



Which are the most influential marketing journals for Latin American researchers? A journal co-citation analysis

Gabriel Seijas-Díaz¹, Karen Reátegui-Villacorta², Enrique Alejandro Barbachan-Ruales³,
Jessica Del Pilar Cabel-Rabines⁴, Rosa Elena Cueto-Orbe⁵, Raidith Riva-Ruiz⁶

¹ Universidad Nacional Autónoma de Alto Amazonas, Peru.

Email: jseijas@unaaa.edu.pe. ORCID: <https://orcid.org/0000-0002-7542-2254>.

Corresponding author

² Universidad Nacional de San Martín, Peru.

³ National University of Education Enrique Guzmán y Valle, Peru.

⁴ Universidad Nacional de San Martín, Peru.

⁵ Universidad Nacional Autónoma de Alto Amazonas, Peru.

⁶ Universidad Nacional de San Martín, Peru.

ABSTRACT

Objective. We aimed to identify which marketing journals are the most influential for Latin American researchers.

Methodology. We used data from 15226 documents indexed in Scopus from 2000 to 2023. We employed a journal co-citation analysis to visualize the journals' representativeness over time. The clusters formed, and the areas they represented were analyzed, and the clusters were then compared in the two defined periods (2000-2011/2012-2023).

Results. The following journals are considered to be among the most influential and representative of the Latin American marketing research community: the *Journal of Marketing*, the *Journal of Business Research*, the *European Journal of Marketing*, the *Journal of Consumer Research*, the *Journal of Marketing Research*, the *Journal of Marketing Management*, the *Journal of the Academy of Marketing Science*, and the *Industrial Marketing Management*. The co-citation maps indicate that the initial period of research was still in its infancy, with only classic North American journals represented. However, from the second period onwards, the traditional North American and European journals are evident, as well as a group of Latin American journals with a focus on management, business, and business administration.

Conclusions. Latin American researchers utilize classical journals to support their research. However, a greater presence of Latin American journals has only been observed in the last decade. This is a peculiar phenomenon because research published in North American and European journals seems to be the major intellectual reference.

Keywords: marketing; Latin American research; journal co-citation analysis; journal mapping.

Received: 19-04-2024. **Accepted:** 21-07-2024. **Published:** 29-07-2024.

How to cite: Seijas-Díaz, G., Reátegui-Villacorta, K., Barbachan-Ruales, E. A., Cabel-Rabines, J. D. P., Cueto-Orbe, R. E., & Riva-Ruiz, R. (2024). Which are the most influential marketing journals for Latin American researchers? A journal co-citation analysis. *Iberoamerican Journal of Science Measurement and Communication*; 4(2), 1-12. DOI: 10.47909/ijsmc.118

Copyright: © 2024 The author(s). This is an open access article distributed under the terms of the CC BY-NC 4.0 license which permits copying and redistributing the material in any medium or format, adapting, transforming, and building upon the material as long as the license terms are followed.

INTRODUCTION

MARKETING is considered a discipline that reached maturity in the mid-1930s (Witkowski, 2010). It is an applied discipline that focuses on problem-solving rather than its development per se (Gustafsson & Ghanbarpour, 2022), although some consider that “it has no mainstream, central focus, or cognitive identity (Hunt, 2020, p. 193)”. In its disciplinary configuration, the definition of curricula, scientific associations, conferences, and academic events, as well as scientific journals, have played an important role. Currently, there are numerous scientific journals oriented to marketing, something that has its basis in the large volume of research derived from academic programs.

In the early 2000s, there was a paucity of interest in the influence of marketing journals (Baumgartner & Pieters, 2000). However, the current situation is markedly different, with a significantly greater number of journals dedicated to the subject. For example, prior to the 2000 edition of the Scimago Journal Rank, there were 114 journals listed. In contrast, in 2022, there were already 216. The extensive diversity of journals has prompted the development of numerous studies employing bibliometric approaches to examine the literature produced. This includes studies on global online marketing (Patrick & Hee, 2020), green marketing (Saleem *et al.*, 2021), interactive marketing (Verma, Kumar & Kumar, 2023), international marketing (Samiee & Chabowski, 2021), agricultural marketing (Qorri & Felfoeldi, 2024), luxury marketing (Rathi *et al.*, 2022), industrial marketing (Valenzuela Fernandez *et al.*, 2019), marketing strategy (Rosário, 2023), digital marketing (Ghorbani *et al.*, 2021; León-Castro *et al.*, 2021), bank marketing (Sánchez-Camacho *et al.*, 2020), and even artificial intelligence marketing (Anayat & Rasool, 2024).

In light of the growing relevance of marketing journals, there has been a notable increase in research aimed at identifying the publication patterns of specific journals. The *International Marketing Review* is a case in point. Its analysis revealed that the journal has experienced growth in both its evolution and impact over time, with its topics grouped into six clusters (Donthu *et al.*, 2021). Similarly, the

journal *Psychology & Marketing* demonstrated growth, with its nascent and promising areas organized into six clusters (Donthu *et al.*, 2021). The analysis of the *Journal of Services Marketing* was conducted with the objective of identifying the most prominent authors, their respective affiliations, and countries of origin, as well as the most extensively explored topics over the course of the journal's 34-year history (Donthu *et al.*, 2022). Other noteworthy research studies include those conducted on journals such as *International Journal of Bank Marketing* (Kumar *et al.*, 2022), *European Journal of Marketing* (Martínez-López *et al.*, 2018), *Asia Pacific Journal of Marketing and Logistics* (Donthu *et al.*, 2021), *Journal of Travel & Tourism Marketing* (Mulet-Forteza *et al.*, 2018), *Journal of Islamic Marketing* (Hassan *et al.*, 2022), and *Journal of Relationship Marketing* (Maggon, 2022). A more comprehensive study was that of Akpınar (2024), who examined marketing trends over 26 years from eight top journals in the discipline.

