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Bibliometric Analysis since foundation of Industrial Marketing Management

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ABSTRACT

Industrial Marketing Management (IMM) is a leading journal in business-to-business marketing. This paper presents a bibliometric analysis of IMM from its inception in 1971 to 2017, focusing on publication trends, influential countries, authors, institutions, and citations in major marketing and business journals. Using Web of Science Core Collection and Scopus, it examines publications, citations, h-index, and develops graphical analyses with VOS viewer. Future research directions include trust, innovation, performance, relationship marketing, and the impact of new technologies and online marketing on industrial marketing.

Keywords: Industrial Marketing Management, Web of Science Core Collection, Co-citation analysis, Bibliographic coupling,

1. Introduction

Industrial Marketing Management (IMM) stands as a pioneering journal exclusively dedicated to business-to-business marketing. Since its inception in September 1971 under the editorship of R. Derek Medford, IMM has evolved significantly. In 1994, Peter LaPlaca transitioned from the Journal of Business & Industrial Marketing to IMM's editor-in-chief, a tenure instrumental in bolstering its international standing and prestige (Beverland). It was later complemented by Adam Lindgreen from Copenhagen Business School, with Anthony Di Benedetto from Temple University, USA joining as the other co-editor in 2017, taking the position of LaPlaca.

Today, IMM is a rapidly developing scientific journal that publishes more than 100 articles annually. It is known as one of the top academic journals in the field of marketing and specifically in business-to-business marketing. As reported by the Journal Citation Reports of Clarivate Analytics the IMM has an index of 3 for the two years' moving impact factor. 678 and a 5year impact factor of 4.488. These statistics signify its importance: the journal is positioned as 30th among the 140 Business journals and 37th among the 210 Management journals. The influence of the journal has also been growing in the recent years where the 2-year impact factor rose from 1. In 2015, it was 930 to 4 becomes more apparent with Synoptic structuralism. 779 in 2018 which reposes significant faith during Stewardship of Lindgreen & Di Benedetto.

The visibility of IMM can further be supported by the citation index in Scopus where it is already higher than some major journals in the major field such as the Advances in Business Marketing & Purchasing, Journal of Business

and Industrial Marketing, Journal of Business-to-Business Marketing and Journal of Customer Behavior.As IMM approaches its 50th anniversary, there is merit in conducting a retrospective evaluation to identify leading contributors in terms of authors, institutions, countries, and publications (Schwert). This study aims to provide a comprehensive bibliometric overview of IMM from its inception, analysing its interconnections with other journals through citations and identifying prevalent research themes.

Methodologically, this paper employs co-citation analysis, co-occurrence of author keywords, and bibliographic coupling using VOS viewer software. These methods facilitate graphical mappings of bibliometric data, revealing patterns of scholarly influence and thematic clusters within IMM's published corpus. This research contributes incrementally by offering detailed bibliometric insights, complementing prior studies published in IMM and other business marketing journals.

The subsequent sections of this article are structured as follows: a review of notable bibliometric studies in marketing, a synopsis of relevant papers in IMM and related journals, a description of employed methods, a presentation of bibliometric findings from the Web of Science Core Collection, graphical visualisation of results focusing on journals and keywords, and finally, a summary of key findings and limitations.

2. Background

2.1. General considerations on bibliometric studies in marketing-related topics

Bibliometrics, a branch of information and library science, employs quantitative and statistical methods to analyze bibliographic materials (Broadus, 1987; Pritchard, 1969). It serves as a valuable tool for gaining insights into research fields by utilizing indicators such as publication counts and citation metrics. In marketing literature, numerous bibliometric studies contribute to understanding trends and dynamics within the discipline. For instance, Tellis, Chandy, and Ackerman (1999) explored diversity among marketing journals, while Theoharakis and Hirst (2002) investigated perceptions of leading marketing journals. Moussa and Touzani (2010) ranked marketing journals using Google Scholar, and Svensson and Wood (2007, 2008) developed methods to distinguish between top-tier journals. Theubl, Reutterer, and Hornik (2014) focused on achieving consensus in journal rankings, and Di Benedetto, Sarin, Belkhouja, and Haon (2018) studied IMM's influence on other marketing journals. Other studies have examined prominent scholars and institutions in marketing (Bakir, Vitell, & Rose, 2000; Chan, Lai, & Liano, 2012; Saad, 2010) and specific marketing topics like consumer research (Baumgartner, 2010; Jia, Zhou, & Allaway, 2018; Zuschke, 2019), brand personality (Radler, 2018), international marketing (Samiee & Chabowski, 2012), sustainability (Chabowski, Mena, & Gonzalez-Padron, 2011), and business-to-business marketing among others.

Some journal have also conducted their bibliometric analysis as part of their retrospective exercise to assess their own development which include The Journal of Consumer Research (Hoffman & Holbrook, 1993), The Journal of Advertising (Zinkhan & Leigh, 1999) and The International Marketing Review (Malhotra, Wu, & Whitelock, 2005, 2013). Additionally, significant anniversaries have prompted reflections on journals' contributions, including the Journal of Marketing's 75th anniversary (Bolton, 2011) and the Journal of Management's 30th anniversary. Such analyses highlight the role of bibliometrics in assessing scholarly impact and trends within specific domains.

2.2. Main bibliometric-related works

Within industrial marketing, several seminal studies have employed bibliometric approaches, as summarized in Figure 1. Notably, LaPlaca and Katrichis (2009) evaluated a broad spectrum of marketing journals, including those specific to industrial or B2B marketing, tracing the evolution of industrial marketing research since the inception of IMM in 1972. Lichtenthal, Tzempelikos, and Tellefsen (2018) examined the proliferation of journals within subfields related to industrial marketing, noting societal influences on publication trends between 1971 and 2016.

Bibliometric-related papers on industrial marketing published in IMM and other journals.

Paper	Analyzed journals	Key statement
LaPlaca (1997)	Industrial Marketing Management (IMM) (1971–1994).	Major research areas in IMM: marketing management, market segmentation, strategic marketing planning, selling and sales management, purchasing and industrial buying behavior, global and international, researching industrial markets, innovation and new product development, distribution, pricing, and promotions and advertising.
LaPlaca and Katrichis (2009)	31 marketing journals (1936–2006).	Main trends in industrial marketing research: buyer behavior, sales management, marketing relationships, innovation and new product development, marketing strategy, and channels of distribution.
Lindgreen and Di Benedetto (2018)	Top 30 citation classics from IMM (1971–2016).	Topics in which 30 citation classics are framed: firm performance, goods-dominant and service-dominant logics, Internet and high-technology markets, product innovation, relationships and business networks, supply chains, system sellers and systems integrator, third-party logistics providers, and value.
Di Benedetto and Lindgreen (2018)	IMM (1994–2016).	Analysis of statistics and content in IMM, 1994–2016.
Lichtenthal et al. (2018)	Journals within subfields related to industrial marketing (1971–2016).	Analysis of the proliferation of journals within subfields related to industrial marketing. Description of the associated impact of industrial forces in the last 45 years (1971–2016) for the publication of journals.
Di Benedetto et al. (2018)	Tracing the impact that IMM has had on marketing literature (1999–2013), considering self- and cross-citation rates in top tier, second tier and specialized marketing journals.	The results showed relatively low citation patterns for IMM in some of the top-tier marketing journals. IMM has retained a strong and growing presence in the second-tier and specialized B2B marketing journals.

Figure 1

Bibliometric-related papers on industrial marketing published in IMM and other journals

Focused specifically on IMM, earlier works have varied in scope. LaPlaca (1997) analyzed IMM's initial years, emphasizing its contributions to applied marketing within industries. Lindgreen and Di Benedetto (2018) delved into IMM's top citation classics, categorizing them by thematic areas and fields related to supply chain management, strategic management, and innovation. Di Benedetto et al. (2018) conducted a citation analysis spanning 1999 to 2013, assessing IMM's impact across major business disciplines and journals, highlighting self- and cross-citation rates. Moreover, Di Benedetto and Lindgreen (2018) explored the evolution of business-to-business marketing during Peter J. LaPlaca's editorship (1994–2016), providing insights into IMM's thematic and methodological contributions.

This paper builds upon these foundational works to offer a comprehensive view of industrial/business marketing and IMM. It spans IMM's entire publication history up to 2017, presenting annual publication trends, influential countries, notable authors and institutions, and citations in major marketing journals focusing on industrial/business-to-business marketing. Employing bibliometric and fractional accounting cluster analyses, this research identifies emerging trends and proposes future research directions. Bibliometrics provides a robust framework for understanding the evolution and impact of journals like IMM within the dynamic field of industrial and business-to-business marketing. This study contributes by consolidating and expanding upon existing knowledge, offering a detailed analysis of IMM's scholarly contributions and its role in shaping contemporary marketing research.

3. Methodology

Bibliometrics, within information and library sciences, employs quantitative methods to analyze bibliographic data (Broadus, 1987; Pritchard, 1969). Selecting appropriate bibliometric indicators is crucial as they represent different facets of scholarly impact and productivity (Bar-llan, 2008; Ding, Rousseau, & Wolfram, 2014). This study employs multiple indicators to provide a comprehensive view, acknowledging the varying importance stakeholders may assign to productivity versus influence metrics (Blanco-Mesa, Merigó, & Gil-Lafuente, 2017; Merigó et al., 2015).

These are areas such as the number of publications for the purpose of determining productivity, and citation for the purpose of measuring the impact. Also, the study looks at the rate of citation per article, which allows comparison across various publication outputs. Other impact measures include the h-index developed by Hirsch (2005) that combines productivity and impact, which is the number of papers that have at least h citations. This type of index gives an all-round

view of the contribution of an author (Alonso et al., 2009 and Martinez et al., 2014). Other specific measures include the rate of citation per year, which considers temporal influence trends, and general ranking systems for revealing universities at the forefront of IMM research. To offset the problem of country size, the authors standardise the number of publications and citations per capita, thereby reducing the influence of population on research activity.

