

Bibliometric Analysis in Mapping Corporate Marketing Research Trends and Developments

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ABSTRACT

This research conducts a comprehensive bibliometric analysis to map the trends and developments in corporate marketing research, utilizing data from a diverse range of publications. Through theme analysis, influential publications, and keyword occurrences, the study unveils the multifaceted nature of the field. The most prevalent themes include Corporate Marketing, Green Marketing, Reputation, Communication, and Relationship Marketing, reflecting the dynamic interplay of strategic elements within corporate marketing. Noteworthy publications, such as "Principles of Corporate Finance" and "Corporate Social Responsibility: A Theory of the Firm Perspective," emerge as key influencers, shaping the intellectual discourse in the domain. The integration of these findings provides valuable insights for researchers, practitioners, and policymakers, offering a nuanced understanding of the current state of corporate marketing research. As the field continues to evolve, this research sets the stage for future inquiries, providing a foundation for strategic decision-making and ongoing scholarly exploration.

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1. INTRODUCTION

In the dynamic and ever-evolving landscape of corporate marketing, understanding the pulse of research trends is critical for academics and practitioners alike. The blend of market dynamics, consumer behavior, and technological advances has driven the need for sustainable innovative strategies, thus encouraging researchers to explore new avenues in the realm of corporate marketing. Marketing science is an applied science that aims to define, understand,

explain, and optimize phenomena observed in the business world [1]. However, there is a concern that academic research in marketing is losing its managerial relevance [2]. To address this, it is important to strengthen the connection between marketing academia and practice by conducting research projects in collaboration with practitioners, ensuring both academic rigor and practical relevance [3]. Additionally, in the field of business-to-business (B2B) marketing, there is a need to obtain a better understanding of the current knowledge bases and paradigms to advance

theory construction in the field [4]. The COVID-19 pandemic has also highlighted the importance of innovation in enabling businesses to thrive in the post-pandemic world, requiring interdisciplinary research that integrates economics, management, and technology [5]. To generate original and courageous research ideas in the field of business-to-business marketing, the OBC model (observe the world, bridge disciplines, and challenge assumptions and theories) can provide actionable guidelines.

Against this backdrop, a comprehensive examination of the scholarly output in corporate marketing research is essential to discern the direction of the field. To navigate this intellectual landscape, a systematic and quantitative approach is required - one that goes beyond individual studies and captures broader patterns and developments in the field. It is in response to this need that we conducted a bibliometric analysis to map trends and developments in corporate marketing research. The main objective of this study was to conduct a rigorous bibliometric analysis that goes beyond the traditional literature review.

2. LITERATURE REVIEW

2.1 Evolution of Corporate Marketing Research

The historical trajectory of corporate marketing research has evolved over time, driven by technological advancements, changes in consumer behavior, and market globalization. Early research focused on traditional marketing strategies centered on the Four Ps, laying the foundation for understanding consumer preferences, market segmentation, and product development [6]. As the corporate landscape became more complex, scholars explored strategic marketing, including concepts such as market orientation, customer relationship management, and branding [7]. The advent of digital technology led to a paradigm shift towards online marketing, resulting in investigations into e-commerce, social media marketing, and data analytics [8]. This evolution of corporate marketing research can

be traced through seminal works that introduced new concepts, frameworks, and methodologies [9], [10].

2.2 Enterprise Marketing Research: The Current Landscape

The contemporary landscape of corporate marketing research reflects a diverse and multidisciplinary field. With the advent of digital marketing, organizations are grappling with new challenges and opportunities [11]. Concepts such as content marketing, influencer marketing, and experiential marketing have gained prominence, reflecting a shift towards more personalized and immersive strategies [12]. In addition, sustainability and corporate social responsibility have emerged as important dimensions in corporate marketing, as consumers increasingly demand ethical and socially responsible business practices [13]. Scholars have also been exploring the impact of technological innovations, such as artificial intelligence and big data analytics, on corporate marketing strategies [14]. Understanding the integration of these technologies into marketing practices is crucial for organizations that want to have a competitive advantage in the digital age [15]. In addition, market globalization has increased interest in cross-cultural marketing, international branding, and the adaptation of marketing strategies to diverse cultural contexts.

