

Forty-five years of *Journal of Business Research*: A bibliometric analysisNaveen Donthu^{a,*}, Satish Kumar^b, Debidutta Pattnaik^b^a Department of Marketing, Georgia State University, Atlanta, GA 30303, USA^b Department of Management Studies, Malaviya National Institute of Technology Jaipur, Jaipur, Rajasthan 302017, India

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ABSTRACT

Journal of Business Research (JBR) is a journal of international repute that publishes original, peer-reviewed, and empirical research in business and management. Key business decisions, processes, and activities within real business settings frequently feature in *JBR* articles. The journal reached its 45th year of publishing in 2017. Using bibliometric techniques, we analyze the journal's impact, its prominent topics, and its most prolific authors, including their affiliated institutions and countries. Using network analysis in VOSviewer software, we group *JBR* publications into six clusters. Through Gephi software, the findings depict the co-authorship and bibliographic couplings of authors and their affiliated institutions and countries, co-citations of journals, and co-occurrence of author-specified keywords.

1. Introduction

The scope of *Journal of Business Research (JBR)* is broad. It publishes original, peer-reviewed, and empirical works that translate theory developed from research to actual business practices. Issues on key business decisions, processes, and activities within real business settings frequently feature in *JBR*. The journal began publishing in 1973 and has emerged as a key academic outlet within the past 45 years. Researchers, scholars, and practitioners pursue *JBR* for its academic excellence. Naveen Donthu of Georgia State University and Anders Gustafsson of Norwegian Business School are the current editors of the journal. In 2018, Scimago ranked *JBR* among the top 150 most influential sources classified in the Business, Management, and Accounting category. According to Google Scholar metrics 2018, *JBR* is ranked No. 1 in both Marketing and Strategy Management areas with an h5-index of 96. It is indexed in almost all the major databases, including Scopus and Web of Science and enjoys strong rankings in both the ABDC (Australian Business Dean Council) and ABS (Association of Business Schools) lists. *JBR* was ranked "A" in the ABDC's 2016 journal ranking and rated "3" in the ABS's Academic Journal Guide (AJG) in 2018. Such high rankings affirm the reputation of *JBR* for publishing original and well-executed research. According to Clarivate Analytics, *JBR* has an impact factor of 4.028, meaning that total citations received in 2018 are 4.028 times the articles published in 2016 and 2017. According to Scimago Journal & Country Rank 2018, the h-index of *JBR* is 158, which means that 158 *JBR* articles received at least 158 citations from authors other than the contributors.

In recognition of *JBR*'s 45 years of publishing, this paper provides a bibliographic overview of the journal. Such retrospectives are common in the literature. For example, Martínez-López, Merigó, Valenzuela-Fernández, and Nicolás (2018) provided a comprehensive overview of the 50 years of *European Journal of Marketing*. Valenzuela, Merigó, Johnston, Nicolas, and Jaramillo (2017) summarized the 30 years of *Journal of Business and Industrial Marketing*. In our bibliometric overview, we present an in-depth analysis of the publication trend and citation structure of *JBR* articles between 1973 and 2017, the journal's most prolific authors, and their affiliated institutions and countries. We also highlight the major themes discussed in *JBR*, classify *JBR* articles into six bibliographic clusters, and present an overview of its content. Our mapping analysis validates the descriptive findings and visualizes the co-authorships of the contributors. Through bibliographic coupling analyses, we explore the semantic association of *JBR* authors and their affiliated institutions and countries. The mapping analysis illustrates the thematic links of the major discussions in *JBR* articles by examining the co-occurrences of author-specified keywords.

The remainder of the essay proceeds as follows: Section 2 discusses the study methodology and data, and Section 3 presents the descriptive and network results. Section 4 graphically portrays the bibliographic data. Section 5 highlights the study's conclusions.

2. Methods and data

Bibliometric methods originates from research in the library and information sciences that involve large volume of bibliographic

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materials (Broadus, 1987; Pritchard, 1969). Precisely, bibliometric studies analyze and classify bibliographic material by framing representative summaries of the extant literature. Prior researches have applied this technique to analyze journals (Martínez-López et al., 2018; Valenzuela et al., 2017; Valenzuela-Fernandez, Merigó, Lichtenthal, & Nicolas, 2019), universities (Merigó, Muller, Modak, & Laengle, 2019), countries (Cancino, Merigó, & Coronado, 2017; Mas-Tur et al., 2019), and topics (Albort-Morant & Ribeiro-Soriano, 2016; Blanco-Mesa, Merigó, & Gil-Lafuente, 2017; Chung & Cox, 1990; Gurzki & Woisetschlager, 2017; Rey-Martí, Ribeiro-Soriano, & Palacios-Marqués, 2016).

Kessler (1963) elucidated that scientific works exhibit intellectual convergence on the basis of their common sources and patterns of referencing. By contrast, Small (1973) advocated that, frequent citation of two or more references in a third document exhibit conceptual or intellectual similarities among the citing and cited documents. Other frequent concepts common in the bibliometric literature are co-authorship and co-occurrence. Co-authorship reveals the authorship pattern and connectivity among the collaborating authors (Koseoglu, 2016; Peters & Van Raan, 1991) while co-occurrence of keywords depicts the conceptual or knowledge structure of the literature (Callon, Courtial, Turner, & Bauin, 1983; Cheng, Huang, Yu, & Wu, 2018).

Drawing from the above explanations and following applications of the concepts in the literature, we present a bibliometric overview of *JBR* in the forms of both descriptive and network analyses. Our descriptive analyses include the total number of publications, citations, and citations per publication. We present productivity and impact in the form of an *h*-index, a *g*-index, and an *m*-index (Ding & Cronin, 2011; Egghe, 2006; Hirsch, 2005; Tsay, 2009). Broadly, *h*-index is measured as *h* number of publications with at least *h* citations, *g*-index indicates the *g* number of highly cited articles with at least g^2 citations, and, as a composite of both *h* and *g*, *m*-index in our study is calculated as $\frac{h}{g}$.

Apart from the descriptive analyses, our network analyses include bibliographic couplings, co-citations, and co-occurrences. We use VOSviewer and Gephi software to carry out major portions of the mapping analyses in this study (Bastian, Heymann, & Jacomy, 2009; Van Eck & Waltman, 2017). VOSviewer uses two standardized weights, such as the number and total strength of the links, to graphically visualize the nodal network. The size of the nodes and the interlinking lines connecting the nodes denote the relevance and strength of the links. Similar measures are used in Gephi to visualize the bibliographic networks.

We accessed bibliographic data used in this study from the Scopus database, the largest multi-disciplinary database of peer-reviewed literature in social science research (Bartol, Budimir, Dekleva-Smrekar, Pusnik, & Juznic, 2014; Norris & Oppenheim, 2007). Scopus is widely recognized and frequently accessed for quantitative analyses (Durán-Sánchez, Del Río-Rama, Álvarez-García, & García-Vélez, 2019; Guerrero-Baena, Gómez-Limón, & Cardozo, 2014). Scopus reveals 5344 documents published in *JBR* between 1973 and 2017, which include 5131 articles, 13 articles in-press, 103 editorials, 79 notes, 12 reviews, 4 erratum, 1 conference paper, and 1 letter. We consider all the documents for analysis.

3. Results

3.1. Citation structure and publications trend of *JBR*

JBR published 19 articles in its inaugural year, 10 in the first issue and 9 in its second, and the number has grown substantially since then. Table 1 summarizes *JBR*'s annual publications and citation structure, and Fig. 1 depicts the publication trend by total publications and citations per cited work of *JBR*.

Table 1 shows that in terms of publications (765) and the number of cited publications (737 or 96.34%), 2016 was the most productive year

of *JBR*. In total, 10,002 citations flowed to *JBR* during the year, with an average article being cited at least 13.57 times. In terms of citations indicating influence (Ding & Cronin, 2011; Tsay, 2009), 2015 was the most influential year in the 45 years of *JBR*'s publishing. However, shifting from citations to citations per cited publication, 2002 was the most influential year (85.03), followed by 2001 (84.29). Anna Dubois and Lars-Erik Gadde's article "Systematic Combining: An Abductive Approach to Case Research" was the most influential work published in 2002.

In terms of *JBR*'s impact, 2005 was the most influential year with an *h*-index, a *g*-index, and an *m*-index of 69, 118, and 0.58, respectively. In addition, Table 1 shows that 111 *JBR* articles (2.08%) received at least 250 citations, 468 (8.76%) were cited at least 100 times, 1098 (20.55%) were cited at least 50 times, 2075 (38.83%) received at least 25 citations, and 5128 (95.96%) were cited at least once between 1973 and 2017. Fig. 1 depicts the growth trend of *JBR* publications and citations per cited work spread across the 45 years. Although a decline trend in citations per cited article is evident in the later years, such a drop is not surprising given that *JBR*'s later works are newer. Thus, in general, the publications and citations in *JBR* reveal a robust and positive growth trend.

3.2. The most cited *JBR* articles

Tsay (2009) notes that citations indicate influence. Table 2 presents a list of the most influential publications in *JBR* between 1973 and 2017. All the top-cited *JBR* articles are stalwarts of academic excellence in their respective disciplines. For example, Dubois and Gadde (2002) article deals with the problems encountered in developing theories based on case-based research. The study suggests that "systematic combining" aids in theory expansion in case-based industrial network research. Similarly, the work of Sheth, Newman, and Gross (1991) addresses one of the most critical research issues related to consumer buying behavior. It unveils five important drivers of consumer decision making and maintains that a consumer's value-driven choice in buying a brand is a composite outcome of functional, conditional, social, epistemic, and emotional values. Among the other influential works in *JBR*, Babakus and Boller (1992) unveiled the empirical issues in the five-dimensional construct measuring service quality. They caution researchers to exercise care and to add to theory development and measurement in the service marketing area. The table also reveals that, in terms of the average cites per year, Brodie, Ilic, Juric, and Hollebeek (2013) article tops the list with 113.57 cites per year.

We find that all the top *JBR* articles receive at least 1000 citations in Scopus. The articles listed in Table 2 address many key issues pertaining to the scales and methodologies in marketing and/or service marketing research, consumer decision making in online and offline platforms, consumers' inclination toward social sustainability and green marketing, and so on. Thus, the presentation of a diverse set of discussions in the areas of marketing and business research positions *JBR* in the top tier, exploring and expanding the dimensions of business research and aiding in the development of theories in the respective disciplines. In our subsequent discussion, we recognize the top *JBR* contributors and their affiliations.

