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

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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.

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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 & Felfeloel, 2024), luxury marketing (Rathi et al., 2022), industrial marketing (Valenzuela Fernandez et al., 2019), marketing strategy (Rosário, 2023), digital marketing (Ghobani 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 Akpinar (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, "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 Contemporanea, 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.

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...
Which are the most influential marketing journals...

<table>
<thead>
<tr>
<th>Cluster</th>
<th>Label</th>
<th>Journal (citation weight)</th>
</tr>
</thead>
</table>
| Cluster 1 | Consumer, services, and social marketing | • 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 | • 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 | • 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 | • 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 | • 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 | • 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.


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
<table>
<thead>
<tr>
<th>Cluster (## of nodes)</th>
<th>2000-2011 Period</th>
<th>2012-2023 Period</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Journal (citation weight)</td>
<td>Cluster (## of nodes)</td>
</tr>
<tr>
<td></td>
<td>Cluster 4 (37)</td>
<td>Public Health Nutrition (218), Appetite (142), Obes Rev (114), Nutrients (112), Lancet (98)</td>
</tr>
<tr>
<td></td>
<td>Cluster 5 (19)</td>
<td>Hospitality and tourism management</td>
</tr>
</tbody>
</table>


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
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 the Academy of Marketing Science*, and the *Industrial Marketing Management*. In this context, we find both classic marketing journals and business and management journals.

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

<table>
<thead>
<tr>
<th>#</th>
<th>2000-2011 Period</th>
<th>2012-2023 Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Academy of Management Journal</td>
<td>Journal of Marketing</td>
</tr>
<tr>
<td>2</td>
<td>Academy of Management Review</td>
<td>Journal of Business Research</td>
</tr>
<tr>
<td>3</td>
<td>Harvard Business Review</td>
<td>European Journal of Marketing</td>
</tr>
<tr>
<td>5</td>
<td>International Marketing Review</td>
<td>Journal of Marketing Research</td>
</tr>
<tr>
<td>6</td>
<td>Journal of Business &amp; Industrial Marketing</td>
<td>Journal of Marketing Management</td>
</tr>
<tr>
<td>7</td>
<td>Journal of Business Research</td>
<td>Journal of the Academy of Marketing Science</td>
</tr>
<tr>
<td>8</td>
<td>Journal of International Business Studies</td>
<td>Industrial Marketing Management</td>
</tr>
<tr>
<td>9</td>
<td>Journal of Marketing</td>
<td>Journal of Retailing and Consumer Services</td>
</tr>
<tr>
<td>10</td>
<td>Journal of Marketing Management</td>
<td>Journal of Strategic Marketing</td>
</tr>
<tr>
<td>11</td>
<td>Long Range Planning</td>
<td>Sustainability</td>
</tr>
<tr>
<td>12</td>
<td>Management Science</td>
<td>Harvard Business Review</td>
</tr>
<tr>
<td>13</td>
<td>Marketing Intelligence &amp; Planning</td>
<td>Business Horizons</td>
</tr>
<tr>
<td>14</td>
<td>Strategic Management Journal</td>
<td>International Journal of Research in Marketing</td>
</tr>
<tr>
<td>15</td>
<td>European Journal of Marketing</td>
<td>Journal of Advertising</td>
</tr>
<tr>
<td>17</td>
<td>Journal of Service Research</td>
<td>Journal of Services Marketing</td>
</tr>
<tr>
<td>18</td>
<td>Journal of the Academy of Marketing Science</td>
<td>Journal of Cleaner Production</td>
</tr>
<tr>
<td>19</td>
<td>Administrative Science Quarterly</td>
<td>Journal of Consumer Marketing</td>
</tr>
<tr>
<td>20</td>
<td>Industrial Marketing Management</td>
<td>Journal of Consumer Psychology</td>
</tr>
<tr>
<td>21</td>
<td>Journal of Consumer Marketing</td>
<td>Journal of Public Policy &amp; Marketing</td>
</tr>
<tr>
<td>22</td>
<td>Journal of Consumer Research</td>
<td>International Marketing Review</td>
</tr>
<tr>
<td>23</td>
<td>Journal of International Marketing</td>
<td>Journal of Business &amp; Industrial Marketing</td>
</tr>
<tr>
<td>24</td>
<td>Journal of Retailing</td>
<td>Marketing Intelligence &amp; Planning</td>
</tr>
<tr>
<td>25</td>
<td>Management Decision</td>
<td>Journal of Retailing</td>
</tr>
<tr>
<td>26</td>
<td>Marketing Science</td>
<td>Journal of Interactive Marketing</td>
</tr>
<tr>
<td>27</td>
<td>Journal of Services Marketing</td>
<td>Academy of Management Review</td>
</tr>
<tr>
<td>28</td>
<td>Journal of Advertising Research</td>
<td>Management Decision</td>
</tr>
<tr>
<td>29</td>
<td>Journal of Business Venturing</td>
<td>European Business Review</td>
</tr>
<tr>
<td>30</td>
<td>Entrepreneurship and Regional Development</td>
<td>International Journal of Contemporary Hospitality Management</td>
</tr>
</tbody>
</table>

**DISCUSSION AND CLOSING REMARKS**

Which are the most influential marketing journals...
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.

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