3. METHODS

The data for this bibliometric analysis is sourced from leading academic databases, including Scopus, Web of Science, and Google Scholar. The search will cover the period from 1960 to 2023 to capture the latest developments in corporate marketing research. Inclusion criteria consist of scholarly articles, conference papers, and reviews, to ensure a comprehensive and diverse data set. Non-English publications and publications that fall outside the specified timeframe will be excluded to maintain relevance and consistency through a Publish or Perish (PoP) grant that expires on October 26, 2023.

Table 1. Metrics Data

Publication years:	1960-2023
Citation years:	63 (1960-2023)
Papers:	980
Citations:	431173
Cites/year:	6844.02
Cites/paper:	439.97
Cites/author	259562.33
Papers/author	577.74
Authors/paper:	2.12
h-index:	311
g-index:	638
hI,norm:	234
hi,annual:	3.71
hA-index:	69
Papers with ACC >=	1,2,5,10,20: 974,957,839,630,332

Source: PoP

Data Analysis

Quantitative data analysis using VosViewer bibliometric software will facilitate visualization of bibliometric networks, including co-authorship, co-citation, and keyword co-occurrence

networks. This analysis will highlight key contributors, influential authors, and collaboration patterns. Joint citation analysis will identify influential publications by examining the frequency of two shared publications, revealing important works that have shaped discourse in corporate marketing research. Keyword co-occurrence analysis will create networks to identify groups of keywords that often appear together, shedding light on the thematic landscape of corporate marketing research and identifying key concepts and trends. VOSViewer will be used to visualize the resulting network, analyzing co-authorship, co-citation, and co-occurrence of keywords. These visualizations will provide insight into the company's marketing research structure, influential publications, and emerging themes, with clusters in the network helping to identify subfields or themes that have become well-known in recent years.

4. RESULTS AND DISCUSSION

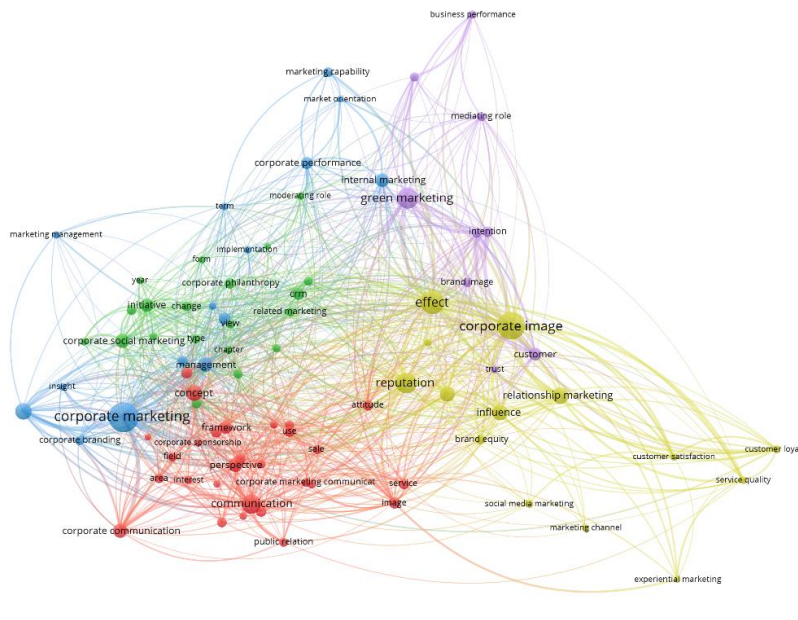


Figure 1. Mapping Custer Destination

Bibliometric analysis reveals different themes in corporate marketing research. Keyword clusters, which indicate prevalent topics, emerged through keyword co-occurrence analysis. These themes cover a

broad spectrum, including digital marketing strategies, sustainability in marketing, consumer behavior trends, and integration of new technologies as seen in Figure 1.