3.3. Top authors and their affiliated institutions and countries

Table 3 depicts *JBR* contributors by their number of publications, number of cited publications, total citations, citations per publication, and citations per cited publication. The impact of the authors is indicated in the form of an *h*-index, a *g*-index, and an *m*-index. The table also bifurcates the authors' publications under five citation categories presented as at least 100, 50, 25, 10, and 1 cite, respectively.

In terms of the number of articles contributed, Michel Laroche, affiliated with Concordia University, and Jean-Charles Chebat, affiliated with University of Montreal, are tied for first rank, contributing 39

Table 1
Citation structure of *JBR* publications between 1973 and 2017.

Year	TP	NCP	TC	C/P	C/CP	h	g	m	Publications with citations \geq				
									250	100	50	25	1
1973	19	12	58	3.05	4.83	4	7	0.57	0	0	0	0	12
1974	39	30	281	7.21	9.37	10	16	0.63	0	0	0	3	30
1975	34	26	357	10.50	13.73	9	19	0.47	0	0	2	6	26
1976	33	22	167	5.06	7.59	8	13	0.62	0	0	0	1	22
1977	21	18	221	10.52	12.28	8	15	0.53	0	0	1	2	18
1978	21	18	217	10.33	12.06	8	15	0.53	0	0	0	3	18
1979	22	15	448	20.36	29.87	7	22	0.32	0	1	3	4	15
1980	33	24	254	7.70	10.58	8	16	0.50	0	0	1	3	24
1981	28	24	247	8.82	10.29	7	16	0.44	0	0	1	1	24
1982	37	35	785	21.22	22.43	11	28	0.39	1	2	4	4	35
1983	38	33	568	14.95	17.21	12	24	0.50	0	0	3	7	33
1984	36	34	1234	34.28	36.29	16	36	0.44	1	3	5	11	34
1985	43	43	1376	32.00	32.00	15	38	0.39	2	4	6	11	43
1986	44	38	698	15.86	18.37	12	27	0.44	0	1	6	9	38
1987	42	39	1100	26.19	28.21	17	33	0.52	0	2	6	14	39
1988	55	48	1485	27.00	30.94	19	39	0.49	1	2	9	16	48
1989	41	37	1158	28.24	31.30	20	34	0.59	0	1	8	16	37
1990	53	52	3306	62.38	63.58	24	52	0.46	4	7	13	24	52
1991	55	53	2632	47.85	49.66	23	51	0.45	1	3	10	20	53
1992	49	45	2670	54.49	59.33	17	45	0.38	3	4	13	14	45
1993	40	37	1977	49.43	53.43	23	37	0.62	1	6	14	21	37
1994	73	70	2818	38.60	40.26	29	52	0.56	1	7	18	31	70
1995	70	68	4125	58.93	60.66	36	65	0.55	3	11	25	45	68
1996	71	71	5925	83.45	83.45	39	71	0.55	4	20	32	51	71
1997	59	58	2475	41.95	42.67	25	50	0.50	1	5	14	26	58
1998	67	67	3690	55.07	55.07	32	61	0.52	2	10	17	43	67
1999	71	71	5526	77.83	77.83	39	71	0.55	3	18	35	54	71
2000	97	93	6156	63.46	66.19	35	79	0.44	6	15	30	49	93
2001	82	82	6912	84.29	84.29	42	82	0.51	5	23	39	59	82
2002	100	99	8418	84.18	85.03	42	92	0.46	10	15	33	62	99
2003	103	101	7517	72.98	74.43	42	87	0.48	6	26	36	65	101
2004	159	154	11,406	71.74	74.06	62	105	0.59	6	38	72	104	154
2005	196	186	15,149	77.29	81.45	69	118	0.58	12	42	96	138	186
2006	155	154	11,031	71.17	71.63	58	103	0.56	10	32	64	97	154
2007	151	150	9188	60.85	61.25	57	91	0.63	4	27	62	104	150
2008	160	154	8178	51.11	53.10	52	87	0.60	3	24	54	86	154
2009	172	169	11,333	65.89	67.06	57	103	0.55	12	28	63	107	169
2010	195	190	9300	47.69	48.95	55	89	0.62	3	27	57	101	190
2011	199	196	6901	34.68	35.21	50	72	0.69	1	9	51	97	196
2012	248	240	7363	29.69	30.68	44	73	0.60	1	13	41	91	240
2013	347	343	11,667	33.62	34.01	53	88	0.60	3	16	61	147	343
2014	361	356	9633	26.68	27.06	46	76	0.61	1	14	40	114	356
2015	344	338	6316	18.36	18.69	38	55	0.69	0	5	21	80	338
2016	765	737	10,002	13.07	13.57	39	56	0.70	0	4	20	106	737
2017	316	298	3725	11.79	12.50	26	45	0.58	0	3	12	28	298
Total	5344	5128	205,993	38.55	40.17	181	275	0.66	111	468	1098	2075	5128

Notes: This table shows *JBR*'s annual citation structure during the study period. Here, TP = total number of *JBR* publications; NCP = number of cited publications; TC = total citations; C/P = average citations per publication; C/CP = average citations per cited publication; h = *h*-index; g = *g*-index, and m = *m*-index.

articles each to *JBR* between 1973 and 2017. Both authors also lead in the category of maximum cited works, with 38 and 34, respectively.

In the category of total citations, Barry J. Babin, affiliated with University of Mississippi, leads with 2275 citations, followed by Naveen Donthu, affiliated with Georgia State University, cited 2060 times in *JBR* between 1973 and 2017. Donthu, the current editor of the journal, also receives the maximum citations per article (171.67) and citations per cited article (171.67), followed by Adamantios Diamantopoulos, affiliated with Universität Wien, with 117.67 and 112.24 citations in the respective indicators of influence.

Apart from recognizing the most prolific *JBR* authors, Table 3 also lists the most influential contributors to *JBR* between 1973 and 2017. Jean-Charles Chebat leads in the category of the *h*-index, which shows that 21 of his articles are cited at least 21 times between 1973 and 2017. In addition, 38 of Michel Laroche's top-cited articles appearing in *JBR* are cited at least 38 times, as presented in the *g*-index. In terms of the composite impact of the *m*-index, Naveen Donthu (1.00) tops in the list, indicating that all his cited works in *JBR* are among the top-cited.

In addition the table also reveals that, Barry J. Babin has

contributed the maximum *JBR* publications cited at least 100 times, Jean-Charles Chebat leads the table for contributing maximum *JBR* works cited at least 50, 25, or 10 times while, Michel Laroche tops the list in the category of *JBR* publications cited at least once.

Fig. 2 shows the distribution of *JBR* publications based on the number of contributing authors. Approximately 18.71% of the works (1000 of 5344) are by a single author, while an overwhelming number (81.29%) are co-authored, including 1910 articles by two (35.74%), 1668 by three (31.21%), 610 by four (11.41%), 107 by five (1.97%), and the remaining 49 (0.91%) by six–12 and 22 authors. Most *JBR* publications have two authors. It is worth noting here that in modern times, research activities are largely dependent on the collaboration of researchers (Acedo, Barroso, Casanueva, & Galán, 2006; Su, Zhai, & Landström, 2015), and scientific collaboration typically involves interactions among scientists, universities, and countries (Finardi & Buratti, 2016). Yazit and Zainab (2017) reveals a strong association between authors' productivity and institutional affiliation. It posits that the productivity of authors increases substantially, in terms of both quantity and citations, depending on their institutional collaborations.

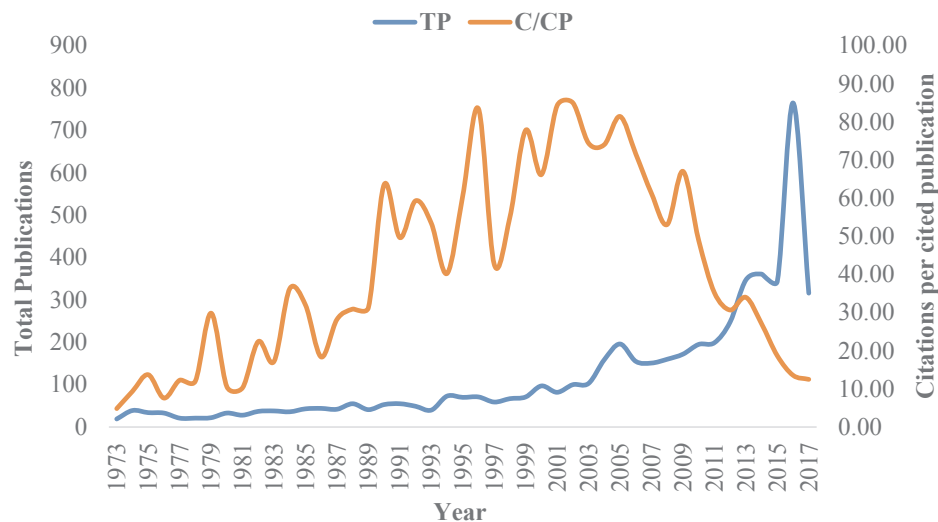


Fig. 1. Publication and citation trend in *JBR* between 1973 and 2017. This figure shows the publication and citation trend of *JBR* between 1973 and 2017. Here, TP = Total publications; C/CP = Citations per cited publication.

(We discuss collaborations in *JBR* in detail in Section 4.)

Table 4 shows the affiliated institutions of the top *JBR* authors between 1973 and 2017. University of Valencia leads the list, contributing 87 publications by 141 *JBR* authors. This is followed by Georgia State University, with 70 publications by 115 authors. Domingo Ribeiro-Soriano and Alicia Mas-Tur are among the leading contributors from University of Valencia, while Wesley J. Johnston and Naveen Donthu from Georgia State University are among the top *JBR* contributors listed in Table 3.

The highest number of authors' affiliations has resulted in the highest number of publications. Both University of Valencia and Georgia State University report the highest number of cited articles.

However, excluding the composite *m*-index led by Feng Chia University, for all the remaining parameters, including total citations (TC), citations per author affiliation (C/NA), citations per publication (C/P), citations per cited publication (C/CP), and the impact presented in the form of the *h*-index (*h*) and the *g*-index (*g*), University of Georgia dominates with 5682, 49.41, 81.17, 82.35, 34, and 39, respectively.

