science	307	4*	A*	Universidad de Zaragoza	801-1000	247	Canada	1,510
10	Psychology and Marketing	290	3	A	Wageningen University and Research Centre	59	226	France	1,379
11	Journal of Marketing Management	285	2	A	Michigan State University	84	220	South Korea	1,275
12	Journal of Business and Industrial Marketing	281	2	A	Universiteit Gent	NA	220	India	1,251
13	Journal of Product and Brand Management	267	1	A	KU Leuven	45	219	Italy	1,021
14	Journal of Services Marketing	266	2	A	University of Valencia	401-500	209	Hong Kong	890
15	Journal of Retailing	259	4	A*	University of Manchester	55	207	Malaysia	830
16	International Marketing Review	254	3	A	University of Michigan, Ann Arbor	21	204	Finland	713
17	Sustainability	243	NA	NA	Monash University	75	201	Belgium	686

R	Top Journal	TC	AJG	ABDC	Top Institution	WUR	TC	Top Country	TC
18	Journal of Business Ethics	227	3	A	Georgia State University	401-500	200	Sweden	628
19	Journal of Product Innovation Management	215	4	A*	Griffith University	201-250	199	New Zealand	611
20	Marketing Letters	214	3	A	University of Pennsylvania	11	197	Austria	544

Notes: This table ranks IJRM's top citing journals, authors' affiliated institutions and countries between 1984 and 2018. Here, R = rank, TC = total citations, AJG = Chartered Association of Business Schools' Academic Journal Guide 2018, ABDC = Australian Business Dean Council's 2019 list, WUR = World University Rankings, UOV = University of Vienna, UOM = University of Mannheim, YU = Yale University, UOZ = University of Zaragoza, UNC = University of North Carolina, UOR = Sapienza University of Rome, TU = Tilburg University, PSU = Pennsylvania State University, OGUOM = Otto von Guericke University of Magdeburg, USA = University of South Australia, UOG = University of Groningen, UOM = University of Maryland, AU = Aarhus University, HUT = Hamburg University of Technology, RAU = RWTH Aachen University, UOJ = University of Jena, TM = Tecnologico de Monterrey, CU = Concordia University, and EUV = European University Viadrina.

Table 9. Top themes in IJRM between 1984 and 2018

Themes	TA	TC	C/A	P1	P2	P3	P4	P5	P6	P7
Price	144	5,199	36.10	4	9	15	20	25	33	38
Performance	143	7,403	51.77	9	15	12	18	22	39	28
Advertising	87	2,449	28.15	11	6	12	4	8	15	31
Competition	61	2,017	33.07	7	5	7	7	12	10	13
Distribution	50	2,529	50.58	9	7	9	4	3	9	9
Innovation	49	2,627	53.61	3	4	5	4	7	9	17
Pricing	47	903	19.21	1	4	1	5	9	10	17
Heterogeneity	45	1,148	25.51	1	3	4	3	6	12	16
Segmentation	38	1,564	41.16	7	6	3	6	5	5	6
New products	37	2,309	62.41	4	3	4	-	9	9	8
Diffusion	35	1,529	43.69	3	4	4	3	6	3	12
Loyalty	32	3,672	114.75	-	3	8	2	6	5	8
Consumer behavior	32	2,117	66.16	4	2	8	4	5	4	5
Market orientation	24	2,558	106.58	1	1	3	6	5	5	3
Brand choice	23	698	30.35	1	6	5	5	2	1	3
Replication	20	709	35.45	-	3	6	1	1	5	4
Choice models	19	1,070	56.32	1	2	5	5	1	1	4
Marketing strategy	19	864	45.47	3	3	2	2	2	3	4
Conjoint analysis	18	818	45.44	-	6	5	1	2	3	1
Brand equity	17	1,272	74.82	-	5	2	-	2	3	5
Retailing	16	963	60.19	3	2	4	1	2	-	4
Customer satisfaction	15	1,332	88.80	-	-	-	3	2	5	5
Trust	14	2,226	159.00	-	-	4	4	1	2	3
Word of mouth	14	842	60.14	-	-	-	-	2	4	8
Branding	13	643	49.46	-	-	-	2	1	5	5
Brand extensions	12	835	69.58	-	3	1	1	3	3	1
China	12	944	78.67	-	-	-	4	3	4	1
Emotions	12	940	78.33	-	-	2	1	3	1	5
New product development	12	627	52.25	1	-	1	1	4	3	2
Marketing models	11	202	18.36	2	-	-	7	-	-	2
Emerging markets	10	786	78.60	-	-	-	-	3	5	2
Endogeneity	10	411	41.10	-	-	-	-	3	4	3
Social media	9	378	42.00	-	-	-	-	-	2	7
International marketing	8	226	28.25	1	2	-	1	2	1	1
Corporate social responsibility	7	1,274	182.00	-	-	-	-	2	1	4
Social networks	7	444	63.43	-	-	-	-	1	1	5
Hierarchical bayes	7	186	26.57	-	-	-	-	3	1	3
Brand loyalty	7	826	118.00	-	1	4	-	-	1	1
Social influence	7	1,608	229.71	-	-	-	1	1	2	3

Notes: This table lists the top themes presented in IJRM articles between 1984 and 2018. Here, TA = total articles, TC = total citations, C/A = average citations per articles, P1 = first period (1984–1988); P2 = second period (1989–1993); P3 = third period (1994–1998); P4 = fourth period (1999–2003); P5 = fifth period (2004–2008); P6 = sixth period (2009–2013); and P7 = seventh period (2014–2018).

Table 10. Descriptive of the bibliographic clusters of IJRM articles between 1984 and 2018

	Cluster				
	Consumers' choices	**Marketing models and scale development**	**Consumer–brand relationship**	**Services marketing**	**Marketing phenomena : viral marketing and e–wom**
TA	231	149	201	51	113
NAC	594	399	531	149	305
CI	1.57	1.68	1.64	1.92	1.70
SA	32	15	17	1	7
CA	199	134	184	50	106
NCA	227	149	192	50	111
PCA	0.98	1.00	0.96	0.98	0.98
TC	8,010	14,664	9,058	2,021	5,238
C/A	34.68	98.42	45.06	39.63	46.35
C/CA	35.29	98.42	47.18	40.42	47.19
CT1	213	116	169	46	96
CT2	14	27	21	3	15
CT3	-	6	2	1	-
NAY	23	23	22	19	21
h-index	47	56	50	20	34
g-index	79	120	90	44	70
m-index	10.04	6.48	9.14	2.68	5.38

Notes: This table shows the descriptive indicators of the bibliographic clusters of IJRM articles. Here, TA = total articles; NAC = number of authors contributing an article; CI = collaboration index; SA = sole-authored articles; CA = co-authored articles; NCA = number of cited articles; PCA = proportion of cited articles; TC = total citations; C/A = citations per article; C/CA = citations per cited article; CTI = first citation threshold (≥ 1 ≤ 100 cites); CT2 = second citation threshold (≥ 101 ≤ 500 cites); CT3 = third citation threshold (≥ 501 cites), and NAY = number of active years.