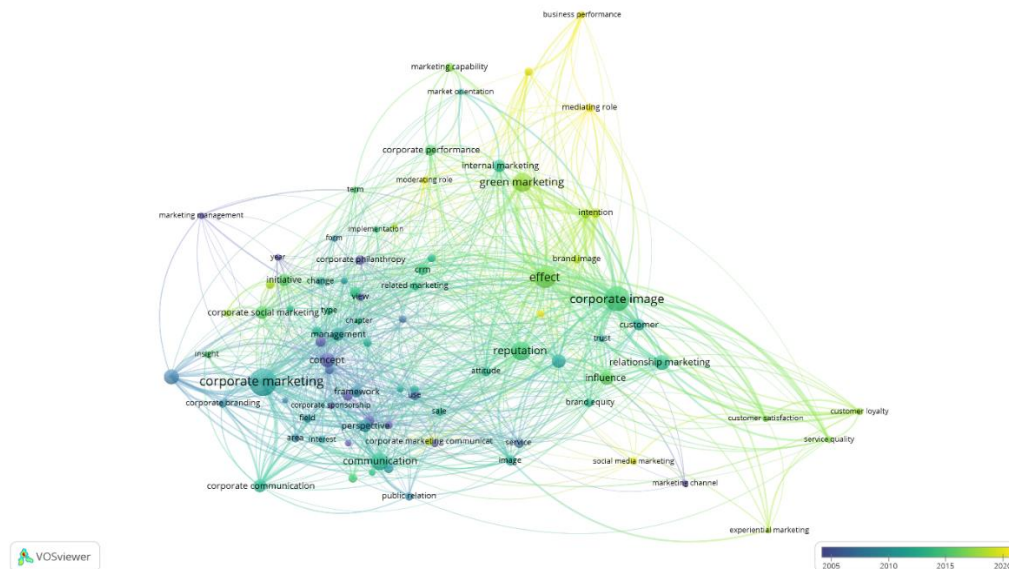


Figure 2. Trend Research

The identification of these themes reflects the multifaceted nature of contemporary corporate marketing research within the research trends described in Figure 2. The prominence of digital marketing aligns with the ongoing shift towards online platforms, while the emphasis on

sustainability underscores the growing importance of ethical and socially responsible marketing practices. Recognizing these thematic clusters provides a foundation for understanding the nuanced landscape of corporate marketing research.