The study data were retrieved from the Web of Science Core Collection database, which provides vast coverage of the scholarly output. The keywords used were "Industrial Marketing Management" under the "Publication Name" section to retrieve all articles that had been published in the journal from its inception in 1971. The search using articles, reviews, letters, and notes resulted in 2834 documents that were published between 1971 and 2017. The documents published from 1979 to 1981 could not be indexed; hence, it was necessary to use the Cited Reference Search in the Web of Science Core Collection and the journal's homepage. This helped to capture all the published works regardless of limitations in the initial indexing (Vespestad & Clancy, 2021).

The conversion of bibliographic data into graphical form was conducted using VOS viewer developed by Van Eckand Waltman (2010) based on Small (1973) co-citation analysis, Kessler (1963) bibliographic coupling, and Wang et al. (2018) co-occurrence of author's keywords. Co-citation analysis is useful in identifying documents that are cited together and the analysis shows similarities in terms of the documents' content. It attempts to link documents to common cited references and that is what is meant by conceptual similarity. The author keywords can be used to compare which can help in determining the flow or pattern of the interest of the journal in the publications (McGill et al. 2022). This study employs a range of bibliometric indicators to provide a comprehensive view of the research productivity and topical evolution of Industrial Marketing Management.

4. Results

This section presents findings from the Web of Science Core Collection database regarding Industrial Marketing Management (IMM). First, it analyzes the journal's publication trends and citation patterns (Fig. 2). Since its inception in 1971, IMM initially published about 40 documents annually, stabilizing until a significant growth phase post-2002, now averaging close to 130 articles annually since 2010.

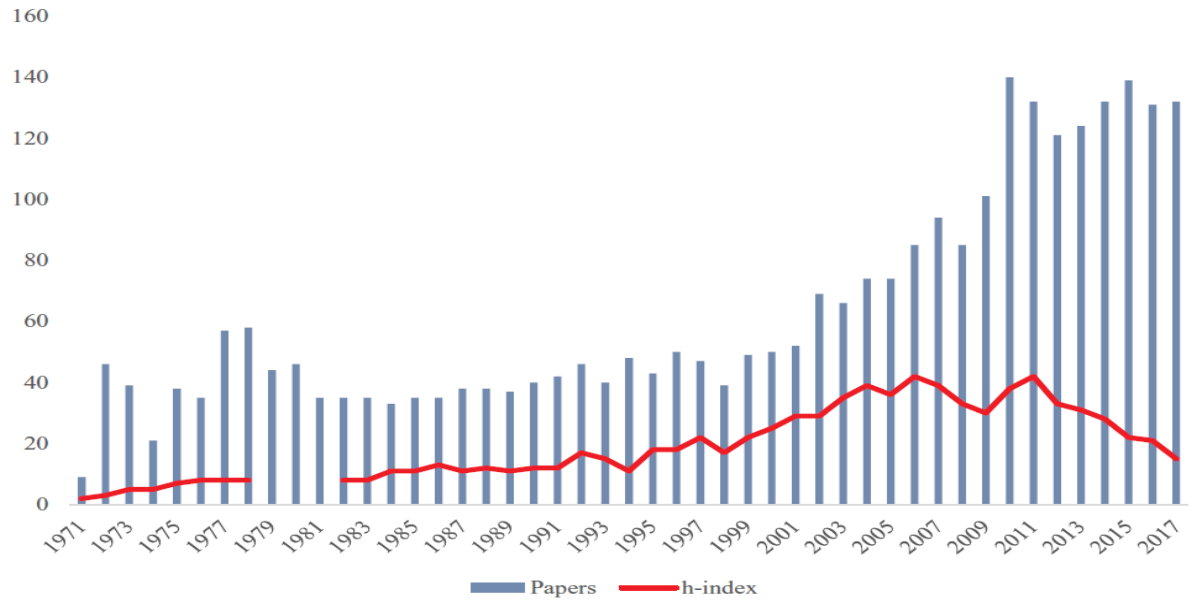

Figure 2 Annual number of papers published in IMM and h-index

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4.1. Publication and citation structure of IMM

Citation analysis across different thresholds (1, 5, 10, 25, 50, and 100 citations) reveals varying impacts over time. Documents from the 1970s and 1980s show lower citation rates compared to those from the 1990s onwards, attributable to evolving research trends and technological advancements. Currently, about 3% of IMM articles have received over 100 citations, 25% over 25 citations, and nearly all have been cited at least once in the Web of Science Core Collection (Farquhar et al. 2020). Figure 3 lists the 50 most cited documents in IMM, led by an article on supply chain management with 833 citations, followed by a paper on learning organisations and firm innovation capability with 756 citations.

R	TC	Title	Author/s	Year	C/Y
1	833	Issues in supply chain management	Lambert, DM; Cooper, MC	2000	49.00
2	756	Learning orientation, firm innovation capability, and firm performance	Calantone, RJ; Cavusgil, ST; Zhao, YS	2002	50.40
3	563	The agile supply chain – Competing in volatile markets	Christopher, M	2000	33.12
4	530	Innovativeness: Its antecedents and impact on business performance	Hult, GTM; Hurley, RF; Knight, GA	2004	40.77
5	475	"Coopetition" in business networks – To cooperate and compete simultaneously	Bengtsson, M; Kock, S	2000	27.94
6	342	It's all B2B ... and beyond: Towards a systems perspective of the market	Vargo, SL; Lusch, RF.	2011	57.00
7	333	The role of trust and relationship structure in improving supply chain responsiveness	Handfield, RB; Bechtel, C	2002	22.20
8	330	Value creation in buyer-seller relationships – Theoretical considerations and empirical results from a supplier's perspective	Walter, A; Ritter, T; Gemunden, HG	2001	20.63
9	285	From goods to service(s): Divergences and convergences of logics	Vargo, SL; Lusch, RF.	2008	31.67
10	260	Managing in complex business networks	Ritter, T; Wilkinson, IF; Johnston, WJ	2004	20.00
11	252	The asymmetric relationship between attribute-level performance and overall customer satisfaction: a reconsideration of the importance-performance analysis	Matzler, K; Bailom, F; Hinterhuber, HH; et ál..	2004	19.38
12	246	Capturing value creation in business relationships: A customer perspective	Ulaga, W	2003	17.57
13	245	Value in business markets: What do we know? Where are we going?	Lindgreen, A; Wynstra, F	2005	20.42
14	238	The benefits of Guanxi – The value of relationships in developing the Chinese market	Davies, H; Leung, TKP; Luk, STK	1995	10.82
15	231	The impact of information technology on supply chain capabilities and firm performance: A resource-based view	Wu, F; Yeniyurt, S; Kim, D	2006	21.00
16	228	A portfolio approach to supplier relationships	Olsen, RF; Ellram, LM	1997	11.40
17	212	Business relationships and networks: Managerial challenge of network era	Moller, KK; Halinen, A	1999	11.78
18	210	Business suppliers' value creation potential – A capability-based analysis	Moller, KEK; Torronen, P	2003	15.00
19	208	Measuring customer-perceived value in business markets – A prerequisite for marketing strategy development and implementation	Ulaga, W; Chacour, S	2001	13.00
20	200	Organizing for solutions: Systems seller vs. systems integrator	Davies, A; Brady, T; Hobday, M	2007	20.00
21	198	Success factors in product innovation	Cooper, RG; Kleinschmidt, EJ	1987	6.60
22	193	The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective	Cretu, Anca E.; Brodie, Roderick J.	2007	19.30
23	191	Strategic development of third party logistics providers	Hertz, S; Alfredsson, M	2003	13.64
24	190	A service perspective on business relationships: The value creation, interaction and marketing interface	Gronroos, C	2011	31.67
25	189	Critical realism in case study research	Easton, Geoff	2010	27.00
26	185	Functions of industrial supplier relationships and their impact on relationship quality	Walter, A; Muller, TA; Helfert, G; et ál..	2003	13.21
27	178	Strategizing in industrial networks	Gadde, LE; Huemer, L; Hakansson, H	2003	12.71
28	177	An evaluation of divergent perspectives on customer relationship management: Towards a common understanding of an emerging phenomenon	Zablah, AR; Bellenger, DN; Johnston, WJ	2004	13.62
29	176	Marketing solutions in accordance with the S-D logic: Co-creating value with customer network actors	Cova, B; Salle, R	2008	19.56
30	173	Making the most of supplier relationships	Gadde, LE; Snehota, I	2000	10.18
31	169	Rise of strategic nets – New modes of value creation	Moller, K; Rajala, A	2007	16.90
32	169	Leadership and organizational learning's role on innovation and performance: Lessons from Spain	Aragon-Correa, JA; Garcia-Morales, VJ; Cordon-Pozo, E	2007	16.90
33	167	Deconstructing the relationship between entrepreneurial orientation and business performance at the embryonic stage of firm growth	Hughes, M; Morgan, RE.	2007	16.70
34	162	Modeling agility of supply	Agarwal, A; Shankar, R; Tiwari, M. K.	2007	16.20
35	161	Identifying industrial new product success: Project NewProd	Cooper, RG		
36	159	Removing the fuzziness from the fuzzy front-end of service innovations through customer interactions	Alam, I	2006	14.45
37	157	Antecedents of commitment and trust in customer-supplier relationships in high technology markets	de Ruyter, K; Moorman, L; Lemmink, J	2001	9.81
38	156	Managing your corporate images	Dowling, GR	1986	5.03
39	153	Guanxi vs. relationship marketing: Exploring underlying differences	Wang, CL	2007	15.30
40	152	Branding importance in business-to-business markets – Three buyer clusters	Mudambi, S	2002	10.13
41	151	Demand chain management-integrating marketing and supply chain management	Juttner, U; Christopher, M; Baker, S	2007	15.10
42	150	Value co-creation in knowledge intensive business services: A dyadic perspective on the joint problem solving process	Aarikka-Stenroos, L; Jaakkola, E	2012	30.00
43	150	Global sourcing strategy and sustainable competitive advantage	Kotabe, M; Murray, JY	2004	11.54
44	147	Predevelopment activities determine new product success	Cooper, RG	1988	5.07
45	146	New managerial challenges from supply chain opportunities	Ballou, RH; Gilbert, SM; Mukherjee, A	2000	8.59
46	146	Supplier relationships – Emerging issues and challenges	Sheth, JN; Sharma, A	1997	7.30
47	145	Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands	Sheth, JN; Sharma, A	2011	24.17
48	145	Moving from basic offerings to value-added solutions: Strategies, barriers and alignment	Matthyssens, P; Vandenbempt, K	2008	16.11
49	144	Multiple versions of markets: Multiplicity and performativity in market practice	Kjellberg, H; Helgesson, CF	2006	13.09
50	144	Developing integrated solutions: The importance of relationships within the network	Windahl, C; Lakemond, N	2006	13.09

Abbreviations: R = Rank; TC = Total citations; C/Y = Citations per year.