Table 11. Summary of the bibliographic clusters of IJRM articles between 1984 and 2018

Cluster	Major focus	Topics explored	TP	Title	Authors	Year	TC	CPY
1	Consumers' choices	Brand choice, pricing, retailing, heterogeneity, segmentation, etc.	231	"Consumer choice behavior in online and traditional supermarkets: The effects of brand name, price, and other search attributes"	Degeratu A.M., Rangaswamy A., Wu J.	2000	442	23.26
				"Multichannel customer management: Understanding the research-shopper phenomenon"	Verhoef P.C., Neslin S.A., Vroomen B.	2007	355	27.92
				"Loyalty programs and their impact on repeat-purchase loyalty patterns"	Sharp B., Sharp A.	1997	350	15.91
				"Quick and easy choice sets: Constructing optimal and nearly optimal stated choice experiments"	Street D.J., Burgess L., Louviere J.J.	2005	270	19.29
				"On the use of structural equation models for marketing modeling"	Steenkamp J.-B.E.M., Baumgartner H.	2000	200	10.53
2	Marketing models and scale development	Market orientation, scale development, marketing strategy, sales force management, trust, etc.	149	"A social influence model of consumer participation in network- and small-group-based virtual communities"	Dholakia U.M., Bagozzi R.P., Pearo L.K.	2004	1,180	78.67
				"The C-OAR-SE procedure for scale development in marketing"	Rossiter J.R.	2002	1,075	63.24
				"An empirical comparison of the efficacy of covariance-based and variance-based SEM"	Reinartz W., Haenlein M., Henseler J.	2009	967	96.70
				"Applications of structural equation modeling in marketing and consumer research: A review"	Baumgartner H., Homburg C.	1996	857	37.26
				"Consumer evaluations of new technology-based self-service options: An investigation of alternative models of service quality"	Dabholkar P.A.	1996	791	34.39

Cluster	Major focus	Topics explored	TP	Title	Authors	Year	TC	CPY
3	Consumer-brand relationships	Consumer behavior, brand equity, brand extensions, brand evaluation, advertising, etc.	201	"Corporate social responsibility and consumers' attributions and brand evaluations in a product-harm crisis"	Klein J., Dawar N.	2004	573	38.20
				"Antecedents and purchase consequences of customer participation in small group brand communities"	Bagozzi R.P., Dholakia U.M.	2006	563	43.31
				"Reaping relational rewards from corporate social responsibility: The role of competitive positioning"	Du S., Bhattacharya C.B., Sen S.	2007	498	41.50
				"Reviving brand loyalty: A reconceptualization within the framework of consumer-brand relationships"	Fournier S., Yao J.L.	1997	283	12.86
				"Characteristics of memory associations: A consumer-based brand equity perspective"	Krishnan H.S.	1996	264	11.48
4	Services marketing	Service quality, customer satisfaction, service, service delivery, service contacts, etc.	51	"Customer satisfaction and loyalty in online and offline environments"	Shankar V., Smith A.K., Rangaswamy A.	2003	718	44.88
				"Effects of waiting on the satisfaction with the service: Beyond objective time measures"	Pruyn A., Smidts A.	1998	151	7.19
				"The dynamics of the service delivery process: A value-based approach"	De Ruyter K.,Wetzels M., Lemmink J., Mattsson J.	1997	125	5.68
				"Generating global brand equity through corporate social responsibility to key stakeholders"	Torres A., Bijmolt T.H.A., Tribó J.A., Verhoef P.	2012	111	15.86
				"Customer evaluations of after-sales service contact modes: An empirical analysis of national culture's consequences"	Van Birgelen M., De Ruyter K., De Jong A., Wetzels M.	2002	80	4.71
5	Marketing phenomena – viral	Word-of-mouth, diffusion,	113	"Marketing renaissance: How research in emerging markets advances marketing science and practice"	Burgess S.M., Steenkamp J.-B.E.M.	2006	425	32.69

Cluster	Major focus	Topics explored	TP	Title	Authors	Year	TC	CPY
	marketing and electronic word-of-mouth	international marketing, new product, diffusion of innovations, new product diffusion, etc.		"Innovation diffusion and new product growth models: A critical review and research directions"	Peres R., Muller E., Mahajan V.	2010	399	44.33
				"A multi-stage model of word-of-mouth influence through viral marketing"	De Bruyn A., Lilien G.L.	2008	399	36.27
				"Measuring the impact of positive and negative word of mouth on brand purchase probability"	East R., Hammond K., Lomax W.	2008	252	22.91
				"International market segmentation: Issues and perspective"	Steenkamp J.-B.E.M., Ter Hofstede F.	2002	218	12.82

Notes: This table presents a summary of the bibliographic clusters of IJRM articles. Representative articles in each cluster are included on the basis of their citations. Only the top five cited articles appear in the table. Here, TP = total publication, TC = total citations, and CPY = citations per year.

Table 12. Descriptive statistics of the variables impacting citations of IJRM articles

	Minimum	1st Quartile	Median	Mean	3rd Quartile	Maximum
Cites	-	7	19	49	49	1,180
Age	1	6	13	15	24	35
Number of pages (Npage)	5	11	14	14	17	37
Title length (Tlength)	2	8	11	11	13	26
Number of keywords (Nkeywords)	-	-	4	3	5	11
Number of references (Nreference)	1	27	43	49	66	196
Number of authors (Naut)	1	2	2	2	3	8
Categorical variables	NA	NA	NA	NA	NA	NA

Notes: This table shows the descriptive statistics of the variables potentially influencing citations to IJRM articles between 1984 and 2018. Here, NA = not applicable.

Table 13. Count data regression of the factors affecting citations of IJRM articles

	Poisson		Negative Binomial	
	Coefficient	**Std. error**	**Coefficient**	**Std. error**
Intercept	0.7939***	0.0404	0.8662***	0.2744
Academic background				
Age	0.0531***	0.0007	0.0664***	0.0054
Nreference	0.0088***	0.0002	0.0126***	0.0015
Content				
Npage	0.0281***	0.0010	0.0004	0.0083
Nkeyword	0.1392***	0.0026	0.1177***	0.0213
Quantitative	0.9272***	0.0284	0.5062*	0.2690
Qualitative	1.1868***	0.0523	0.6970	0.4630
Mixed	1.2903***	0.0533	0.9463*	0.5043
Method				
Conceptual	–0.0689	0.0290	–0.0006	0.2499
Empirical	–0.6674***	0.0247	–0.3145	0.2526
Both	–0.1578	0.0247	0.1510	0.2577
Research quality				
Naut	0.0430	0.0055	0.1270***	0.0420
Presentation				
Tlength	0.0057	0.0013	0.0021	0.0097
Novelty and recognition				
Splissue	0.0041	0.0109	0.0118	0.0808
Novelty	–0.0313	0.0099	0.0037	0.0772
Lpaper	0.2885***	0.0114	0.2732***	0.1043
Award	1.1673***	0.0148	1.0943***	0.1978
Feminity				
PreFem	0.0290	0.0099	0.0155	0.0784
Institutional affiliation				
Top3Inst	0.2102***	0.0122	0.2192**	0.1043
Nationality				
USA	0.2517***	0.0113	0.1192	0.0888
Europe	–0.0347	0.0115	–0.0558	0.0920
Asia	–0.4791***	0.0185	–0.4814***	0.1168
Dispersion	115.4577		0.8199	
AIC	66,259		9,326	

Notes: This table shows the count data regression outcomes of the potential factors affecting citations to IJRM articles between 1984 and 2018. Here, '***', '**', and '*' denote significance level at 1%, 5%, and 10%, respectively.