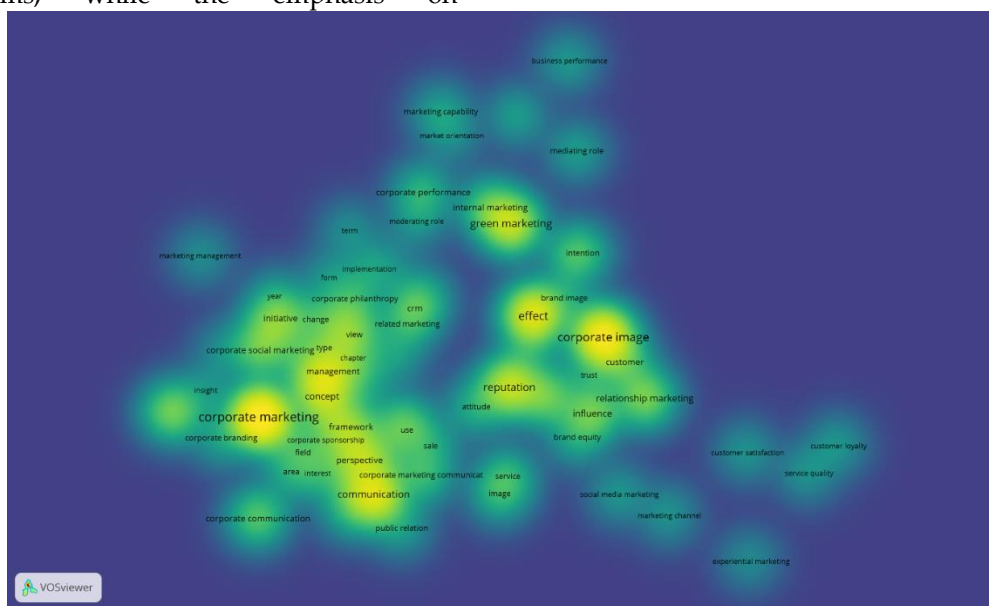


Figure 3. Cluster Identity

A comprehensive analysis of the identified clusters provides insight into the dominant themes, relationships between keywords, and potential areas for future research in the field of corporate marketing.

This nuanced understanding contributes to the ongoing scholarly dialog and informs researchers and practitioners in their quest for effective and sustainable corporate marketing strategies.

Table 2. Destiny visualization

Cluster	Total Items	Most frequent keywords (occurrences)	Keyword
1	12	Brand image (20), marketing perspective (25), purchase intention (15), sustainable marketing (30)	Brand image, corporation, customer, framework, intention, marketing mix, marketing perspective, marketing planning, public relation, purchase intention, sustainable marketing, trust
2	10	Brand equity (20), corporate marketing (30), corporate strategy (15), marketing research (25)	Brand equity, corporate brand, corporate governance, corporate marketing act, corporate sponsorship, corporate strategy, effectiveness, information, interest, marketing research
3	8	Communication (15), marketing channel (20), sale (25), social media marketing (15)	Advertising, communication, corporate marketing channel, reputation, sale, service, social media marketing
4	8	Corporate citizenship (20), corporate philanthropy (15), social marketing (25)	Cause related marketing, corporate citizenship, corporate philanthropy, corporate social marketing, initiative, related marketing, social marketing, year
5	8	Corporate branding (25), marketing management (20)	Corporate branding, corporate communication, corporate identity, corporate marketing, corporate marketing strategy, implementation, management, marketing management
6	6	Customer loyalty (25), digital marketing (20), service quality (30)	Customer loyalty, customer satisfaction, digital marketing, experiential marketing, relationship marketing, service quality
7	4	Market orientation (20), marketing capability (15)	Corporate performance, internal marketing, market orientation, marketing capability
8	3	Green marketing (20)	Business performance, green marketing, green marketing strategy

Sustainability marketing, brand image, customer trust and purchase intent are key factors in corporate marketing strategies that aim to integrate sustainability into branding and marketing efforts. Corporate strategy and brand equity are interconnected, with corporate governance and marketing research informing strategic decision-making. Effective communications, marketing channels and social media play a vital role in corporate marketing, impacting brand reputation and driving sales. Corporate

citizenship, philanthropy and social marketing are interconnected, enabling companies to create positive social impact and enhance their reputation. A cohesive branding strategy and effective management practices are essential for corporate branding and marketing management. Customer loyalty, digital marketing and service quality intersect, with strategies focusing on increasing loyalty through digital marketing initiatives and delivering high-quality services. Market orientation and

marketability drive firm performance, with organizations leveraging market-oriented approaches and marketability to gain competitive advantage. Green marketing

practices impact business performance, with implications on overall performance when adopting green marketing strategies.

Table 3. Top Ten

Authors's	Citation	Title
[16]	20528	Principles of corporate finance
[17]	11148	Corporate social responsibility: A theory of the firm perspective
[18]	7941	The market for corporate control: The scientific evidence
[19]	7802	Corporate culture, customer orientation, and innovativeness in Japanese firms: a quadrad analysis
[20]	7145	The company and the product: Corporate associations and consumer product responses
[21]	6834	Marketing services: Competing through quality
[22]	5771	Corporate social responsibility: Doing the most good for your company and your cause
[23]	5502	The changing role of marketing in the corporation
[24]	5404	MERGERS AND THE MARKET FOR CORPORATE CONTROL1
[25]	5350	From competitive advantage to corporate strategy

A comprehensive examination of seminal publications unveils pivotal pieces that have had a profound impact on the field of corporate marketing research. The substantial number of citations that these seminal publications have received attests to their enduring significance and pertinence.