Figure 3 The 50 most frequently cited documents in IMM.

Figure 4 highlights the 40 most cited external documents in IMM, including articles, books, and conference papers. The top cited document is an article from the Journal of Marketing, emphasising its influence within related literature.

Top 40 most frequently cited documents in IMM publications.

Rank	Year	First author	Reference	Vol	Page	Type	TC	Co-citations
1	1994	Morgan RM	J Marketing	v58	p20	A	358	352
2	1981	Fornell C	J Marketing Res	v18	p39	A	272	269
3	1977	Armstrong JS	J Marketing Res	v14	p396	A	268	250
4	1987	Dwyer FR	J Marketing	v51	p11	A	263	253
5	1995	Hakansson H	Dev Relationships in Business Networks			B	247	244
6	1989	Eisenhardt KM	Acad Manage Rev	v14	p532	A	207	204
7	1988	Anderson JC	Psychol Bull	v103	p411	A	198	197
8	1990	Anderson JC	J Marketing	v54	p42	A	197	194
9	1991	Barney J	J Manage	v17	p99	A	192	191
10	1994	Ganesan S	J Marketing	v58	p1	A	187	185
11	1982	Hakansson H	Int Marketing and Purchasing of Industrial Goods			B	186	181
12	2003	Podsakoff PM	J ApplPsychol	v88	p879	A	179	175
13	1994	Anderson JC	J Marketing	v58	p1	A	165	161
14	1990	Kohli AK	J Marketing	v54	p1	A	158	155
15	2004	Vargo SL	J Marketing	v68	p1	A	155	150
16	2002	Hakansson H	J Bus Res	v55	p133	A	150	149
17	1994	Day GS	J Marketing	v58	p37	A	149	146
18	1997	Doney PM	J Marketing	v61	p35	A	149	149
19	1998	Dyer JH	Acad Manage Rev	v23	p660	A	144	143
20	1993	Jaworski BJ	J Marketing	v57	p53	A	144	141
21	1979	Churchill GA	J Marketing Res	v16	p64	A	143	140
22	2002	Dubois A	J Bus Res	v55	p553	A	141	139
23	1978	Nunnally J	Psychometric Theory			B	137	126
24	1990	Narver JC	J Marketing	v54	p20	A	135	131
25	1994	Miles MB	Qualitative Data Analysis			B	131	128
26	1992	Anderson E	J Marketing Res	v29	p18	A	121	121
27	1997	Teece DJ	Strategic Manage J	v18	p509	A	116	116
28	1986	Podsakoff PM	J Manage	v12	p531	A	107	106
29	2003	Ford D	Managing Business Relationships			B	104	103
30	2009	Hakansson H	Business in Networks			B	102	100
31	1988	Bagozzi RP	J Acad Market Sci	v16	p74	A	101	100
32	1978	Pfeffer J	External Control of Organizations			B	99	96
33	1999	Cannon JP	J Marketing Res	v36	p439	A	98	94
34	1994	Yin RK	Case Study Research Design			B	97	92
35	1980	Ford D	Eur J Marketing	v14	p339	A	96	94
36	1985	Granovetter M	Am J Sociol	v91	p481	A	96	96
37	2005	Halinen A	J Bus Res	v58	p1285	A	96	96
38	1995	Wilson D	J Acad Market Sci	v23	p335	A	95	95
39	1980	Porter ME	Competitive Strategy			B	94	83
40	1992	Heide JB	J Marketing	v56	p32	A	92	92

Abbreviations: TC = Total citations; A = Article; B = Book.

Figure 4 Top 40 most frequently cited documents in IMM publications

Citing articles of IMM: universities, countries and journals.

R	University	TP	Country	TP	Journal	TP
1	Aalto U	313	USA	5934	Industrial Marketing Management	1950
2	U of Manchester	282	United Kingdom	3665	J Business Research	671
3	Michigan State U	264	Peoples R China	2937	J Business Industrial Marketing	522
4	Hong Kong Polytechnic U	260	Taiwan	1740	Int J Production Economics	391
5	U of North Carolina	233	Australia	1490	J Product Innovation Management	375
6	Lappeenranta U of Technology	207	Spain	1365	European J Marketing	263
7	City U of Hong Kong	196	Germany	1263	Int J Production Research	258
8	National Cheng Kung U	163	Finland	1242	Int J Operations Production Management	253
9	Xi An Jiaotong U	163	Sweden	1030	Industrial Management Data Systems	218
10	Cranfield U	157	Italy	953	Supply Chain Management Int J	212
11	Cardiff U	156	Canada	907	Service Industries Journal	190
12	U of Leeds	151	Netherlands	881	Procedia Social and Behavioral Sciences	187
13	U of Nottingham	151	France	762	Expert Systems with Applications	182
14	Georgia State U	148	South Korea	690	J Marketing	173
15	U of Southern Denmark	148	India	534	J Business Ethics	172
16	Lancaster U	146	Denmark	508	J Cleaner Production	161
17	Monash U	145	Turkey	496	J The Academy of Marketing Science	158
18	Loughborough U	143	Malaysia	489	International Business Review	157
19	Copenhagen Business School	141	Iran	418	Management Decision	154
20	Arizona State U	138	Norway	409	Int J Physical Distribution LogisManag	151
21	U of Turku	138	Brazil	368	J Business To Business Marketing	151
22	Linkoping U	135	Switzerland	362	Production Planning Control	150
23	Penn State U	135	New Zealand	352	Int J Technology Management	135
24	Polytechnic U of Milan	134	Portugal	346	International Marketing Review	135
25	U of Cambridge	134	Greece	313	J Purchasing And Supply Management	135
26	U of Oulu	132	Belgium	284	Technovation	134
27	U of Warwick	132	Ireland	208	J Operations Management	132
28	Erasmus U Rotterdam	130	Austria	197	R&D Management	130
29	Univ Vaasa	126	Poland	193	Tech Forecasting Social Change	119
30	Aston U	123	Singapore	189	J Service Management	117
31	U of Tennessee Knoxville	123	Japan	182	African J Business Management	114
32	HankenSch Econ	121	South Africa	173	Int J Logistics Management	114
33	U of Granada	118	Thailand	145	IEEE Trans Engineering Management	110
34	BI Norwegian Business School	116	Slovenia	141	Sustainability	110
35	U of Birmingham	116	Czech Republic	128	J International Marketing	109
36	U of New South Wales Sydney	116	U Arab Emirates	120	Total Quality Manag Business Excellence	103
37	Wageningen U Research	115	Indonesia	118	European J Operational Research	97
38	Zhejiang U	115	Israel	110	British Food Journal	96
39	Florida State U	112	Romania	104	Tourism Management	94
40	Lund U	112	Saudi Arabia	91	J Supply Chain Management	91

Abbreviations available in previous tables.

Figure 5 Citing articles of IMM: universities, countries and journals

Figure 5 examines the top citing entities of IMM, categorised by universities, countries, and journals. Aalto University (Finland) and the University of Manchester (UK) are among the leading academic institutions citing IMM, with contributions also from institutions in the USA, UK, and China. The most frequent journal citations come from within the field of marketing and operations management, with notable self-citation practices typical of influential journals (Ge et al. 2022).

4.2 Leading Authors, Institutions, and Countries

This section analyses key contributors to Industrial Marketing Management (IMM) in terms of authors, universities, and countries. Figure 6 ranks authors based on various bibliometric indicators, primarily focusing on publication volume. Peter Naude from the University of Manchester leads in article count, followed by Stephan C. Henneberg from Queen Mary University of London.

Top 50 leading authors in IMM.