The marketing thought emerged between 1900 and 1920 in North America, with professors from various universities introducing courses on the subject (Wilkie & Moore, 2020). However, it was not until the early 21st century that the marketing discipline began to take shape in Latin America (Arellano Cueva, 2010). That is why in this study, we aim to identify which marketing journals are the most representative for Latin American researchers. We will use journal co-citation analysis from Scopus data to visualize the representativeness of the journals over time. The research questions (RQ) we will answer in this article are

- RQ 1: Which are the most influential marketing journals for Latin American researchers?
- RQ 2: How has the influence of these journals changed over time?

METHODOLOGY

Dataset

To develop this study, we used data from Scopus. In order to retrieve literature mainly focused on marketing, only this term was used in the title. We considered Latin American research to be that in which at least one author

was affiliated with an institution in a country in that region. We then selected the typology of articles, reviews, book chapters, and conference papers. The time span of the study was from 2000 to 2023. These parameters yielded 1526 results. The search equation was

TITLE ("marketing") AND PUBYEAR > 1999 AND PUBYEAR < 2024 AND (LIMIT-TO (AFFILCOUNTRY, "Brazil") OR LIMIT-TO (AFFILCOUNTRY, "Mexico") OR LIMIT-TO (AFFILCOUNTRY, "Colombia") OR LIMIT-TO (AFFILCOUNTRY, "Peru") OR LIMIT-TO (AFFILCOUNTRY, "Ecuador") OR LIMIT-TO (AFFILCOUNTRY, "Chile") OR LIMIT-TO (AFFILCOUNTRY, "Argentina") OR LIMIT-TO (AFFILCOUNTRY, "Cuba") OR LIMIT-TO (AFFILCOUNTRY, "Costa Rica") OR LIMIT-TO (AFFILCOUNTRY, "Venezuela") OR LIMIT-TO (AFFILCOUNTRY, "Jamaica") OR LIMIT-TO (AFFILCOUNTRY, "Trinidad and Tobago") OR LIMIT-TO (AFFILCOUNTRY, "Uruguay") OR LIMIT-TO (AFFILCOUNTRY, "Puerto Rico") OR LIMIT-TO (AFFILCOUNTRY, "Guatemala") OR LIMIT-TO (AFFILCOUNTRY, "Barbados") OR LIMIT-TO (AFFILCOUNTRY, "Paraguay") OR LIMIT-TO (AFFILCOUNTRY, "Honduras") OR LIMIT-TO (AFFILCOUNTRY, "Haiti") OR LIMIT-TO (AFFILCOUNTRY, "Guyana") OR LIMIT-TO (AFFILCOUNTRY, "Dominican Republic") OR LIMIT-TO (AFFILCOUNTRY, "Nicaragua") OR LIMIT-TO (AFFILCOUNTRY, "Saint Kitts and Nevis") OR LIMIT-TO (AFFILCOUNTRY, "El Salvador") OR LIMIT-TO (AFFILCOUNTRY, "Cayman Islands") OR LIMIT-TO (AFFILCOUNTRY, "Bolivia")) AND (LIMIT-TO (DOCTYPE, "ar") OR LIMIT-TO (DOCTYPE, "cp") OR LIMIT-TO (DOCTYPE, "ch") OR LIMIT-TO (DOCTYPE, "re") OR LIMIT-TO (DOCTYPE, "bk"))

Research approach and processing techniques

The analysis of journal co-citations is regarded as an effective indicator for the organization of academic disciplines (Ding *et al.*, 2000). This approach enables the identification of the relevance and similarity between journals (Yang *et al.*, 2019). The occurrence of frequent

co-citations in the same study indicates a strong semantic relationship between the two journals (Small, 1973). The analysis of journal co-citations facilitates the investigation of trends within a specific discipline (Kusakuniran *et al.*, 2018).

In this study, journal co-citation maps were generated using data from Scopus, as previously described. First, the journal names were standardized. In many instances, the various iterations of the same journal were consolidated. The software utilized for map generation was VOSviewer. Maps were generated with those journals that had a minimum of 20 citations. A total of 227 sources met the aforementioned threshold, representing 24,398 sources in total. In order to respond to RQ1, a single map was constructed using all of the data from 2000 to 2023. The clusters were then subjected to qualitative analysis with regard to the grouping of journals and their respective citation levels.

To address RQ2, we conducted a longitudinal analysis. The corpus was divided into two periods of 12 years each: 2000-2011 (241 papers) and 2012-2023 (1318 papers). An analysis was performed on the clusters formed and the areas they represented, which were then compared in the two defined periods. Network centrality measures were also employed to identify the most influential journals based on their importance within the maps.