Table 4 also shows that the University of Georgia leads in all categories of citations with 16, 27, 43, 49, and 84 articles, cited at least 100, 50, 25, 10, and 1 time. Yoo and Donthu (2001) work is cited 917 times in Scopus (see Table 2). Another highly cited article shown in Table 2 is that by Roberts (1996). We also find that, among all the top contributing universities, 11 (42.30%) are based outside the United States,

Table 2
Most cited articles published in *JBR* between 1973 and 2017.

TC	Title	Authors	Year	CPY
1319	"Systematic Combining: An Abductive Approach to Case Research"	Dubois, A., Gadde, L.-E.	2002	73.28
1169	"Why We Buy What We Buy: A Theory of Consumption Values"	Sheth, J.N., Newman, B.I., Gross, B.L.	1991	40.31
1021	"An Empirical Assessment of the SERVQUAL Scale"	Babakus, E., Boller, G.W.	1992	36.46
917	"Developing and Validating a Multidimensional Consumer-based Brand Equity Scale"	Yoo, B., Donthu, N.	2001	48.26
887	"The Entrepreneur's Business Model: Toward a Unified Perspective"	Morris, M., Schindehutte, M., Allen, J.	2005	59.13
813	"Atmospheric Effects on Shopping Behavior: A Review of the Experimental Evidence"	Turley, L.W., Milliman, R.E.	2000	40.65
795	"Consumer Engagement in a Virtual Brand Community: An Exploratory Analysis"	Brodie, R.J., Ilic, A., Juric, B., Hollebeek, L.	2013	113.57
706	"The Impact of Perceived Corporate Social Responsibility on Consumer Behavior"	Becker-Olsen, K.L., Cudmore, B.A., Hill, R.P.	2006	50.43
692	"How Should Companies Interact in Business Networks?"	Håkansson, H., Ford, D.	2002	38.44
635	"You are What You Can Access: Sharing and Collaborative Consumption Online"	Belk, R.	2014	105.83
626	"Advancing Formative Measurement Models"	Diamantopoulos, A., Riefler, P., Roth, K.P.	2008	52.17
625	"Relationship Approach to Marketing in Service Contexts: The Marketing and Organizational Behavior Interface"	Gronroos, C.	1990	20.83
612	"Green Consumers in the 1990s: Profile and Implications for Advertising"	Roberts, J.A.	1996	25.50
604	"Can Socio-Demographics Still Play a Role in Profiling Green Consumers? A Review of the Evidence and an Empirical Investigation"	Diamantopoulos, A., Schlegelmilch, B.B., Sinkovics, R.R., Bohlen, G.M.	2003	35.53
577	"Tourism, Competitiveness, and Societal Prosperity"	Crouch, G.I., Ritchie, J.R.B.	1999	27.48
561	"Organizational Innovation Adoption: A Multi-Level Framework of Determinants and Opportunities for Future Research"	Frambach, R.T., Schillewaert, N.	2002	31.17
529	"Consumer Patronage and Risk Perceptions in Internet Shopping"	Forsythe, S.M., Shi, B.	2003	31.12
527	"Moving Beyond Multiple Regression Analysis to Algorithms: Calling for Adoption of a Paradigm Shift from Symmetric to Asymmetric Thinking in Data Analysis and Crafting Theory"	Woodside, A.G.	2013	75.29
500	"Strategic Human Resource Practices and Innovation Performance - The Mediating Role of Knowledge Management Capacity"	Chen, C.-J., Huang, J.-W.	2009	45.45
497	"Consumer E-Shopping Acceptance: Antecedents in a Technology Acceptance Model"	Ha, S., Stoel, L.	2009	45.18
494	"Explaining Consumer Acceptance of Handheld Internet Devices"	Bruner II, G.C., Kumar, A.	2005	32.93
473	"Cognitive and Affective Trust in Service Relationships"	Johnson, D., Grayson, K.	2005	31.53
450	"Using Case Methods in the Study of Contemporary Business Networks"	Halinen, A., Törnroos, J.-Å.	2005	30.00
449	"Relationship Quality as a Predictor of B2B Customer Loyalty"	Rauyruen, P., Miller, K.E.	2007	34.54
449	"Evaluating the Potential of Interactive Media Through a New Lens: Search Versus Experience Goods"	Klein, L.R.	1998	20.41

Notes: This table lists the most frequently cited articles in *JBR* during the study period. For abbreviation refer Table 1 except, CYP = average cites per year (CPY).

Table 3
Top *JBR* authors between 1973 and 2017.

Author	Affiliation	Country	TP	NCP	TC	C/P	C/CP	h	g	m	Publications with citations \geq				
											100	50	25	10	1
Michel Laroche	Concordia University	Canada	39	38	1375	35.26	36.18	19	38	0.50	2	8	16	29	38
Jean-Charles Chebat	University of Montreal	Canada	39	34	1937	49.67	56.97	21	34	0.62	3	14	18	28	34
Arch G. Woodside	Coastal Carolina University	U.S.	30	26	1496	49.87	57.54	16	26	0.62	3	8	11	19	26
Barry J. Babin	University of Mississippi	U.S.	26	23	2275	87.50	98.91	16	23	0.70	9	11	16	18	23
Kun-Huang Huarng	Feng Chia University	Taiwan	23	21	326	14.17	15.52	12	18	0.67	0	1	5	12	21
Eunju Ko	Yonsei University	South Korea	20	17	877	43.85	51.59	14	17	0.82	2	3	7	16	17
Joseph M. Sirgy	Virginia Polytechnic Institute and State University	U.S.	19	18	1673	88.05	92.94	13	17	0.76	6	9	10	13	18
Wesley J. Johnston	Georgia State University	U.S.	19	18	715	37.63	39.72	13	18	0.72	1	5	8	13	18
Esteban R. Brenes	INCAE Business School	Costa Rica	18	17	379	21.06	22.29	11	17	0.65	0	1	6	11	17
Adamantios Diamantopoulos	Universität Wien	Austria	17	17	1908	112.24	112.24	13	17	0.76	3	6	11	14	17
Sharon E. Beatty	Culverhouse College of Business	U.S.	17	17	1823	107.24	107.24	15	17	0.88	6	10	13	16	17
Gianfranco Walsh	Friedrich Schiller Universität Jena	Germany	14	14	692	49.43	49.43	10	14	0.71	2	6	8	10	14
Dhruv Grewal	Babson College	U.S.	14	14	904	64.57	64.57	10	14	0.71	4	4	7	12	14
Chihwen Wu	National Chung Hsing University	Taiwan	13	13	172	13.23	13.23	9	13	0.69	0	0	2	9	13
Marie O. Richard	State University of New York Institute of Technology	U.S.	13	13	676	52.00	52.00	10	13	0.77	2	5	8	11	13
Pierre V. Florence	Universite Grenoble Alpes	France	12	12	681	56.75	56.75	9	12	0.75	2	4	7	9	12
Alan J. Dubinsky	Purdue University	U.S.	12	12	473	39.42	39.42	10	12	0.83	1	1	8	11	12
Naveen Donthu	Georgia State University	U.S.	12	12	2060	171.67	171.67	12	12	1.00	4	8	10	12	12
Drew Martin	University of South Carolina	U.S.	12	12	253	21.08	21.08	8	12	0.67	1	1	3	6	12
George M. Zinkhan	University of Georgia	U.S.	12	11	229	19.08	20.82	10	11	0.91	0	0	4	10	11
William O. Bearden	University of South Carolina	U.S.	12	11	540	45.00	49.09	10	11	0.91	1	4	6	10	11
Leiyu Wu	National Chengchi University	Taiwan	11	11	628	57.09	57.09	9	11	0.82	3	4	5	9	11
J. Scott Armstrong	University of South Australia	Australia	11	11	441	40.09	40.09	7	11	0.64	1	3	7	7	11
O.C. Ferrell	Auburn University	U.S.	11	11	770	70.00	70.00	10	11	0.91	4	6	7	10	11
Michael Ewing	Deakin University	Australia	11	11	517	47.00	47.00	10	11	0.91	1	4	7	10	11
Gregory M. Rose	University of Washington	U.S.	11	11	458	41.64	41.64	11	11	1.00	1	2	7	11	11

Notes: This table shows that *JBR* authors contributed at least 11 articles during the period of this study. For abbreviations refer Table 1.

thus revealing the internationality in *JBR* publications between 1973 and 2017.

Table 5 shows the top *JBR* authors' affiliated countries. In terms of total publications (TP) and the number of contributing authors (NCA), the United States (TP: 2775; NCA: 4493) leads by a wide margin over the United Kingdom (TP: 526; NCA: 1147) and Australia (TP: 400, NCA:

803). Typically, countries with more affiliated authors have more publications, which in turn results in a higher number of citations. The United States leads in almost all the metrics: number of cited publications (2637), total citations (115,325), citations per contributing author (25.67), citations per publication (41.56), and citations per cited publication (43.73). Excluding Turkey with an *m*-index of 1.00, the United

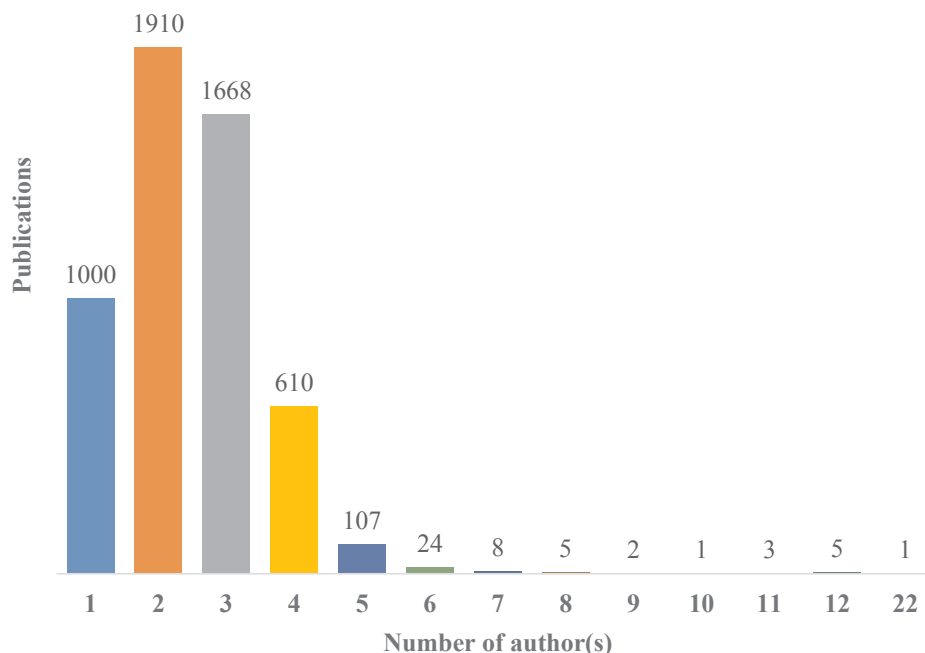


Fig. 2. Distribution of *JBR* publications based on the number of contributing authors. This figure shows the number of *JBR* publications written by 1–12 and 22 authors between 1973 and 2017.