R	Full name	University	Country	TP	TC	H	m-Value	C/P	> 50	> 10
1	Naude P	U of Manchester	UK	42	788	16	0.593	18.76	4	23
2	Henneberg SC	U of Manchester	UK	30	501	14	1.273	16.70	1	16
3	Sharma A	U of Miami	USA	24	865	16	0.593	36.04	4	20
4	Johnston WJ	Georgia State U	USA	22	844	13	0.325	38.36	3	14
5	Cooper RG	McMaster U	Canada	18	1264	15	0.366	70.22	9	15
6	Mouzas S	Lancaster U	UK	18	396	10	0.625	22.00	2	10
7	Matthyssens P	U of Antwerp	Belgium	17	554	12	0.375	32.59	3	13
8	Ford D	Kedge Business School	UK	17	546	14	0.483	32.12	4	15
9	Honeycutt ED	Old Dominion U	USA	17	220	10	0.526	12.94	0	10
10	Laplaca PJ	U of Connecticut	USA	17	66	2	0.056	3.88	1	2
11	Moller K	Aalto U	Finland	16	770	14	0.778	48.13	6	14
12	Woodside AG	Boston College	USA	14	182	7	0.179	13.00	1	6
13	Ritter T	Copenhagen Business School	Denmark	13	1124	10	0.667	86.46	5	10
14	Ulaga W	EDHEC Business School	France	13	987	11	0.688	75.92	6	11
15	Hakansson H	BI Norwegian Business School	Norway	13	532	9	0.225	40.92	4	9
16	Araujo L	Lancaster U	UK	13	408	9	0.500	31.38	2	8
17	Pardo C	Emlyon Business Sch	France	13	250	7	0.304	19.23	2	7
18	Morris MH	U of Central Florida	USA	13	167	8	0.533	12.85	0	6
19	Bellizzi JA	Colorado State U	USA	13	90	6	0.500	6.92	0	4
20	Hult GTM	Michigan State U	USA	12	796	10	0.714	66.33	1	11
21	Lindgreen A	Cardiff U	UK	11	524	9	0.818	47.64	2	9
22	Snehota I	U of Lugano	Switzerland	11	414	9	0.563	37.64	2	9
23	Avlonitis GJ	Athens U Economics Business	Greece	11	319	7	0.259	29.00	3	6
24	Leek S	U of Birmingham	UK	11	223	8	1.333	20.27	1	8
25	Ivens BS	Otto Friedrich U Bamberg	Germany	11	198	6	0.500	18.00	1	6
26	Dubinsky AJ	U of Kentucky	USA	11	127	7	0.250	11.55	0	7
27	Calantone RJ	Michigan State U	USA	10	905	8	0.400	90.50	2	5
28	Cova B	Kedge Business School	France	10	343	8	0.889	34.30	2	7
29	Salle R	Emlyon Business School	France	10	341	8	0.381	34.10	2	8
30	Eggert A	U of Paderborn	Germany	10	321	7	0.500	32.10	2	6
31	Andersen PH	Aarhus U	Denmark	10	304	7	0.636	30.40	2	7
32	Corsaro D	U of Lugano	Switzerland	10	295	9	1.800	29.50	1	8
33	Moncrief WC	Texas Christian U	USA	10	227	6	0.188	22.70	3	4
34	Ingram TN	Colorado State U	USA	10	174	7	0.226	17.40	1	6
35	Purchase S	U of Western Australia	Australia	10	130	6	0.462	13.00	1	3
36	Cavusgil ST	Michigan State U	USA	9	1171	8	0.348	130.11	3	8
37	Gadde LE	Chalmers U of Technology	Sweden	9	574	8	0.500	63.78	3	7
38	Vandenbempt K	U of Antwerp	Belgium	9	418	8	0.533	46.44	3	8
39	O'Cass A	U of Tasmania	Australia	9	349	8	0.667	38.78	2	8
40	Lancioni RA	Temple U	USA	9	342	8	0.615	38.00	3	8
41	Smith MF	Temple U	USA	9	312	7	0.333	34.67	3	6
42	Dion PA	McMaster U	Canada	9	223	6	0.375	24.78	2	4
43	Medlin CJ	U of Adelaide	Australia	9	204	6	0.462	22.67	2	5
44	Ramos C	U of Manchester	UK	9	173	6	1.000	19.22	0	5
45	Kohtamaki M	U Vaasa	Finland	9	172	6	1.200	19.11	1	5
46	Tanner JF	Baylor U	USA	9	170	8	0.727	18.89	0	7
47	Banting PM	McMaster U	Canada	9	97	5	0.192	10.78	0	4
48	Stevenson TH	U of North Carolina	USA	9	92	6	0.250	10.22	0	3
49	Lambert DM	Ohio State U	USA	8	1003	6	0.200	125.38	2	6
50	Bengtsson M	Umea U	Sweden	8	645	7	0.438	80.63	2	5

Abbreviations are available in previous tables except for: H = H-index; C/P = Citations per paper.

Figure 6 Top 50 leading authors in IMM

The m-value, which considers an author's h-index relative to their career length, highlights D. Corsaro from the University of Lugano as having the strongest projection, along with notable figures from British and Finnish universities.

R	University	Country	TP	TC	H	C/P	> 100	> 10	88–97	98–07	08–17	ARWU	QS
1	U of Manchester	UK	77	1525	22	19.81	1	45	8	14	47	38	29
2	Aalto U	FIN	63	2082	24	33.05	5	39	1	13	49	401–500	133
3	Lancaster U	UK	55	1257	19	22.85	3	29	1	7	46	301–400	129
4	Michigan State U	USA	47	2593	25	55.17	3	36	12	21	11	101–150	160
5	Georgia State U	USA	41	1130	16	27.56	3	25	5	10	23	501–600	701 +
6	Temple U	USA	38	1172	17	30.84	3	24	2	5	31	301–400	651–700
7	BI Norwegian Business School	NOR	38	792	16	20.84	1	20	4	18	15	–	–
8	U of North Carolina	USA	35	914	15	26.11	1	19	11	10	7	33	78
9	Kedge Business School	FRA	30	602	14	20.07	1	15	0	2	28	–	–
10	U of Strathclyde	UK	30	436	13	14.53	0	19	2	6	16	501–600	272
11	U of Bath	UK	28	997	17	35.61	2	21	1	12	12	501–600	159
12	Cardiff U	UK	28	762	14	27.21	1	17	2	12	14	99	140
13	U of Miami	USA	27	891	17	33.00	1	21	6	11	10	151–200	252
14	U of Birmingham	UK	27	579	12	21.44	2	15	0	5	22	101–150	82
15	U of Leeds	UK	27	579	11	21.44	0	11	2	5	20	101–150	93
16	U of Oulu	FIN	27	355	13	13.15	0	15	0	4	23	401–500	411–420
17	Florida State U	USA	26	1318	15	50.69	2	20	5	12	7	201–300	431–440
18	Cranfield U	UK	26	1209	14	46.50	2	15	1	10	15	–	–
19	Uppsala U	SWE	26	652	14	25.08	1	17	1	7	16	63	98
20	McMaster U	CAN	25	1151	16	46.04	3	17	13	3	2	66	149
21	U of Turku	FIN	25	769	12	30.76	2	12	0	2	23	401–500	234
22	HankenSch Econ	FIN	25	681	10	27.24	2	10	0	0	25	–	–
23	U of Warwick	UK	25	602	12	24.08	1	16	3	7	14	101–150	51
24	Monash U	AUS	25	478	14	19.12	0	15	0	8	16	78	65
25	City U of Hong Kong	CHN	24	423	13	17.63	0	14	1	6	17	201–300	55
26	Copenhagen Business School	DEN	23	1197	13	52.04	3	14	0	9	11	601–700	
27	U of New South Wales Sydney	AUS	23	936	13	40.70	3	15	2	7	12	101–150	49
28	Colorado State U	USA	23	351	11	15.26	0	11	0	9	7	201–300	386
29	Stockholm School of Economics	SWE	21	861	13	41.00	3	14	0	7	14	401–500	–
30	Bocconi U	ITA	21	514	14	24.48	0	15	0	8	13	–	–
31	U Vaasa	FIN	21	316	9	15.05	0	8	0	1	20	–	–
32	U of Southern Denmark	DEN	21	272	9	12.95	0	9	0	3	18	301–400	390
33	Virginia Polytech Inst State U	USA	20	252	9	12.60	0	7	6	2	4	301–400	361
34	Texas Christian U	USA	19	353	10	18.58	0	10	4	6	3	–	–
35	Texas A M U College Station	USA	19	176	7	9.26	0	5	1	1	3	101–150	160
36	Hong Kong Polytechnic U	CHN	18	579	11	32.17	1	11	1	4	13	201–300	111
37	Linkoping U	SWE	18	555	10	30.83	1	11	0	3	14	201–300	282
38	Penn State U	USA	18	550	13	30.56	2	13	5	5	4	–	–
39	U of Houston	USA	18	533	10	29.61	1	12	0	9	4	201–300	601–650
40	U of Bradford	UK	18	380	10	21.11	1	10	3	4	0	–	551–600
41	U of North Texas Denton	USA	18	373	9	20.72	0	9	3	3	9	–	–
42	Chalmers U of Technology	SWE	17	699	11	41.12	3	11	0	5	12	201–300	139
43	U of Antwerp	BEL	17	546	12	32.12	1	12	0	5	12	201–300	209
44	Aston U	UK	17	255	9	15.00	0	9	0	3	13	–	358
45	Baruch College	USA	17	248	8	14.59	0	7	4	6	1	–	–
46	Oklahoma State U Stillwater	USA	17	218	10	12.82	0	10	1	4	9	401–500	461–470
47	U of Nottingham	UK	16	393	8	24.56	1	8	0	2	14	101–150	75
48	Florida Atlantic U	USA	16	352	9	22.00	0	9	4	3	6	–	–
49	Baylor U	USA	16	345	11	21.56	0	12	7	7	2	–	701 +
50	Loughborough U	UK	16	192	7	12.00	0	7	0	4	9	601–700	237

Abbreviations are available in previous tables except for: ARWU and QS = Academic Ranking of World Universities and QS University Ranking.

Figure 7 The most productive and influential institutions in IMM

Figure 7 lists the top 50 institutions by publication volume in IMM. The University of Manchester tops the list, followed by Aalto University and Lancaster University. UK and US institutions dominate, with significant contributions also from Scandinavian universities like Aalto University. Growth in publication numbers is notable for Aalto University and Lancaster University in recent years (Annarelli et al. 2021).