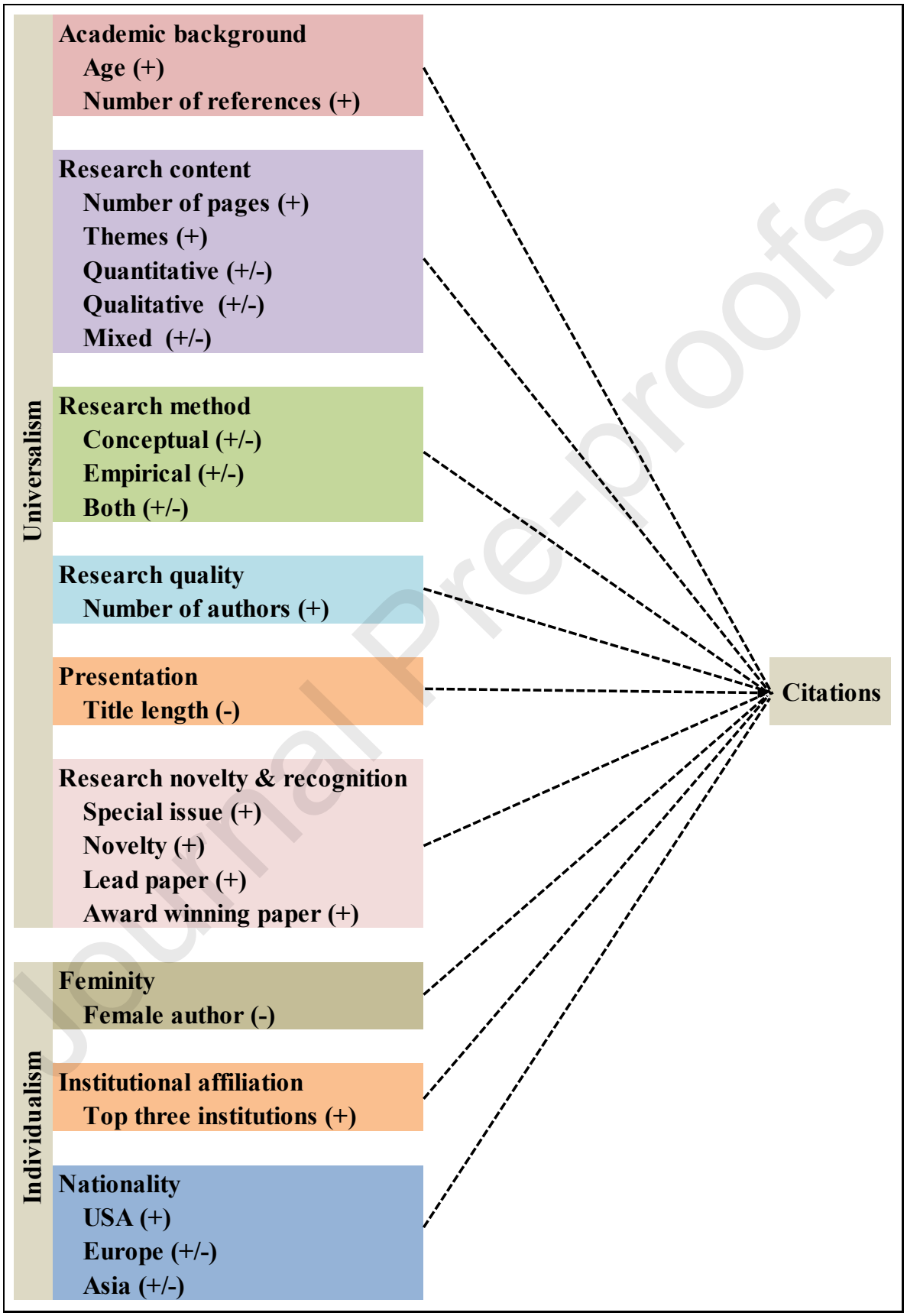


Figure 1. Conceptual model

Note: This figure shows the conceptual model of the study.

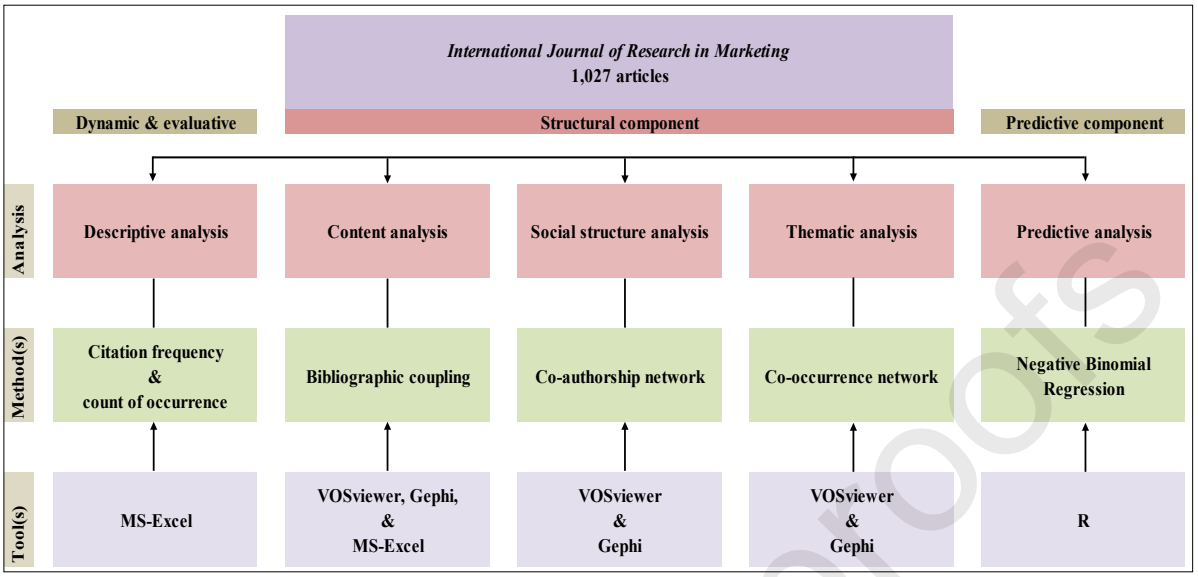


Figure 2. The study design

Note: This figure displays the research design which takes into account the dynamic and evaluative, the structural and predictive components of IJRM.

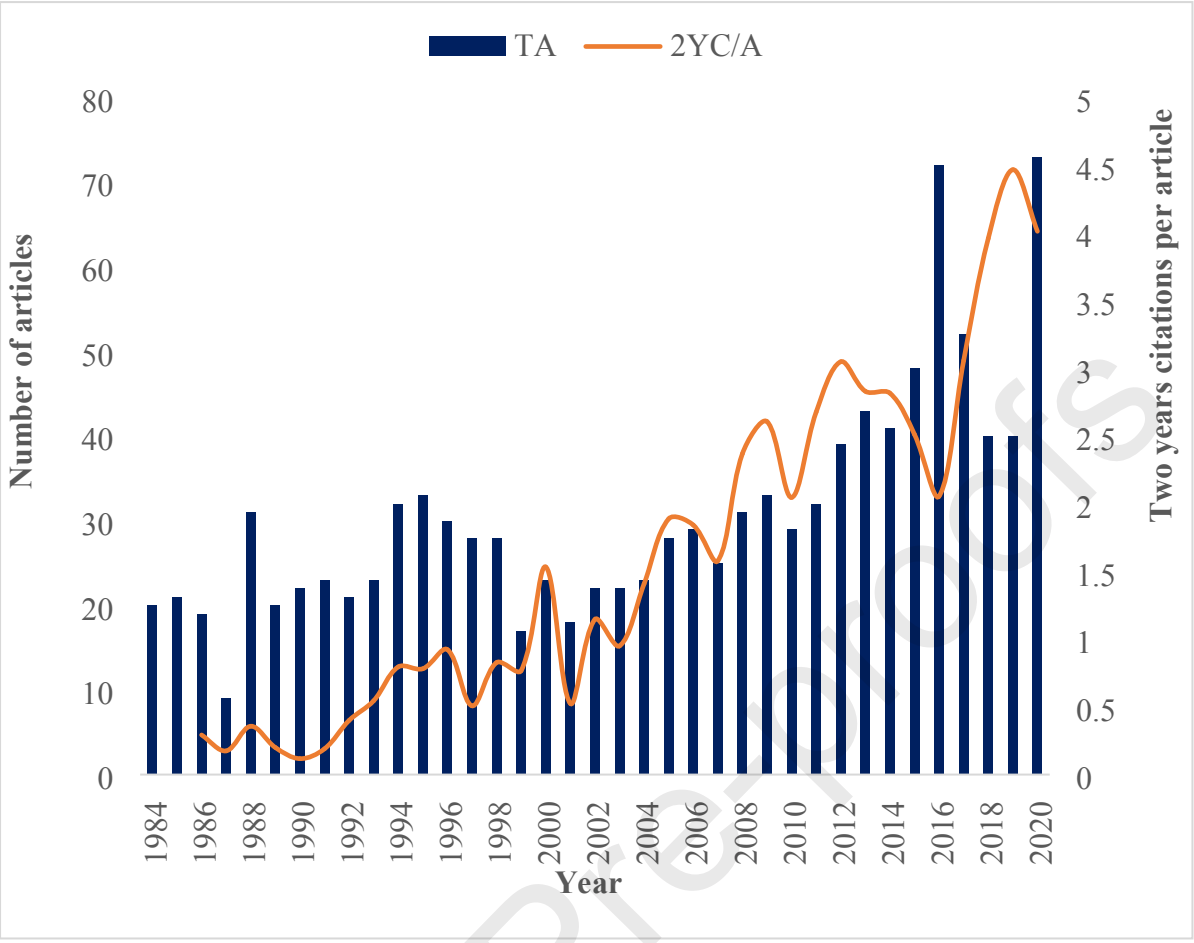


Figure 3. Publication and citation trend in IJRM between 1984 and 2020

Notes: This figure shows the publication and citation trends of IJRM articles published between 1984 and 2018. Here, TA = total articles and 2YC/A = two years average citations per article.