RESULTS

Influential marketing journals for Latin American researchers (2000-2023)

The journal co-citation map reveals six clusters (see Figure 1 and Table 1). Cluster 1 is the largest, comprising 68 journals. This cluster encompasses journals with an emphasis on consumer and service-related matters. Prominent examples include the *Journal of Consumer Research*, the *Journal of Consumer Marketing*, the *Journal of Services Marketing*, the *Journal of Service Marketing*, the *Journal of Service Research*, *Advances in Consumer Research*, the *International Journal of Consumer Studies*, the *Service Industries Journal*, and the *Journal of Service Management*. Other journals oriented towards psychology and social studies include the *Journal of Social Marketing*, the

Journal of Consumer Psychology, the *Journal of Personality and Social Psychology*, the *Psychological Bulletin*, *Procedia-Social and Behavioral Sciences*, *Innovar. Revista de Ciencias Administrativas y Sociales*, *American Psychologist*, the *Psychological Review*, the *Revista de Ciencias Sociales*, *Technology in Society*, and *Universidad y Sociedad*. Moreover, this is the sole cluster that encompasses Latin American journals, including *Revista Espacios*, *Revista Brasileira de Marketing*,

Estudios Gerenciales, *Revista Venezolana de Gerencia*, *Administracao de Marketing*, *Revista de Administracao de Empresas*, *Revista de Administracao Contemporânea*, *Pensamiento & Gestion*, *Brazilian Business Review*, and *Revista de Administracao*. The majority of these journals are oriented towards management and business studies. It should be noted that there is a paucity of marketing journals in the region, with the majority of journals in this field being management journals that cover these topics.

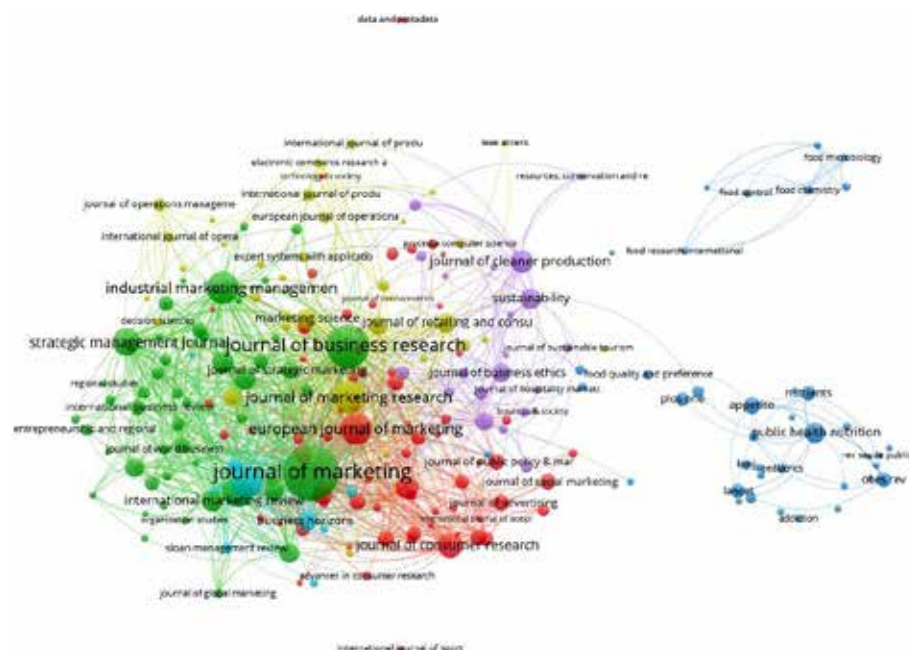


Figure 1. Co-citation map of marketing journals in Latin America.

Cluster 2 contains 50 journals, with a particular emphasis on classic marketing titles, including the *Journal of Marketing*, the *Journal of Business Research*, the *Industrial Marketing Management*, the *Journal of the Academy of Marketing Science*, and the *Journal of International Marketing*. This cluster is dominated by business and management journals that also address marketing topics. Examples include the *Strategic Management Journal*, the *Academy of Management Review*, the *Journal of International Business Studies*, the *Journal of Strategic Marketing*, the *International Business Review*, the *Academy of Management Journal*, the *Journal of Product Innovation Management*, the *Journal of Management*, *Management Decision*, the *Journal of Business Venturing*, the *Journal of Management Studies*, the

Journal of Small Business Management, the *Administrative Science Quarterly*, and numerous others. The third cluster is somewhat anomalous. The cluster comprises 39 medical journals. It is evident that this cluster demonstrates the application of marketing in the medical and healthcare sectors. Notable among the journals in this cluster are *Public Health Nutrition*, *Appetite*, *Obesity Review*, *Nutrients*, *Lancet*, *PLoS One*, *International Journal of Environmental Research and Public Health*, *American Journal of Public Health*, *BMC Public Health*, *British Food Journal*, and numerous others.

Cluster 4 is comprised of 37 journals, including the esteemed *Journal of Marketing Research*, as well as other notable publications such as the *Journal of Retailing and Consumer Services*, *Marketing Science*, *Journal of*