R	Country	TP	TC	H	C/P	> 100	> 10	Population	TP/Pop	TC/Pop
1	USA	1279	25,512	66	20	29	606	323,127,510	3.96	7.90
2	United Kingdom	548	11,301	81	66	15	280	66,500,000	8.24	16.99
3	Finland	182	4921	36	27	10	96	5,495,100	33.12	89.55
4	Australia	167	3885	36	23	4	91	24,127,160	6.92	16.10
5	Sweden	141	4062	33	29	8	86	9,903,120	14.24	41.02
6	Canada	129	3018	33	23	4	70	36,286,430	3.56	8.32
7	China	117	2323	25	20	3	58	1,378,665,000	0.08	0.17
8	France	103	2447	26	24	5	56	66,896,110	1.54	3.66
9	Germany	92	2665	27	29	7	55	82,667,680	1.06	3.20
10	Taiwan	83	1532	23	18	1	56	23,540,000	3.53	6.51
11	Netherlands	73	2319	27	32	7	45	17,018,410	4.29	13.63
12	Italy	70	1141	19	16	0	38	60,600,590	1.16	1.88
13	Denmark	69	2240	23	32	4	36	5,731,120	12.04	39.08
14	Norway	60	1249	19	21	2	33	5,232,930	11.47	23.87
15	Switzerland	51	1323	21	26	2	34	8,372,100	6.09	15.80
16	Spain	46	1292	19	28	2	32	46,443,960	0.99	2.78
17	New Zealand	44	1156	20	26	2	25	4,692,700	9.38	24.63
18	Belgium	37	1150	18	31	3	22	11,348,160	3.26	10.13
19	South Korea	37	860	18	23	0	25	51,245,710	0.72	1.68
20	Ireland	31	464	13	15	0	17	4,773,100	6.49	9.72
21	Greece	22	820	15	37	1	18	10,746,740	2.05	7.63
22	Portugal	21	502	13	24	0	14	10,324,610	2.03	4.86
23	Turkey	16	451	10	28	0	10	79,512,430	0.20	0.57
24	Austria	15	677	11	45	1	12	8,747,360	1.71	7.74
25	Brazil	15	210	9	14	0	7	207,652,860	0.07	0.10
26	Singapore	13	279	8	21	0	7	5,607,280	2.32	4.98
27	South Africa	12	356	8	30	1	8	55,908,860	0.21	0.64
28	India	12	269	7	22	1	6	1,324,171,350	0.01	0.02
29	Poland	10	110	5	11	0	4	37,948,020	0.26	0.29
30	Israel	9	26	3	3	0	0	8,547,100	1.05	0.30
31	Cyprus	8	278	6	35	0	6	1,170,130	6.84	23.76
32	Slovenia	8	188	7	24	0	6	2,064,840	3.87	9.10
33	United Arab Emirates	8	71	5	9	0	2	9,269,610	0.86	0.77
34	Chile	6	87	5	15	0	4	17,909,750	0.34	0.49
35	Russia	5	68	4	14	0	2	144,342,400	0.03	0.05
36	Hungary	5	25	3	5	0	0	9,817,960	0.51	0.25
37	Malaysia	4	122	3	31	0	2	31,187,260	0.13	0.39
38	Japan	3	14	2	5	0	0	126,994,510	0.02	0.01
39	Croatia	2	92	2	46	0	2	4,170,600	0.48	2.21
40	Iran	2	43	2	22	0	1	80,277,430	0.02	0.05

Abbreviations are available in previous tables except for: TP/Pop and TC/Pop = Total papers and citations per million inhabitants. Note that the population is given in thousands.

Figure 8 The most productive and influential countries in IMM

Figure 8 presents the 40 countries with the highest publication numbers in IMM. The USA leads, followed by the UK, with Scandinavian countries performing well per capita. Noteworthy Asian countries include China, Taiwan, and South Korea, while developing countries like Turkey, Brazil, and India show emerging research outputs (Kleminski et al. 2022). Overall, the USA and UK have historically dominated IMM, with growing influence from Scandinavian countries and China. Developing countries are increasing their research output in marketing, albeit from a lower base compared to Western counterparts.

5. Mapping IMM citations

5.1 Connections between journals cited in IMM

This section employs VOS viewer software to analyse bibliographic data through co-citation, bibliographic coupling, and co-occurrence of author keywords. Fig. 9 presents co-citation analysis of journals in IMM, focusing on those with a minimum of 50 citations and highlighting the top 100 co-citation links. IMM and the Journal of Marketing dominate self-citations, alongside other influential journals like the Journal of Marketing Research and Strategic Management Journal. Adjacent fields such as Academy of Management Review and Journal of Operations Management also feature prominently.

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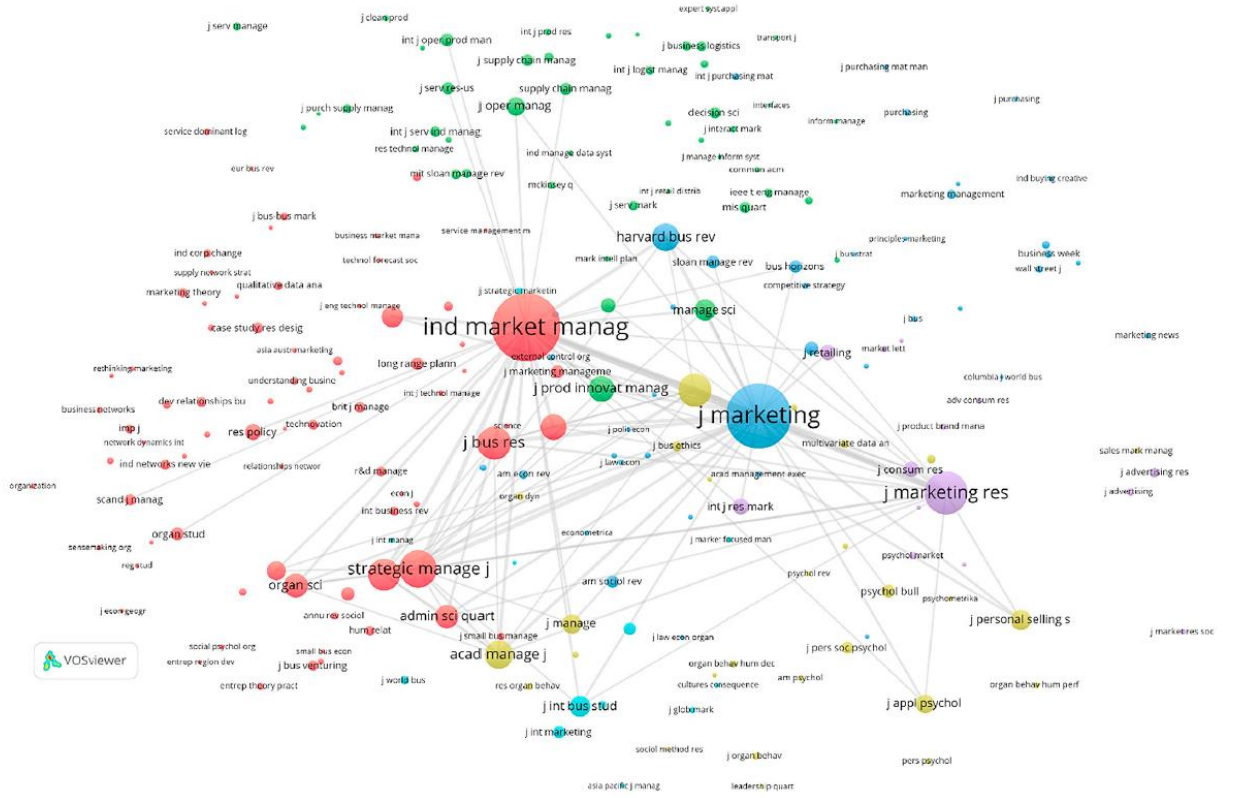

Figure 9 Co-citation of journals in IMM for its lifespan

Temporal analysis spanning three decades (1988–1997, 1998–2007, and 2008–2017) in Figs. 10–12 reveals evolving citation patterns.

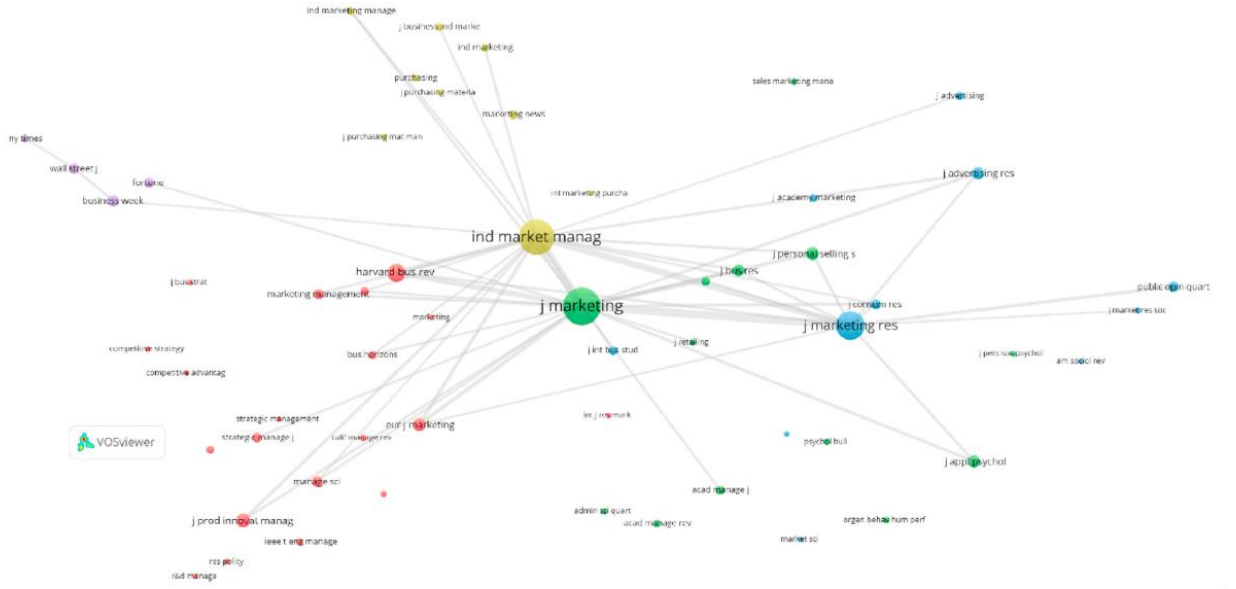

Figure 10 Co-citation of journals in IMM: 1988–1997

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Initially, IMM cited the Journal of Marketing extensively, with later years showing increased influence from Strategic Management Journal and others within management and operations domains. Recent years highlight IMM's consolidation with significant self-citations, underscoring its influence in marketing literature.

