

Mapping marketing journals with bibliometric indicators

Abstract

The article presents an overview of research in marketing considering the period 1990-2014. It shows the most productive and influential magazines in this area to scientific community, according to information found in Web of Science (WoS). Using bibliometric techniques it turns a ranking of marketing journals, identify its quinquennial scientific production. The study also uses VOS viewer to deliver a relationship mapping between ranked magazines, to show bibliometric networks in terms of bibliographic coupling and co-citation. The majority of the results are in accordance to our common knowledge, although some unexpected results were also found.

Keywords: Marketing research, Journal Ranking, Bibliometrics.

1. Introduction

The role of Marketing has been important for the development of a society, since the essence of this discipline is to promote the exchange of value (ideas, data, information, knowledge, products, services, experiences, etc.) among the buyers and sellers. In recent decades, interest and the role of Marketing has grown remarkably due to the impact of the actions of marketing on brand value, the creation of value for customers, the profitability of the customer base and thus in organizational results. Therefore, the leading organizations do not only have a Marketing Department, but also present a Marketing Orientation as a philosophy and organizational culture. Hence, the academic research in Marketing as a contribution to the scientific community has become increasingly important. The development of this discipline and its contribution is mainly due to the role that the association of Academy Marketing Science (AMS) has compiled, an organization founded by Dr. Berkman in 1971. The AMS has become a substantial international partnership of academic and professional character, since it has been dedicated in engaging in the disseminating and knowledge of the creation and practice of Marketing in a level of excellence, committed to the highest ethical standards, through a leadership role within the Discipline of Marketing.

To understand the concept of Marketing, the American Marketing Association (AMA) (1960) introduces the first formal definition of this discipline as "the conducting of business activities that direct to the flow of goods and services from the producer to the consumer or users", which was largely accepted by the international scientific community. Later, McCarthy (1964) conceptualized the discipline as "the area that chooses the products to manufacture, the prices they will be sold for

and where and how to sell them" This definition is one of the statements that has had a major impact as it introduces the paradigm of four P's of marketing. Meanwhile, Carasilla & Milton (2008) have identified three distinct periods: the pre-conceptual period (1900-1959), the period of formal conceptualization (1960-1989) and the current period of the concept of Marketing (1990-2014). Thus, the subject is from the first "babbling" of Marketing as a discipline more oriented to the economy, passing through important contributions and the birth of a true scientific community, led by the American Marketing Association, (AMA).

It is important to mention the contribution of Kotler and Keller (2006) who propose a new Marketing concept, which we consider that it describes the discipline more acceptably to today. According to the authors, from the point of view of businesses, Marketing is "the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy the specific objectives and organizations. Marketing management is the art and science of selecting target markets and to attract and retain customers through the generation, delivery and communication of superior value ".

From this perspective, the last definition of the AMA (2008) states that "Marketing is the activity, set of relevant practices and processes for creating, communicating, release and exchange offers that have value for the customers, partners and society in general ", as seen in this definition, the AMA explicitly introduces the increasingly important role that the discipline of Marketing is playing in society. Based on this definition, authors such as Martinez (2011) conceive Marketing in various key aspects: as a philosophy / way of thinking as a tool / technique, as a function / processes and as programs / concrete actions.

Marketing as a philosophy refers to the set of attitudes, beliefs, values and cognitive processes associated with the orientation of the company to the market and environment. The value that the customer has for the organization, the internalization of the importance of the orientation of the company that the market has, the belief that the adoption of marketing the company are included and can be beneficial. This perspective is precisely under the umbrella of the concept of market orientation. And this management philosophy implies that a market-oriented organization is one that assumes the need to proactively direct its internal and external environment for continued value creation target audience as a way to ensure its long-term survival (Alvarez Santos and Vázquez, 2001). As suggested by Narver and Slater (1990), it is performing a management with superior results in average market, implies the existence of a defensible competitive advantage resulting from the creation of superior value for the customer, being the key factors to a market orientation: a final customer orientation, an intermediary customer orientation, an orientation towards competitors and a functional coordination. On the other hand, Kohli and Jaworski (1990), defined market orientation as the generation of market

information, the dissemination of such information across departments and the response to it. For this, the support of information systems and management tools that can generate and manage knowledge becomes crucial.

Marketing as a tool refers to the set of techniques, tools, process and theories that are used in the company in the commercial scope, such as advertising techniques, methods of pricing, etc. These techniques are the contents of Marketing of most educational processes, and include aspects related to "knowing" and "know-how". The existence of the Marketing tools and their use in the company largely legitimize the existence of a scientific and practical knowledge on Marketing.

In general, the consideration of Marketing as a science and scientific theory would be associated with two of the four definitions provided by Martinez (2011): Marketing as a tool / technique and Marketing as program / action. Without being simplistic, the debate about the scientific nature of Marketing would therefore be next in the establishment of what extent certain tools used in marketing programs and actions have in a scientific basis and promote scientific knowledge.

However, the state of knowledge, its evolution and who are the key actors (universities, countries, authors and journals) becomes interesting to know in greater depth, since understanding the past in a field, allows researchers to evaluate its current structure and define research guidelines that give greater contribution to knowledge and practice in the discipline (Culnan, 1986).

The studies on the variables that describe what is happening in the Marketing area, either on the main journals, authors, themes, trends among others; contribute to the knowledge for the theory and practice of the discipline (Hanson & Grimmer, 2007; Tellis, Chandy & Ackeman, 1999; Theoharakis, 2002; Mazzon, Hernandez, 2013; Baumgartner & Pieters, 2003; Zinkhan & Leigh, 1999; Svensson & Wood, 2008, Hofman & Holbrook, 1993). Firstly, allows the orientation for researchers to focus their studies on topics of greatest contribution to knowledge (Nakata & Huang, 2005; Svensson & Wood, 2008; Samiee & Chabowski, 2012; Ramirez & David Brusco, 2013) and select the journals with the highest circulation for greater impact of their research in the scientific community (Moussa & Touzani, 2010; Baumgartner & Pieters, 2003; Theußl, Reutterer & Hornik, 2013). Secondly, for the publishers of journals it is useful for assessing the quality of the selected items (Zinkhan & Leigh, 1999) and plan their editorial agenda. Third, it provides more comprehensive databases for libraries and academic material. Fourth, the universities make their hiring decisions, retention, promotion and salary increase, productivity incentives and evaluate research performance of their teachers in each department or area (Seggie & Griffith, 2009). And fifth, help the government and universities to assess the quality of research proposals and make optimal funding decisions.

All these reasons confirm that regularly updating rankings in Journal of Marketing is essential to know the state of advancement of the discipline and guide future contributions in theoretical research and Marketing practice. It is observed in

different literatures the types of data for these rankings, some make mention of only qualitative information (Theoharakis & Hirt, 2002), other quantitative and qualitative (Hanson & Grimmer, 2007) and the largest group prepares its ranking with only quantitative information (Tellis et al., 1999; Saad, 2009; Moussa & Touzani, 2010; Baumgartner & Pieters, 2003; Zinkhan & Leigh, 1999; Theubl et al, 2013).

