

A bibliometric overview of the journal of historical research in marketing between 2009 and 2021

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Abstract

Purpose – The purpose of this paper is to reveal the contributions of the *Journal of Historical Research in Marketing* (JHRM) to the academic body of knowledge. Pursuant to this objective, the study classifies the publications and citation structure of the JHRM, the nature of the publications' authorship, the most cited articles and authors and the themes that have been covered from the first day until now (2009–2021).

Design/methodology/approach – This paper uses bibliometric methodologies to analyze several aspects of the JHRM.

Findings – The average number of citations per paper is 4.54. The number of articles studying marketing history/practice (163) and the history of thought (158) is almost equal, consistent with the journal's primary orientation. Compared with other journals, it could be said that JHRM achieved close ranks, especially with those of other historical journals of similar age. The most prolific authors whose articles have been published in the JHRM are used in universities located in the USA. The JHRM is closely connected to top-tier journals in the field.

Research limitations/implications – This study is limited to one journal (JHRM) only. However, the authors assert that the articles analyzed are representative samples of the entire school of marketing history. Another important consideration is that the value of many critical studies in the social sciences cannot be determined using only bibliometric measurements.

Originality/value – This paper contributes to the marketing literature from several perspectives. First, evaluating the JHRM in terms of its unique standing shows the scope of the field of marketing history. Second, it serves as a guide for existing and future authors regarding the JHRM and the history of marketing. Third, the JHRM's contributions provide insights into emerging trends and new opportunities for the entire marketing community.

Keywords Marketing history, History of marketing thought, Bibliometrics, Journal of historical research in marketing

Paper type Literature review

1. Introduction

Historical research in marketing has been studied since the 1930s (Witkowski, 2005); however, earlier studies were criticized for being too descriptive and marginalized over time (Tadajewski and Jones, 2014). Before the 1980s, studies of marketing history were generally published by researchers as part of the history of business and economics (Savitt, 1980). In the 1980s, under the leadership of Stan Hollander, the school of marketing history began



to institutionalize (Shaw and Jones, 2005). However, until 2009, no journal focused exclusively on studies of marketing history (Jones, 2009). The *Journal of Historical Research in Marketing* (JHRM) is exceptional in this sense since it is perhaps the only journal that represents the field of marketing history. The journal, published by Emerald, was launched in 2009 and is now in its 13th volume and year. The JHRM focuses on issues, such as the history of advertising, retailing, channels of distribution, product design, branding, price strategies and consumer behavior, as well as studies on marketing ideas, concepts, theories, school of thought and marketing experts within the scope of the history of marketing.

The criteria that define a high-quality journal include the rigor of the assessment phase of submitted papers, the impact of published articles and a well-defined aim and scope. In addition, the performance of academic journals reflects the development of the academic community (Strandberg *et al.*, 2018). Hence, it is valuable to evaluate journals that have existed for a certain period. One of the best ways to conduct such an assessment is through bibliometric analysis. Bibliometrics is a quantitative method that combines library and information sciences to analyze bibliographic materials (Broadus, 1987). Bibliometric analysis has been used to demonstrate the progress of a particular journal or subject area and its contributions to research (Merigó *et al.*, 2015). Therefore, conducting bibliometric analysis on a specific journal is significant as it provides insights for researchers concerning future studies (Strandberg *et al.*, 2018).

It is quite common to use bibliometrics analysis on journals that have published studies over a certain number of years in the field of marketing. For example, recently, Martínez-López *et al.* (2020) have analyzed Industrial Marketing Management, Valenzuela-Fernandez *et al.* (2019) have studied the first 25 years of the *Journal of Business-to-Business Marketing* and Mulet-Forteza (2018) have presented an overview of the *Journal of Travel and Tourism Marketing*. Studies also focus on journal rankings (Hult and Ferrell, 2012) and content analyzes for a specific domain (Galvagno and Dalli, 2014; Randhawa *et al.*, 2016) are considered as prime examples of different approaches using bibliometrics. In these studies, researchers have analyzed various factors, such as journal characteristics, the structure of articles and authors based on statistical measures, themes, authorship characteristics and citations. For instance, citation frequency is positively associated with the influence of a journal or a specific author (Moed, 2010). In addition, citation counts are increasingly shown great interest in evaluating research quality and determining funding allocations (King, 2004).

Based on the discussion above, this study aims to investigate critical trends in the development of the JHRM during the period between 2009 and 2021. Our main objective is to reveal the contribution of the JHRM to research in the social sciences. In accordance with this goal, we have classified the publications and citation structure of the JHRM, the nature of the authorship of its articles, the most cited articles it has published and its most-cited authors, the themes it covers and its comparison with other journals. This study is relevant and adds value to the field of marketing, and more specifically to historical marketing, from several perspectives. First, given its unique standing, evaluating the JHRM shows the scope of the school of marketing history. Second, it provides a guide for authors and potential authors concerning the journal and the history of marketing. Third, the JHRM's contributions provide insights into emerging trends and new opportunities in the entire field of marketing research. The rest of the study has been organized as follows. The following section presents the methodology used, followed by a discussion on the findings under the purpose of the study. Finally, conclusions and recommendations for future research studies are presented.

2. Methodology

The bibliometric method applies quantitative analysis to research publications (Ellegaard and Wallin, 2015) and summarizes the most representative results of articles (Martínez-López *et al.*, 2018). This study follows the workflow proposed by Zupic and Čater (2015), as shown in the *Workflow of the study*. The bibliometric data used in this research is obtained from the Scopus database, which covers more than 18,000 titles from 5,000 publishers and offers a wide range of abstracts and bibliographic references (Valenzuela *et al.*, 2017). Scopus includes various characteristics regarding published articles, such as citation information, bibliographical information, abstract and keywords and funding details. However, the primary focus of this study is bibliometric indicators (Garfield, 1955), such as the total number of publications and citations included in an article (Ding *et al.*, 2014). In addition, keywords and authors have been used to provide a more comprehensive analysis.

We have chosen to rely on articles published in an academic journal instead of the books, doctoral dissertations or scientific congress papers as sources, as peer-reviewed journal articles can be considered as “certified knowledge” (Ramos-Rodríguez and Ruiz-Navarro, 2004). This bibliometric study was performed on the issues of the JHRM published over the period from 2009 to 2021. By choosing the JHRM, this bibliometric analysis defines the significant period for marketing history in terms of its continued advancement, e.g. publishing its domain-specific journal.

Our data set was obtained from the Scopus database and the JHRM’s official website. We used the search term of “Journal of Historical Research in Marketing” while making a search within Scopus. This search produced 354 studies published from 2009 to 2021, covering Volume 1, Issue 1 through Volume 13, Issue 1, which includes 13 Volumes and 47 Issues in total. Next, because the JHRM includes editorial articles, we applied a filter to all studies to exclude editorials, which decreased the number of articles to 332. All available data for these 332 studies were downloaded from Scopus. We then created an Excel file containing such relevant information as authorship, article title, year, citation number, abstract and keywords. The data were filtered, categorized by themes, and coded by two researchers separately. After retrieving the data, we identified 11 more editorial papers through cross-validation and excluding them reduced the number of articles used in our analysis to 321.