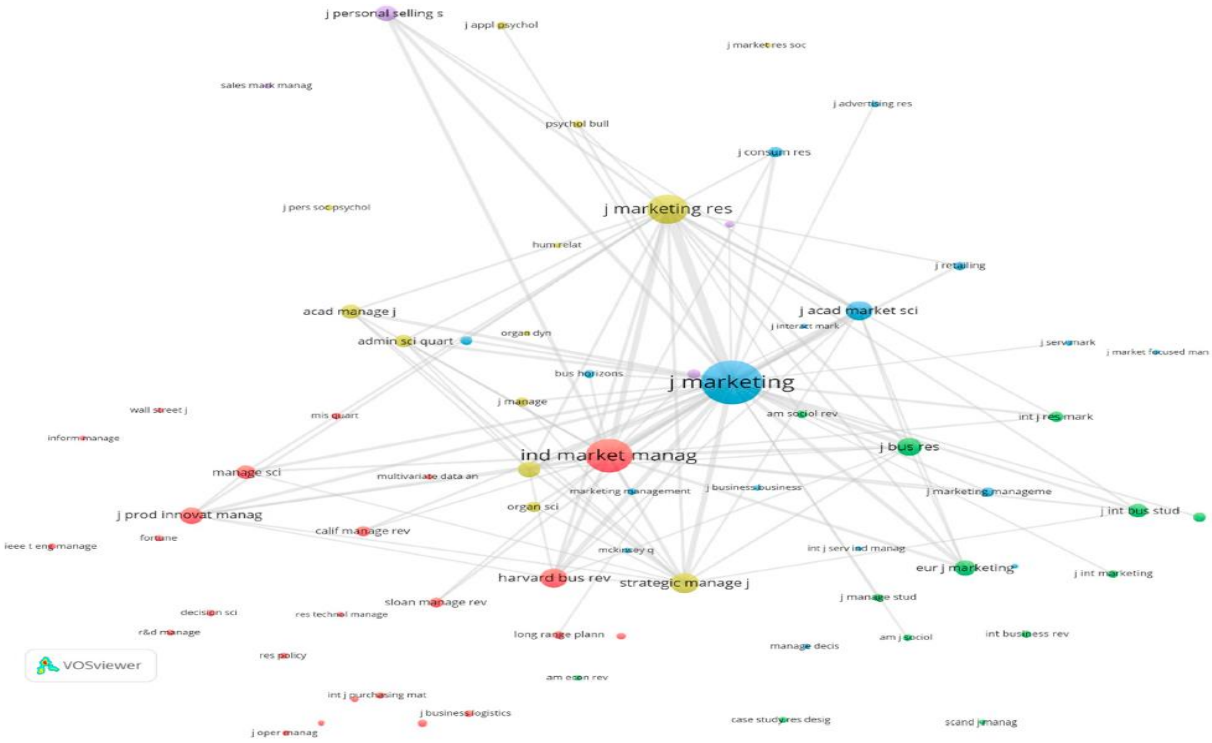

Figure 11 Co-citation of journals in IMM: 1998–2007

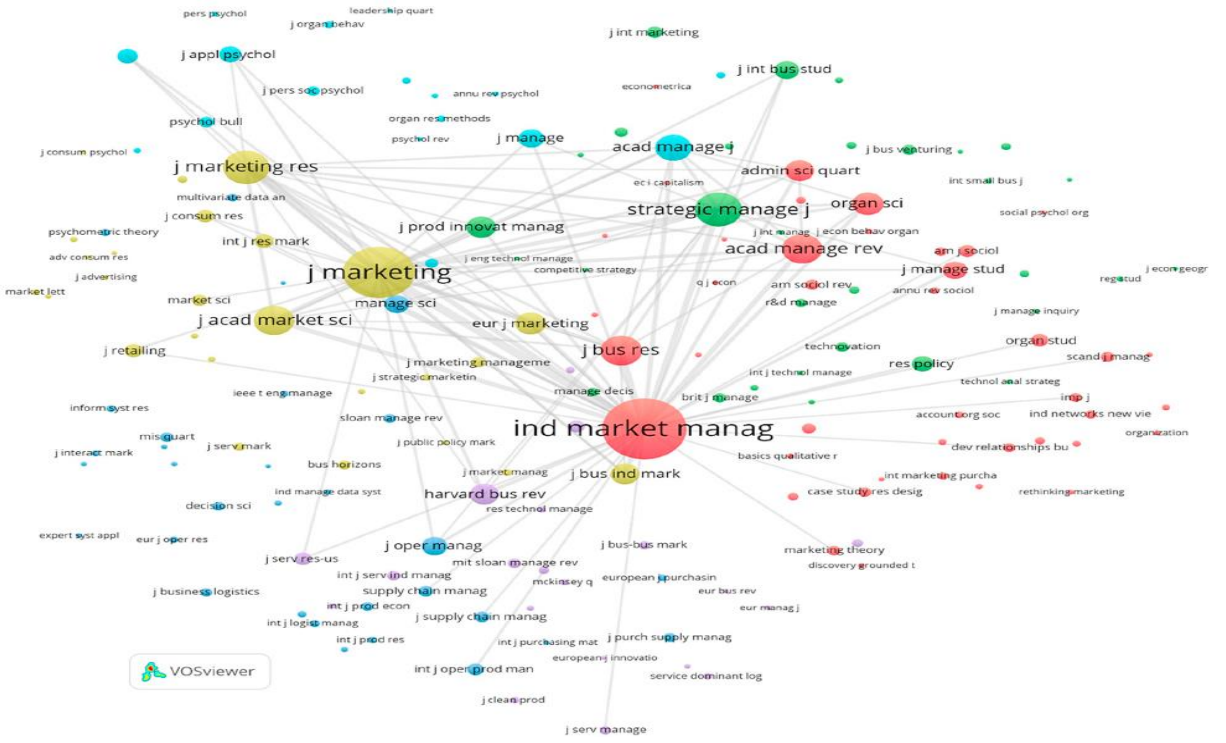

Figure 12 Co-citation of journals in IMM: 2008–2017

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Figure 13 lists the top 40 cited journals across the periods mentioned, detailing their impact on IMM citations.