To prepare these rankings, it has been considered the bibliometric study based techniques, which are defined as a discipline that studies the quantitative bibliographic material (Broadus, 1987). There are different methodological approaches to develop rankings, within them are: h-index, hg-index, g-index; PFI Index, co-word analysis, among others that apply in the literature (Saad, 2009; Murgado-Armenteros, Gutierrez-Salcedo, Torres-Ruiz & Cobo, 2014). After analyzing the literature, bibliometric studies are highlighted in Marketing mainly in Journal of Business Research, Journal of Advertising, Journal of Marketing, Scientometrics. These studies apply bibliometrics to compare journals (Tellis et al., 1999; Theoharakis & Hirt, 2002), define scientific production (Mazzon & Hernandez, 2013), analysis of brand (Chabowski, Samiee & Hult, 2013), analysis of the impact of magazines in financial areas, management and Marketing (Vieira & Teixeira, 2010), identification of important authors (Hofman & Holbrook, 2012), identification of main contents of the articles (Svensson & Wood, 2008).

This article aims to present the general vision of the investigation in Marketing from 25 years ago using bibliometric techniques. The aim is to show the most productive and influential journals in the scientific community, according to information found in the Web of Science (WoS). The information is classified by magazines, identifying their scientific production in annual Marketing and five-year periods for the period of 1990-2014. The main results are consistent with common knowledge. The Journal of Marketing (JM) appears with the highest levels of scientific quality. Subsequently, followed by the Journal of Consumer Research (JCR), Journal of Marketing Research (JMR).

It should be noted that the main limitation of the study is in the process of classification of information, since the source is the Web of Science. However, to provide a complete picture, other factors could have been considered such as: publishers who are committed to leading journals and commitment to partnerships and conferences. Therefore, the aim of this article is to show the current information found in the WoS, in relation to investigations in Marketing, although critical information developed in this field may be omitted by not being included in this database.

The paper is organized as follows. Section 2 has the conceptual framework. Section 3 describes the methodology. Section 4 1. Empirical analyzes and results, which considers to analyze the scientific production in Marketing and presents the 38 most influential magazines in Marketing. Section 5 discusses the main conclusions of the article.

2. Conceptual framework

Statistical analysis of scientific literature began almost 50 years before the term was titled bibliometrics (Glänzel, 2003). The term bibliometrics is introduced by Pritchard (1969), he explains the application of mathematical and statistical methods to books and other media. Other authors define it as the discipline that studies the quantitative bibliometric materials or, as the quantitative study of the physical units published or bibliographic units (Broadus, 1987).

This type of analysis is often used in literature in order to present a complete picture of a field of research and has been increased significantly in recent years due to the rapid spread of computers and the Internet (Bonilla, Merigó & Torres-Abad, 2015).

Bibliometrics is a research field of Information and the Library of Science, being very useful for representing information from a research area because it classifies it by indicating the number of articles, citations and related indicators (Merigó, 2015). Bibliometric studies are useful for many purposes including general descriptions of a field of investigation and analysis of the principal investigators (Bjork, 2014). It provides an overview of a research field according to a wide range of indicators. There are different ways to classify the material in a bibliometric analysis. The most common approaches use the total number of items or the total number of citations (Cancino, Merigó, & Palacios-Marquis, 2015). It appeared in the field of library and science of the information and has been extended to all categories of research. In economics, it has received much attention in a wide range of fields including management (Podsakoff, MacKenzie, Podsakoff, & Bachrach, 2008), analyzes of enclosed data (Liu Yu, Lu, & Lin, 2013), production (Hsieh & Chang, 2009) and operations management (Pilkington & Meredith, 2009) SWOT analysis (Ghazinoory, Abdi, & Azadegan-Mehr, 2011), ecological economics (Hoepner, Kant, Scholtens, & Yu, 2012), physics (Redner, 2005), decision making (Wallenius, 2008), Marketing (Seggie & Griffith, 2009), finance (Chan, Chang, & Chang, 2013), the economy (Stern, 2013), econometrics (Baltagi, 2007) and health economics (Wagstaff & Culyer, 2012).

One of the main advantages is that it allows the analysis of a specific field of research, considering papers, journals, authors, institutions and countries. Thus, it is possible to obtain an overview of the state of the technique in a field of research looking at its most influential works and analysis of the places where the research is being carried out (Zurita et al. 2015). Therefore, it is possible to build an overall picture of a field of research. However, there are many limitations, mainly because of the particular style of the investigation conducted by individual researchers, which may involve a different volume of citations and co-authors of the papers (Merigó, Gil-Lafuente, & Yager, 2015).

Bibliometric studies in Marketing

Within the scientific journals where bibliometric works applied to Marketing are found is: the European Journal of Marketing, Marketing Research, Marketing Letters, Forum, Scientometrics, Journal of Informetrics, Journal of Marketing, Journal of Advertising, International Marketing Review, Journal of Product Innovation Management, Journal of the Academy of Marketing Science, Journal of Public Policy & Marketing, Journal International Business Studies, Journal of Consumer Research, Journal Business Ethics. The topics are mainly considered in the creation of ranking journals (Vasilis Theoharakis (2002); Hult, Neese & Bashaw, 1997); content analysis in order to identify the topics to be investigated in the area (Svensson & Wood, 2008; Nakata & Huang, 2005; Ramirez, David & Brusco, 2013) detailed study of a particular journal (Malhotra, Wu & Whitelock, 2013; Biiemans, Griffin & Moenaert, 2007; Hults & Ferrell, 2012; Sprott & Miyazaki, 2002; Hofman & Holbrook, 2012; Merigó, Mas-Tur, Roig-Tender, Ribeiro-Soriano, 2015), specific tools in Marketing such as price (Leone, Robinson, Bragge, Somervuori, 2012), other studies on advertising (Kim & McMillan, 2008; Barry, 2013) on brand (Chabowski, Samiee & Hult, 2013), among others.

3. Methodology

An important issue when information is analyzed is to select the methods and tools that will be used. To be informative and neutral with the information, the search process is based on the results found in the base WoS data belonging to Thomson & Reuters. The WoS includes many databases to direct this information. In this paper, the main focus is on the Web of Science Core Collection, which considers various sub databases, including the Conference Proceedings Citation Index. It includes investigations of almost all known sciences and covers all information in more than 15,000 journals and 50 million papers. It classifies information in 251 categories or themes and 151 research areas. It notes that there are other databases that could have been considered, including SCOPUS and Google Scholar. However, in this article, the focus will be on WoS. There are different ways of classifying the material in a bibliometric analysis. The most common uses the total number of articles or the total number of citations. Another useful indicator is the h-index (Hirsch, 2005) that combines articles with cited quotes the number of studies X that is has received X or more citations. This paper uses several indicators to provide a more complete picture of a set of articles. The information is classified by one of these indicators. But the others are also included in the analysis so that the reader can get an general idea and see who is leading by a set of different indicators. It should be noted that the general assumption is that the number of articles shows the productivity and the number of citations reflects the influence of a group of articles.