Cluster	Label	Journal (citation weight)
Cluster 1	Consumer, services, and social marketing	<ul style="list-style-type: none"> • European Journal of Marketing (503) • Journal of Consumer Research (318) • Journal of Marketing Management (217) • Journal of Retailing (182) • Marketing Intelligence & Planning (164) • Journal of Macromarketing (142) • Journal of Public Policy & Marketing (137) • Journal of Consumer Marketing (129) • Psychology & Marketing (128) • Journal of Social Marketing (126)
Cluster 2	Marketing, strategy and innovation	<ul style="list-style-type: none"> • Strategic Management Journal (390) • Academy of Management Review (222) • Journal of International Business Studies (191) • Journal of Strategic Marketing (158) • International Business Review (122) • Academy of Management Journal (121) • Journal of Product Innovation Management (117) • Journal of Management (113) • Management Decision (108) • Journal of Business Venturing (107)
Cluster 3	Marketing in health and medicine	<ul style="list-style-type: none"> • Public Health Nutrition (218) • Appetite (143) • Obesity Reviews (114) • Nutrients (112) • Lancet (111) • PLoS One (89) • International Journal of Environmental Research and Public Health (68) • American Journal of Public Health (60) • BMC Public Health (58) • British Food Journal (55)
Cluster 4	Information systems, operations, and supply chain management	<ul style="list-style-type: none"> • International Journal of Production Economics (83) • Journal of Operations Management (80) • European Journal of Operational Research (76) • International Journal of Operations & Production Management (53) • International Journal of Production Research (51) • Annals of Operations Research (22) • Production and Operations Management Journal (21) • International Journal of Productivity and Performance Management (22) • Gestão & Produção (20) • Supply Chain Management: An International Journal (20)
Cluster 5	Hospitality and tourism management	<ul style="list-style-type: none"> • Journal of Cleaner Production (288) • Sustainability (231), Journal of Business Ethics (193) • Tourism Management (179) • International Journal of Hospitality Management (100) • Annals of Tourism Research (84) • Journal of Travel Research (81) • Technological Forecasting and Social Change (77) • International Journal of Contemporary Hospitality Management (65) • Journal of the Academy of Marketing Science (65)
Cluster 6	Business and management	<ul style="list-style-type: none"> • Harvard Business Review (509) • Business Horizons (191) • California Management Review (132) • International Journal of Retail & Distribution Management (71) • MIT Sloan Management Review (67) • Sloan Management Review (63) • International Journal of Service Industry Management (36) • Asia Pacific Journal of Marketing and Logistics (29) • Journal of Relationship Marketing (22) • Journal of Knowledge Management (21)

Table 1. Journal co-citation mapping description: 2000-2023.

Interactive Marketing, and *Management Science*. However, this cluster is dominated by two groups of journals. The first of these is oriented towards the management of information systems, including the *International Journal of Information Management*, *Computers in Human Behavior*, *MIS Quarterly*, *Expert Systems with Applications*, *Decision Support Systems*, *Electronic Commerce Research and Applications*, *Information Systems Research*, *Procedia Computer Science*, *Internet Research*, *Information and Management*, *IEEE Access*, and the *Journal of Management Information Systems*. The second group pertains to operations, production, and supply chain management. Examples of this group include the *International Journal of Production Economics*, the *Journal of Operations Management*, the *European Journal of Operational Research*, the *International Journal of Operations & Production Management*, the *International Journal of Production Research*, the *Annals of Operations Research*, *Production and Operations Management*, the *International Journal of Productivity and Performance Management*, *Gestão & Produção*, and *Supply Chain Management: An International Journal*.

Cluster 5 is comprised of 22 hospitality and tourism-oriented journals, including the *Journal of Cleaner Production*, *Sustainability*, *Journal of Business Ethics*, *Tourism Management*, *International Journal of Hospitality Management*, *Annals of Tourism Research*, *Journal of Travel Research*, *Technological Forecasting and Social Change*, *International Journal of Contemporary Hospitality Management*, *Journal of the Academy of Marketing Science*, and others. Finally, cluster 6 comprises traditional publications in management and business, including *Harvard Business Review*, *Business Horizons*, *California Management Review*, and *MIT Sloan Management Review*, among others.

Changes with respect to influential marketing journals in Latin American researchers (2000-2011/2012-2023)

The map of the initial period illustrates the presence of three clusters, comprising a total of 30 journals (Figure 2A, Table 2). The first cluster is comprised of the most esteemed

marketing journals, with the following being the most highly cited: The journals included in this cluster are the *Journal of Marketing*, the *Strategic Management Journal*, the *Journal of Business Research*, the *Academy of Management Review*, and the *Industrial Marketing Management*. This cluster demonstrates the co-citation of marketing journals with those on business and management. The second cluster comprises a combination of marketing journals with those focused on service and the consumer. The most prominent titles, in terms of citations, include the *Journal of Marketing Research*, the *Journal of the Academy of Marketing Science*, the *Journal of Consumer Research*, the *Journal of Advertising Research*, *Management Science*, and the *Journal of Consumer Marketing*. The third cluster comprises the journals most closely associated with international marketing, including: The following journals are also included in this cluster: *Harvard Business Review*, *European Journal of Marketing*, *International Marketing Review*, *Journal of International Business Studies*, *Journal of International Marketing*, and *Marketing Intelligence and Planning*.