R	Global			2008–2017			1998–2007			1988–1997		
	Journal	Cit	CLS	Journal	Cit	CLS	Journal	Cit	CLS	Journal	Cit	CLS
1	Ind Market Manag	12,213	9757.4	Ind Market Manag	9398	7474.98	J Marketing	2996	2278.06	J Marketing	863	650.65
2	J Marketing	10,989	9077.1	J Marketing	6760	5713.11	Ind Market Manag	1776	1406.55	Ind Market Manag	764	548.88
3	J Marketing Res	4872	4350.13	Strategic Manage J	2990	2722.04	J Marketing Res	1311	1131.91	J Marketing Res	501	392.54
4	Strategic Manage J	3699	3369.93	J Marketing Res	2805	2588.37	Strategic Manage J	651	576.72	Harvard Bus Rev	202	181.44
5	J Bus Res	2909	2771.55	J Bus Res	2278	2166.4	J Acad Market Sci	597	551.86	J Prod InnovatManag	125	92.59
6	J Acad Market Sci	2867	2703.12	J Acad Market Sci	2218	2092.19	Harvard Bus Rev	579	529.68	J Personal Selling S	109	93.97
7	Acad Manage Rev	2654	2516.37	Acad Manage Rev	2192	2069.17	J Bus Res	522	492.3	Eur J Marketing	107	102.45
8	Acad Manage J	2137	2032.76	Acad Manage J	1742	1656.33	J Prod InnovatManag	432	335.32	J ApplPsychol	95	80.2
9	Harvard Bus Rev	1994	1882.62	Organ Sci	1330	1266.4	Acad Manage Rev	419	399.88	J Advertising Res	94	75.03
10	Eur J Marketing	1773	1706.45	Eur J Marketing	1242	1197.63	Eur J Marketing	386	365.99	J Bus Res	89	84.63
11	J Prod InnovatManag	1736	1482.04	J Prod InnovatManag	1176	1035.76	J Personal Selling S	377	290.98	Business Week	80	68.31
12	Organ Sci	1515	1445.58	Admin Sci Quart	1134	1095.48	Acad Manage J	322	302.54	Manage Sci	71	62.15
13	Admin Sci Quart	1470	1414.63	Harvard Bus Rev	1130	1087.67	Manage Sci	300	278.35	Public Opin Quart	71	56.35
14	J Bus Ind Mark	1249	1195.38	J Bus Ind Mark	1112	1060.62	J Int Bus Stud	293	258.79	Wall Street J	70	53.11
15	Manage Sci	1232	1179.59	J OperManag	872	815.93	Admin Sci Quart	267	257.36	Fortune	69	61.83
16	J Int Bus Stud	1178	1060.34	J Manage	860	840.9	Organ Sci	184	175.4	J Consum Res	69	62.22
17	J Personal Selling S	1072	927.24	Manage Sci	837	808.56	J Consum Res	176	161.52	Strategic Manage J	56	50.89
18	J Manage	1017	995.53	J Manage Stud	828	798.43	Int J Res Mark	170	166.52	J Acad Market Sci	54	50.27
19	J Manage Stud	949	918.28	J Int Bus Stud	825	746.52	Calif Manage Rev	159	156.32	Acad Manage J	52	49.57
20	J ApplPsychol	924	864.91	J ApplPsychol	689	652.67	Sloan Manage Rev	159	155.84	J Int Bus Stud	52	41.04
21	J OperManag	918	862.12	Res Policy	617	584.77	J Bus Ind Mark	141	136.64	Marketing News	51	45.55
22	Res Policy	708	671.51	J Personal Selling S	578	522.53	J Manage	139	135.86	Bus Horizons	48	44.65
23	Int J Res Mark	689	675.62	Int J Res Mark	495	484.71	Int Market Rev	138	128.11	J Advertising	44	37.74
24	J Consum Res	656	625.22	J Retailing	458	440.6	J Marketing Manageme	136	131.5	Sloan Manage Rev	44	43.23
25	J Retailing	631	608.23	Organ Stud	429	418.12	J Retailing	134	128.96	Long Range Plann	43	34.78
26	Calif Manage Rev	573	565.14	J Serv Res-US	398	386.06	Market Sci	133	123.28	Acad Manage Rev	38	36.69
27	Market Sci	508	482.31	J Consum Res	396	384.22	Bus Horizons	118	114.18	NY Times	36	24.82
28	Am J Sociol	473	464.05	Int J Oper Prod Man	386	371.7	J Manage Stud	104	101.55	IEEE T Eng Manage	35	32.3
29	Organ Stud	464	452.88	Am J Sociol	384	376.55	Psychol Bull	102	100.38	Organ Behav Hum Perf	32	28.77
30	Psychol Bull	455	450.8	Calif Manage Rev	364	360.31	J Int Marketing	101	96.65	Calif Manage Rev	31	30.24
31	J Marketing Manageme	443	434.36	Market Sci	354	336.07	Am Sociol Rev	100	96.14	Admin Sci Quart	30	28.57
32	Sloan Manage Rev	443	436.86	J Int Marketing	328	318.69	J ApplPsychol	93	88.63	J Retailing	30	28.84
33	Int J Oper Prod Man	434	418.22	Supply Chain Manag	319	306.88	Long Range Plann	92	87.9	Psychol Bull	29	28.24
34	J Int Marketing	430	417.66	Psychol Bull	314	311.66	Int Business Rev	86	81.69	J Market Res Soc	27	24.35
35	J Serv Res-Us	428	415.16	J Supply Chain Manag	306	293.38	J Business Logistics	78	71.83	J Purchasing Materia	26	23.94
36	Am Sociol Rev	421	412.44	Am Sociol Rev	283	279.48	Decision Sci	77	73.58	Res Policy	26	21.49
37	Bus Horizons	419	408.76	J Marketing Manageme	283	278.6	Int J Phys Distrib	77	70.51	J Marketing Manageme	24	23.06
38	J Business Ind Marke	402	393.85	Scand J Manag	268	263.6	Supply Chain Manag	77	67.29	Int J Res Mark	23	22.7
39	Long Range Plann	401	386.67	J Bus Venturing	266	256.03	J Advertising Res	76	65.36	Am Sociol Rev	22	21.59
40	Int Market Rev	399	384.55	Long Range Plann	264	258.55	Am J Sociol	74	72.08	J Pers Soc Psychol	22	20.94

Abbreviations: R = Rank; Cit = Citations; CLS = Citation link strength.

Figure 13 Co-citation of journals in IMM: global and temporal analysis

Figure 14 focuses on journals' annual citations of IMM, emphasizing those from ABS1-ranked disciplines. Notably, journals like the International Journal of Operations and Production Management cite IMM frequently, while major marketing journals show limited citation reciprocity.

Citing journal	1971–2017			2008–2017			1998–2007		
	TC	TP	TC/TP	TC	TP	TC/TP	TC	TP	TC/TP
Industrial Marketing Management	3884	2911	1.334	1161	1229	0.945	1552	637	2.436
Int. J. of Operations and Production Management	210	1113	0.189	0	548	0.000	210	498	0.422
European Journal of Operat. Research	127	14,690	0.009	19	6248	0.003	65	4226	0.015
Journal of Operations Management	91	3306	0.028	0	1765	0.000	91	1097	0.083
Journal of Marketing	44	29,480	0.001	0	15,121	0.000	44	7351	0.006
Strategic Management Journal	39	2954	0.013	12	1468	0.008	0	662	0.000
Management Science	28	13,915	0.002	0	7780	0.000	12	3192	0.004
Journal of Marketing Research	22	2517	0.009	0	1522	0.000	22	595	0.037
Marketing Science	16	2575	0.006	2	1080	0.002	7	569	0.012
Journal of Consumer Research	10	1829	0.005	5	998	0.005	3	642	0.005
Journal of Consumer Psychology	3	916	0.003	0	505	0.000	0	312	0.000
Operations Research	2	22,622	0.000	0	9935	0.000	2	5977	0.000

Figure 14 Citations to IMM in other journals (including IMM)

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5.2 Connections Between Institutions and Countries of Citations in IMM

Next, we visualize institutional connections through bibliographic coupling among universities publishing in IMM. Fig. 15 shows links based on a minimum publication threshold of five documents, highlighting significant connections. It reflects regional clustering, with prominent clusters from the USA on the left and UK with European ties on the right.

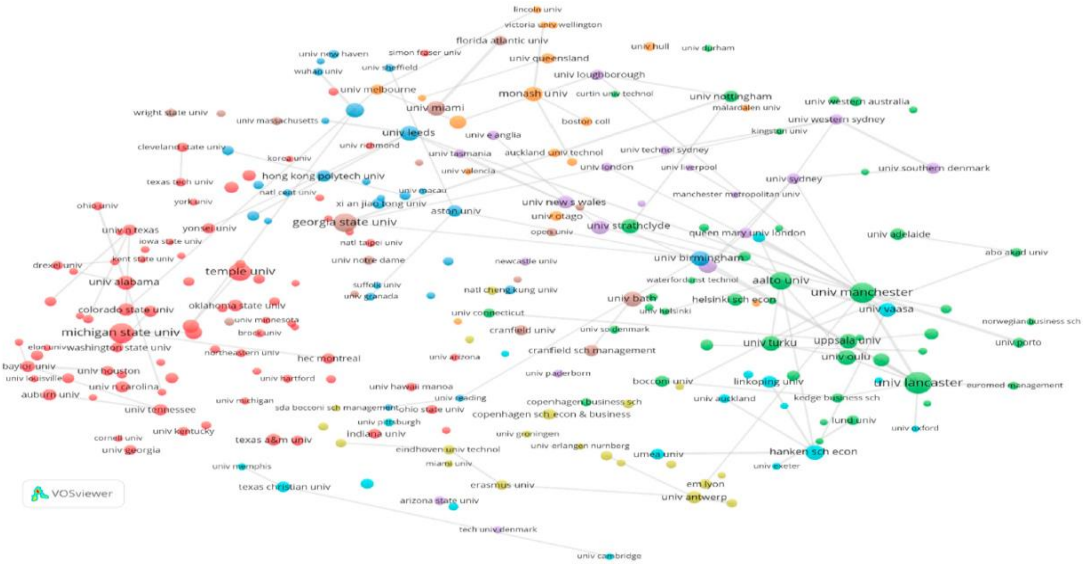

Figure 15 Bibliographic coupling of institutions publishing in IMM for its lifespan

Fig. 16 extends this analysis to countries, illustrating bibliographic coupling links with a threshold of five documents. The USA leads in publications, while the UK and other European nations show strong connectivity, adjusted relative to population sizes. Additionally, Asian countries feature on the left side of the figure.

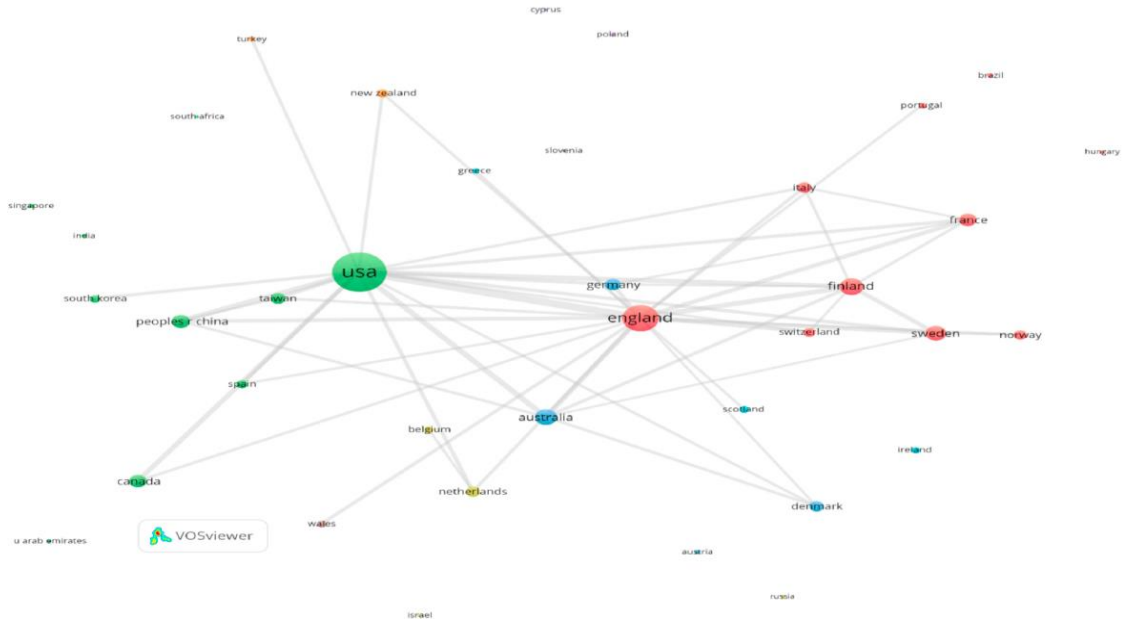

Figure 16 Bibliographic coupling of countries publishing in IMM

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5.3. Keywords – topics

Analyze the most popular keywords in IMM to identify leading themes. Fig. 17 shows co-occurrence of author keywords with a threshold of five appearances and the top 100 links. "Trust" is the most frequent keyword, followed by "Innovation", "Performance", and "Relationship Marketing".