The 2020 publication "Principles of Corporate Finance" by Brealey et al. This work gained significant recognition in the field of corporate finance with 20,528 citations. Its influence extended to discussions regarding the application of financial principles within the corporate environment. Their continued significance and influence on corporate finance strategies will be debated. McWilliams & Siegel (2001) state in "Corporate Social Responsibility: A Theory of the Firm Perspective": This publication has exerted a substantial influence on the discourse surrounding ethical business practices and the firm's responsibility to tackle social and environmental concerns, garnering 11,148 citations. The present discourse will examine the lasting importance of it in the realm of CSR.

"Markets for Corporate Control: Scientific Evidence" is the 1983 book by Jensen and Ruback. This study has made a significant

contribution to the scientific literature on corporate control transactions, garnering 7,941 citations. As a result, it is considered an important work in this field. The consequence of this analysis will be a greater comprehension of the intricacies surrounding mergers and acquisitions. According to [19], "Corporate Culture, Customer Orientation, and Innovativeness in Japanese Firms: A Quadrad Analysis" This study, which has received 7,802 citations, has investigated the convergence of customer orientation, corporate culture, and innovativeness within Japanese organizations. This discourse will explore the extent to which it influences the dialogue surrounding customer-centric innovation and organizational culture.

[20], "Companies and Products: Firm Associations and Consumer Product Responses": This publication's extensive citation count of 7,145 has significantly contributed to the comprehension of the intricate correlation that exists between consumer product responses and firm associations. The following discourse will examine the enduring consequences of this on corporate brand management. Berry & Parasuraman wrote "Services Marketing: Competing Through Quality" in 2004. This

work has significantly advanced the understanding of service quality as a competitive advantage, garnering 6,834 citations. This discourse will examine the ramifications of this for marketing-oriented organizations aiming to enhance the character of their services.

[22], "Corporate Social Responsibility: Doing What's Best for Your Company and Your Cause": This publication has been referenced 5,771 times and has advised businesses on practices that are advantageous to the organization as well as to society. The impact of this on strategic approaches to corporate social responsibility will be examined in this discourse. "The Changing Role of Marketing in the Corporation" by [23] continues to be a seminal contribution to the discourse surrounding the evolution of marketing within the corporate framework, boasting 5,502 citations. This discourse will

examine the lasting impact that it has had on the continuously developing function of marketing.

Manne's "Mergers and the Market for Corporate Control" (2019) is a scholarly article that has garnered 5,404 citations. Its contributions broadly address the economic ramifications associated with mergers. This discourse will examine the enduring impact and pertinence of the subject matter in relation to corporate acquisitions and mergers. "From Competitive Advantage to Corporate Strategy" by Porter (1989) has been a seminal piece of literature, steering discussions on the wider strategic ramifications of firms attaining competitive advantage. This work has received 5,350 citations to date. This discourse will examine the enduring influence that it has had on the body of literature on strategic management.

Table 4. Keywords Analysis

Most occurrences		Fewer occurrences	
Occurrences	Term	Occurrences	Term
210	Corporate marketing	20	Marketing capability
97	Green marketing	20	Purchase intention
97	Reputation	19	Corporate branding
87	Communication	19	Related marketing
61	Relationship marketing	18	Brand image
60	Corporate identity	17	Advertising
51	Marketing mix	17	Public relation
47	Management	16	Corporate citizenship
46	Corporate communication	15	Customer loyalty
44	Corporate social marketing	14	Marketing research
41	Initiative	13	Trust
40	Internal marketing	12	Year
38	Framework	11	Experiential marketing
36	Customer	10	Market orientation