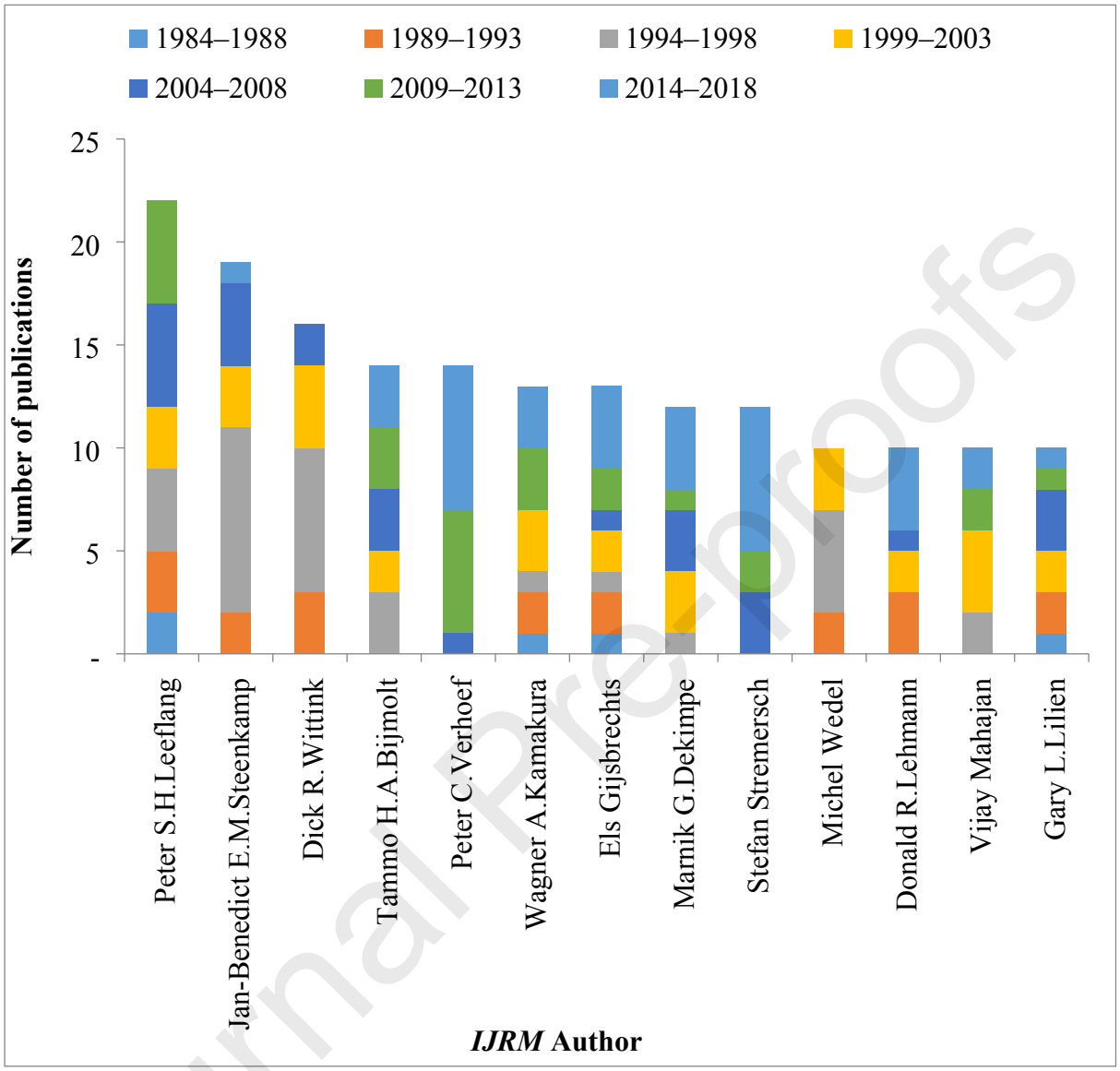


Figure 4. Temporal evolution of the top contributors of IJRM

Note: This figure shows the temporal evolution of the top authors contributing to IJRM between 1984 and 2018.

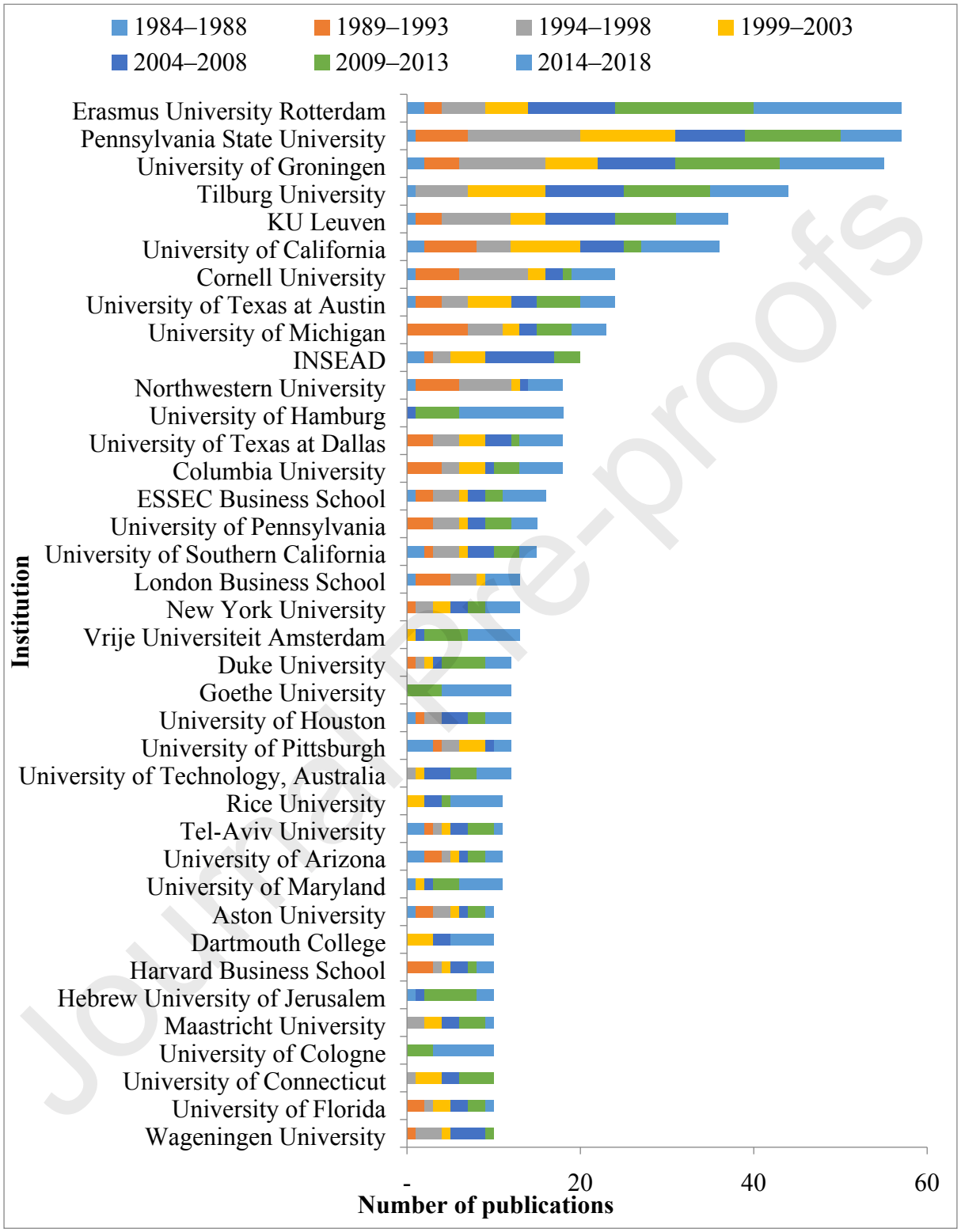


Figure 5. Temporal evolution of the top IJRM authors' affiliated institutions

Note: This figure shows the temporal evolution of the top IJRM authors' affiliated institutions between 1984 and 2018.