To look for articles that have been focused on research in Marketing, in the study, first a selection of journals specialized in Marketing published in WoS is carried out, the preset is checked with a group of five experts, subsequently its productivity considering the number of citations was searched in the WoS and were ordered from largest to smallest and was considered

until it had at least 100 citations approx. With that information, about the most influential journals in Marketing a new search is conducted with a result on articles, reviews, letters and notes, leaving the study of 23,529 articles. The research was conducted in September 2015.

When bibliometric analyzes are performed, several limitations may occur due to the specific nature of the research being considered. First, the database always delivers a unit to each magazine, author, university or country involved in the article. But some studies may have one author while others may have three or four. Moreover, the unit given in the first case has the same value as in the second. But today WoS is not considering this issue. A second limitation is that the value of the magazines is not the same since publishing in a top journal is not equivalent to publishing in a mid range one. Another important limitation is that many studies can receive a better bibliometric evaluation, due to the type of investigation and citations it receives and other related works. Also remember that many important works can receive few citations because not many people are working on this topic or its field of research. Finally, many important problems in scientific research cannot be evaluated with bibliometric measurements; including involvement in international journals and conferences.

4. Results

The results of this paper are focused firstly on the analysis of the evolution of publications in the area of Marketing for the past twenty-five years to show the scientific contribution of this discipline. Second, it analyzes the most influential journals in Marketing according to Web of Science (WoS) and comparing the results with previous studies done. And third, a five-year analysis is presented by using the h index and is calculated based on the distribution of citations received. Therefore, it is a useful indicator for measuring the quality of a scientific researcher.

4.1 Publication evolution in Marketing research (1990-2014)

In September 2015, there were 55.730 documents using the keyword "Marketing", during the period 1990-2014. It should be noted that this figure includes all included in publications in WoS. Currently different types of publications are considered, including articles, proceedings, book reviews, notes, comments, reviews and editorial material. To focus on the main articles, this information has been leaked considering articles, reviews, letters and notes along with 38 major Marketing magazines mentioned by a group of five experts. Therefore, the total number of publications has been reduced to 23,592 articles. It should be noted that approximately 65% of the articles come from the last decade, 15.335 documents between 2005-2014.

After analyzing Figure 1, which shows the evolution of the number of articles published annually in marketing during the period 1990-2014, which clearly shows the how influential the investigation in Marketing is in the scientific community by looking at the strong increase in the last decade. Obviously, this increase is also explained by the increased number of researchers in the world and for the expansion of WoS, which now includes more magazines.

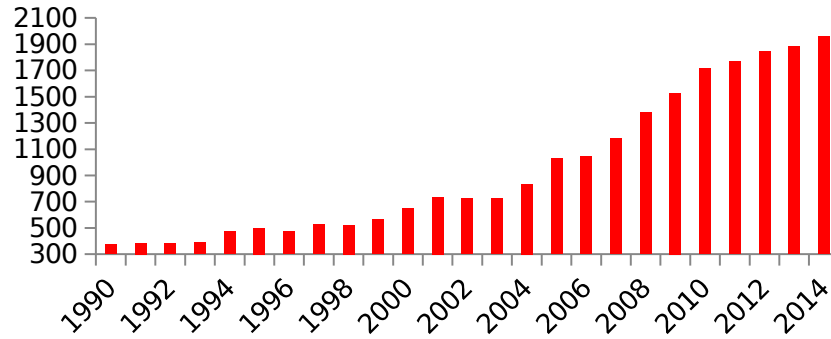


Figure 1: Number of annual publications in marketing research (articles + reviews + letters + note) period 1990-2014. The red bars indicate the total number of Marketing papers published each year in the WoS.

Source: Elaboration based on WoS.

In order to see the real growth in the art, Figure 2 presents the annual growth percent that the marketing research has had. In addition, the graphic shows the annual growth of all publications in journals included in WoS allowing also to compare the growth that has been contributed in marketing to the growth of other sciences as a whole.

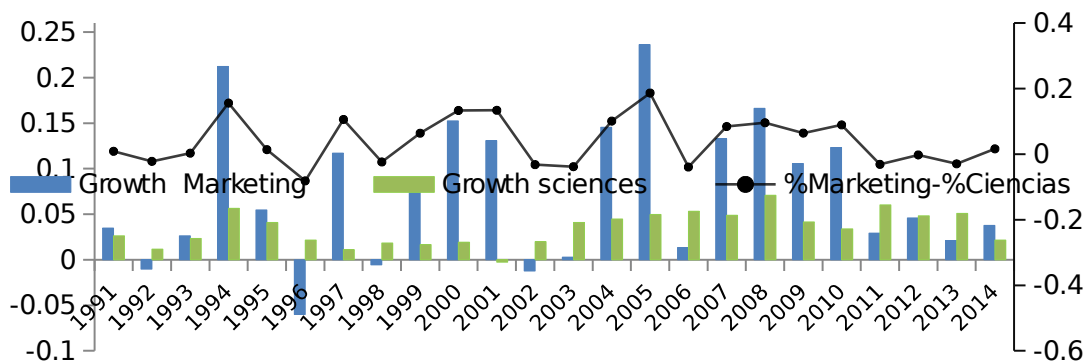


Figure 2: Annual growth of marketing research compared to the average growth of all sciences. (1990-2014).

Source: Elaboration based on WoS. Only publications in marketing research (articles + reviews + letters + note) period 1990-2014.

Following the information provided in Figure 2, the average growth of publications in Marketing in the last quarter is higher than the average growth of science worldwide, with 7% and 3% respectively. Also, in recent years (from 2011 to 2013) the average growth in Marketing (3%) was lower than that of the other sciences in the same period (5%).

4.2 Leading journals in Marketing research

The classification of the Marketing magazine, and the resulting proliferation of magazine rankings is gaining importance in the academic world, driving attention to their methods of evaluation, which is always in discussion (Theoharakis & Hirst, 2002). Therefore, when reading the information posted on the rankings of journals it should consider the criteria considered in its creation.

In the Marketing area there are different rankings published with alternative approaches for its creation (Theußl et al., 2013). The American Marketing Association publishes the ranking by Hult, Neese and Bashaw (1997) which classifies Marketing magazines based on their importance in spreading knowledge of academic Marketing, in the case considered Overall Ranking at the top in: Journal of Marketing (JM), Journal of Marketing Research (JMR), Journal of Consumer Research (JCR), Journal of Retailing (JR); Journal of the Academy of Marketing Science (JAMS).

Tellis et al., (1999) in their study considered as major marketing journals JCR, JM, JMR MKS. Hanson, and Grimmer (2007) classify as major marketing journals JCR, JM, JMR, MKS. This selection is identical to that seen by Seggie and Griffith (2009).

Table 1 lists the 38 most cited journals in marketing research, which were ordered by their H-index, besides other indicators are included in order to generate a spectrum of all leading journals in Marketing.

Table 1 Most influential journals in Marketing research^a and citation structure in journal Marketing research.