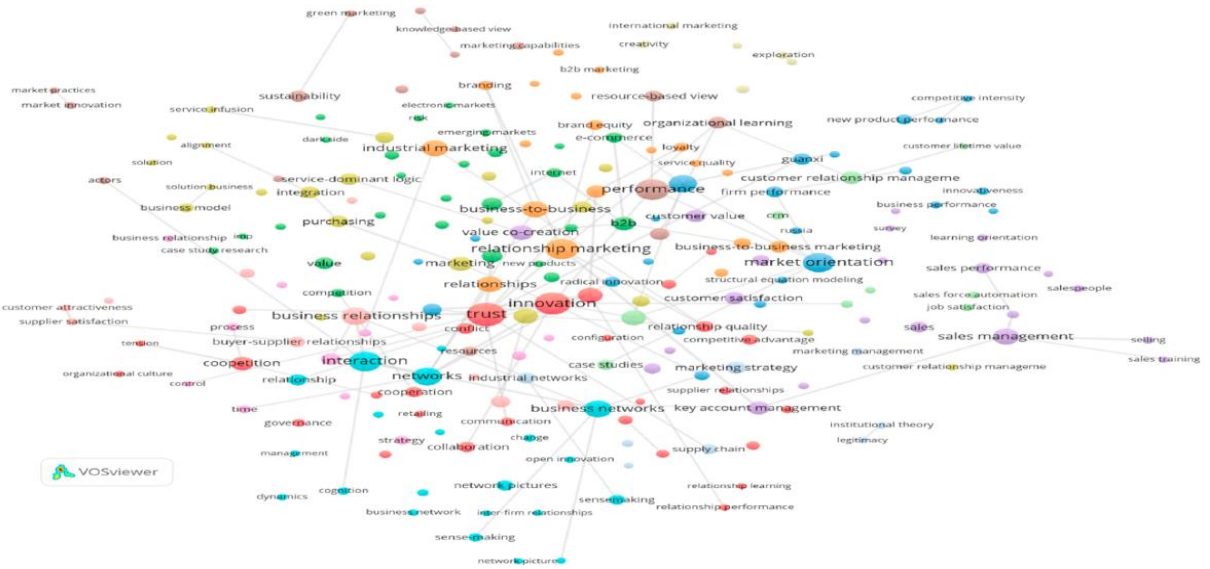

Figure 17 Co-occurrence of author keywords in IMM for its lifespan

IMM covers diverse topics like business-to-business and industrial marketing, with "Business-to-Business" appearing as "B2B". From 1998–2007, "Relationship Marketing", "Market Orientation", and "Trust" were prominent. Over time, "Innovation" and "Interaction" gained traction.

R	Global			2008–2017			1998–2007		
	Keyword	Oc	Co	Keyword	Oc	Co	Keyword	Oc	Co
1	Trust	73	63	Innovation	53	46	Relationship Marketing	25	25
2	Innovation	65	56	Trust	50	41	Market Orientation	24	22
3	Performance	56	42	Interaction	47	43	Trust	23	21
4	Relationship Marketing	55	47	Performance	40	27	Sales Management	18	12
5	Interaction	52	48	Networks	35	30	Business-To-Business	16	13
6	Market Orientation	50	38	Business Networks	30	25	Performance	16	15
7	Networks	42	37	Business Relationships	30	24	New Product Development	14	8
8	Business Relationships	40	33	Relationship Marketing	30	21	Supply Chain Management	13	7
9	China	39	34	Case Study	28	21	*E*-Commerce	12	10
10	Business Networks	38	33	China	28	24	Innovation	12	9
11	Business-To-Business	33	28	Value Co-Creation	28	18	Organizational Learning	12	10
12	Industrial Marketing	33	25	Market Orientation	26	14	Relationships	12	9
13	Sales Management	33	24	Coopetition	25	18	China	11	10
14	Relationships	32	28	Industrial Marketing	23	18	Commitment	11	11
15	Case Study	31	24	Power	20	19	Satisfaction	11	10
16	New Product Development	31	21	Relationships	20	18	Business Relationships	10	9
17	Commitment	30	27	Commitment	19	16	Industrial Marketing	10	6
18	Value Co-Creation	28	19	Marketing	19	17	B2B	9	9
19	Marketing	26	23	Key Account Management	18	16	Internet	9	7
20	B2B	25	24	Service-Dominant Logic	18	15	Marketing Strategy	9	7
21	Coopetition	25	19	Business-To-Business	17	14	Business Networks	8	6
22	Key Account Management	23	19	New Product Development	17	13	Case Studies	8	7
23	Power	22	21	Servitization	17	13	Competitive Advantage	8	5
24	Supply Chain Management	22	15	Social Capital	17	14	Customer Relationship Management	7	6
25	Customer Relationship Management	21	16	Sustainability	17	15	Customer Value	7	7
26	Customer Satisfaction	20	12	B2B	16	15	Marketing	7	6
27	Customer Value	20	18	Network	16	14	Networks	7	7
28	Marketing Strategy	20	14	Outsourcing	16	11	Supply Chain	7	5
29	Satisfaction	20	17	Value	16	14	Business Marketing	6	4
30	Business-To-Business Marketing	19	18	Guanxi	15	12	Conflict	6	5
31	Organizational Learning	19	18	Industrial Networks	15	11	Customer Satisfaction	6	3
32	Purchasing	19	15	Sales	15	12	Flexibility	6	6
33	Value	19	17	Sales Management	15	9	Knowledge Management	6	6
34	Integration	18	14	Business-To-Business Marketing	14	13	Product Development	6	5
35	Knowledge Management	18	16	Customer Relationship Management	14	10	Branding	5	4
36	Network	18	16	Customer Satisfaction	14	8	Business-To-Business Marketing	5	5
37	Outsourcing	18	13	Dynamic Capabilities	14	10	CRM	5	4
38	Service-Dominant Logic	18	15	Integration	14	12	Customer Relationship Management (CRM)	5	4
39	Social Capital	18	15	Purchasing	14	12	Dependence	5	5
40	Buyer-Seller Relationships	17	13	Social Media	14	11	Implementation	5	3

Abbreviations: R = Rank; Oc = Author keyword occurrences; Co = Author keyword co-occurrences links.

Fig. 18 lists the top 40 keywords globally and for periods: 1998–2007, and 2008–2017. Trust leads throughout IMM's history, notably in supply chain relationships. Innovation is second, influencing firm performance. Relationship Marketing is foundational, linking to Business Relationships and Networks. Interaction and China emerged recently. Keywords reflect evolving research interests. Note, that variations in keyword usage reflect author preferences, impacting keyword frequency and relevance.

R	Global			2008–2017			1998–2007		
	Keyword	Oc	Co	Keyword	Oc	Co	Keyword	Oc	Co
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38	Service-Dominant Logic	18	15	Integration	14	12	Customer Relationship Management (CRM)	5	4
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40	Buyer-Seller Relationships	17	13	Social Media	14	11	Implementation	5	3

Abbreviations: R = Rank; Oc = Author keyword occurrences; Co = Author keyword co-occurrences links.

Figure 18 Most common keyword occurrences in IMM

6. Conclusions

This study offers a bibliometric overview of IMM publications from 1971 to 2017. IMM has become a leading journal in business-to-business and industrial marketing, with contributions from global authors. Europe, particularly the UK, dominates publication output, with institutions like the University of Manchester and Lancaster University leading. Finland and Scandinavian countries also show strong performance per capita. While the USA leads in total publications, its impact relative to size varies.

IMM's citations reveal a strong connection to marketing journals like the Journal of Marketing and the Journal of Marketing Research. Keyword analysis highlights focus areas such as business-to-business and relationship marketing. Future research in IMM will likely explore the impact of new technologies on industrial marketing, enhancing customer experience, and corporate image management. These areas reflect evolving market dynamics and societal expectations, shaping future scholarly pursuits in industrial marketing. IMM continues to shape diverse research fields, cementing its influence across business disciplines.

7. Research limitations

This study provides an overview of current trends in IMM up to December 31, 2017. However, these findings are time-sensitive and subject to change. For instance, subsequent impact factors after 2017 could significantly alter bibliometric analyses. Methodologically, we employed Web of Science Core Collection guidelines, which, while robust, may be influenced by document co-authorship. We mitigated this by using fractional counting in graphical analyses with VOS viewer. Nonetheless, bibliometrics may inherently emphasize certain sub-areas over others. Despite these limitations, this study offers valuable insights into IMM's leading trends for interested readers.

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