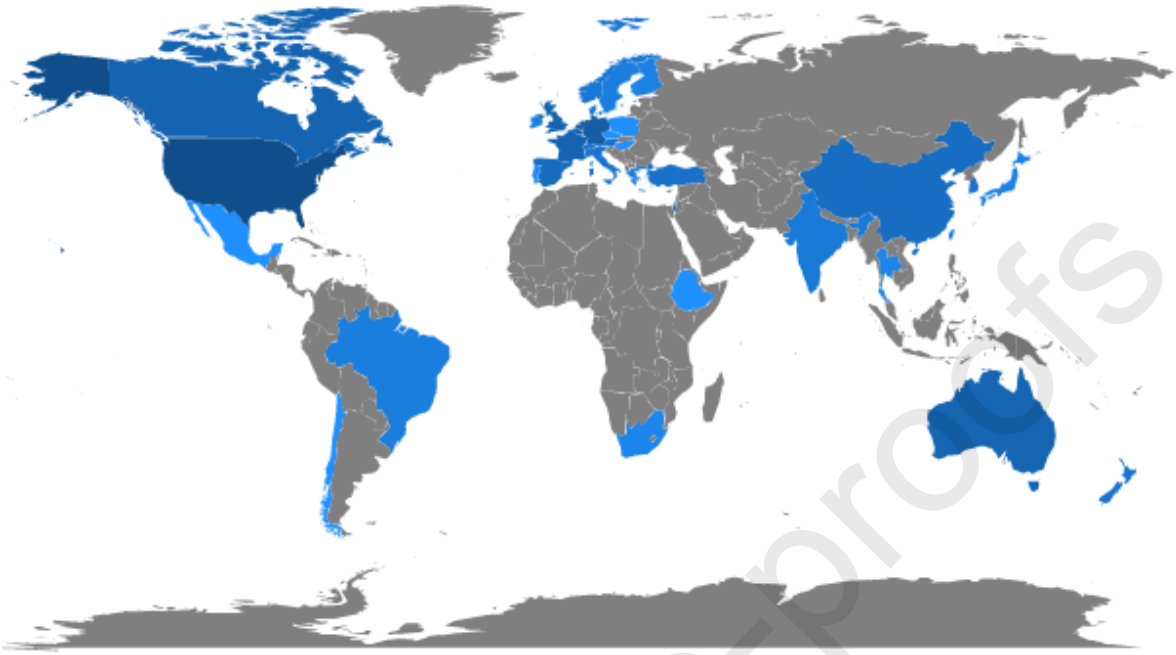


Figure 6. Internationality represented in IJRM publications between 1984 and 2018

Notes: With the help of the Bibliometrix R package, the figure represents the global spread of IJRM authors' affiliated nations. Shades in blue depict the region where IJRM is represented while in grey regions IJRM is yet to be represented.

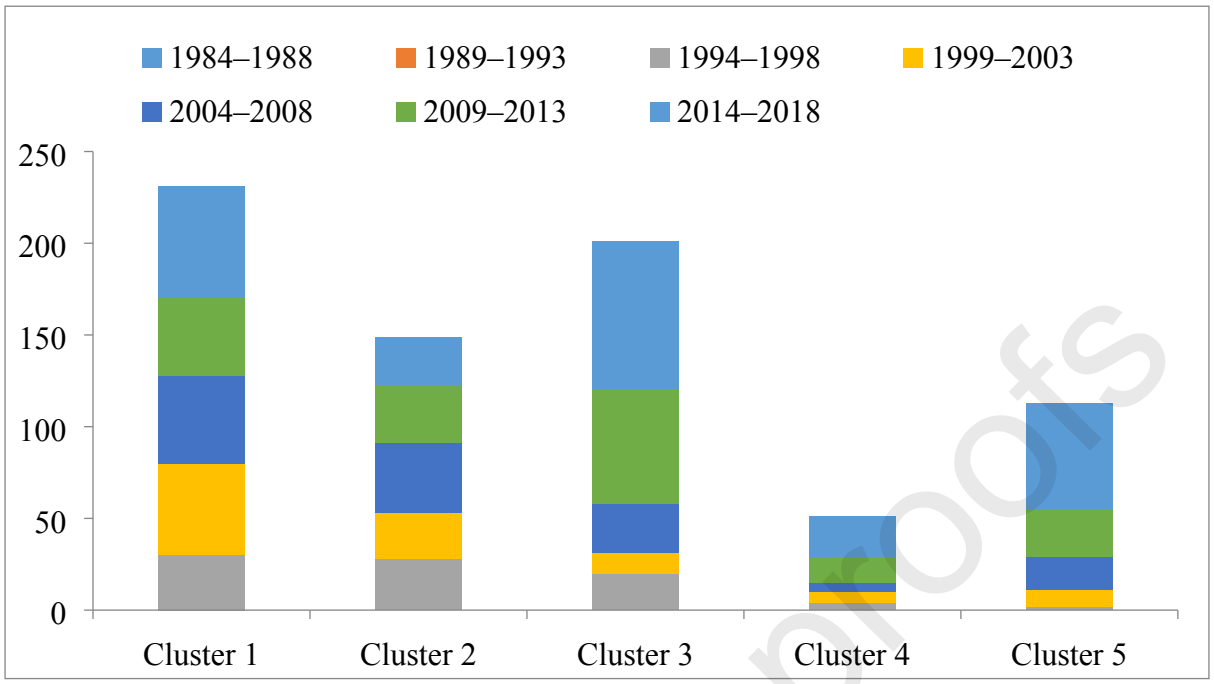


Figure 7. Temporal evolution of the bibliographic clusters of IJRM articles

Note: This figure shows the temporal evolution of the bibliographic clusters of IJRM articles published between 1984 and 2018.