With respect to interpreting bibliometrics, the number of articles published is generally associated with an author’s productivity. In contrast, the number of citations related to an article indicates its impact on the academic community. We have attempted to provide a broad picture of the JHRM by indicating its productivity and impact (Valenzuela *et al.*, 2017). We have used tables and graphs to present the information so that readers could clearly understand the findings (Booth *et al.*, 2008). Our tables and graphs show the number of citations, most cited articles, most prolific authors, most-cited journals and authors, authorship characteristics, keywords, themes and comparison with other journals. Finally, the VOS viewer (Van Eck and Waltman, 2010) software package has been used to visualize: co-citations of journals cited in the JHRM, co-occurrence of author keywords for articles published in the JHRM and co-citations of authors cited in the JHRM. For visualizing, the minimum numbers used in VOS viewer filtering are 20, 5 and 50, respectively. The results of the analysis have been presented and discussed in the next section.

Workflow of the study:

- (1) Step 1: Research design
 - R.Q.: What is the contribution of JHRM to scientific research?
 - Method: Citation, co-citation, co-word, co-author.

- (2) Step 2: Compilation of bibliometric data
 - Database: Scopus.
 - Criteria: 2009–2021, articles excluding editorials.
- (3) Step 3: Analysis
 - Bibliometric Software: Microsoft Excel.
 - Data cleaning.
- (4) Step 4: Visualization
 - Method: Network analysis.
 - Software: VOS Viewer.
- (5) Step 5: Interpretation

3. Results and discussion

3.1 Annual distribution of articles published

Figure 1 shows the number of articles published per year over the selected period (2009–2021). The distribution across the years included in the analysis is relatively even. Apart from 2009, its first year of publication, the JHRM has been quarterly published each year. The journal has been published in 13 volumes to date, comprising a total of 47 issues. We note that special issues were included in 24 of the 47 issues published to date. Although different rationales for publishing special issues have been discussed in the literature, perhaps the most widely recognized purpose is to improve a journal's scientific impact by focusing on the most potentially prolific topics (Conlon *et al.*, 2006). Apparently, this strategy is often used by the JHRM.

3.2 Authorship characteristics

In total, 75% of the 321 articles covered in this study has a single author, as shown in the Table 1. *Workflow of the study*. Articles with a single author are the majority by a wide margin although those with two, three and four authors represent 21%, 3% and 1%, respectively. This result contradicts the situation in journals in business and marketing. According to Manton and English (2007), more than 70% of articles published in six A+ business journals between 2000 and 2002 are co-authored. In recent decades, the “publish or perish” principle has become widespread in academia, including business schools (De Rond and Miller, 2005), which pushes academics to collaborate more frequently (Gelman and Gibelman, 1999). However, our study shows this was not the case for the JHRM. As shown in

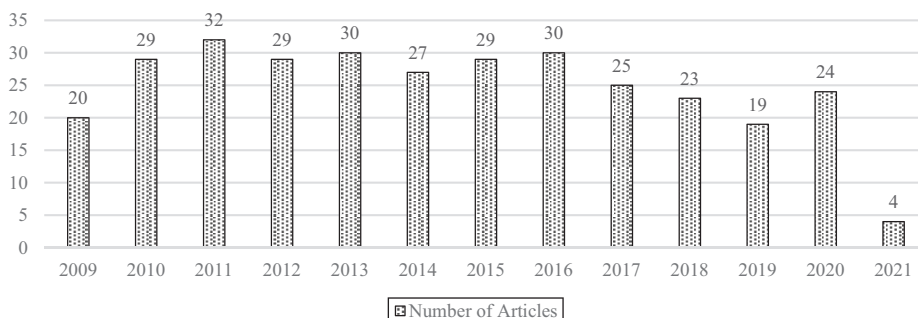


Figure 1.
Annual distribution
of articles published
($n = 321$)

Figure 2, there is no indication that the number of studies with two, three or four authors are increasing. Articles with more than two authors are scarce. On the other hand, this result is similar to the findings in bibliometric analyzes of other historical journals. For example, Taşkın and Akça (2016) concluded that 99% of articles published in the American Historical Review had a single author. Thus, it appears that authors who study historical research are more inclined to work alone. It is thought that there may be several reasons for this.

According to Vafeas (2010), conceptual articles tend to be single-authored. Also, young academics and the academics at the top universities are more inclined to work alone. The reasons behind this may be the inability to network for young scholars and the desire of those working within top universities not to share the academic reputation. Although Vafeas (2010) standpoint cannot be tested as they are beyond the scope of this article, there is another possibility that is stronger than these three justifications. As emerged in many other bibliographic studies, the more likely answer is that doing historical research in a collaborative way is a challenging task (Carnegie and Potter, 2000; Williams and Wines, 2006).

3.3 Articles and citation frequency

As discussed above, citation frequency is a positive indicator of a journal and author's influence (Moed, 2010). The 321 articles published in the JHRM received a total of 1,622

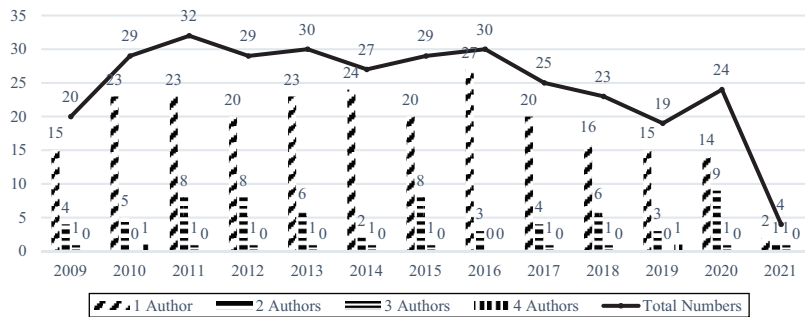


Figure 2. Authorship characteristics per year

Year	One author	Two authors	Three authors	Four authors	Total
2009	15	4	1	0	20
2010	23	5	0	1	29
2011	23	8	1	0	32
2012	20	8	1	0	29
2013	23	6	1	0	30
2014	24	2	1	0	27
2015	20	8	1	0	29
2016	27	3	0	0	30
2017	20	4	1	0	25
2018	16	6	1	0	23
2019	15	3	0	1	19
2020	14	9	1	0	24
2021	2	1	1	0	4
Total	242	67	10	2	321

Table 1. Authorship characteristics

citations with an average number of citations per article of 4.54. The total number of citations generated each year throughout the period between 2009 and 2021 is shown in Figure 3. The year 2012 (23% of citations) dominates the distribution. One reason for this is that the articles published in 2012 include four of the top 10 most-cited articles over the entire period, as shown in Table 4.

Overall, the trend in citations fluctuates between 2009 and 2015, with an average number of citations per article ranging from 4.47 to 12.89; however, the number decreased to 1.21 after 2017. One reason for this may be that the special issues published after 2016 address particular topics (for instance: Australian marketing history, autobiographical reflections or the Cold War and marketing). Another possibility may be the fact that articles typically garner citations after a certain amount of time has passed since the publication. Besides, the variety and accessibility of the databases in which the journal is indexed affect the number of citations. These factors may have affected the JHRM's citation frequency.