Table 4
Institutions most commonly affiliated with *JBR* authors between 1973 and 2017.

Institute	Country	TP	NCA	NCP	TC	C/CA	C/P	C/CP	h	g	m	Publications with citations \geq				
												100	50	25	10	1
University of Valencia	Spain	87	141	84	1672	11.86	19.22	19.90	24	38	0.63	1	6	23	49	84
Georgia State University	U.S.	70	115	69	5682	49.41	81.17	82.35	34	69	0.49	16	27	43	59	69
INCAE Business School	Costa Rica	61	81	53	649	8.01	10.64	12.25	15	25	0.60	0	3	8	16	53
HEC Montréal	Canada	57	88	52	2761	31.38	48.44	53.10	27	52	0.52	7	19	27	41	52
Concordia University	Canada	56	74	55	2266	30.62	40.46	41.20	24	48	0.50	6	14	24	42	55
University of South Carolina	U.S.	55	104	47	1998	19.21	36.33	42.51	23	45	0.51	4	13	20	33	47
Feng Chia University	Taiwan	54	58	52	910	15.69	16.85	17.50	18	28	0.64	0	3	15	32	52
Virginia Polytechnic Institute and State University	U.S.	51	110	48	2564	23.31	50.27	53.42	22	47	0.47	7	12	18	29	48
City University	Hong Kong	49	106	48	1916	18.08	39.10	39.92	21	44	0.48	4	9	19	31	48
Yonsei University	South Korea	49	101	46	2468	24.44	50.37	53.65	23	46	0.50	6	12	22	40	46
Boston College	U.S.	47	67	43	2810	41.94	59.79	65.35	21	43	0.49	7	12	17	29	43
Louisiana State University	U.S.	46	86	45	2067	24.03	44.93	45.93	22	45	0.49	6	12	22	38	45
University of Alabama	U.S.	46	108	45	3250	30.09	70.65	72.22	26	45	0.58	10	18	26	37	45
Michigan State University	U.S.	45	100	44	1953	19.53	43.40	44.39	22	44	0.50	6	10	20	33	44
Monash University	South Africa	45	110	44	1720	15.64	38.22	39.09	23	42	0.55	4	12	23	35	44
Florida State University	U.S.	44	88	39	2856	32.45	64.91	73.23	23	39	0.59	8	14	19	29	39
Pennsylvania State University	U.S.	44	89	40	1679	18.87	38.16	41.98	21	40	0.53	5	9	15	26	40
Louisiana Tech University	U.S.	42	87	40	1912	21.98	45.52	47.80	20	40	0.50	5	11	18	27	40
KEDGE Business School	France	40	64	36	1130	17.66	28.25	31.39	15	34	0.44	3	9	11	20	36
University of Houston	U.S.	40	76	39	1819	23.93	45.48	46.64	17	39	0.44	4	9	13	26	39
Baylor University	U.S.	39	105	38	2592	24.69	66.46	68.21	23	38	0.61	5	13	21	31	38
University of Texas at Austin	U.S.	39	89	35	967	10.87	24.79	27.63	16	32	0.50	1	5	12	22	35
Mississippi State University	U.S.	38	67	36	1871	27.93	49.24	51.97	23	36	0.64	6	14	22	32	36
University of New South Wales	Australia	38	76	37	2108	27.74	55.47	56.97	19	37	0.51	7	9	19	24	37
Cardiff University	U.K.	37	66	36	1978	29.97	53.46	54.94	21	36	0.58	5	9	17	28	36
Columbia University	U.S.	37	63	33	1197	19.00	32.35	36.27	17	33	0.52	3	7	14	20	33
Indiana University	U.S.	37	71	33	738	10.39	19.95	22.36	16	28	0.57	1	4	10	22	33

Notes: This table lists the top institutions affiliated with *JBR* authors during the study period. For abbreviations refer Table 1.

States is also the most dominant publishing hub in *JBR*, with the highest *h*-index (150) and *g*-index (232). Among the different categories of citation thresholds, the United States also contributes the maximum number of *JBR* articles cited at least 100 times (273), 50 times (626), 25 times (1145), and 1 time (2637) between 1973 and 2017.

Fig. 3 depicts the distribution of *JBR* publications by the top five publishing countries in nine five-year periods. The United States dominates in all the periods, contributing 141, 126, 168, 213, 264, 265, 433, 491, and 674 works, respectively. However, in recent periods, the rate of growth in *JBR* publications from authors from the United

Table 5
Countries most commonly affiliated with *JBR* authors between 1973 and 2017.

Country	TP	NCA	NCP	TC	C/CA	C/P	C/CP	h	g	m	Publications with citations \geq				
											100	50	25	10	1
U.S.	2775	4493	2637	115,325	25.67	41.56	43.73	150	232	0.65	273	626	1145	1827	2637
U.K.	526	1147	515	21,842	19.04	41.52	42.41	72	124	0.58	52	122	225	375	515
Australia	400	803	391	15,673	19.52	39.18	40.08	64	108	0.59	41	88	160	276	391
Canada	347	627	336	15,169	24.19	43.71	45.15	68	108	0.63	30	91	162	257	336
Spain	316	662	308	9838	14.86	31.13	31.94	48	85	0.56	22	47	113	205	308
Taiwan	253	436	247	6476	14.85	25.60	26.22	40	67	0.60	9	29	82	162	247
Germany	234	494	230	9777	19.79	41.78	42.51	53	90	0.59	24	59	104	167	230
France	218	506	210	6029	11.92	27.66	28.71	40	68	0.59	11	30	69	128	210
China	195	462	192	4624	10.01	23.71	24.08	36	57	0.63	7	18	56	133	192
South Korea	195	395	188	8409	21.29	43.12	44.73	48	87	0.55	22	48	85	138	188
Netherlands	124	297	120	5968	20.09	48.13	49.73	39	76	0.51	15	32	58	91	120
Hong Kong	117	266	116	4548	17.10	38.87	39.21	37	65	0.57	14	25	51	83	116
New Zealand	95	191	93	3986	20.87	41.96	42.86	28	62	0.45	9	17	36	63	93
Sweden	95	184	93	3807	20.69	40.07	40.94	29	61	0.48	5	15	36	66	93
Austria	76	147	72	3957	26.92	52.07	54.96	29	63	0.46	8	18	32	56	72
Finland	74	157	73	3433	21.87	46.39	47.03	27	59	0.46	5	15	29	47	73
Portugal	74	176	73	2086	11.85	28.19	28.58	24	45	0.53	3	13	23	42	73
Italy	71	214	69	1606	7.50	22.62	23.28	24	38	0.63	0	9	24	45	69
Belgium	69	173	65	2686	15.53	38.93	41.32	24	52	0.46	7	13	24	47	65
Costa Rica	63	84	55	718	8.55	11.40	13.05	15	26	0.58	0	4	9	17	55
Brazil	58	150	55	917	6.11	15.81	16.67	19	28	0.68	0	4	11	35	55
Chile	57	106	55	1352	12.75	23.72	24.58	19	36	0.53	3	9	16	33	55
Norway	53	121	52	2485	20.54	46.89	47.79	25	50	0.50	4	15	25	38	52
Turkey	43	117	43	1599	13.67	37.19	37.19	22	22	1.00	1	7	19	32	43
Denmark	41	70	39	2091	29.87	51.00	53.62	22	39	0.56	5	12	20	33	39
Singapore	41	100	41	1334	13.34	32.54	32.54	19	37	0.51	3	9	14	27	41

Notes: This table lists the top countries affiliated with *JBR* authors during its 45 years. For abbreviations refer Table 1.

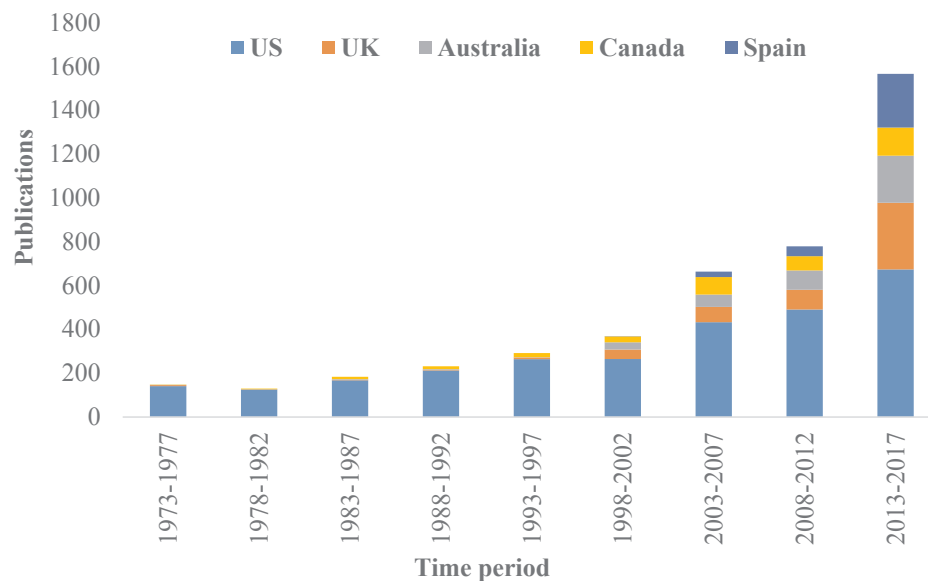


Fig. 3. Distribution of *JBR* publications among the top five affiliated countries. This figure shows the distribution of *JBR* publications among the top five countries between 1973 and 2017.

Kingdom, Australia, Canada, and Spain is significantly above that of the United States. Between 2013 and 2017, Spain reports the highest growth in *JBR* publications (444.44%) compared with 2008–2012. This is followed by the United Kingdom (237.78%), Australia (144.32%), and Canada (96.92%), with the United States reporting the lowest growth rate at 37.27%. Such evidence further augments our argument that *JBR* is moving beyond the United States in terms of presenting more internationality in its multi-dimensional works of academic excellence.