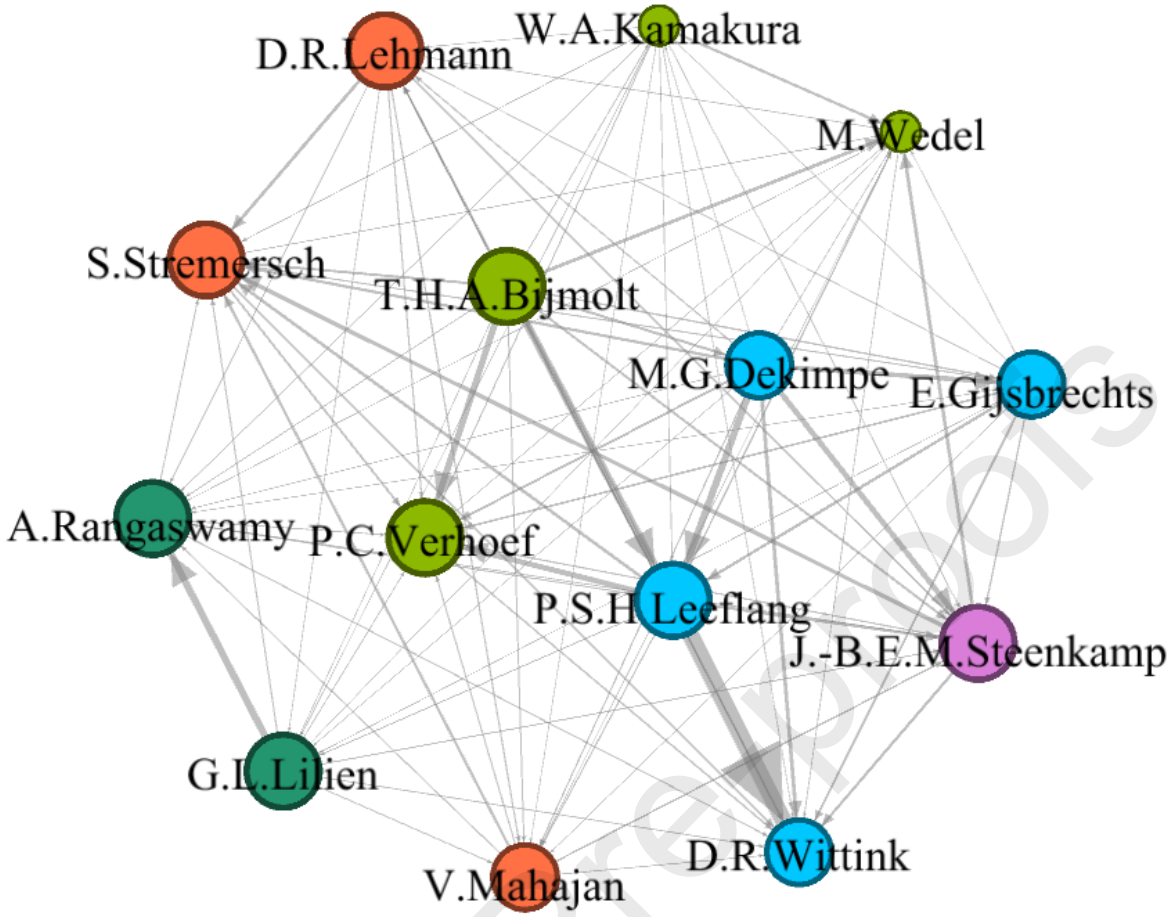


Figure 8. Bibliographic coupling network of top IJRM authors between 1984 and 2018

Notes: Using VOSviewer and Gephi software this figure depicts the bibliographic coupling network of top IJRM authors unveiling the sematic association of the core contributors of IJRM between 1984 and 2018. Each of the nodes depicts an IJRM core contributor, the colour of the nodes depicts the semantic cluster of the authors, the line indicates co-authorship link, the direction of the arrow is a co-authorial link is an indicator of the prominence of the node. The first or preceding author has the arrow directed outward. As an example, P.S.H Leeflang and D.R.Wittink belong to the same intellectual cluster, highlighted by their identical nodal colour. The arrow between the authors indicates the largest number of co-authorship links while the direction of the arrow suggests that in most occasions Leeflang is positioned before Wittink in their co-authored contributions in IJRM.

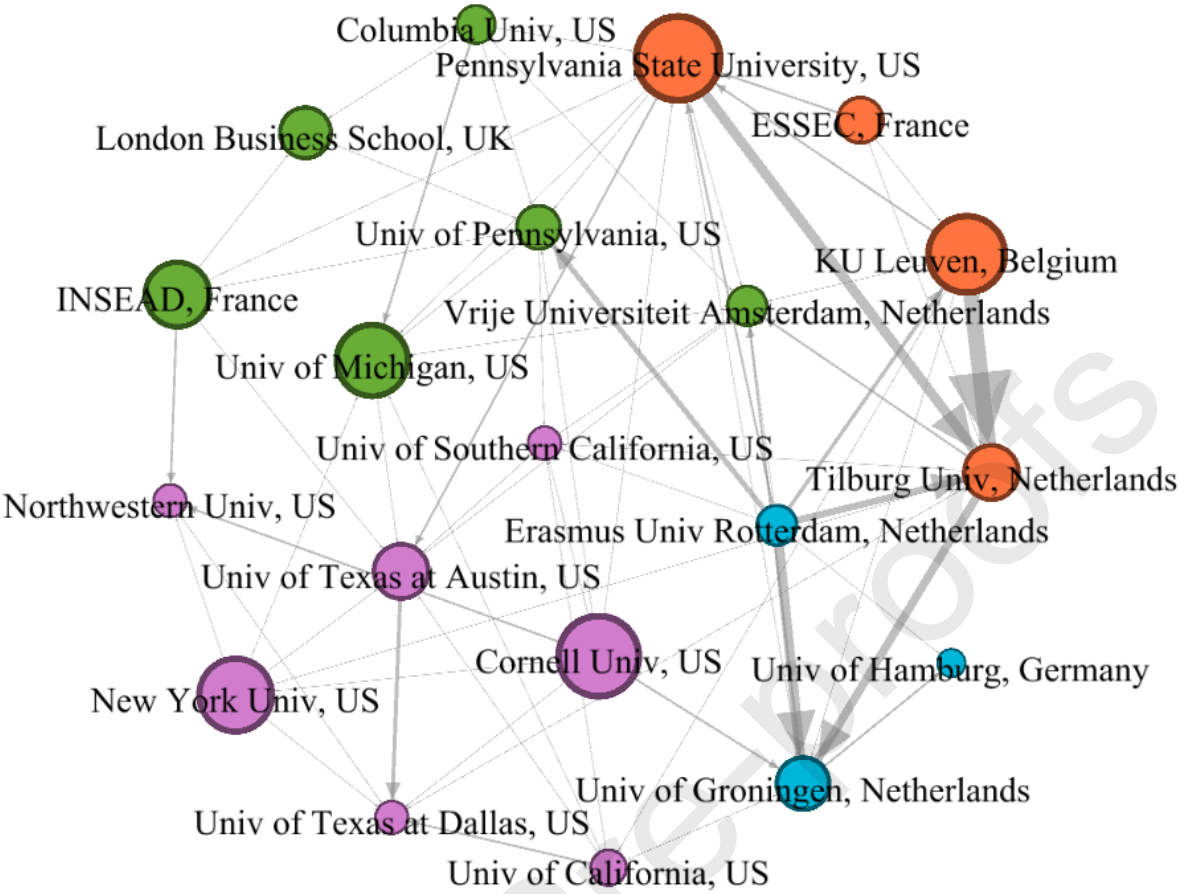
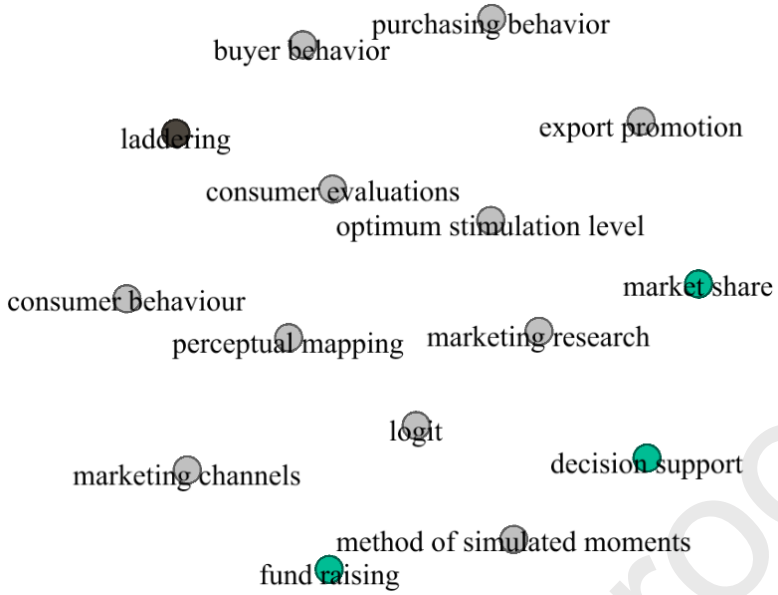


Figure 9. Co-authorship network among top IJRM authors affiliated institutions between 1984 and 2018

Notes: Using VOSviewer and Gephi software, this figure depicts the co-authorship network among IJRM's top authors' affiliated institutions. Each of the nodes depict an IJRM's author affiliating institution, colour of the nodes indicates the class or group of the top contributing authors, a link indicates a co-authorial linkage while the direction of the arrow depicts the authorship order. The inward directed node depicts the prominence of a contributing author's affiliated institution in a co-authorial contribution in IJRM. As an example, the highest number of co-authorship links exists between the IJRM authors affiliated to KU Leuven and Tilburg University. Both the institutions belong to the same intellectual cluster while the direction of the arrow suggests that in most occasions authors affiliated to KU Leuven occur before the authors affiliated to Tilburg.