As shown in Table 2, between the years of 2009 and 2021, there have been 11 articles with more than 20 citations, 40 articles with more than 10 citations and 205 articles with at least one citation while 66 out of the 321 articles have not yet been cited. Only seven of these 40 uncited articles were published during the first five years. Similarly, 10 of the 11 articles with 20 or more citations were published during the first five years. The reasons for this are possibly related to the issues discussed above. However, we expect citations to be generally

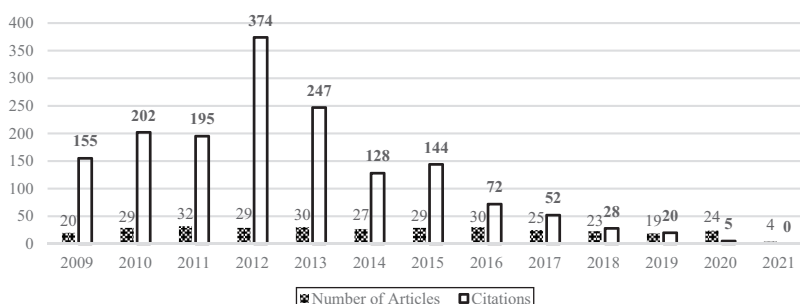


Figure 3.
Number of articles
and citations between
2009–2021

Year	No. of articles	Citations	Citations/articles	0	1–9	10–19	20+
2009	20	155	7,75	1	12	5	2
2010	29	202	6,96	1	22	5	1
2011	32	195	6,09	4	22	4	2
2012	29	374	12,89	1	16	7	5
2013	30	247	8,23	0	19	11	0
2014	27	128	4,74	5	19	2	1
2015	29	144	4,96	3	21	5	0
2016	30	72	2,4	6	24	0	0
2017	25	52	2,08	7	17	1	0
2018	23	28	1,21	8	15	0	0
2019	19	20	1,05	7	12	0	0
2020	24	5	0,20	19	5	0	0
2021	4	0	0	4	0	0	0
Total	321	1,622	Mean = 4,54	66	205	40	11

Table 2.
Articles, citations
and C/A

distributed over more extended periods due to the temporal progression of citation counts. This interpretation is in line with findings in other studies. For example, according to Wang (2013), a reasonably lengthy time window is required for articles in the humanities and social sciences to be evaluated. Also, it is worth noting that self-citations have not been removed from our study. This criterion could lead to biases in the number of citations of publications, especially written by productive authors working on specific topics (Tables 2 and 3).

3.4 Most cited articles

The distribution of the most cited articles in the JHRM is demonstrated in Table 4. Based on the number of citations, the first 30 articles are listed with their titles, authors, the year of publication, and annual citation number. Table 4 represents 664 of 1,622 citations, meaning that 10% of the articles represent 41% of the total citations. Thus, 11 studies have been cited at least 20 times, and 5 were published in 2012. Unsurprisingly, all of the first 30 articles appeared in the first six-year period. However, as discussed earlier, articles are expected to take about 3–7 years to reach their actual value and citation numbers (Wang, 2013). It is essential to keep in mind that 40% of these articles are co-authored, which does not reflect the general average. Therefore, it has been revealed once again that cooperation is essential to do influential studies.

The article with the most citation (87) of the JHRM is “A history of concept of branding: practice and theory” published in 2012 and reveals the various forces that affect the concept of branding, provides evidence with burning between branding, unveils current knowledge by indicating how this phenomenon has become a multidimensional, multifunctional and complex today which was a minimal applicable concept in the earlier days of branding (Bastos and Levy, 2012). In doing so, a historical methodology was followed, and a wide variety of findings were presented from three critical perspectives, namely, the practitioner, the scholar and the consumer. The annual average number of citations for the article is 9.67. The second most cited article, “The evolution of conspicuous consumption,” uses chronological periodization and discusses the evolution of conspicuous consumption phenomena (Patsiaouras and Fitchett, 2012). This article has been cited 40 times, and the average number of citations per year has been found as 4.44. Third place owner, “Historical methodology: The perspective of a professionally trained historian turned marketer,”

Year	No. of articles	Citations	Citations/articles	Cite score	SJR	SNIP
2009	20	155	7,75	–	–	–
2010	29	202	6,96	–	0.203	0.064
2011	32	195	6,09	2.3	0.247	1.034
2012	29	374	12,89	1.9	0.207	0.642
2013	30	247	8,23	1.6	0.254	0.969
2014	27	128	4,74	2	0.405	0.85
2015	29	144	4,96	1.7	0.376	1.026
2016	30	72	2,4	1.6	0.4	0.644
2017	25	52	2,08	1.2	0.207	0.434
2018	23	28	1,21	1.1	0.226	0.681
2019	19	20	1,05	0.9	0.269	0.537
2020	24	5	0,20	0.8	0.21	0.486
2021	4	0	0	–	–	–
Total	321	1,622	Mean = 4,54			

Table 3.
Articles, citations,
C/A, cite score, SJR
and SNIP

R	Title	Author	T.C.	T.C./Year	Category
1	A history of the concept of branding: Practice and theory	Bastos and Levy (2012)	87	9,67	History of Thought
2	The evolution of conspicuous consumption	Patsiaouras and Fichett (2012)	40	4,44	History of Thought
3	Historical methodology: The perspective of a professionally trained historian turned marketer	Fullerton (2011)	38	3,80	History of Thought
4	The subsiding sizzle of advertising history Methodological and theoretical challenges in the post advertising age	Schwarzkopf (2011)	30	3,00	History of Thought
5	Multilevel marketing and pyramid schemes in the United States: An historical analysis	Keep and Nat (2014)	29	4,14	Marketing History/Practice
6	Capitalism, early market research, and the creation of the American consumer	Ward (2009)	28	2,33	Marketing History/Practice
7	The evolution of consumer well-being	Pancer and Handelman (2012)	28	3,11	History of Thought
8	Marketing strategy: From the origin of the concept to the development of a conceptual framework	Shaw (2012)	26	2,89	History of Thought
9	Marketing and feminism in historic perspective	Maclaran (2012)	25	2,78	History of Thought
10	The marketing discipline comes of age, 1934–1936	Witkowski (2010)	24	2,18	History of Thought
11	Competition, cooperation and open price associations relationship marketing and arthur jerome eddy (1859–1920)	Tadajewski (2009)	23	1,92	History of Thought
12	The life cycle concept in marketing research	Bauer and Auer-Srnka (2012)	19	2,11	History of Thought
13	Remembering female contributors to marketing theory, thought and practice	Tadajewski and Maclaran (2013)	19	2,38	History of Thought
14	Pauline Arnold (1894–1974): Pioneer in market research	Jones (2013)	18	2,25	History of Thought
15	The Americanization of Italian advertising during the 1950s and the 1960s mediations, conflicts, and appropriations	De Iulio and Vinti (2009)	17	1,42	Marketing History/Practice
16	The evolution of resource-advantage theory: Six events, six realizations, six contributions	Hunt (2011)	17	1,89	History of Thought
17	Retro from the get-go: reactionary reflections on marketing's yestermania	Brown (2013)	17	2,13	History of Thought
18	Promoting the consumer society: Ernest Dichter, the Cold War and FBI	Tadajewski (2013a, 2013b)	17	2,13	History of Thought
19	The birth of modern packaging: Cartons, cans and bottles	Tweede (2012)	15	1,67	Marketing History/Practice
20	Helen Woodward and Hazel Kyrk economic radicalism, consumption symbolism and female contributions to marketing theory and advertising practice	Tadajewski (2013a, 2013b)	15	1,88	History of Thought

(continued)

Table 4.
Most cited articles in
JHRM

Table 4.