Table 6 shows the journals cited the most in *JBR* between 1973 and 2017. *Journal of Marketing* is the most-cited journal in *JBR*, with 11,077 citations, followed by *JBR* itself, cited 10,826 times; *Journal of Marketing Research*, cited 8299 times; and *Journal of Consumer Research*, cited 7373 times. About 76% of the journals represented in the table are rated 4 and above in ABS's AJG 2018. Not surprisingly, the journals listed in Table 6 represent the top-tier and leading journals known for delivering academic excellence in their respective disciplines in the broader areas of business management, strategy, organizational development, marketing, consumer psychology, and finance.

Table 7 presents the list of authors, authors' affiliated institutions, countries, and journals most often citing *JBR* between 1973 and 2017. Sascha Kraus cites *JBR* articles most frequently (54), followed by Jose M. Merigó (49) and Kijpokin Kasemsap (44). Authors from University of Valencia cite *JBR* articles most often (258), followed by authors from Hong Kong Polytechnic University (186) and Griffith University (171). Among the countries, the United States tops the list, citing *JBR* 4810 times, followed by the United Kingdom (2817) and China (2845). Similarly, *JBR* leads among the citing sources for self-citing its own works (1756 times), followed by *Sustainability Switzerland* (622) and *Journal of Retailing and Consumer Services* (325).

As Table 7 also shows, 12 of the 32 journals frequently citing *JBR* publications (approximately 32.50%) are rated 3 or above according to the ABS's AJG 2018. This evidence suggests that apart from *JBR*, other internationally acclaimed sources acknowledged for their excellence in publishing original and well-executed business and management research frequently follow the works of *JBR*. For example, journals in the 4* category are the rarest journals of distinction. Similarly, journals rated 4 or 3 publish the most original and well-executed research. These journals have high submission rates, but their rate of acceptance is very low. Therefore, being cited in such sources reflects the quality of intellectual outputs borne by *JBR* in the past 45 years.

Table 6

Most frequently cited journals in *JBR* between 1973 and 2017.

Source	ABS Rating	TC	TLS
<i>Journal of Marketing</i>	4*	11,077	225,726
<i>Journal of Business Research</i>	3	10,826	221,644
<i>Journal of Marketing Research</i>	4*	8299	163,154
<i>Journal of Consumer Research</i>	4*	7373	124,789
<i>Strategic Management Journal</i>	4*	5343	148,895
<i>Academy of Management Journal</i>	4*	4257	113,006
<i>Academy of Management Review</i>	4*	3176	89,579
<i>Journal of International Business Studies</i>	4*	2363	52,693
<i>Journal of Applied Psychology</i>	4*	2124	49,969
<i>Journal of Academy of Marketing Science</i>	4*	2093	64,131
<i>Administrative Science Quarterly</i>	4*	2070	56,486
<i>Journal of Retailing</i>	4	2070	48,884
<i>Journal of Personality & Social Psychology</i>	4	1887	41,265
<i>Industrial Marketing Management</i>	3	1324	34,548
<i>Management Science</i>	4*	1250	35,223
<i>Journal of Management</i>	4*	1216	42,635
<i>Harvard Business Review</i>	3	1198	30,450
<i>Advances in Consumer Research</i>	2	1142	24,185
<i>Organization Science</i>	4*	1113	39,232
<i>European Journal of Marketing</i>	3	1047	30,117
<i>Journal of Finance</i>	4*	1019	13,031
<i>Journal of Business Ethics</i>	3	983	26,225
<i>Journal of the Academy of Marketing Science</i>	4*	934	20,049
<i>Psychology & Marketing</i>	3	914	24,588
<i>Journal of Management Studies</i>	4	859	29,681
<i>Psychological Bulletin</i>	4	798	20,013
<i>Journal of Financial Economics</i>	4*	794	14,109
<i>Journal of Business Venturing</i>	4	726	19,909
<i>Research Policy</i>	4*	718	18,464

Notes: This table lists the journals cited at least 718 times in *JBR*'s articles during the study period. For abbreviations refer Table 1 except for TLS = total link strength of the journal. ABS ratings: 4* = journals recognized globally as examples of excellence; 4 = journals publishing well executed and most original research with a high impact factor; 3 = journals publishing original and well-executed research with or without an impact factor; 2 = journals publishing original research with acceptable standards; and 1 = journals publishing original research with modest standards.

3.4. Network analysis

3.4.1. Clustering of *JBR* articles based on bibliographic coupling

Kessler (1963) explained that scientific works exhibit intellectual

Table 7Top authors, authors' affiliated institutions, countries, and journals citing *JBR* between 1973 and 2017.

R	Author	TC	Institution	TC	Journal	ABS Rating	TC	Country	TC
1	Sascha Kraus	54	University of Valencia	258	<i>Journal of Business Research</i>	3	1756	United States	4810
2	Jose M. Merigó	49	Hong Kong Polytechnic University	186	<i>Sustainability</i>	N.R.	622	United Kingdom	2817
3	Kijpokin Kasemsap	44	Griffith University	171	<i>Journal of Retailing and Consumer Services</i>	2	325	China	2845
4	Marko Sarstedt	44	University of Manchester	144	<i>Journal of Cleaner Production</i>	2	291	Spain	1855
5	Christian M. Ringle	40	University of South Australia	138	<i>Industrial Marketing Management</i>	3	271	Australia	1798
6	Heesup Han	37	KEDGE Business School	132	<i>Journal of Business Ethics</i>	3	182	Germany	1497
7	Patrick Mikalef	35	University of Seville	131	<i>International Journal of Contemporary Hospitality Management</i>	3	174	France	1126
8	Arch G. Woodside	35	Sun Yat-Sen University	125	<i>European Journal of Marketing</i>	3	173	Italy	1103
9	Joseph A. Amoah	34	Aalto University	124	<i>International Journal of Hospitality Management</i>	3	168	India	1003
10	Bang Nguyen	32	Curtin University	122	<i>Technological Forecasting and Social Change</i>	3	159	Taiwan	989
11	Ilias O. Pappas	32	Universiti Utara Malaysia	120	<i>Management Decision</i>	2	151	Malaysia	898
12	Zillur Rahman	32	RMIT University	120	<i>Journal of Business and Industrial Marketing</i>	2	149	South Korea	847
13	Sharyn Rundle-Thiele	31	Instituto Universitário de Lisboa ISCTE-IUL	120	<i>Computers in Human Behavior</i>	3	147	Canada	804
14	Vanessa Ratten	30	University of Queensland	118	<i>Journal of Product and Brand Management</i>	1	147	Netherlands	632
15	F.A.F. Ferreira	29	Queensland University of Technology QUT	115	<i>Tourism Management</i>	4	136	Finland	616
16	Joseph F. Hair	28	University of Science and Technology of China	115	<i>Journal of Services Marketing</i>	2	130	Portugal	599
17	Mark S. Rosenbaum	28	Lappeenranta Teknillinen Yliopisto	114	<i>Journal of Marketing Management</i>	2	127	Sweden	567
18	Pantea Foroudi	27	University of Newcastle, Australia	111	<i>Psychology and Marketing</i>	3	118	Brazil	554
19	Michail N. Giannakos	27	University of New South Wales UNSW Australia	111	<i>Service Industries Journal</i>	2	109	Indonesia	418
20	Ricarda B. Bouncken	26	Universiti Sains Malaysia	110	<i>International Journal of Information Management</i>	2	108	Hong Kong	417
21	Angappa Gunasekaran	26	Monash University	110	<i>Journal of Brand Management</i>	2	106	Iran	404
22	Kun Huang Huarng	26	Vaasan Yliopisto	108	<i>Asia Pacific Journal of Marketing and Logistics</i>	N.R.	100	New Zealand	393
23	Colin C. Williams	25	Universidad de Granada	107	<i>Marketing Intelligence and Planning</i>	1	97	Turkey	351
24	Jörg Henseler	23	Newcastle University, United Kingdom	105	<i>ACM International Conference Proceeding Series</i>	N.R.	95	Austria	342
26	Alicia Mas-Tur	23	Montpellier Business School	101	<i>International Journal of Production Economics</i>	3	94	South Africa	318
27	Vinit Parida	23	Swinburne University of Technology	99	<i>International Journal of Retail and Distribution Management</i>	2	92	Denmark	310
28	Gianfranco Walsh	23	University of Kent	96	<i>Advances in Intelligent Systems and Computing</i>	N.R.	90	Switzerland	307
29	Rob Law	22	Copenhagen Business School	95	<i>Espacios</i>	N.R.	90	Pakistan	288
30	Paulo Rita	22	Universidade da Beira Interior	94	<i>Journal of Consumer Marketing</i>	1	88	Poland	273
31	Michel Laroche	21	Xi'an Jiaotong University	94	<i>Journal of Knowledge Management</i>	2	88	United Arab Emirates	256
32	Carlos Martín-Ríos	21	Universidad de Chile	93	<i>International Business Review</i>	3	87	Chile	247
33	Catherine Prentice	21	Harbin Institute of Technology	92	<i>Journal of Service Management</i>	2	85	Colombia	245
34	T. Ramayah	21	Universiti Teknologi Malaysia	92	<i>Frontiers in Psychology</i>	N.R.	84	Belgium	244
35	Sajad Rezaei	21	University of Technology Sydney	92	<i>International Entrepreneurship and Management Journal</i>	1	84	Thailand	243
36	Nerilee Hing	20	Alliance Manchester Business School	92	<i>Corporate Social Responsibility and Environmental Management</i>	1	84	Russian Federation	237

Notes: This table ranks the top authors, authors' affiliated institutions, countries, and journals citing at least 20, 92, 84, and 237 *JBR* publications during the study period, respectively. For abbreviation and connotations of ABS ratings refer [Tables 1 and 7](#). Here, N.R. indicates journal not rated.

resemblance through their pattern of referencing. When two articles cite a common third article, this means that both articles deliberate on and stress similar discussions. Bibliographic coupling analysis of the 5344 *JBR* works consists of six main clusters. [Table 8](#) provides an overview of the *JBR* clusters, including the central focus and the most cited publications in each cluster.