1984-1998



1999-2003

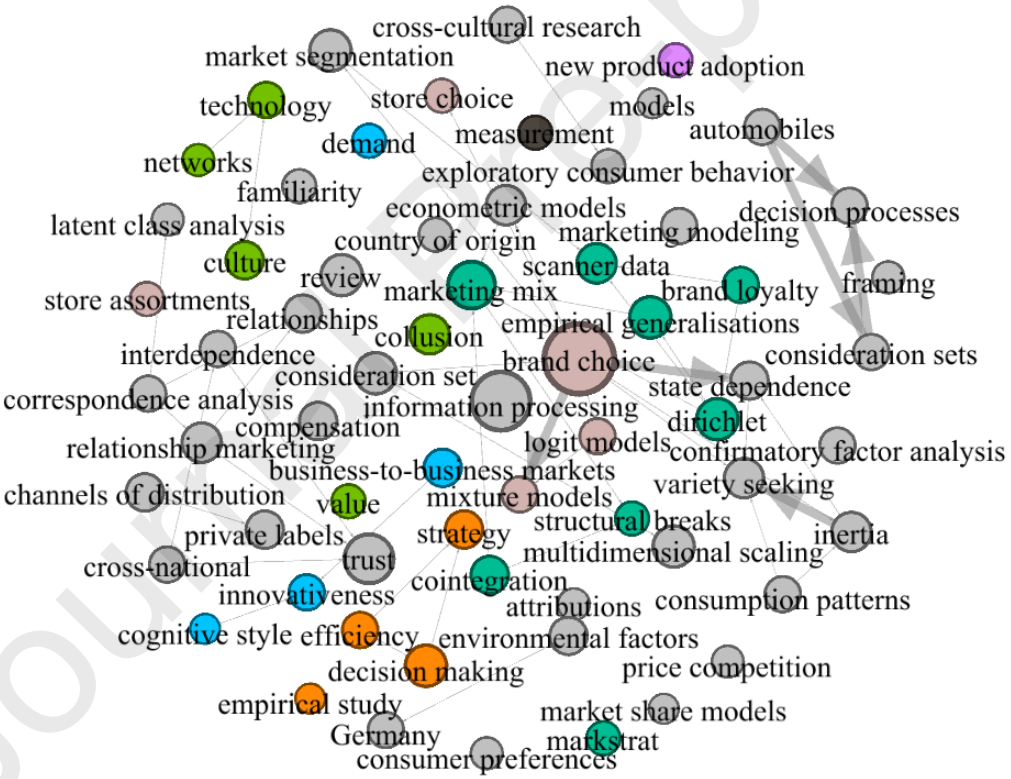
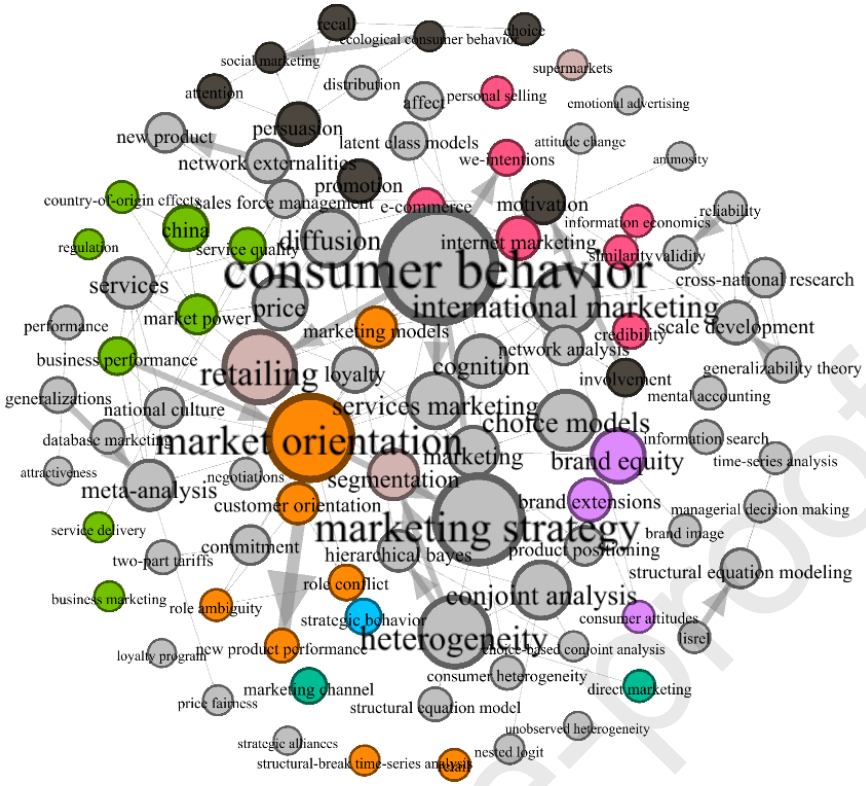


Figure 10. Thematic structures of IJRM articles between 1984-1998 and 1999-2003

Notes: Using VOSviewer and Gephi software the figure depicts the conceptual structure formed by the frequently co-occurring themes in IJRM articles between 1984 and 1998 and 1999 and 2003. Each of the nodes depicts an IJRM theme, colour depicts the thematic cluster, a link or arrow joins the co-occurring themes. Direction of the arrow denotes the thematic order – the originating node appears before the directed node.

2004-2008



2009-2013

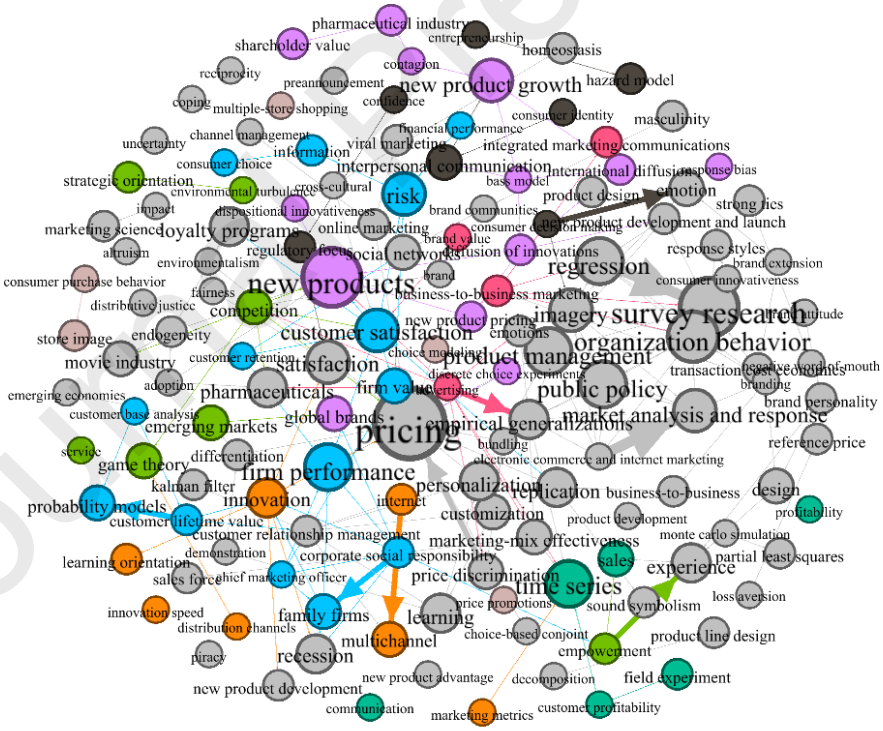


Figure 11. Thematic structures of IJRM articles between 2004-2008 and 2009-2013

Notes: Using VOSviewer and Gephi software the figure depicts the conceptual structure formed by the frequently co-occurring themes in IJRM articles between 2004-2008 and 2009-2013. Each of the nodes depicts an IJRM theme, colour depicts the thematic cluster, a link or arrow joins the co-occurring themes. Direction of the arrow depicts the thematic order.