A map reflecting six clusters was generated from 210 journals during the second period (Figure 2B, Table 2). The map exhibits comparable patterns to those observed in the general map presented in Figure 1. For instance, cluster 1 is characterized by a prevalence of journals specializing in service marketing, consumer marketing, and psychology. Notable journals within this cluster include the *European Journal of Marketing*, the *Journal of Consumer Research*, the *Journal of Marketing Management*, the *Journal of Retailing*, and *Psychology and Marketing*. Additionally, this cluster is where Latin American journals with an emphasis on marketing, management, and business stand out. The second cluster is comprised of journals with a focus on business and management, including, for example, the following: *The Journal of Marketing*, the *Journal of Business Research*, the *Journal of Marketing Management*, the *Strategic Management Journal*, and numerous other periodicals are included in this category. The third cluster pertains to the domain of information management systems, as well as operational research. In this cluster, notable journals include the *Journal of*

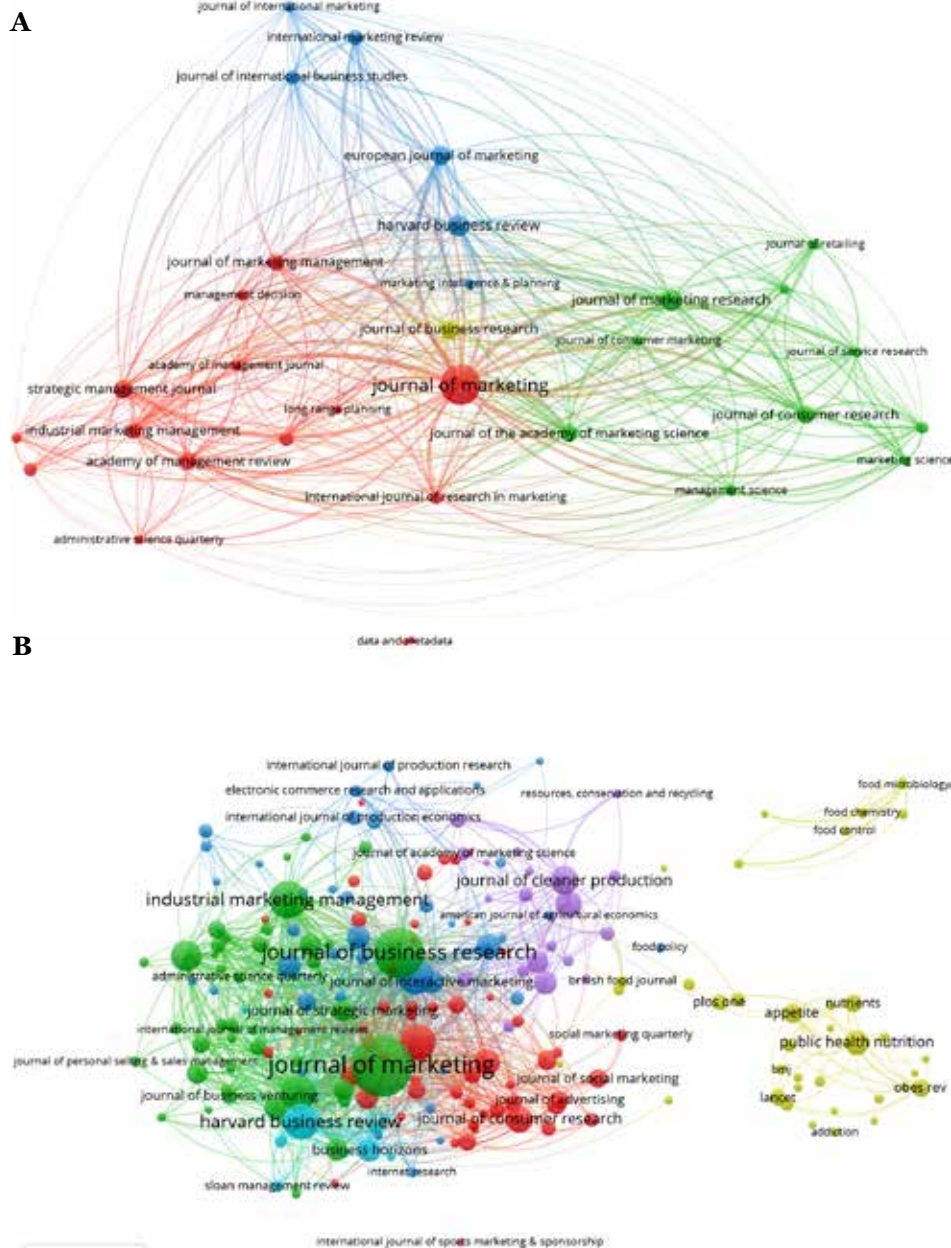


Figure 2. Co-citation map of marketing journals in Latin America (A: 2000-2011, B: 2012-2023).

Marketing Research, Marketing Science, International Journal of Information Management, Computers in Human Behavior, Journal of Operations Management, MIS Quarterly, Expert Systems with Applications, and Decision Support Systems. Cluster 4 pertains to the application of marketing principles in the context of medicine and public health. Notable titles include *Public Health Nutrition, Appetite, Lancet, BMC Public Health, American Journal of Public Health*, and numerous others. The

fifth cluster encompasses journals pertaining to tourism and hospitality management, including *Tourism Management, International Journal of Hospitality Management, Journal of Travel Research*, and *International Journal of Contemporary Hospitality Management*. Cluster 6 comprises journals exclusively devoted to business and management. Notable examples include the *Harvard Business Review, Business Horizon*, and *MIT Sloan Management Review*.