Cluster 1—Marketing—consists of 717 *JBR* publications accredited with 26,583 citations. It ranks third in terms of the number of articles represented in the cluster and fourth in citations. As [Table 8](#) shows, the cluster is a conglomerate of three sub-clusters that present views on consumer choices, organizational behavior, and services marketing. Therefore, the topics represented in the cluster tend to focus on, for example, consumption value, service quality, service relationships, and service failures. [Sheth et al. \(1991\)](#) article has the most citations (1169) and average cites per year (40.31). The authors develops a theory that explains the precepts in consumer choices. [Babakus and Boller \(1992\)](#) article ranks second, with 1021 citations. In this work, the authors empirically test methodological issues pertaining to the five-dimensional construct measuring service quality. The study confirms that the

dimensionality of service quality varies across the types of services under scrutiny. Christian [Gronroos \(1990\)](#) article occupies the third slot, with 625 citations in the cluster. The study suggests that in diverging from the traditional views of marketing as a specialist function of planning and execution of the marketing mix, services marketing revolves around relationships that drastically vary across the services under consideration. Other important works in the cluster include John A. [Czepiel \(1990\)](#) article, cited 448 times, and [Goodwin and Ross \(1992\)](#) article, cited 406 times.

Cluster 2—Organizational Behavior—consists of 684 *JBR* publications between 1973 and 2017, cited 36,713 times. It ranks fourth in the number of publications and third in citations. Major topics covered include trust, scale development, organizational commitment, and loyalty. [Yoo and Donthu \(2001\)](#) article is the most influential in the cluster, with 917 citations. Following a systematic research approach, the authors develop a reliable, valid, parsimonious, and generalizable scale to measure multi-dimensional consumer-based brand equity. [Diamantopoulos, Riefler, and Roth \(2008\)](#) article is the second most influential work in the cluster, with 626 citations and leads with

Table 8
Overview of the six JBR clusters.

Cluster	Central focus	Major topics explored	TP	Most cited articles	Authors	Year	TC	CPY
1	Marketing	Consumption value, service quality, service relationships, service failures, resource management, word-of-mouth effect, marketing ethics	717	"Why We Buy What We Buy: A Theory of Consumption Values"	Sheth, J.N., Newman, B.L., Gross, B.L.	1991	1169	40.31
				"An Empirical Assessment of the SERVQUAL Scale"	Babakus, E., Boller, G.W.	1992	1021	36.46
				"Relationship Approach to Marketing in Service Contexts: The Marketing and Organizational Behavior Interface"	Gronroos, C.	1990	625	20.83
				"Service Encounters and Service Relationships: Implications for Research"	Czepiel, J.A.	1990	448	14.93
				"Consumer Responses to Service Failures: Influence of Procedural and Interactional Fairness Perceptions"	Goodwin, C., Ross, I.	1992	406	14.50
2	Organizational behavior	Job satisfaction, trust, scale development, organizational commitment, loyalty	684	"Developing and Validating a Multidimensional Consumer-Based Brand Equity Scale"	Yoo, B., Donthu, N.	2001	917	48.26
				"Advancing Formative Measurement Models"	Diamantopoulos, A., Riefler, P., Roth, K.P.	2008	626	52.17
				"Green Consumers in the 1990s: Profile and Implications for Advertising"	Roberts, J.A.	1996	612	25.50
				"Can Socio-Demographics Still Play a Role in Profiling Green Consumers? A Review of the Evidence and an Empirical Investigation"	Diamantopoulos, A., Schlegelmilch, B.B., Sinkovics, R.R., Bohlen, G.M.	2003	604	35.53
				"Consumer E-Shopping Acceptance: Antecedents in a Technology Acceptance Model"	Ha, S., Stoel, L.	2009	497	45.18
3	Qualitative analysis	fsQCA, QCA, PLS-SEM, fuzzy sets, partial least squares	332	"Moving beyond Multiple Regression Analysis to Algorithms: Calling for Adoption of a Paradigm Shift from Symmetric to Asymmetric Thinking in Data Analysis and Crafting Theory"	Woodside, A.G.	2013	527	75.29
				"Embraceperform-model: Complexity Theory, Contrarian Case Analysis, and Multiple Realities"	Woodside, A.G.	2014	196	32.67
				"Applying Complexity Theory to Deepen Service Dominant Logic: Configurational Analysis of Customer Experience-and-Outcome Assessments of Professional Services for Personal Transformations"	Wu, P.-L., Yeh, S.-S., Huan, T.C., Woodside, A.G.	2014	159	26.50
				"General Theory of Cultures' Consequences on International Tourism Behavior"	Woodside, A.G., Hsu, S.-Y., Marshall, R.	2011	89	9.89
				"Consumer Decision-Making Styles and Mall Shopping Behavior: Building Theory Using Exploratory Data Analysis and the Comparative Method"	Wesley, S., LeHew, M., Woodside, A.G.	2006	87	6.21
4	Consumer behavior	Consumer behavior, advertising, culture, corporate social responsibility, marketing, brand equity	1,604	"Atmospheric Effects on Shopping Behavior: A Review of the Experimental Evidence"	Turley, L.W., Milliman, R.E.	2000	813	40.65
				"Consumer Engagement in a Virtual Brand Community: An Exploratory Analysis"	Brodie, R.J., Ilic, A., Juric, B., Hollebeek, L.	2013	795	113.57
				"The Impact of Perceived Corporate Social Responsibility on Consumer Behavior"	Becker-Olsen, K.L., Cudmore, B.A., Hill, R.P.	2006	706	50.43
				"You are What You Can Access: Sharing and Collaborative Consumption Online"	Belk, R.	2014	635	105.83
				"Consumer Patronage and Risk Perceptions in Internet Shopping"	Forsythe, S.M., Shi, B.	2003	529	31.12
5	Firm performance	Innovation, performance, market orientation, firm performance, corporate governance, China, organizational learning	1,222	"The Entrepreneur's Business Model: Toward a Unified Perspective"	Morris, M., Schindehutte, M., Allen, J.	2005	887	59.13
				"Tourism, Competitiveness, and Societal Prosperity"	Crouch, G.I., Ritchie, J.R.B.	1999	577	27.48
				"Organizational Innovation Adoption: A Multi-Level Framework of Determinants and Opportunities for Future Research"	Frambach, R.T., Schillewaert, N.	2002	561	31.17
				"Strategic Human Resource Practices and Innovation Performance - The Mediating Role of Knowledge Management Capacity"	Chen, C.-J., Huang, J.-W.	2009	500	45.45
				"Market Orientation and Innovation"	Atuahene-Gima, K.	1996	448	18.67
6	Relationship marketing	Trust, commitment, relationship marketing, innovation, satisfaction, networks, China	441	"Systematic Combining: An Abductive Approach to Case Research"	Dubois, A., Gadde, L.-E.	2002	1319	73.28
				"How Should Companies Interact in Business Networks?"	Håkansson, H., Ford, D.	2002	692	38.44
				"Using Case Methods in the Study of Contemporary Business Networks"	Halinen, A., Törroos, J.-Å.	2005	450	30.00
				"Relationship Quality as a Predictor of B2B Customer Loyalty"	Rauyruen, P., Miller, K.E.	2007	449	34.54
				"Network Competence: Its Impact on Innovation Success and Its Antecedents"	Ritter, T., Gemünden, H.G.	2003	408	24.00

Notes: This table lists the six clusters formed by 5000 JBR articles published during its 45 years, their central focus, and major topics explored by the publications in each cluster. For abbreviations refer Tables 1 and 2.

maximum average cites per year (52.17). The article is a review of the state of the art in key issues pertaining to formative measurement literature. Roberts (1996) article is the third highly cited work in the cluster, accredited with 612 citations. The study correlates the demographics and attitudinal factors differentiating consumers sensitive to ecological changes. The study further reveals that ecologically conscious consumers of the 1990s exhibit demographic differences from their predecessors. The other influential works subsumed in the clusters include Diamantopoulos, Schlegelmilch, Sinkovics, and Bohlen (2003) article and Ha and Stoel (2009) article, cited 604 and 497 times, respectively.

Cluster 3—Qualitative Analysis—consists of 332 *JBR* articles cited 5926 times, thus ranking sixth in terms of both publications and citations. Key topics deliberated in the cluster include fsQCA, qualitative comparative analysis (QCA), pls-sem, fuzzy sets, and partial least squares. Woodside (2013) editorial is the most cited work (527 times). The work also leads the cluster with maximum yearly cites (75.29). Here, the author suggests moving beyond multiple regression analysis toward the incorporation of algorithms to advance and test the theory in accounting, consumer research, finance, management, and marketing. Woodside (2014) essay is the next most influential work, cited 196 times. The essay explains that within the same dataset, X carries the potential to be both positively and negatively related to Y and can even remain neutral to Y. As such, the essay advocates using complex antecedent configurations to explain how X is genuinely related to Y. Wu, Yeh, Huan, and Woodside (2014) article, cited 159 times, is the third most influential work in the cluster. Tools used in research often influence theory formulation and data interpretation. In recognition of the shortcomings in qualitative research, the study presents theories and investigates data in ways that potentially transcend the dominant logics behind variable- and case-based analyses. Other important works in the cluster include Woodside, Hsu, and Marshall (2011) article and Wesley, LeHew, and Woodside (2006) article, cited 89 and 87 times, respectively, in the cluster.

Cluster 4—Consumer Behavior—occupies the first rank in terms of both publications and citations, with 1604 *JBR* works cited 67,130 times. Major themes discussed in the cluster include consumer behavior, advertising, culture, corporate social responsibility, marketing, and brand equity. Turley and Milliman (2000) article is the most influential in the cluster, with 813 citations. The study is a review of pertinent literature that discusses the effects of facility-based environmental indicators, or “atmospherics,” on buyer behavior. Brodie et al. (2013) article is the second most cited work, with 795 citations but leads the list with maximum average yearly citations (113.57). This study is also a review of the literature on customer engagement within the context of brand communities. Using netnographic methodology, the study explores the theoretical meaning and foundations underlying these communities. Becker-Olsen, Cudmore, and Hill's (2006) article is the third most cited work, with 706 citations. Building on the growing tenets of marketing wisdom that manipulate perceptions of consumer fit, motives, and timing of corporate social initiatives subservient under corporate promotions, the study reveals that low-fit and high-fit initiatives negatively affect consumers' beliefs, attitudes, and intentions. Other influential works in the cluster include Belk (2014) article, cited 635 times, and Forsythe and Shi (2003) article, cited 529 times.