2014-2018

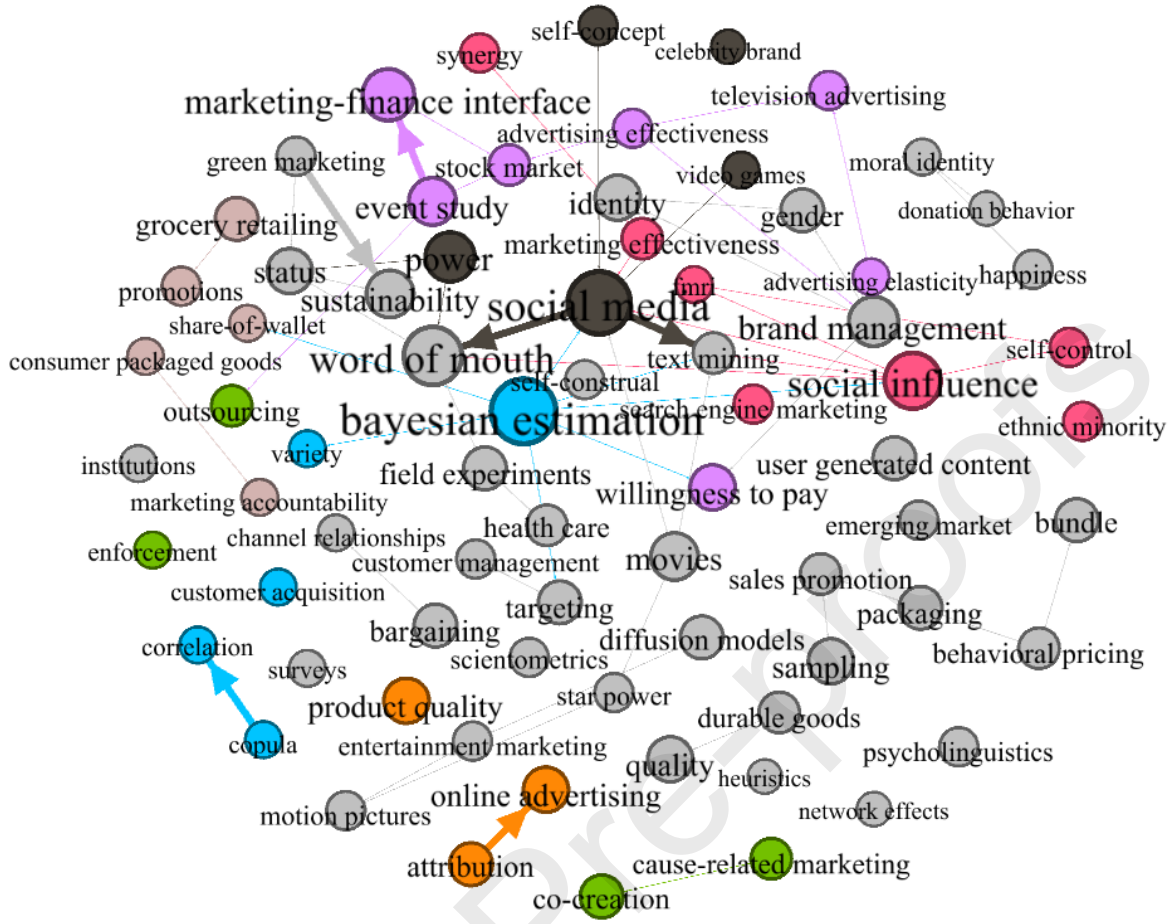


Figure 12. Thematic structures of IJRM articles between 2014 and 2018

Notes: Using VOSviewer and Gephi software the figure depicts the conceptual structure formed by the frequently co-occurring themes in IJRM articles between 2014 and 2018. Each of the nodes depicts an IJRM theme, colour depicts the thematic cluster, a link or arrow joins the co-occurring themes. Direction of the arrow denotes the thematic order.

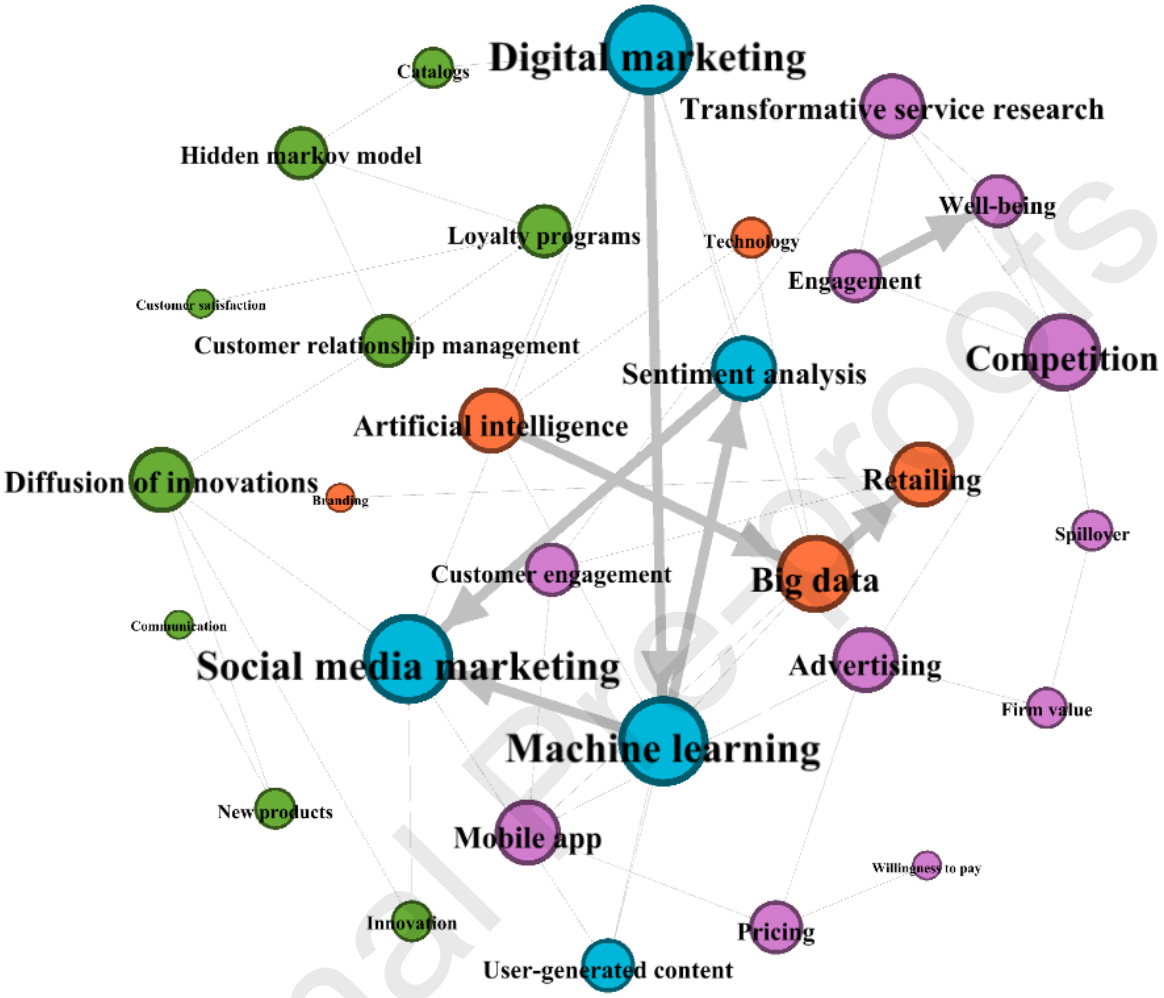


Figure 13. Thematic structures of IJRM articles between 2019 and 2020

Notes: Using VOSviewer and Gephi software the figure depicts the thematic structure of IJRM articles published between January 2019 and October 2020. Each of the nodes depicts an IJRM theme, colour depicts the thematic cluster, the link or arrow joins the co-occurring themes. Direction of the arrow denotes the thematic order.

A Retrospective Review of the First 35 Years of the International Journal of Research in Marketing

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