Rank	Name	H	C/P	TC	TP	≥ 500	≥ 250	≥ 100	≥ 50
1	JM	172	120.05	114765	956	47	105	301	466
2	JCR	132	56.63	76338	1348	11	41	201	468
3	JMR	121	52.65	64071	1217	13	44	156	364
4	MS	90	35.48	34204	964	3	11	78	196
5	JAMS	88	43.13	28813	668	2	18	77	160
6	JPIM	86	30.31	29617	977	1	9	66	185
7	JBR	85	15.92	51153	3214	0	4	64	240
8	JR	78	40.34	26544	658	2	15	61	130
9	IMM	67	15.66	28853	1843	1	4	27	110
10	JA	59	22.78	16424	721	0	1	18	87
11	PM	55	15.71	17078	1087	0	1	14	65
12	JCP	50	17.92	11896	664	0	1	16	51
13	IJRM	49	21.14	10593	501	0	2	15	49

			12.4						
14	JAR	47	5	13044	1048	0	0	15	43
			15.3						
15	JPPM	46	3	9813	640	0	0	7	44
			20.0						
16	JIM	44	4	8097	404	0	0	5	37
			21.8						
17	IJEC	43	7	6890	315	0	1	10	35
18	EJM	33	7.87	5847	743	0	0	1	11
			11.1						
19	JCA	33	4	5750	516	0	0	6	13
			12.3						
20	IMR	33	1	5636	458	0	0	1	12
			10.4						
21	ML	30	7	4209	402	0	0	3	13
22	ECRA	27	8.57	3198	373	0	0	0	10
			14.3						
23	JIAM	24	5	2482	173	0	0	3	6
24	IJMR	22	5.53	2650	479	0	0	3	7
25	IJA	20	6.78	1798	265	0	0	0	2
26	IJCS	17	3.42	2002	586	0	0	0	1
27	JBIM	17	4.46	1900	426	0	0	0	0
28	JBTC	16	4.87	1564	321	0	0	0	0
29	QME	16	7.60	995	131	0	0	0	1
30	JSM	14	3.60	1005	279	0	0	0	0
31	MT	14	5.97	991	166	0	0	0	3
32	JMM	13	4.26	856	201	0	0	0	1
33	ECR	13	4.82	660	137	0	0	0	0
34	JECR	12	4.05	640	158	0	0	0	0
35	JBBM	11	4.48	529	118	0	0	0	1
36	JCB	11	2.39	510	213	0	0	0	0
37	EM	9	2.52	310	123	0	0	0	0
38	CMC	8	2.92	289	99	0	0	0	0

Abbreviations: R, rank; H-index only with Marketing; TC and TP, total citations and total papers only with Marketing; C/P, division total citations and total papers. >500, >250, >100, >50, number of papers with more than 500, 250, 100 and 50 citations. CMC , Consumption Markets & Culture; ECR , Electronic Commerce Research; ECRA , Electronic Commerce Research and Applications; EM , Electronic Markets; EJM , European Journal of Marketing; IMM , Industrial Marketing Management; IJA , International Journal Of Advertising; IJCS , International Journal of Consumer Studies; IJEC , International Journal of Electronic Commerce; IJMR , International Journal of Market Research; IJRM , International Journal of Research In Marketing; IMR , International Marketing Review; JA , Journal of Advertising; JAR , Journal of Advertising Research; JBIM , Journal Of Business & Industrial Marketing; JBTC , Journal of Business And Technical Communication; JBR , Journal of Business Research; JBBM , Journal of Business-To-Business Marketing; JCA , Journal of Consumer Affairs; JCB , Journal Of Consumer Behaviour; JCP , Journal Of Consumer Psychology; JCR , Journal of Consumer Research; JECR , Journal of Electronic Commerce Research; JIAM , Journal of Interactive Marketing; JIM , Journal of International Marketing; JMM , Journal of MacroMarketing; JM , Journal of Marketing; JMR , Journal of Marketing Research; JPIM , Journal Of Product Innovation Management; JPPM , Journal of Public Policy & Marketing; JR , Journal of Retailing; JSM , Journal of Services Marketing; JAMS , Journal of The Academy of Marketing Science; ML , Marketing Letters; MS , Marketing Science; MT , Marketing Theory; PM , Psychology & Marketing; "QME" , QME- Quantitative Marketing And Economics. ^a The ranking is developed according to the H-index.

Fuente: Elaboration based on WoS.

Table 1 shows the Journal of Marketing (JM) as number one and as the best journal positioned in the vast majority of indices. Keep in mind that this journal does not publish as much as others but publishes the biggest impact. It is therefore advisable to take into consideration when using these indices that may exist, since a greater number of papers published in a year are more likely to get into these kinds of rankings.

In intermediate terms magazines have quite similar characteristics, however, it must be taken into account the bias that there are in several journals that are old and have very good publications, approaching contemporary which today generally have a greater impact on research.

In the last place, the Consumption Markets and Culture (CMC) is found, which is a relatively new journal, which involves carrying a short period exposed to citations. However, noting the number of published papers and the number of citations going up, good prospects are in sight.

An important observation to be noted is that Table 2 is intended to be informative, but not a strict classification. The main reason for this is that depending on the considered perspectives, different magazines may have a more influential position. This is shown in Table 2 looking at other indicators included in the list showing different positions depending on the criteria used. Moreover, it is interesting to see if the results of this study are in agreement or not with previous ranking developed in other studies, see Table 2.

Table 2 Comparison with previous journal rankings.

Rank	Current study			Other studies			
	h-index	TC	TP	BP (2003) Overall Influence	TH (2002) Index	MT (2010) h-index	TC
1	JM	JM	JBR	JM	JMR	JM	JM
2	JCR	JCR	IMM	JMR	JM	JCR	JCR
3	JMR	JMR	JCR	JCR	JCR	JMR	JMR
4	MS	JBR	JMR	HBR	MS	MS	IMM
5	JAMS	MS	PM	MNS	MNS	IMM	MS
6	JPIM	JPIM	JAR	ACR	IJRM	JAMS	EJM
7	JBR	IMM	JPIM	MS	HBR	JPIM	JAMS
8	JR	JAMS	MS	JAMS	JR	EJM	PM
9	IMM	JR	JM	JR	JAMS	JCP	JPIM
10	JA	PM	EJM	IMM	JCP	JSR	JCP
11	PM	JA	JA	JAR	ML	PM	JSR
12	JCP	JAR	JAMS	JBR	JBR	JR	JR
13	IJRM	JCP	JCP	JIBS	JAR	IJRM	JAR
14	JAR	IJRM	JR	SMR	EJM	JIM	IJRM
15	JPPM	JPPM	JPPM	JA	JA	JAR	JSM
16	JIM	JIM	IJCS	JPIM	JPSP	IJSIM	IJRDM
17	IJEC	IJEC	JCA	EJM	ACR	JSM	JIM
18	EJM	EJM	IJRM	JPSSM	SMR	MSQ	MSQ
19	JCA	JCA	IJMR	CMR	JPIM	JA	IJSIM
20	IMR	IMR	IMR	BH	JB	IJRDM	JCM

Abbreviations are available in Table 1 except for: BP (2003) = Baumgartner and Pieters (2003); Theoharakis and Hirst (2002); MT (2010) = Moussa and Touzani (2010); HBR = Harvard Business Review; MNS = Management Science; ACR = Advances in Consumer Research; JIBS = J International Business Studies; SMR = Sloan Management Review; CMR = California Management Review; BH = Business Horizons; JB = J Business; JPSP = Journal of Personality & Social Psychology; JSR= Journal of Service Research; IJSIM= International Journal of Service Industry Management; IJRDM= International Journal of Retail & Distribution Management; JCM= Journal of Consumer Marketing.