Cluster 5—Firm Performance—reports 1222 works cited 46,378 times and ranks second in terms of both publications and citations. Important themes discussed in this cluster include innovation, performance, market orientation, firm performance, corporate governance, and China. Morris, Schindehutte, and Allen (2005) article is the most influential in the cluster, with 887 citations and 59.13 average yearly citations since its publication. The review synthesizes literature on business models, draws several conclusions evident in the literature on entrepreneurial practice, and proposes a six-component framework for representing a business model. Crouch and Ritchie (1999) article is the second most cited work in the cluster, with 577 citations. In recognition

of the potential of tourism development to ratify the economic base of a society, the study investigates the relationship between societal prosperity and tourism using a competitiveness framework. Frambach and Schillewaert (2002) article, cited 561 times, is the third most cited work in the cluster. The authors present a conceptual framework that summarizes the advances in the organizational innovation adoption literature. The other influential works in the cluster include Chen and Huang (2009) article, cited 500 times, and Atuahene-Gima (1996) article, cited 448 times.

Cluster 6—Relationship Marketing—ranks fifth in terms of both the number of publications and citations, with 441 articles and 20,618 citations. Important themes discussed in this cluster are trust, commitment, relational marketing, innovation, satisfaction, and networks. Dubois and Gadde (2002) article is the most frequently cited work, with 1319 citations and 73.28 average yearly cites since publication. In this article, the authors deliberate on the issues pertinent to case-study-based industrial network research. Focusing on single-case research geared to the development of theory, the study advocates the use of systematic combining, which is rooted in “abductive” logic. Håkansson and Ford (2002) article is the next influential *JBR* publication in the cluster, with 692 citations. Frequently used academic terms such as “relationships” and “networks” are pervasive in the language of practitioners. Highlighting some major questions that prevail in the arena of business networks, the study provides guidelines to aid companies' interactions in business networks. Halinen and Törnroos (2005) article is the third-highest influential work in the cluster, with 450 citations. The study examines the intricacies around business networks and offers perspectives on how case research should be conducted for comprehending contemporary business network issues. The other important works of the cluster reported in Table 8 include Rauyruen and Miller (2007) article and Ritter and Gemünden (2003) article, cited 449 and 408 times, respectively.

3.4.2. Evolution of the six *JBR* clusters

Table 9 shows the evolution of the six *JBR* clusters by nine five-year periods between 1973 and 2017. As the table indicates, cluster 1 evolved between 1973 and 1977. Clusters 2, 3, and 4 appeared between 1978 and 1982. Finally, clusters 5 and 6 appeared between 1993 and 1997. Except for cluster 1, which has been dormant since 2002, the remaining clusters are continuing to evolve in *JBR*. Cluster 3 has surged since 2008, with substantial works from 2013 to 2017, followed by clusters 2, 4, 5, and 6.

4. Mapping *JBR* with the VOSviewer and Gephi software

To further analyze the bibliographic data, we use VOSviewer and

Table 9
Evolution of the six bibliographic clusters between 1973 and 2017.

	Cluster					
	1	2	3	4	5	6
1973–1977	79	0	0	0	0	0
1978–1982	103	2	2	1	0	0
1983–1987	159	0	0	0	0	0
1988–1992	207	0	0	0	0	0
1993–1997	169	9	0	49	37	29
1998–2002	0	29	0	174	134	63
2003–2007	0	94	12	282	226	109
2008–2012	0	170	14	376	283	101
2013–2017	0	380	304	722	542	139
TP	717	684	332	1604	1222	441
TC	26,583	36,713	5926	67,130	46,378	20,618
Rank (P)	3	4	6	1	2	5
Rank (C)	4	3	6	1	2	5

Notes: This table shows the evolution of the six bibliographic clusters formed by *JBR* publications during its 45 years.

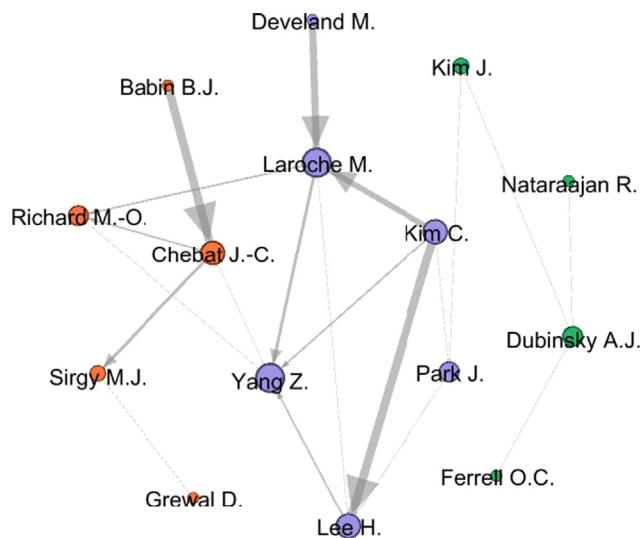


Fig. 4. Co-authorship of *JBR* authors between 1973 and 2017. Using VOSviewer and Gephi software, this figure shows the co-authorship network of *JBR* authors publishing at least 5 documents between 1973 and 2017.

Gephi software for graphical mapping (Bastian et al., 2009; Van Eck & Waltman, 2017). Small (1973) explains that when two or more documents (sources) are cited in a third document (source), each receives a co-citation. Co-citation of journals indicates semantic similarities of the publications. Similarly, co-authorship reveals the intellectual associations among scholars in different institutions and countries.

Fig. 4 shows the co-authorship network of *JBR* authors publishing at least five co-authored documents cited at least 100 times between 1973 and 2017. Chankon Kim and Hanjoon Lee affiliated with Concordia University and Western Michigan University, respectively, make up the strongest co-authorship cluster, with seven co-authored *JBR* publications. They are followed by Barry J. Babin of Louisiana Tech University and Jean-Charles Chebat of HEC-Montreal, who contributed six co-authored works to *JBR*.

In addition to the co-authorship networks among authors, other important facets in the co-authorship networks are the co-authorships of author-affiliated institutions and countries. Fig. 5 presents the co-authorship network among the *JBR* authors' affiliated institutions. Louisiana State University and University of Arkansas, Louisiana State University and Texas A&M University, New York University and University of Southern California, Arizona State University and Georgia

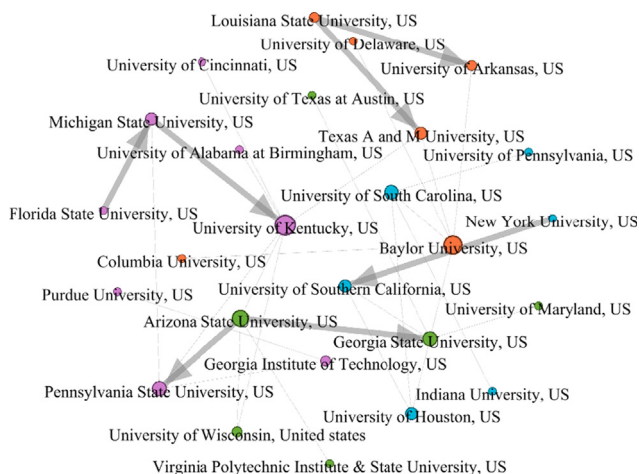


Fig. 5. Co-authorship of *JBR*'s author-affiliated institutions between 1973 and 2017. Using VOSviewer and Gephi software, this figure shows the co-authorship network of *JBR*'s author-affiliated institutions between 1973 and 2017.

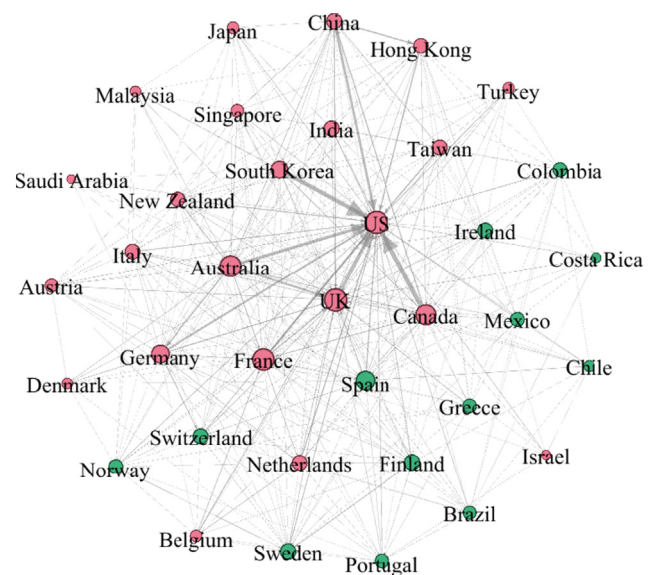


Fig. 6. Co-authorship of *JBR*'s author affiliation countries between 1973 and 2017. Using VOSviewer and Gephi software, this figure shows the co-authorship network of *JBR*'s author-affiliated countries between 1973 and 2017.

State University, Arizona State University and Pennsylvania State University, Michigan State University and University of Kentucky, and Florida State University and Michigan State University all exhibit strong co-authorship networks. Almost all the universities are represented in Table 4. In general, the table also suggests that more co-authorship works flourish among institutions within the same geographic vicinity.

Apart from the co-authorship network of *JBR* authors' affiliated institution, Fig. 6 depicts the co-authorship among the authors' affiliated countries. These countries include Canada and the United States, the United Kingdom and United States, Australia and the United States, and South Korea and the United States, indicating that a high proportion of *JBR* authors' affiliated institutions are in the United States, with this country serving as the hub of co-authorship publication in *JBR* between 1973 and 2017.

In addition to the co-authorship networks, another issue is the intellectual connections among authors, authors' affiliated institutions, and countries. We visualize the connections among authors using the bibliographic coupling of authors (Kessler, 1963). Fig. 7 depicts this coupling, with at least 10 articles in *JBR* cited at least 150 times. The bibliographic coupling of authors reveals three clusters indicating that the highly contributing *JBR* authors fall into three broad groups of intellectual clusters. The spatial proximity of authors reveals their intellectual affinity or closeness with each other. For example, for Michel Laroche and Jean-Charles Chebat, the top co-authors, the nodes of their bibliographic coupling indicate their prominence amid the nexus of the authors' network.

Fig. 8 presents the bibliographic coupling of the *JBR* authors' affiliated institutions, which we set at the coupling threshold of at least 10 documents and being cited at least 100 times between 1994 and 2018. Arizona State University and Georgia State University exhibit the strongest bibliographic couple, followed by the Florida State University and Michigan State University couple. The network indicates that these institutions exhibit maximum similarities in their sources of intellectual influence presented in *JBR* publications between 1994 and 2018.