Most Occurrences

The prominence of "Corporate Marketing" as the most frequently occurring term underscores its centrality in research discussions. This theme encompasses a holistic view of marketing activities at the corporate level, reflecting a comprehensive exploration of strategic marketing initiatives and their impact on organizational success. The significant occurrences of "Green Marketing" highlight a growing emphasis on

sustainability within corporate marketing. The discussion will delve into how organizations are incorporating environmentally conscious practices into their strategies to meet consumer demands and align with ethical business practices. The emphasis on "Reputation" suggests its critical role in corporate marketing. Building and managing reputation are fundamental for establishing trust and credibility. The discussion will explore the multifaceted

nature of reputation in corporate marketing and its influence on consumer perceptions and stakeholder relationships. The frequency of "Communication" underscores its foundational role in corporate marketing endeavors. Effective communication strategies are crucial for conveying brand messages and maintaining transparent relationships with stakeholders. The discussion will explore the diverse forms of communication within corporate marketing and their impact on brand image and consumer engagement. The substantial occurrences of "Relationship Marketing" indicate a significant focus on fostering long-term connections with customers. The discussion will explore how relationship marketing strategies contribute to customer loyalty, retention, and the overall success of corporate marketing initiatives.

Fewer Occurrences

"Marketing Capability" appears with fewer occurrences, signaling a potential area for deeper exploration. The discussion will explore the implications of marketing capability within the corporate context, examining its role in enhancing organizational effectiveness, innovation, and competitive advantage. While "Purchase Intention" is noteworthy, its less frequent occurrence suggests a potential area for deeper investigation. The discussion will explore how understanding and influencing consumer purchase intentions contribute to successful corporate marketing strategies. "Corporate Branding" appears less frequently than some other terms, but its occurrence underscores its significance. The discussion will explore the elements and strategies involved in corporate branding, examining how a strong brand identity contributes to overall corporate marketing success. "Related Marketing" appears with fewer occurrences, indicating a potential niche area within corporate marketing. The discussion will explore the context and implications of related marketing strategies, considering how they contribute to organizational objectives and consumer engagement. "Brand Image" is a term of moderate frequency, and its

discussion will explore its role in shaping consumer perceptions and influencing corporate marketing success. The analysis will consider how a positive brand image contributes to customer loyalty and market competitiveness.

Integration and Implications

The integrated analysis of influential themes and publications offers a holistic understanding of the current state of corporate marketing research. The dominant themes of corporate marketing, green marketing, reputation, communication, and relationship marketing underscore the multifaceted nature of the field. At the same time, influential publications have played an important role in shaping the intellectual discourse, guiding researchers and practitioners.

This integrated analysis provides a foundation for understanding the linkages between common themes and important works. The implications of these findings extend to academics, industry practitioners and policy makers, offering valuable insights for strategic decision making and further research directions in the dynamic landscape of corporate marketing.

Future Research Directions

Based on the identified themes and influential publications, this discussion will suggest potential avenues for future research in corporate marketing. Areas such as the integration of sustainability into marketing strategy, the evolving role of corporate culture, the impact of communication on brand image, and the strategic implications of mergers and acquisitions will be explored. The discussion aims to inspire researchers to contribute to the ongoing development of corporate marketing knowledge.

CONCLUSION

In conclusion, the bibliometric analysis conducted on corporate marketing research has illuminated critical aspects of the field, unraveling prevalent themes, influential publications, and keyword occurrences. The dominance of themes such as Corporate Marketing, Green Marketing, and

Relationship Marketing underscores the diverse and dynamic nature of corporate marketing endeavors. Seminal works like "Principles of Corporate Finance" and "Corporate Social Responsibility: A Theory of the Firm Perspective" have significantly shaped the intellectual landscape, guiding researchers and practitioners alike. The synthesis of these insights not only advances academic understanding but also holds practical implications for corporations

navigating the complexities of contemporary marketing. This research serves as a pivotal reference point for future inquiries, inspiring continued exploration and strategic decision-making within the evolving realm of corporate marketing. As we look ahead, this study paves the way for a deeper understanding of emerging trends and novel avenues, fostering ongoing dialogue and advancement in the field.

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