4.3 Leading journals in Marketing by periods of time

This section focuses on the evolution of the leading research journal in Marketing over time. To do these studies, in Tables 3–7 it is considered to five-year periods between 1990 and 2014. In each period, a list of the magazines that published the largest number of articles in Marketing is done. The analysis considers indicators similar to Table 3.

Table 3 Leading journals in Marketing during 1990-1994

Journals	H- indice	Rank	TC	Rank	TP	C/P	≥ 500	≥ 250	≥ 100	≥ 50
JCR	94	1°	26210	2°	235	111.53	5	22	89	165
JM	85	2°	42476	1°	145	292.94	29	45	81	96
JMR	73	3°	19344	3°	200	96.72	6	17	53	105
MS	45	5°	7095	4°	111	63.92	2	3	16	36
JPIM	45	4°	6002	5°	120	50.02	0	2	16	42
JBR	38	6°	5439	8°	257	21.16	0	2	9	28
JA	37	7°	4095	6°	131	31,26	0	1	5	25
JR	35	8°	5787	7°	90	64.30	1	5	16	23
JAR	29	9°	2992	9°	255	11.73	0	0	2	8
JPPM	29	10°	2557	10°	125	20,46	0	0	2	14
IMM	21	11°	1877	11°	216	8,69	0	0	0	4
JCA	16	12°	784	12°	101	7.76	0	0	0	0
PM	7	13°	227	13°	10	22.70	0	0	0	2
JBTC	2	14°	13	14°	7	1,86	0	0	0	0

Table 4 Leading journals in Marketing during 1995-1999

Journals	H	Rank	TC	Rank	TP	C/P	≥ 500	≥ 250	≥ 100	≥ 50
JM	91	1°	31006	1°	162	191.40	17	36	86	119
JMR	75	2°	17168	2°	190	90.36	4	15	50	105
JCR	75	3°	16825	3°	146	115.24	3	12	51	107
MS	60	4°	9734	4°	140	69.53	0	4	35	71
JBR	51	5°	9094	5°	341	26.67	0	0	12	53
JPIM	51	6°	8441	6°	141	59.87	0	5	25	53
JAMS	44	7°	7065	7°	69	102.39	1	6	20	41
JR	42	8°	6152	8°	106	58.04	0	2	20	36
JA	41	9°	4437	11°	120	36.97	0	0	3	30
PM	35	10°	4461	10°	210	21.24	0	0	5	22
JAR	34	11°	4524	9°	200	22.62	0	0	11	21

IMM	34	12°	4159	12°	228	18.24	0	0	4	19
IJRM	28	13°	2242	14°	73	30.71	0	0	3	12
JIM	26	14°	2095	15°	101	20.74	0	0	1	14
JPPM	25	15°	2334	13°	157	14.87	0	0	2	7
JCA	20	16°	1297	16°	86	15.08	0	0	2	2
JBTC	11	17°	468	17°	86	5.44	0	0	0	0
IMR	10	18°	275	18°	25	11	0	0	0	0

Table 5 Leading journals in Marketing during 2000-2004

Journals	H	Rank	TC	Rank	TP	C/P	≥ 500	≥ 250	≥ 100	≥ 50
JM	88	1°	21518	1°	148	145.39	3	18	81	121
JCR	74	2°	17929	2°	232	77.28	2	4	53	129
JMR	67	3°	14393	4°	188	76.56	2	9	37	91
JAMS	64	4°	12514	5°	160	78.21	0	10	44	79
JBR	61	5°	14794	3°	522	28.34	0	2	27	85
IMM	51	6°	10449	6°	311	33.60	1	4	18	53
JR	51	7°	9164	7°	117	78.32	1	8	21	52
MS	51	8°	8085	8°	137	59.01	1	4	18	55
JPIM	50	9°	7210	9°	123	58.62	1	2	20	50
JCP	45	10°	6188	11°	213	29.05	0	1	10	38
PM	43	11°	6951	10°	253	27.47	0	1	9	31
IJEC	37	12°	4543	12°	118	38.50	0	2	9	28
JA	35	13°	4098	13°	131	31.28	0	0	8	21
JAR	35	14°	3379	15°	182	18.57	0	0	2	13
IJRM	34	15°	4079	14°	99	41.20	0	2	6	23
JIM	33	16°	2956	16°	104	28.42	0	0	4	15
JPPM	26	18°	2440	17°	123	19.84	0	0	2	14
IMR	26	17°	2356	18°	138	17.07	0	0	1	7
ML	24	19°	1938	19°	80	24.23	0	0	2	11
JCA	21	20°	1664	20°	90	18.49	0	0	2	7
IJMR	18	21°	1149	21°	127	9.05	0	0	1	4
JBTC	14	22°	536	22°	71	7.55	0	0	0	0
JEER	3	23°	35	24°	5	7.00	0	0	0	0
JIAM	1	24°	39	23°	1	39.00	0	0	0	0

Table 6 Leading journals in Marketing during 2005-2009

Journals	H	Rank	TC	Rank	TP	C/P	≥ 500	≥ 250	≥ 100	≥ 50
JM	74	1°	16822	1°	251	67.02	0	7	54	120
JBR	56	2°	16783	2°	789	21.27	0	0	16	72
JCR	53	3°	11562	3°	340	34.01	0	2	9	60
JMR	53	4°	10210	4°	286	35.70	1	3	16	57
JPIM	44	5°	5719	8°	163	35.09	0	0	7	37
JAMS	43	6°	6986	7°	213	32.80	1	2	10	35
MS	42	7°	7237	6°	287	25.22	0	0	7	30
IMM	41	8°	8669	5°	439	19.75	0	0	0	31
JR	36	9°	4640	10°	158	29.37	0	0	4	19
PM	34	10°	4378	11°	256	17.10	0	0	0	10
EJM	33	11°	4674	9°	308	15.18	0	0	1	11
JCP	31	12°	4063	12°	188	21.61	0	0	6	12
IJRM	30	13°	3293	13°	144	22.87	0	0	5	13
JA	30	14°	3255	14°	183	17.79	0	0	2	13
JIM	28	15°	2368	16°	99	23.92	0	0	0	8
IMR	24	17°	2474	15°	159	15.56	0	0	0	5