R	Title	Author	T.C.	T.C./Year	Category
21	The labors of the Odysseans and the legacy of the Odyssey	Belk (2014)	14	2,00	History of Thought
22	Belk (1988) "possessions and the extended self" revisited	Ladik <i>et al.</i> (2015)	14	2,33	History of Thought
23	Teaching and studying marketing history: a personal journey	Savitt (2009)	13	1,08	History of Thought
24	Producing historical critical marketing studies: theory, method, and politics	Tadajewski (2012)	13	1,30	History of Thought
25	A life course perspective of family meals via the life grid method	Harrison, Veeck and Gentry (2011)	13	1,30	Marketing History/Practice
26	Toward a history of sport branding	Hardy <i>et al.</i> (2012)	13	1,44	History of Thought
27	Explorations and insights: History and critical marketing studies	Tadajewski (2012)	13	1,44	History of Thought
28	The birth of consumer behavior: Motivation research in the 1940s and 1950s	Fullerton (2013)	13	1,63	History of Thought
29	The advertising of E. Remington and Sons: The creation of an iconic brand, 1854–1888	Henning and Witkowski (2013)	13	1,63	Marketing History/Practice
30	Brand personification, brand personality and brand relationships in historical perspective	Avis and Aitken (2015)	13	2,17	History of Thought

Notes: R= Rank; TC = Total Citations; TC/Year = Cites per year

explains the historical methodology in a marketing context with the author's personal experience (Fullerton, 2011). This article has been cited 38 times and has a ratio equal to 3.80 citations per year. As shown in Table 4, the majority of most cited articles have fallen under the category of the history of thought. As Hunt (2011) concluded, the result shows that marketing theory could be rigorously studied from the perspective of marketing history (Table 4).

3.5 Most prolific authors

In Table 5, the authors are ranked according to their total number of papers. Authors who published four or more articles between 2009 and 2021 are included in the list. As demonstrated in Table 5, the top three authors with the most publications are Tadajewski (21), Witkowski (9) and Shaw (9). However, Fullerton (13.8) and Schwarzkopf (10) come to the forefront in terms of citations per paper. The 18 most prolific authors have 34% of the total articles published in the JHRM and 41% of the total citations between the years of 2009 and 2021. The majority of the authors are used in the USA, but UK, Canada, Australia, and Denmark are also on the list (Table 5).

3.6 Most cited journals and authors

Table 6 shows the most cited journals and authors in the articles published in the JHRM. Journals and authors with more than 15 citations are included in the list. *Journal of Marketing* with 404 total citations is the most cited journal in the JHRM. After J.M., the journal which is the subject of this study is in the second place with 200 citations. The *Journal of Consumer Research* with 197 citations follows in third place. As two journals (J.M. and *Journal of Consumer Research*) are leading in the field of marketing (SCImago Journal Rank [SJRI], 2021), this is an anticipated result. The *Journal of Macromarketing*, which used to publish special issues for marketing history, is in fourth place with 168 citations. The fifth

R	Name	Country	TP	TC	TC/TP
1	Tadajewski, M.	UK	21	179	8,5
2	Witkowski, T.H.	USA	9	62	6,9
3	Shaw, E.H.	USA	9	63	7,0
4	Jones, D.G.B.	USA	8	47	5,9
5	Beard, F.	USA	6	20	3,3
6	Brown, S.	UK	6	31	5,2
7	Petty, R.D.	USA	5	27	5,4
8	Fullerton, R.A.	USA	5	69	13,8
9	Crawford, R.	Australia	4	13	3,3
10	Hunt, S.D.	USA	4	33	8,3
11	Stole, I.L.	USA	4	17	4,3
12	Schwarzkopf, S.	Denmark	4	40	10,0
13	Tamilia, R.D.	Canada	4	14	3,5
14	Shapiro, S.J.	Canada	4	9	2,3
15	Lazer, W.	USA	4	9	2,3
16	Branchik, B.J.	USA	4	15	3,8
17	Savitt, R.	USA	4	18	4,5
18	Layton, R. A.	Australia	4	14	3,5

Notes: R = Rank; TP = Total Paper; TC = Total Citations; TC/TP = Cites per paper

Table 5.
Most prolific authors
of JHRM

Rank	Journal	TC	Rank	Author	TC
1	<i>Journal of Marketing</i>	404	1	Holbrook, M.B.	301
2	<i>Journal of Historical Research in Marketing</i>	200	2	Hollander, S.C.	115
3	<i>Journal of Consumer Research</i>	197	3	Pollay, R.W.	102
4	<i>Journal of Macromarketing</i>	162	4	Dixon, D.F.	84
5	<i>New York Times</i>	108	5	Hunt, S.D.	83
6	<i>Journal of Marketing Management</i>	96	6	Tadajewski, M.	71
7	<i>Harvard Business Review</i>	87	7	Belk, R.W.	53
8	<i>Marketing Theory</i>	86	8	Brown, S.	52
9	<i>Journal of Marketing Research</i>	84	9	Crawford, R.	45
10	<i>Advances in Consumer Research</i>	79	10	Dholakia, N.	45
11	<i>Annals of the American Academy of Political and Social Science</i>	75	11	Foucault, M.	44
12	<i>European Journal of Marketing</i>	73	12	MacInnis, D.J.	44
13	<i>Journal of Retailing</i>	70	13	Witkowski, T.H.	43
14	<i>Journal of Advertising</i>	66	14	Jones, D.G.B.	42
15	<i>People's Daily</i>	66	15	Levy, S.J.	42
16	<i>Business History Review</i>	64	16	Fischer, E.	37
17	<i>Advertising Age</i>	62	17	Sheth, J.N.	37
18	<i>Journal of the Academy of Marketing Science</i>	62	18	Shapiro, S.J.	36
19	<i>Journal of Advertising Research</i>	55	19	Shaw, E.H.	36
20	<i>Business History</i>	53	20	Fullerton, R.A.	33
21	<i>Journal of Business Research</i>	48	21	Schwarzkopf, S.	33
22	<i>Printers Ink</i>	44	22	Firat, A.F.	30
23	<i>Journal of Public Policy and Marketing</i>	42	23	Kotler, P.	29
24	<i>Consumption Markets and Culture</i>	37	24	Maclaran, P.	29
25	<i>Economic History Review</i>	25	25	Bolton, R.N.	28
26	<i>Enterprise and Society</i>	25	26	Bailey, M.	27
27	<i>Sales Management</i>	25	27	Dholakia, R.R.	26
28	<i>Journal of Political Economy</i>	24	28	Grether, E.T.	26
29	<i>American Economic Review</i>	23	29	Monieson, D.D.	26
30	<i>Journal of Home Economics</i>	23	30	Arnold, P.	25
31	<i>Oral History Review</i>	22	31	Alderson, W.	24
32	<i>Psychology and Marketing</i>	21	32	Savitt, R.	24
33	<i>Public Opinion Quarterly</i>	21	33	Jones, C.R.	23
34	<i>Admap</i>	20	34	Zeithaml, V.A.	23
35	<i>Advertisement</i>	20	35	Hirschman, E.C.	22
36	<i>Journal of Consumer Culture</i>	20	36	Gummesson, E.	20
37	<i>Journal of the Rta</i>	20	37	Tosdal, H.R.	20
38	<i>Wall Street Journal</i>	20	38	Dignam, D.	19
39	<i>Chicago Daily Tribune</i>	18	39	Grönroos, C.	19
40	<i>Journal of Consumer Affairs</i>	18	40	Tamilia, R.D.	19
41	<i>International Journal of Advertising</i>	17	41	Wilkie, W.L.	19
42	<i>Journal of Design History</i>	17	42	Lazarsfeld, P.F.	18
43	<i>Journal of Economic Issues</i>	17	43	Hackley, C.	17
44	<i>Journal of Consumer Psychology</i>	16	44	Miller, D.	17
45	<i>Marketing Intelligence Planning</i>	16	45	Petty, R.D.	17
46	<i>Tbi Talks</i>	16	46	Wensley, R.	17
47	<i>American Journal of Sociology</i>	15	47	White, P.	17
48	<i>Business Horizons</i>	15	48	(The) New York Times	16
49	<i>Journal of Social History</i>	15	49	Converse, P.D.	16
50	<i>Journal of Consumer Marketing</i>	15	50	Cox, R.	16