2000-2011 Period			2012-2023 Period		
Cluster (# of nodes)	Label	Journal (citation weight)	Cluster (# of nodes)	Label	Journal (citation weight)
Cluster 1 (14)		Academy of Management Journal (29), Academy of Management Review (62), Administrative Science Quarterly (20), Entrepreneurship and Regional Development (36), Industrial Marketing Management (55)	Cluster 1 (60)	Consumer, services, and social marketing	European Journal of Marketing (434), Journal of Consumer Research (255), Journal of Marketing Management (227), Journal of Retailing (161), Marketing Intelligence & Planning (145)
Cluster 2 (10)		Journal of Advertising Research (34), Journal of Consumer Marketing (25), Journal of Consumer Research (66), Journal of Marketing Research (96), Journal of Retailing (26)	Cluster 2 (60)	Marketing, strategy and innovation	Journal of Marketing Research (446), Journal of Retailing and Consumer Services (210), Journal of Business & Industrial Marketing (201), Journal of Interactive Marketing (185), Marketing Science (182)
Cluster 3 (6)		European Journal of Marketing (82), Harvard Business Review (93), International Marketing Review (52), Journal of International Business Studies (43), Journal of International Marketing (30)	Cluster 3 (38)	Marketing in health and medicine	Journal of Marketing Research (446), Journal of Retailing and Consumer Services (210), Journal of Business & Industrial Marketing (201), Journal of Interactive Marketing (185), Marketing Science (182)
			Cluster 4 (37)	Information systems, operations, and supply chain management	Public Health Nutrition (218), Appetite (142), Obes Rev (114), Nutrients (112), Lancet (98)
			Cluster 5 (19)	Hospitality and tourism management	Journal of Cleaner Production (288), Sustainability (231), Journal of Business Ethics (179), Tour. Manag (163), International Journal of Hospitality Management (91).
			Cluster 6 (10)	Business and management	Harvard Business Review (431), Business Horizons (184), California Management Review (118), MIT Sloan Management Review (64), International Journal of Retail & Distribution Management (62).

Table 2. Journal co-citation mapping description: 2000-2011/2012-2023.

In the course of our analysis, we identified a set of pivotal journals that emerged repeatedly, reflecting a high degree of centrality (see Table 3). Notable examples of these journals include the *Academy of Management Review*, the *European Journal of Marketing*, the *Harvard Business Review*, the *Industrial Marketing*

Management, the *International Journal of Research in Marketing*, the *International Marketing Review*, the *Journal of Advertising Research*, the *Journal of Business & Industrial Marketing*, the *Journal of Business Research*, the *Journal of Consumer Marketing*, the *Journal of Consumer Research*, the *Journal of Marketing*, the

Journal of Marketing Management, the *Journal of Marketing Research*, the *Journal of Retailing*, the *Journal of Services Marketing*, the *Journal of the Academy of Marketing Science*,

the *Management Decision*, and the *Marketing Intelligence & Planning*. In this context, we find both classic marketing journals and business and management journals.

2000-2011 Period			2012-2023 Period	
#	Journal	Degree centrality	Journal	Degree centrality
1	Academy of Management Journal	29	Journal of Marketing	198
2	Academy of Management Review	29	Journal of Business Research	197
3	Harvard Business Review	29	European Journal of Marketing	191
4	International Journal of Research in Marketing	29	Journal of Consumer Research	191
5	International Marketing Review	29	Journal of Marketing Research	190
6	Journal of Business & Industrial Marketing	29	Journal of Marketing Management	188
7	Journal of Business Research	29	Journal of the Academy of Marketing Science	186
8	Journal of International Business Studies	29	Industrial Marketing Management	184
9	Journal of Marketing	29	Journal of Retailing and Consumer Services	181
10	Journal of Marketing Management	29	Journal of Strategic Marketing	179
11	Long Range Planning	29	Sustainability	179
12	Management Science	29	Harvard Business Review	178
13	Marketing Intelligence & Planning	29	Business Horizons	177
14	Strategic Management Journal	29	International Journal of Research in Marketing	177
15	European Journal of Marketing	28	Journal of Advertising	176
16	Journal of Marketing Research	28	Journal of Business Ethics	176
17	Journal of Service Research	28	Journal of Services Marketing	176
18	Journal of the Academy of Marketing Science	28	Journal of Cleaner Production	175
19	Administrative Science Quarterly	27	Journal of Consumer Marketing	174
20	Industrial Marketing Management	27	Journal of Consumer Psychology	174
21	Journal of Consumer Marketing	27	Journal of Public Policy & Marketing	174
22	Journal of Consumer Research	27	International Marketing Review	173
23	Journal of International Marketing	27	Journal of Business & Industrial Marketing	173
24	Journal of Retailing	27	Marketing Intelligence & Planning	173
25	Management Decision	27	Journal of Retailing	172
26	Marketing Science	27	Journal of Interactive Marketing	171
27	Journal of Services Marketing	25	Academy of Management Review	169
28	Journal of Advertising Research	24	Management Decision	168
29	Journal of Business Venturing	24	European Business Review	166
30	Entrepreneurship and Regional Development	17	International Journal of Contemporary Hospitality Management	165

Table 3. Centrality degree of marketing journal in each decade mapping.

DISCUSSION AND CLOSING REMARKS

The objective of this study was to identify the journals that exert the greatest influence and represent the Latin American marketing research community. It is evident that the most significant journals specialize in classic marketing or management and business topics related to the field. The following journals are

considered to be among the most influential for the Latin American marketing research community: the *Journal of Marketing*, the *Journal of Business Research*, the *European Journal of Marketing*, the *Journal of Consumer Research*, the *Journal of Marketing Research*, the *Journal of Marketing Management*, the *Journal of the Academy of Marketing Science*, and the *Industrial Marketing Management*.

The co-citation maps indicate that the initial period of research was still in its infancy, with only classic North American journals represented. However, from the second period onwards, the traditional North American and European journals are evident, as well as a group of Latin American journals with a focus on management, business, and business administration. It is notable that the region does not have a significant presence of marketing journals but rather a greater number of journals that cover these topics. To illustrate, the 2022 edition of Scimago Journal Rank comprises 216 journals, of which only 6 are from Latin American publishers, representing a mere 3% of the total.