ECRA	24	16°	2048	17°	154	13.30	0	0	0	7
JPPM	24	18°	1922	18°	103	18.66	0	0	1	9
IJEC	23	19°	1822	20°	103	17.69	0	0	1	6
ML	23	21°	1809	21°	135	13.40	0	0	1	2
JIAM	23	20°	1780	22°	64	27.81	0	0	3	6
JAR	21	22°	1853	19°	212	8.74	0	0	0	1
JCA	19	24°	1513	23°	103	14.69	0	0	2	3
IJA	19	23°	1188	26°	108	11.00	0	0	0	2
JBIM	17	26°	1234	24°	153	8.07	0	0	0	0
IJCS	17	25°	1062	27°	174	6.10	0	0	0	1
IJMR	14	27°	1218	25°	170	7.16	0	0	2	3
QME	14	28°	742	28°	60	12.37	0	0	0	1
MT	12	29°	477	29°	48	9.94	0	0	0	1
JBBM	11	31°	447	30°	54	8.28	0	0	0	1
JBTC	11	30°	401	32°	76	5.28	0	0	0	0
JECR	11	32°	281	34°	38	7.39	0	0	0	0
JMM	10	33°	437	31°	56	7.80	0	0	0	1
JSM	10	34°	291	33°	46	6.33	0	0	0	0
ECR	9	35°	243	35°	29	8.38	0	0	0	0
EM	5	36°	93	36°	19	4.89	0	0	0	0

Table 7 Leading journals in Marketing between 2010-2014

Journals	H	Rank	TC	Rank	TP	C/P	≥ 500	≥ 250	≥ 100	≥ 50
JM	30	1°	3372	4°	250	13.49	0	0	2	11
JCR	26	2°	4054	2°	395	10.26	0	0	1	7
JMR	26	3°	3217	5°	353	9.11	0	0	0	7
JBR	24	4°	5265	1°	1305	4.03	0	0	0	2
JAMS	24	5°	2424	6°	226	10.73	0	0	3	5
IMM	23	6°	3935	3°	649	6.06	0	0	0	3
JPIM	21	7°	2366	7°	430	5.50	0	0	0	3
MS	21	8°	2158	8°	289	7.47	0	0	2	5
JCP	19	9°	1705	9°	263	6.48	0	0	1	1
ECRA	16	10°	1182	11°	219	5.40	0	0	0	3
JIAM	16	11°	706	19°	108	6.54	0	0	0	0
IJRM	15	12°	1038	13°	185	5.61	0	0	0	1
EJM	14	13°	1250	10°	435	2.87	0	0	0	0
PM	14	16°	1170	12°	358	3.27	0	0	0	0
JR	14	15°	888	15°	187	4.75	0	0	0	0
JIM	14	14°	713	18°	100	7.13	0	0	0	0
IJEC	13	17°	572	23°	94	6.09	0	0	0	1
IJCS	12	20°	978	14°	412	2.37	0	0	0	0
JSM	12	23°	728	16°	233	3.12	0	0	0	0
JA	12	21°	626	20°	156	4.01	0	0	0	0
IJA	12	19°	625	21°	157	3.98	0	0	0	0
JPPM	12	22°	587	22°	132	4.45	0	0	0	0
ECR	12	18°	423	30°	108	3.92	0	0	0	0
JCA	11	24°	528	25°	136	3.88	0	0	0	1
JCB	11	25°	522	26°	213	2.45	0	0	0	0
JBIM	10	27°	723	17°	273	2.65	0	0	0	0
IMR	10	26°	560	24°	136	4.12	0	0	0	0
MT	10	29°	521	27°	118	4.42	0	0	0	2
ML	10	28°	502	28°	187	2.68	0	0	0	0

JMM	9	31°	429	29°	145	2.96	0	0	0	0
CMC	9	30°	290	34°	99	2.93	0	0	0	0
JAR	8	34°	359	31°	199	1.80	0	0	0	0
JECR	8	35°	325	32°	115	2.83	0	0	0	0
IJMR	8	33°	298	33°	182	1.64	0	0	0	0
QME	8	36°	260	35°	71	3.66	0	0	0	0
EM	8	32°	224	36°	104	2.15	0	0	0	0
JBTC	6	37°	152	37°	81	1.88	0	0	0	0
JBBM	6	38°	112	38°	64	1.75	0	0	0	0

The study considers 5-year periods between 1990 and 2014. The indices used are the same as in Table 1 and the same sort criterion dealt in index H. It can be seen that the Journal of Marketing remains the leader in all periods of 5 years except in the years 90-94 where the Journal of Consumer Research surpasses it. In this particular ranking it is always the domain of JM to JCR. However, the biggest difference is created in the index H. An important observation is that overall well-ranked journals are decreasing their H index and the ratio C / P and other indices.

4.4. Mapping marketing journals with VOS viewer software

The VOS viewer (Van Eck and Waltman, 2010) is a software for the construction and visualization of bibliometric networks in terms of bibliographic coupling, co-citation and co-authorship. It is freely available at: <http://www.vosviewer.com/Home>. Bibliographic coupling appears when two different articles cite a common third work in their reference lists (Martyn, 1964). In this study, let us analyse bibliographic coupling in marketing journals over the last twenty-five years. Note that bibliographic coupling of journals refers to articles published in two different journals that cite a common third study in their bibliographies. By doing so, the analysis considers all the articles published between 1990 and 2014 in any of the thirty-eight journals shown in Table 1 and since their entrance in WoS. Figure 3 shows the bibliographic coupling of marketing journals.