Table 6.
Most cited journals
and authors in JHRM

Note: TC = Total Citation

place belongs to the New York Times with 108 citations whose archives are probably used by the researchers.

Several leading marketing scholars appear as the most cited authors, including consumer research legend M.B. Holbrook, the father of marketing history school S.C. Hollander, and advertising guru R.W. Pollay. Besides, the JHRM honored Hollander by publishing a special issue about him and his works in its very first issue. The list consists mainly of marketing academics, but social theorists, such as Foucault and Ritzer have also been cited. In addition to this, [Table 7](#) demonstrates the total number of papers that the JHRM is cited in other journals. To see the journal's domain, the journals with more than five articles that cite JHRM are included in the list ([Tables 6](#) and [7](#)).

3.7 Keywords and themes

As expected, "Marketing history" is the most common keyword used within articles published between 2009 and 2021 in the JHRM. Other prominent keywords are advertising history, marketing, history, history of marketing thought, marketing theory, business history, USA, and consumption history, as shown in [Table 8](#) and [Figure 4](#).

The articles have primarily been divided into the categories of marketing history/practice (163) and history of thought (158). Then, the articles have been evaluated under subcategories considering the framework proposed by [Jones et al. \(2009\)](#). The marketing history/practice category includes advertising and promotion, macro-consumption, industries, strategy, regulation, retailing and channels. On the other hand, the history of thought category includes schools of thought/theory, bodies of literature, historiography/method, biography/autobiography and macro theory. Consistent with the findings of previous research ([Jones et al., 2009](#)), advertising and promotion (56) has been found as the most studied marketing history/practice category. It is followed by macro-consumption (33), strategy (24) and retailing (21). The relatively less studied categories are industries (15), regulation (13) and channels (1). The number of biographical and autobiographical studies (57) is surprisingly higher in the history of thought category. It is thought that this may be

Journal	TC
<i>Journal of Historical Research in Marketing</i>	153
<i>Journal of Macromarketing</i>	36
<i>Journal of Marketing Management</i>	34
<i>Marketing Theory</i>	28
<i>Business History</i>	18
<i>Consumption Markets and Culture</i>	14
<i>AMS Review</i>	11
<i>European Journal of Marketing</i>	11
<i>Enterprise and Society</i>	8
<i>Journal of Product and Brand Management</i>	8
<i>International Review of Retail Distribution and Consumer Research</i>	7
<i>Journal of Brand Management</i>	7
<i>Journal of Consumer Affairs</i>	6
<i>Economic History Review</i>	6
<i>Industrial Marketing Management</i>	6
<i>Journal of Business Research</i>	6
<i>Journal of Islamic Marketing</i>	6

Notes: TP = Total Papers; TC = Total Citations; TC/TP = Cites per paper

Table 7.
Journals citing JHRM

Table 8.
Most common
keywords in JHRM

Keyword	TP	TC	TC/TP
Marketing history	79	372	4,70
Advertising history	60	124	2,06
History of marketing thought	50	369	7,38
Marketing	49	396	8,08
History	45	295	6,55
Marketing theory	39	299	7,66
Business history	30	119	3,96
Consumption history	29	106	3,65
USA	25	204	8,16
Advertising	23	154	6,69
Branding history	20	130	6,5
Retailing	17	107	6,29
Retailing history	16	60	3,75
Consumer society	15	52	3,46
Autobiography	14	44	3,14
Biography	13	27	2,07
Economic history	13	94	7,23
Consumer behavior	10	113	11,3

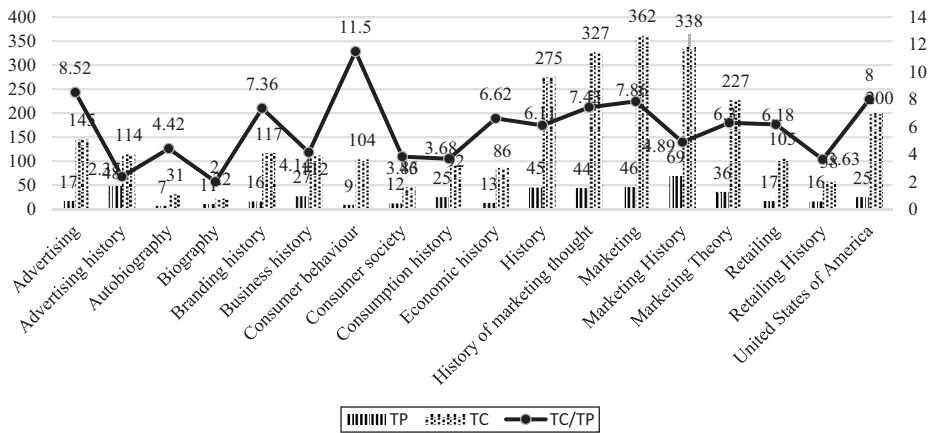


Figure 4.
Keywords, total
papers, total citations
and citations per year

due to the special issues and forgotten classics section. Similar to conference proceedings presented in CHARM, school of thought/theory (43) and bodies of literature (40) categories continue to be studied while the number of articles on methodology and macro theories are scarce.