A longitudinal analysis of the co-citation of journals has demonstrated the evolution, or more accurately, the disciplinary structuring of published research. In the initial period, the journals were classified into three principal categories: (1) marketing, business, and management; (2) social marketing, consumer, and services; and (3) international marketing. The relationship between marketing and business and management was evident in the second period, as were consumer orientation and social marketing. However, no cluster was identified that exclusively focused on international marketing journals. Consequently, the delineation of areas such as tourism and hospitality management, information systems management, supply chain management, and operations were also identified. Additionally, a cluster oriented to marketing in the medical and health sectors was observed. Upon closer examination of the maps above, it becomes evident that the clusters pertaining to marketing in the medical and health sector are somewhat detached from the rest of the clusters, forming a more autonomous disciplinary community.

Latin American researchers utilize classical journals to support their research. However, it has only been in the last decade that a greater presence of Latin American journals has been observed. This is a peculiar phenomenon because research published in North American and European journals seems to be the major intellectual reference. Nevertheless, this seems to be changing in the last decade, which is linked to the development of the discipline in Latin America and the institutionalization of journals on these topics in the region.

Conflict of interests

The authors declare that there are no conflicts of interest.

Contribution statement

Conceptualization, investigation, formal analysis, writing-original draft: Gabriel Seijas-Díaz, Karen Reátegui-Villacorta.

Data curation, software, validation: Enrique Alejandro Barbachan-Ruales, Jessica Del Pilar Cabel-Rabines.

Writing - review, and editing: Gabriel Seijas-Díaz, Rosa Elena Cueto-Orbe, Raidith Rivera-Ruiz.

Statement of data consent

The data generated during the study have been included in the article. ●

REFERENCES

- AKPINAR, A. (2024). Sketching a comprehensive picture of the marketing discipline: a bibliometric analysis covering eight top-tier journals. *Spanish Journal of Marketing-ESIC*. <https://doi.org/10.1108/SJME-02-2022-0017>
- ANAYAT, S., & RASOOL, G. (2024). Artificial intelligence marketing (AIM): connecting-the-dots using bibliometrics. *Journal of Marketing Theory and Practice*, 32(1), 114-135. <https://doi.org/10.1080/10696679.2022.2103435>
- ARELLANO CUEVA, R. (2010). *Marketing: Enfoque América Latina. El marketing científico aplicado a Latinoamérica* (1ra. Ed.). Estado de México, México: Pearson Educación.
- BAUMGARTNER, H., & PIETERS, R. (2000). The influence of marketing journals: A citation analysis of the discipline and its sub-areas. *Technical Report #2000-123*. Tilburg, The Netherlands: Center for Economic Research.
- DING, Y., CHOWDHURY, G., & FOO, S. (2000). Journal as markers of intellectual space: Journal co-citation analysis of information retrieval area, 1987-1997. *Scientometrics*, 47(1), 55-73. <https://doi.org/10.1023/a:1005665709109>
- DONTHU, N., KUMAR, S., PANDEY, N., & SONI, G. (2021). A retrospective overview of Asia Pacific Journal of Marketing and Logistics