Fig. 9 presents the bibliographic coupling of *JBR* authors' affiliated countries. We set the coupling threshold at a minimum of 50 publications and being cited at least 750 times. The United States is at the center of this figure. Among the series of bibliographic couples, the coupling strength of the United Kingdom and the United States and Australia and the United States is the strongest. The strength of the couple is established by the frequent co-occurrence of *JBR*'s authors and

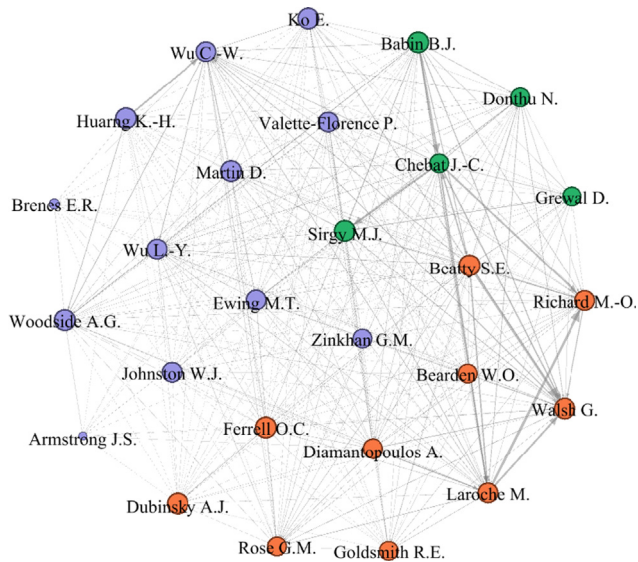


Fig. 7. Bibliographic coupling of *JBR*'s authors between 1973 and 2017. Using VOSviewer and Gephi software, this figure shows the bibliographic coupling of *JBR*'s authors publishing 10 documents and being cited at least 150 times between 1973 and 2017.

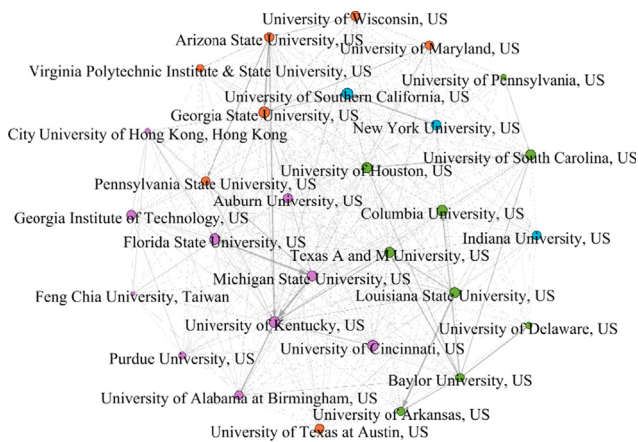


Fig. 8. Bibliographic coupling of *JBR*'s author-affiliated institutions between 1973 and 2017. Using VOSviewer and Gephi software, this figure shows the bibliographic coupling of *JBR*'s authors publishing at least 10 documents and cited at least 100 times between 1973 and 2017.

their common pattern of referencing in *JBR* publications between 1973 and 2017. These couplings are consistent with the findings in Table 5, which show that the countries most commonly affiliated with *JBR* authors are the United States, United Kingdom, and Australia. Given the close ties, the representation of several countries indicates that *JBR* publications present global views and are not one-sided with business wisdom solely from the United States.

Fig. 10 presents the co-occurrence analysis of the most frequent themes discussed at least 25 times in *JBR* publications between 1973 and 2017. Word combinations such as “commitment–trust,” “loyalty–satisfaction,” “entrepreneurship–innovation,” and “fsQCA–innovation” exhibit stronger links with more frequent co-occurrence in *JBR* between 1977 and 2017.

5. Summary and conclusion

The inaugural issue of *JBR* in 1973 contained 10 articles. Since then, publications have grown exponentially, making *JBR* a repository of academic excellence with a whopping 5344 documents by 2017. The

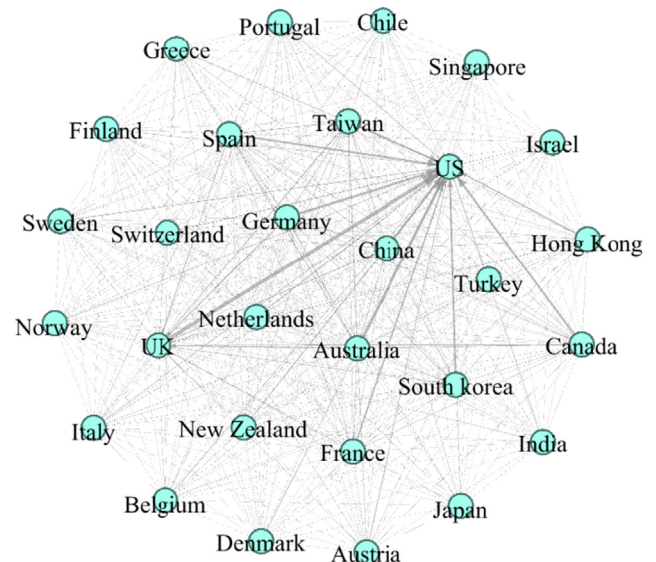


Fig. 9. Bibliographic coupling of *JBR*'s author-affiliated countries between 1973 and 2017. Using VOSviewer and Gephi software, this figure shows the bibliographic coupling of *JBR*'s author-affiliated countries publishing at least 50 documents and being cited at least 750 times between 1973 and 2017.

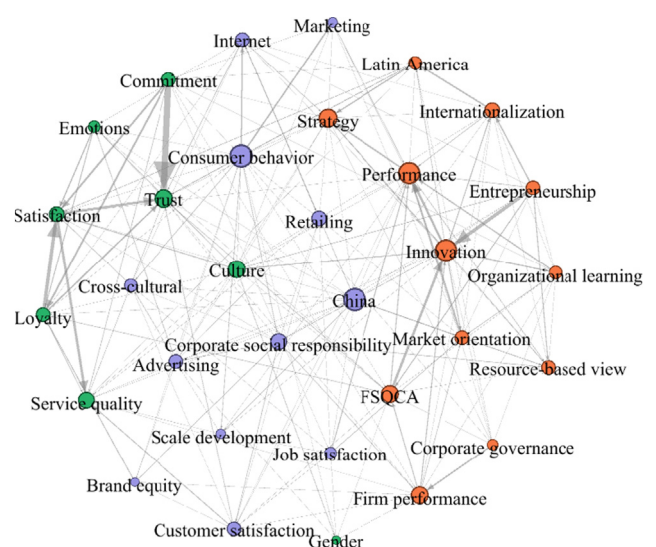


Fig. 10. Co-occurrence of author-specified keywords in *JBR* publications between 1973 and 2017. Using VOSviewer and Gephi software, this figure shows the co-occurrence of the keywords appearing at least 25 times in *JBR* works published between 1973 and 2017.

journal's influence in terms of citations also increased over time, with 95.96% of the published works receiving at least one citation. The most productive year was 2017, with *JBR* reaching 765 publications, the highest figure between 1973 and 2017. In terms of citations, 2005 was the most influential year, with 15,149 citations. However, documents published in 2001 had the highest citations per cited paper. Michel Laroche and Jean-Charles Chebat have the most *JBR* publications, with 39 articles each, followed by Arch G. Woodside, with 30. Dubois and Gadde (2002) article is the most cited, with 1319 citations.

The institutions most often affiliated with *JBR* authors are University of Valencia, Georgia State University, and INCAE Business School. Among the authors' affiliated countries, the United States dominates over the United Kingdom, Australia, Canada, and Spain by a large margin. *Journal of Marketing* and *Journal of Business Research* were the most commonly cited sources in *JBR* between 1973 and 2017. *JBR*

publications are most often cited by Sascha Kraus (54), Jose M. Merigó (49), and authors affiliated with University of Valencia (258) and Hong Kong Polytechnic University (186). Among the authors' affiliated countries, the United States (4810) and the United Kingdom (2817) are the highest in *JBR* publications. Among the sources, apart from *JBR* citing itself the most, *Sustainability Switzerland* (622) and *Journal of Retailing and Consumer Services* (325) cite the greatest number of *JBR* articles.

Bibliographic coupling identifies six clusters. Except for cluster 1, all the others are growing. Co-authorship networks reveal that Chankon Kim and Hanjoon Lee exhibit the strongest co-authorship link. Among *JBR* authors' affiliated institutions, Louisiana State University and University of Arkansas and Louisiana State University and Texas A&M University exhibit the strongest co-authorship links. Similarly, the co-authorship link between Canada and the United States and between the United Kingdom and the United States is the strongest.

Bibliographic coupling of the most prolific authors, authors' affiliated institutions, and countries graphically illustrate their intellectual associations. In addition, the co-occurrence of author-specified keywords in *JBR* displays the spatial proximity among the various themes discussed. Word combinations such as “commitment–trust,” “loyalty–satisfaction,” and “entrepreneurship–innovation” show the maximum coupling strength formed by their frequent appearance in *JBR* publications.

In conclusion, the past 45 years of *JBR* have positioned it as a well-respected journal in marketing and business research frequently pursued for its academic excellence involving topics that are recognized as “classics” in the respective disciplines. The increase in publications and citations indicates *JBR*'s growing stature as a key academic outlet advancing knowledge in multiple research domains: Marketing area involves frequent discussions on consumer behavior, advertising, culture, consumer choices, consumption value, relationship marketing, services marketing, service quality, service relationships, brand equity, etc.; Organizational Behavior involves topics such as, organizational commitment, trust, loyalty, scale development, etc.; Qualitative Analytical dimensions involve discussions on fsQCA, QCA, PLS-SEM, partial least squares, etc. Other domains included in *JBR* topics during its past 45 years are: firm performance, corporate governance, corporate social responsibility, etc. Such spectrum of diverse business discussions display the broader outlook of *JBR*. However, inclusion of topics such as digital marketing, innovative metrics for measuring marketing and financial performance, application and impact of big data related techniques on business performances, theory development studies in the area of business management, marketing and financing issues of small and family firms, value co-creation and sustainable or green marketing, etc. may fortify *JBR* as the focal point of business research in future studies. Our study offers useful insights into *JBR*'s importance as a business journal. Because our study relied on bibliometric data confined to Scopus, including data from other sources could alter the results, thus meriting additional study.

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