As shown in Tables 9 and 10, the themes have deductively been generated by two authors who independently coded them. As the first distinction only included two categories (marketing history/practice and history of thought), the Kappa coefficient was above 0.90. However, in the second part, the large number and interchangeability of subcategories caused the kappa coefficient to increase up to 0.78. Nevertheless, this ratio is considered as a good level of agreement (McHugh, 2012). It is worthy of note that determining the sub-

Category	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Total
Advertising and Promotion	1	3	1	0	3	5	2	10	4	9	3	12	3	56
Macro-consumption	2	2	2	3	3	1	3	4	2	6	3	2	0	33
Industries	0	0	2	4	0	2	1	0	2	1	1	2	0	15
Strategy	0	3	2	2	0	4	4	4	1	1	2	1	0	24
Regulation	0	0	0	4	2	0	5	0	0	1	0	1	0	13
Retailing	1	8	1	0	3	0	3	2	2	1	0	0	0	21
Channels	0	0	0	0	0	0	0	1	0	0	0	0	0	1
Total	4	16	8	13	11	12	18	21	11	19	9	18	3	163

Table 9.
Frequency of
marketing history/
practice papers by
category and year

Table 10.
Frequency of history
of thought papers by
category and year

Category	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Total
Schools of Thought/Theory	3	7	6	11	3	5	5	0	0	1	0	2	0	43
Bodies of Literature	7	2	6	2	4	5	5	5	2	1	0	1	0	40
Historiography/Method	0	0	7	1	0	0	0	0	2	1	0	1	0	12
Biography/Autobiography	6	4	5	1	11	4	1	2	9	1	10	2	1	57
Macro-theory	0	0	0	1	1	1	0	2	1	0	0	0	0	6
Total	16	13	24	16	19	15	11	9	14	4	10	6	1	158

Notes: TP = Total Papers; TC = Total Citations; TC/TP = Cites per paper

themes of the articles could reflect authors' subjective interpretations or biases. For example, an article on the history of retailing will most likely mention macro-consumption as well. Therefore, unmatched themes were determined after the joint decision of all three authors (Tables 8–10).

3.8 Comparison with other business history journals and other marketing journals in the same quartile

To ascertain the impact of the JHRM, it has been compared with other historical journals. The h-index, CiteScore, scientific journal rankings (SJR), and source normalized impact per paper (SNIP) metrics are included in the comparison, as each has different advantages and disadvantages.

The h-index was first introduced by Hirsch (2005), becoming one of the leading bibliometric indices to evaluate a researcher's scientific performance. Although the h-index was initially designed to measure the scientific performance of researchers, it has been used to measure the performance of journals as well (Braun *et al.*, 2006). Combining a measure of quantity and impact in a single indicator is the main superiority of the h-index (Costas and Bordons, 2007). According to Hirsch (2005), after 20 years of searching, an h-index of 20 is good, 40 is excellent and 60 is exceptional. Given that the JHRM is slightly over 10 years old, 16 is not a poor h-index rating. Although deep-rooted journals, such as *Business History Review* and *Economic History Review* have higher h-index ratings, the JHRM has performed similarly to many journals founded after the 1990s. On the other hand, compared to marketing journals while the journals established after 2000 (e.g. *Journal of Financial Services Marketing*; *Journal of Marketing Analytics*) have similar performance, there is a significant difference with the h-index scores of the older journals (e.g. *International Review of Retail, Distribution and Consumer Research*; *International Journal of Market Research*).

CiteScore is published in December 2016 by Elsevier to compete with journal impact factor (JIF) provided by Clarivate Analytics. The main difference between JIF and CiteScore is that C.S. is freely available and transparent (Teixeira da Silva and Memon, 2017) and that the denominator in C.S. uses three years of data (vs two-year in the JIF). JHRM's CiteScore has dropped below one in the past two years. However, JHRM's CiteScore in previous years is somewhat reasonable for a 10-year journal, as could be seen when compared to relatively new journals. For example, *Enterprise and Society* and *Journal of Tourism History* journals founded in the 2000s also have CiteScore of 0.9 and 0.5, respectively. It should be noted that the JHRM's CiteScore is slightly lower when compared to that of marketing-oriented journals. The main problem here seems to be publishing too many articles in a short period. For instance, the *Journal of Business-to-business marketing* has published only 411 articles since 1992. However, as the JHRM is almost the only representative of the marketing history school of thought, it is an admissible fact.

SJR calculates both the number of citations received by a journal and the prestige of the journals from which those citations come (González-Pereira *et al.*, 2010). In brief, not every citation is counted equally but is assigned a greater or less value based on the SJR value of the journal that issued the citation (Roldan-Valadez *et al.*, 2019). As shown in Table 6, the JHRM is cited by numerous reputable journals. However, the excess of self-citations may have led to a decrease in this score. The scores of the JHRM in SJR value are similar to those of other marketing journals in Q3. It should not be ignored that the current quartile may have caused a kind of bias due to self-citation.

SNIP measures the contextual impact of citations by weighting citations according to the total number of citations in a subject area (Roldan-Valadez *et al.*, 2019). The citation impact is determined by the subject area of the citing journal (Oosthuizen and Fenton, 2014).

Citation from different subject areas earns higher scores in this measurement. High SNIP scores are expected, as other historical journals focus on broader subjects, such as business and economic history. However, the JHRM is the journal with the lowest SNIP score among the marketing journals in the given sample. In this sense, it could be determined that the clout of the articles in the JHRM to influence other subjects has not yet emerged (Tables 11 and 12).

3.9 Graphical analysis of the journal of historical research in marketing with VOS viewer

Using the results from previous sections, we have created a graphical visualization or map of the articles published in the JHRM. First, we have examined the co-citations of other journals cited in the JHRM. The map shows the most-cited journals, and the network connections indicate the co-cited journals. Figure 5 includes articles published in the JHRM between 2009 and 2021 with a citation threshold of 20. While most of the leading journals in the marketing discipline garner a significant number of citations in the JHRM, journals from business history and economics are also on the map. Then, we have examined the leading keywords used in articles published in the JHRM. Figure 6 analyzes the co-occurrence of author keywords used in the articles of the JHRM between 2009 and 2021, with a threshold of five occurrences. History of marketing thought marketing theory, marketing history, marketing and history are the most common keywords. The figure clearly shows the journal's focus on marketing history. Finally, we have analyzed the co-citations of the most influential authors whose articles were published in the JHRM. Figure 7 represents the co-citations of authors with a threshold of 50 citations, noting that all of the results rely on the data retrieved from the Scopus database.

4. Discussion and conclusion

Although marketing has a lengthy history (Tadajewski and Jones, 2014; Witkowski, 2005), the JHRM is only in its 12th year. Taking the opportunity to learn from the JHRM's first decade of publication, this bibliometric analysis provides an overview of trends over the journal's first 12 years. We have analyzed bibliometric indicators from various perspectives, including the most-cited articles, annual citation structure, most prolific authors, keywords and themes. This study is the first to examine the JHRM's contribution to the academic body of knowledge. Our findings indicate that the journal is connected to the most prominent journals in the marketing domain. We have constructed the visual analysis using the VOS Viewer to demonstrate this finding more clearly, as shown in Figure 5. Since its founding, the journal has been quarterly published, with an average of 20 to 32 articles per year. Published articles are mostly written by a single-author, in contrast to the broader marketing domain but consistent with those of other journals focused on historical research (Taşkın and Akça, 2016).