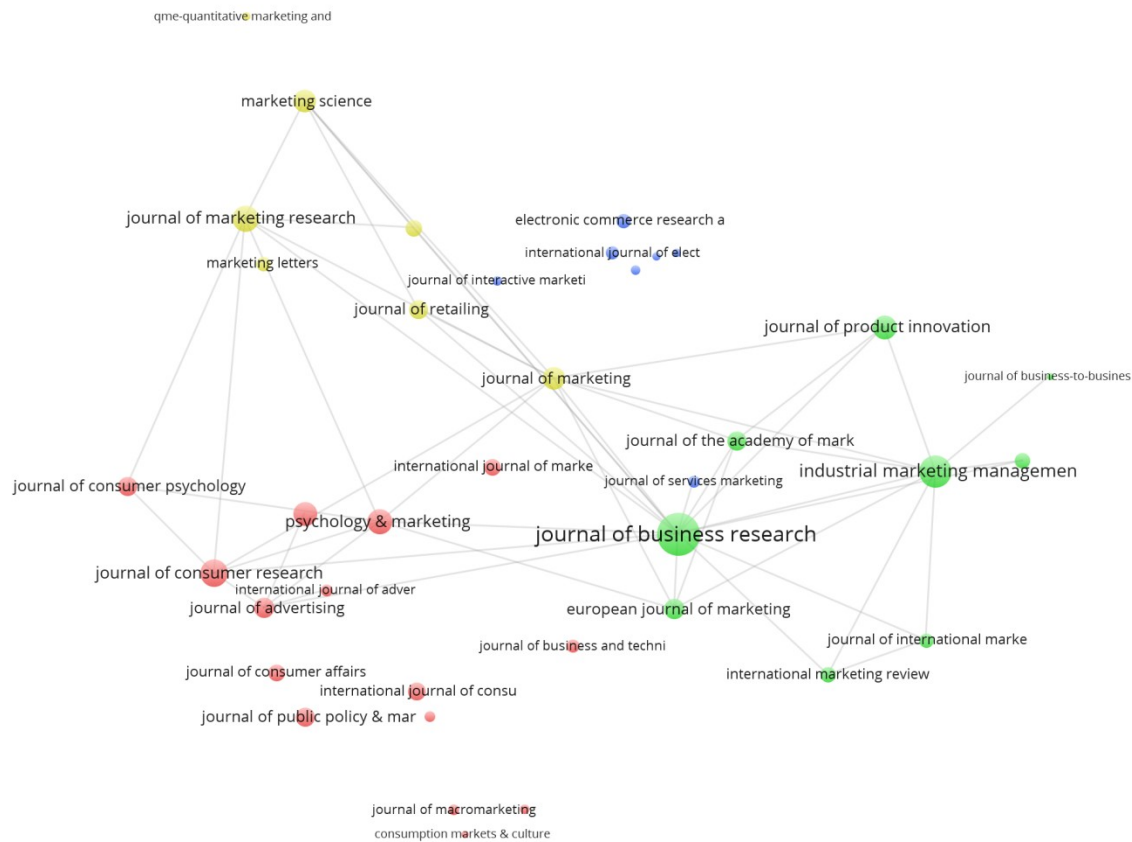


Figure 3. Bibliographic coupling of marketing journals

The Journal of Business Research has the highest bibliographic coupling network. The main reason is that it is the biggest journal of the thirty-eight considered because it publishes the highest number of articles. Therefore, it has a higher number of references with the potential of being linked with bibliographic coupling. The rest of top journals seen in Table 1 are also well placed in the network. Observe that Figure 3 only shows the fifty most relevant bibliographic connections between journals of the network in order to focus only on those that are more relevant.

Next, let us look into the co-citation analysis of marketing journals. Co-citation occurs when two works receive a citation from a common third study (Small, 1973). In the case of journals, co-citation appears when two documents published in different journals are cited together by other studies. Figure 4 presents the co-citation analysis of all the publications in the thirty-eight marketing journals mentioned in Table 1 between 1990 and 2014.

innovation is greater than the average of all sciences. The study also presents an analysis of the magazine with a list of the thirty-eight most influential journals in the field. The study provides an updated list of influential journals in marketing research, taking into account a series of indicators list. The results are consistent with previous studies. Overall this paper concludes that in recent years, the magazines specialized in Marketing are having a greater attention from the scientific community and have more citations than before. When comparing the results we found that in some cases the most cited journals are not the most scientific, this is because these are more selective when choosing to publish an article. That is, only works with high potential are considered for publication. More studies are needed in this direction in order to get a broader view of the state of the art in this field. In this article the contribution from the perspective of Marketing magazine has been considered and looking at the publications and citations from a general point of view. However, future works should consider other issues such as the influence of the authors, institutions and countries in the discipline. Some authors have examined this issue. However, a more specific analysis of the journals in the field is necessary.

Referencias

- Álvarez, L., Santos, M., & Vázquez, R. (2000). Análisis cultural y operativo de la orientación al mercado. Efectos moderadores en la relación OM. *Revista Española de Investigación en Marketing ESIC*, 4(1), 7-41.
- American Marketing Association (AMA) (1960). Marketing Definitions. A Glossary of Marketing Terms. Committee on Definitions of the A.M.A. Chicago.
- American Marketing Association (AMA) (2008). Marketing Definitions. A Glossary of Marketing Terms. Committee on Definitions of the A.M.A. Chicago.
- Baltagi, B. H. (2007). Worldwide econometrics rankings: 1989-2005. *Econometric Theory*, 23(5), 952-1012.
- Barry, T. (2013). Publication Productivity in the Three Leading U.S. Advertising Journals: Inaugural Issues through 1988. *Journal of Advertising*, 19(1), 52-60.
- Baumgartner, H., & Pieters, R. (2003). The structural influence of marketing journals: A citation analysis of the discipline and its subareas over time. *Journal of Marketing*, 67(2), 123-139.
- Biemans, W., Griffin, A., & Moenaert, R. (2007). Twenty Years of the Journal of Product Innovation Management: History, Participants, and Knowledge Stock and Flows. *Journal of Product Innovation Management*, 24, 193-213.
- Bjork, S. O. (2014). Time series citation data: The Nobel Prize in economics. *Scientometrics*, 98(1), 185–196.rttgyBibliometrics. *Scientometrics*, 12, 373-379.
- Bonilla, C., Merigó, J.M., & Torres-Abad, C. (2015). Economics in Latin America: A bibliometric analysis. *Scientometrics*, 105(2), 1239-1252.
- Broadus, R. N. (1987). Early approaches to bibliometrics. *Journal of the American Society for Information Science*, 38, 127 - 129
- Cancino, C., Merigó, J. M., & Palacios-Marqués, D. (2015). A bibliometric analysis of innovation research. *CID Working Papers, University of Chile*, 02, 1-23.
- Carasilla, C. & Milton, A. (2008). El Concepto de Marketing: pasado y presente. *Revista de Ciencias Sociales*, XIV (2), 391-412.
- Chabowski, B., Samiee, S., & Hult, T. (2013). A bibliometric analysis of the global branding literature and a research agenda. *Journal of International Business Studies*, 44, 662-634.
- Chan, K. C., Chang, C. H., & Chang, Y. (2013). Ranking of finance journals: Some Google Scholar citation perspectives. *Journal of Empirical Finance*, 21, 241-250.
- Culnan, M.J. (1986). The intellectual development of management information systems, 1972–1982: A co-citation analysis. *Management Science*, 32 (2), 156-172.
- Ghazinoory, S., Abdi, M., & Azadegan-Mehr, M. (2011). Swot Methodology: A State-of-the-Art Review for the Past, A Framework for the Future. *Journal of Business Economics and Management*, 12(1), 24-48.
- Glänzel, W. (2003). Bibliometrics as a Research Field. *Course Handouts*.