- using a bibliometric analysis. *Asia Pacific Journal of Marketing and Logistics*, 33(3), 783-806. <https://doi.org/10.1108/APJML-04-2020-0216>
- DONTHU, N., KUMAR, S., PATTNAIK, D., & LIM, W. M. (2021). A bibliometric retrospection of marketing from the lens of psychology: Insights from Psychology & Marketing. *Psychology & Marketing*, 38(5), 834-865. <https://doi.org/10.1002/mar.21472>
- DONTHU, N., KUMAR, S., PATTNAIK, D., & PANDEY, N. (2021). A bibliometric review of International Marketing Review (IMR): past, present, and future. *International Marketing Review*, 38(5), 840-878. <https://doi.org/10.1108/IMR-11-2020-0244>
- DONTHU, N., KUMAR, S., RANAWEEERA, C., PATTNAIK, D., & GUSTAFSSON, A. (2022). Mapping of journal of services marketing themes: a retrospective overview using bibliometric analysis. *Journal of Services Marketing*, 36(3), 340-363. <https://doi.org/10.1108/JSM-04-2020-0122>
- GHOORBANI, Z., KARGARAN, S., SABERI, A., HAGHIGHINASAB, M., JAMALI, S. M., & ALE EBRAHIM, N. (2021). Trends and patterns in digital marketing research: bibliometric analysis. *Journal of Marketing Analytics*, 1-15. <https://doi.org/10.1057/s41270-021-00116-9>
- GUSTAFSSON, A., & GHANBARPOUR, T. (2022). Challenging the troubled status of the marketing discipline. *AMS Review*, 12(3), 184-187. DOI: 10.1007/s13162-022-00242-2.
- HASSAN, M. K., ALSHATER, M. M., RASHID, M., & HIDAYAT, S. E. (2022). Ten years of the Journal of Islamic Marketing: a bibliometric analysis. *Journal of Islamic Marketing*, 13(10), 2047-2068. <http://dx.doi.org/10.1108/JIMA-10-2020-0322>
- HUNT, S. D. (2020). For re-institutionalizing the marketing discipline in Era V. *AMS Review*, 10(3), 189-198. DOI: 10.1007/s13162-020-00183-8.
- KUMAR, S., XIAO, J. J., PATTNAIK, D., LIM, W. M., & RASUL, T. (2022). Past, present and future of bank marketing: a bibliometric analysis of International Journal of Bank Marketing (1983-2020). *International Journal of Bank Marketing*, 40(2), 341-383. <https://doi.org/10.1108/IJBM-07-2021-0351>
- KUSAKUNNIRAN, W., DAHAL, A. S., & VIRIYASITAVAT, W. (2018). Journal Co-Citation Analysis for Identifying Trends of Inter-Disciplinary Research: An Exploratory Case Study in a University. *Journal of Information & Knowledge Management*, 1850040. doi:10.1142/S0219649218500405
- LEÓN-CASTRO, M., RODRÍGUEZ-INSUASTI, H., MONTALVÁN-BURBANO, N., & VICTOR, J. A. (2021). Bibliometrics and science mapping of digital marketing. In *Marketing and Smart Technologies: Proceedings of ICMarTech 2020* (pp. 95-107). Springer Singapore. https://doi.org/10.1007/978-981-33-4183-8_9
- MAGGON, M. (2022). A bibliometric analysis of Journal of Relationship Marketing (2002-2019). *Journal of Relationship Marketing*, 21(4), 324-351. <https://doi.org/10.1080/15332667.2022.2080465>
- MARTÍNEZ-LÓPEZ, F. J., MERIGÓ, J. M., VALENZUELA-FERNÁNDEZ, L., & NICOLÁS, C. (2018). Fifty years of the European Journal of Marketing: a bibliometric analysis. *European Journal of Marketing*, 52(1/2), 439-468. <https://doi.org/10.1108/EJM-11-2017-0853>
- MULET-FORTEZA, C., MARTORELL-CUNILL, O., MERIGÓ, J. M., GENOVART-BALAGUER, J., & MAULEON-MENDEZ, E. (2018). Twenty five years of the Journal of Travel & Tourism Marketing: A bibliometric ranking. *Journal of Travel & Tourism Marketing*, 35(9), 1201-1221. <https://doi.org/10.1080/10548408.2018.1487368>
- PATRICK, Z., & HEE, O. C. (2020). A bibliometric analysis of global online marketing research trends. *International Journal of Academic Research in Business and Social Sciences*, 10(5), 770-787. <http://dx.doi.org/10.6007/IJARBS/v10-i5/7248>
- QORRI, D., & FELFOELDI, J. (2024). Research Trends in Agricultural Marketing Cooperatives: A Bibliometric Review. *Agriculture*, 14(2), 199. <https://doi.org/10.3390/agriculture14020199>
- RATHI, R., GARG, R., KATARIA, A., & CHHIKARA, R. (2022). Evolution of luxury marketing landscape: a bibliometric analysis and future directions. *Journal of Brand Management*, 29(3), 241. <https://doi.org/10.1057%2Fs41262-022-00273-x>
- ROSÁRIO, A. T. (2023). A Systematic Review of the Bibliometric Literature: Branding in Marketing Strategy. *Origin and Branding in International Market Entry Processes*,

- 82-116. DOI: 10.4018/978-1-6684-6613-1.ch005.
- SALEEM, F., KHATTAK, A., UR REHMAN, S., & ASHIQ, M. (2021). Bibliometric analysis of green marketing research from 1977 to 2020. *Publications*, 9(1), 1. <https://doi.org/10.3390/publications9010001>
- SAMIEE, S., & CHABOWSKI, B. R. (2012). Knowledge structure in international marketing: a multi-method bibliometric analysis. *Journal of the Academy of Marketing science*, 40, 364-386. <https://doi.org/10.1007/s11747-011-0296-8>
- SÁNCHEZ-CAMACHO, C., MARTÍN-CONSUEGRA, D., & CARRANZA, R. (2020). An analysis of the scientific literature produced on bank marketing through bibliometrics and scientific mapping-what has been the role of sales in banking?. *International Journal of Bank Marketing*, 39(6), 927-954. <https://doi.org/10.1108/IJBM-06-2020-0336>
- VALENZUELA FERNANDEZ, L. M., NICOLAS, C., MERIGÓ, J. M., & ARROYO-CAÑADA, F. J. (2019). Industrial marketing research: a bibliometric analysis (1990-2015). *Journal of Business & Industrial Marketing*, 34(3), 550-560. <https://doi.org/10.1108/JBIM-07-2017-0167>
- VERMA, D., KUMAR, S., & KUMAR, D. (2023). Evolution of research in interactive marketing: a bibliometric and thematic review. In *The Palgrave Handbook of Interactive Marketing* (pp. 15-42). Cham: Springer International Publishing. https://doi.org/10.1007/978-3-031-14961-0_2
- WILKIE, W. L., & MOORE, E. S. (2012). Expanding our understanding of marketing in society. *Journal of the Academy of Marketing Science*, 40, 53-73. <https://doi.org/10.1007/s11747-011-0277-y>
- WITKOWSKI, T. H. (2010). The marketing discipline comes of age, 1934-1936. *Journal of Historical Research in Marketing*, 2(4), 370-396. DOI: 10.1108/SJME-02-2022-0017.
- YANG, L., HAN, L., & LIU, N. (2019). A new approach to journal co-citation matrix construction based on the number of co-cited articles in journals. *Scientometrics*, 120, 507-517. <https://doi.org/10.1007/s11192-019-03141-9>