According to our findings, articles published in the JHRM garner an average of 4.54 citations. This number is expected to increase over time as it has been shown that the number of citations per article in the social sciences increases after five years (Wang, 2013). The number of articles studying marketing history/practice (163), and history of thought (158) is almost equal, consistent with the journal's primary orientation. Although the journal is open to studies of the marketing practices and marketing history of different cultures and countries, many of the JHRM's most prolific authors are used in universities located in the USA. Among the most-cited authors are revered names, such as Dixon, Holbrook, Hollander and Pollay, including academics currently studying marketing history and theory, such as Hunt and Tadajewski. The journals with the most citations referencing the JHRM include top-tier journals, such as the *Journal of Macromarketing*, the *Journal of Marketing*

Journal	SJR Quartile (Subject Area and Category)	Total articles	Total citations	1st A. – Last A.	h-index 2020	Cite Score 2020	SJR 2020	SNIP 2020
<i>Journal of Historical Research in Marketing</i>	Q3 – Business, Management and Accounting (Marketing)	332	1,612	2009–2021	16	0.8	0.210	0.486
<i>Business History Review</i>	Q1 – in Business, Management and Accounting (Miscellaneous)	1,701	14,879	1926–2021	30	1.4	1.306	1.924
<i>Enterprise and Society</i>	Q1 – in Business, Management and Accounting (Miscellaneous)	490	3,444	2000–2021	26	0.9	0.611	1.011
<i>Business History</i>	Q1 – in Business, Management and Accounting (Miscellaneous)	1,700	15,007	1958–2021	35	2.0	0.863	1.482
<i>Management and Organizational History</i>	Q2 – Business, Management and Accounting (Strategy and Management)	298	2,277	2006–2021	22	1.3	0.432	0.886
<i>Journal of Management History</i>	Q2 – in Business, Management and Accounting (Miscellaneous)	424	3,047	2006–2021	21	1.5	0.454	1.381
<i>Financial History Review</i>	Q3 – Economics and Econometrics and Finance (Finance)	279	1,689	1994–2021	18	0.8	0.270	0.919
<i>Economic History Review</i>	Q2 – Economics and Econometrics and Finance (Economics and Econometrics)	2,943	44,565	1927–2021	49	2.3	1.014	2.101
<i>European Review of Economic History</i>	Q1 – Economics, Econometrics and Finance (Miscellaneous)	348	4,903	1999–2021	36	1.6	0.606	1.191
<i>Accounting Historians Journal</i>	Q3 – Business, Management and Accounting (Accounting)	538	4,419	1976–2021	23	1.3	0.367	0.815
<i>Journal of Transport History</i>	Q3 – Social Sciences (Transportation)	459	1,828	1979–2021	15	0.6	0.397	1.164
<i>Journal of Tourism History</i>	Q4 – Business, Management and Accounting (Tourism, Leisure and Hospitality Management)	158	426	2009–2021	9	0.5	0.124	0.513

Notes: Subject area and category are based on SJR distinction; Only articles and reviews included in the search; Citation numbers are based on Scopus data; First and last article year are based on Scopus coverage; the h-index numbers are based on Scopus data and Cite Score, SJR and SNIP are based on Scopus data

Table 11.
Comparison with
other business
history journals

Table 12.
Comparison with
other marketing
journals in the same
quartile

Journal	SJR Quartile (subject area and category)	Total articles	Total citations	1st A. – Last A.	h-index	Cite Score 2020	SJR 2020	SNIP 2020
<i>Journal of Financial Services Marketing</i>	Q3 – Business, Management and Accounting (Marketing)	261	1,757	2009–2021	19	1.7	0.260	0.508
<i>Journal of Marketing Analytics</i>	Q3 – Business, Management and Accounting (Marketing)	145	726	2013–2021	11	1.6	0.305	0.626
<i>International Review of Retail, Distribution and Consumer Research</i>	Q3 – Business, Management and Accounting (Marketing)	754	10,846	1990–2021	40	2.4	0.358	0.734
<i>Journal of Nonprofit and Public Sector Marketing</i>	Q3 – Business, Management and Accounting (Marketing)	633	4,838	1993–2021	30	2.0	0.389	0.919
<i>Journal of Business-to-Business Marketing</i>	Q3 – Business, Management and Accounting (Marketing)	411	5,132	1992–2021	31	1.9	0.390	0.720
<i>Journal of Political Marketing</i>	Q3 – Business, Management and Accounting (Marketing)	414	3,247	2002–2021	25	2.6	0.394	0.881
<i>International Journal of Market Research</i>	Q3 – Business, Management and Accounting (Marketing)	900	13,867	1996–2021	54	2.1	0.415	0.967
<i>Social Marketing Quarterly</i>	Q3 – Business, Management and Accounting (Marketing)	598	4,256	1996–2021	26	3.2	0.418	0.882
<i>Journal of Food Products Marketing</i>	Q3 – Business, Management and Accounting (Marketing)	768	4,922	1992–2021	26	3.5	0.453	0.813

Notes: Subject area and category are based on SJR distinction; Only articles and reviews included in the search; Citation numbers are based on Scopus data; First and last article year are based on Scopus coverage; the h-index numbers are based on SCImago data and Cite Score, SJR, and SNIP are based on Scopus data

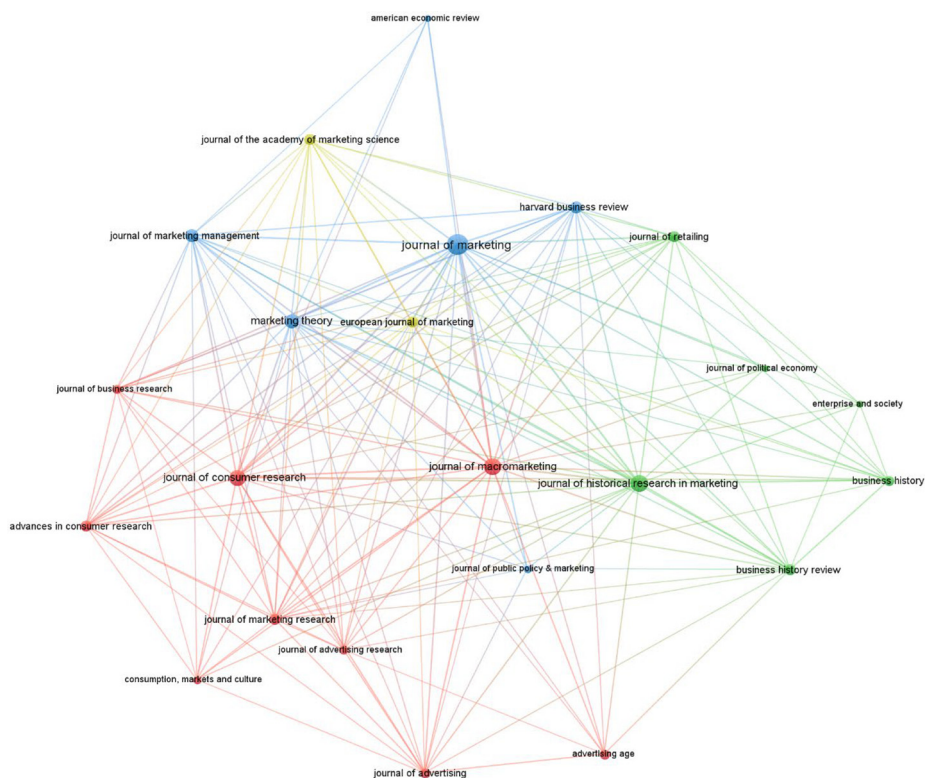


Figure 5.
Co-citation of journals
cited in JHRM

Management, Marketing Theory, Business History, and Consumption Markets and Culture, showing the JHRM's sphere of influence. Given how the journal has been structured and implemented in its early years, it may be helpful to consider special issues focusing on methodological articles in the future. Regarding the number of citations, studies on the history of thought have had the most impact, as shown in Table 4. Compared with other journals, it could be asserted that the JHRM has achieved close ranks, especially to those of historical journals of similar age. However, it is undeniable fact that the overall performance of the JHRM has decreased in the past 5–6 years. Finally, articles published in the JHRM have been analyzed graphically using the VOS Viewer to provide additional insights.