- Hanson, D., & Grimmer, M., (2007). The mix of qualitative and quantitative research in major marketing journals, 1993-2002. *European Journal of Marketing*, 41 (1/2), 58-70.
- Hirsch, J. E. (2005). An index to quantify an individual's scientific research output. *Proceedings of the National Academy of Sciences of the United States of America*, 102, 16569-16572.
- Hoepner, A. G., Kant, B., Scholtens, B., & Yu, P. S. (2012). Environmental and ecological economics in the 21st century: An age adjusted citation analysis of the influential articles, journals, authors and institutions. *Ecological Economic*, 77, 193-206.
- Hoffman, D.L., & Holbrook, M. (1993). The Intellectual Structure of Consumer Research: A Bibliometric Study of Author Coccitationsin the First 15 Years of the Journal of Consumer Research. *Journal of Consumer Research*, 19(4), 505-517.
- Hsieh, P. N., & Chang, P. L. (2009). An assessment of world-wide research productivity in production and operation management. *International Journal of Production Economics*, 120(2), 540 - 551.
- Hult, G. T. M., Neese, W. T., & Bashaw, R. E. (1997). "Faculty Perceptions of Marketing Journals," *Journal of Marketing Education*, 19(Spring), 37-52.
- Hult, G.T.M., & Ferrell, O.C. (2012). A tribute to forty years of top-level marketing research. *Journals of the Academy of Marketing Science*, 40, 1-7.
- Kessler, M.M. (1963). Bibliographic coupling between scientific papers. *American Documentation*, 14(1), 10-25.
- Kim, J., & McMillan, S. (2008). Evaluation of internet advertising research: a bibliometric analysis of citations from key sources. *Journal of Advertising*, 37(1), 99-112.
- Kohli A. K., & Jaworski, B.J. (1990). "Market Orientation: The Construct, Research Propositions and Managerial Implications". *Journal of Marketing*, 54, 1-18.
- Kotler, P., & Keller, K. (2006). Marketing Management. *Prentice Hall*, Pearson. ISBN-10: 0131457578, 816 pp
- Leone, R., Robinson, L., Bragge, J., & Somervuori, O. (2012). A citation and profiling analysis of pricing research from 1980 to 2010. *Journal of Business Research*, 65, 1010-1024.
- Liu, J. S., Yu, L. Y., Lu, W. M., & Lin, B. J. (2013). Data envelopment analysis 1978-2010: A citation-based literature survey. *International Journal of Management Science*, 41(1), 3-15.
- Malhotra, N., Wu, L., & Whitelock, J. (2013). An updated overview of research published in the International Marketing Review 1983 to 2011. *International Marketing Review*, 30(1), 7-20.
- Martínez, J A. (2011). Evolución del Marketing: desde el egocentrismo a la orientación al consumidor. *Cuadernos de Economía*, 12.
- Martyn, J. (1964). Bibliographic coupling. *Journal of Documentation*, 20, 236.
- Mazzon, J.A., & Hernandez, J.M.C. (2013). Brazilian scientific production in marketing in the period 2000-2009. *Revista de Administração de Empresas*. 53 (1), 67-80.
- McCarthy, E. J. (1960). Basic Marketing, A Managerial Approach. IL: Richard D. Irwin. McCarthy, E. J. (1964). *Basic Marketing*, IL: Richard D. Irwin.
- McCarthy, E. J. (1964). Basic Marketing, IL: Richard D. Irwin
- Merigó, J.M. (2015). A bibliometric overview of business & economics research, *Journal of Business Economics and Management*, forthcoming.
- Merigó, J., Gil-Lafuente, A. M., & Yager, R. R. (2015). An overview of fuzzy research with bibliometric indicators. *Applied Soft Computing*, 27, 420-433.
- Merigó, J. M., Mas-Tur, A., Roig-Tierno, N., & Ribeiro-Soriano., D. (2015). A bibliometric overview of the Journal of Business Research between 1973 and 2014. *Journal of Business Research*, forthcoming.
- Moussa, S., & Touzani, M. (2010). Ranking Marketing journals using the Google Scholar-based hg-index. *Journal of Informetrics*, 4, 107-117.
- Murgado-Armenteros, E.M.; Gutiérrez-Salcedo, M., Torres-Ruiz, F.J., & Cobo, M.J. (2015). Analysing the conceptual evolution of qualitative marketing research through science mapping analysis. *Scientometrics*, 102, 519-557.
- Nakata, C., & Huang, Y. (2005). Progress and promise: the last decade of international marketing research. *Journal of Business Research*, 58, 611-618.
- Narver, J.C., & Slater, S.F. (1990). "The Effects of a Market Orientation on Business Profitability". *Journal of Marketing*, 54 (October), 20- 35.
- Pilkington, A., & Meredith, J. (2009). The evolution of the intellectual structure of operations management – 1980-2006. *Journal of Operations Management*, 27(3), 185- 202.
- Podsakoff, P. M., MacKenzie, S. B., Podsakoff, N. P., & Bachrach, D. G. (2008). Scholarly influence in the field of management: A bibliometric analysis of the determinants of university and author impact in the management literature in the past quarter century. *Journal of Management*, 34(4), 641 -720.
- Pritchard, A. (1969). Statistical bibliography or bibliometrics? *Journal of Documentation*, 25, 348 - 349.

- Ramirez, E., David, M., & Brusco, M. (2013). Marketing's SEM based nomological network: Constructs and research streams in 1987–1997 and in 1998–2008. *Journal of Business Research*, 66, 1255-1260.
- Redner, S. (2005). Citation statistics from 110 years of Physical Review. *Physics Today*, 58(1), 49 -54.
- Saad, G. (2010). Applying the h-index in exploring bibliometric properties of elite marketing scholars. *Scientometrics*, 83, 423 - 433.
- Samiee, S. & Chabowski, B. (2012). Knowledge structure in international marketing: a multi-method bibliometric analysis. *Journals of the Academy of Marketing Science*, 40, 364-386.
- Seggie, S. H., & Griffith, D. A. (2009). What does it take to get promoted in Marketing academia? Understanding exceptional publication productivity in the leading Marketing journals. *Journal of Marketing*, 73(1), 122-132.
- Small, H. (1973). Co-citation in the scientific literature: A new measure of the relationship between two documents. *Journal of the American Society for Information Science*, 24, 265-269.
- Sprott, D.E., & Miyazaki, A.D. (2002). Two Decades of Contributions to Marketing and Public Policy: An Analysis of Research Published in Journal of Public Policy & Marketing. *Journal of Public Policy & Marketing*, 21(1), 105-125.
- Stern, D. I. (2013). Uncertainty measures for economics journal impact factors. *Journal of Economic Literature*, 51(1), 173-189.
- Svensson, G., & Wood, G. (2008). Top versus leading journals in marketing: some challenging thoughts. *European Journal of Marketing*, 42(3/4), 287-98.
- Tellis, G. J., Chandy, R. K., & Ackerman, D. S. (1999). In Search of Diversity: The Record of Major Marketing Journals. *Journal of Marketing Research*, 36 (February), 120-131.
- Theoharakis, V., & Hirst, A. (2002). Perceptual differences of marketing journals: A worldwide perspective. *Marketing Letters*, 13(4), 389-402.
- Theußl, S., Reutterer, T., & Hornik, K. (2013). How to derive consensus among various marketing journal rankings? *Journal of Business Research*, (article in press)
- Van Eck, N. J., & Waltman, L. (2010). Software survey: VOSviewer, a computer program for bibliometric mapping. *Scientometrics*, 84, 523-538.
- Vieira, P.C., & Teixeira, A.A.C. (2010). Are finance, management, and marketing autonomous fields of scientific research? An analysis based on journal citations. *Scientometrics*, 85, 627-646.
- Wagstaff, A., & Culyer, A. (2012). Four decades of health economics through a bibliometric lens. *Journal of Health Economics*, 31(2), 406-439.
- Wallenius, J. (2008). Multiple criteria decision making, multiattribute utility theory: Recent accomplishments and what lies ahead. *Management Science*, 54(7), 1336-1349.
- Zinkhan, G.M., & Leigh, T.W. (1999). Assessing the quality ranking of the journal of advertising, 1986–1997. *Journal of Advertising*, 28 (2), 51-70.
- Zurita, G., Merigó, J.M., & Lobos-Ossandón, V. (2015). A bibliometric analysis of highly cited articles in educational research. *CGIN Working Papers*, Chile.