Some limitations arise due to the nature of the bibliometric analysis. Although the period covered by the analysis is short, the study provides important insights for researchers in marketing history due to the individual standing of the JHRM. Before the JHRM began its publication, special issues of some journals (e.g. *Journal of Macromarketing*) and CHARM conferences had brought scholars together (Jones, 2009). Currently, the JHRM is the sole representative of the marketing history school. Here, we offer more of the rationale for attributing such importance to the JHRM. Although marketing is an applied discipline, the history broadens and deepens the understanding of marketing (Jones, 2009). Marketing history studies are divided into the following two categories: the history of marketing and

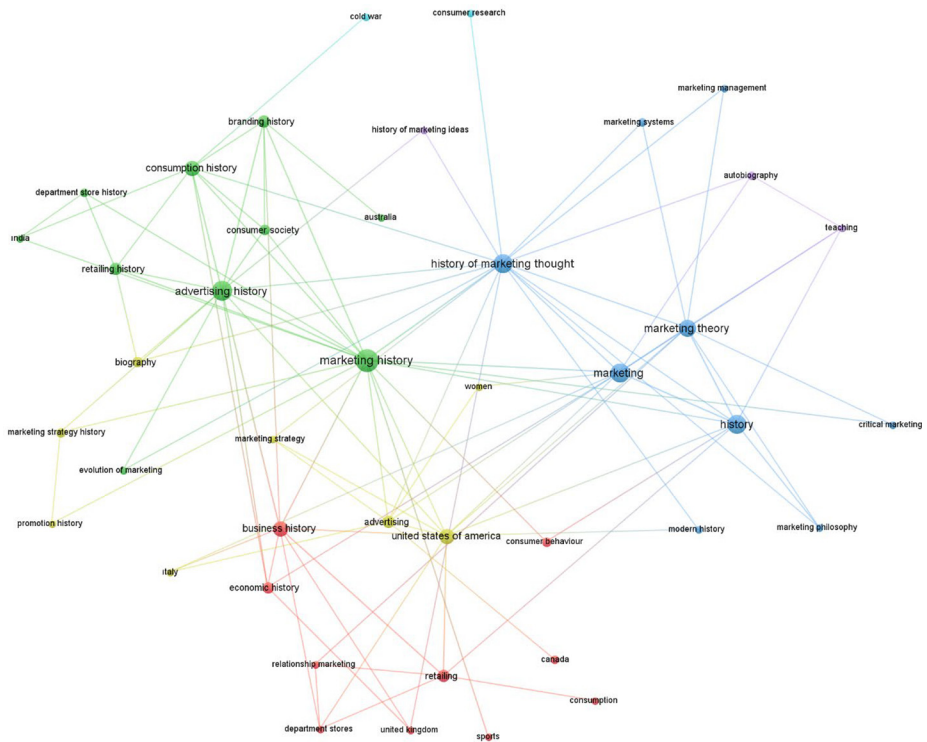


Figure 6.
Co-occurrence of
author keywords of
articles published in
JHRM

marketing thought. The history of marketing, which is divided into many sub-branches including advertising, retailing and consumption mainly focuses on activities and practices related to marketing. In contrast, the history of marketing thought focuses on ideas about these phenomena (Witkowski and Jones, 2006).

As Hollander (1989) stated, practice cannot be implemented without thoughts, and thoughts often emerge from practice. In addition, theory and thinking are highly intertwined (Shaw, 2011). Thought builds theory using raw materials, such as concepts and theories that exist in the history of thought enrich the literature and help new original theories emerge. Therefore, it is necessary to have a historical background to avoid reinventing the wheel and wasting time on unproductive pursuits. It is equally important to pass the knowledge to future generations. However, perhaps the most important reason to focus on history is to command the concepts necessary to the construction of marketing theory (Shaw, 2011). As Jones (2010) concludes, “We must know where we’ve been to understand where we are.” In addition, historical research gives a solid quality to the discipline. It is helpful to understand the discipline’s history, its relationship with other disciplines, its identity and its origins. Historical research also helps synthesize hypotheses and can contribute to developing both micro and macro theories. Today’s theories tell us how markets should behave or what competitors should do but these could be better understood by looking at history and how it has evolved (Savitt, 1980).

In summary, the contribution of the field of marketing history to the development of theory in the discipline is indispensable and journals, such as the JHRM provide access to

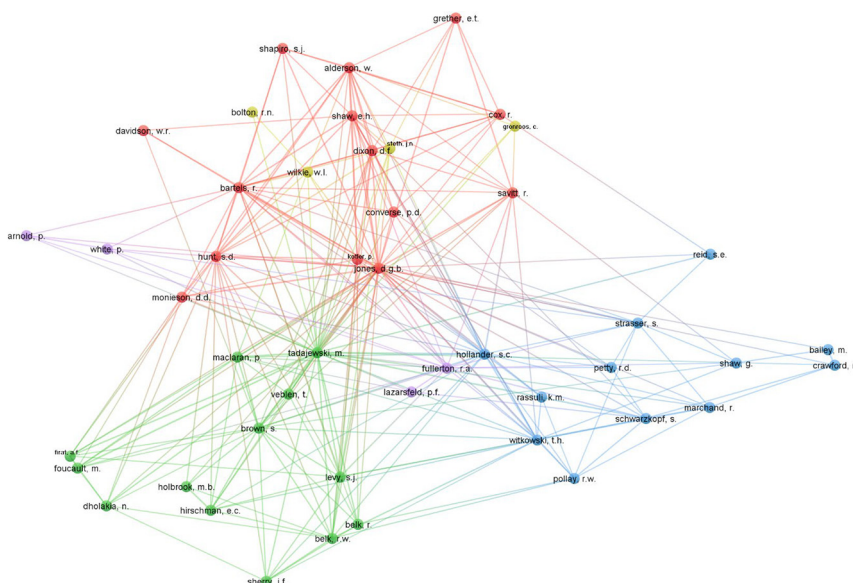


Figure 7.
Co-citations of
authors cited in
JHRM

this history. Although this study has revealed the general structure of the JHRM and the field of marketing history over the past 12 years, trends may change in the course of time and more holistic results could be obtained in the future by studies covering 20–30 years of the JHRM's publications. As a final remark, we note that the value of many critical studies in the social sciences could not be determined by bibliometric measurements alone. Precious works may receive fewer citations than they deserve, as too many researchers are working on the same topic.

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