

# A Bibliometric Exploration of Corporate Sustainable Marketing: Innovation Strategy and Consumer Engagement

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## ABSTRACT

This study provides a comprehensive bibliometric analysis of corporate sustainable marketing, with a focus on innovation strategies and consumer engagement. By analyzing research publications from 1985 to 2024, the study identifies key trends, influential authors, and emerging themes within the field. The results highlight the central role of consumer engagement in sustainable marketing, emphasizing its connection to corporate social responsibility (CSR), customer participation, and green marketing strategies. Innovation is identified as a critical driver in attracting and retaining eco-conscious consumers, with green marketing and business model innovations emerging as essential components of corporate sustainability strategies. Despite the growing body of literature, the study reveals gaps in the integration of advanced technologies such as artificial intelligence (AI) and sustainable business model innovations, suggesting areas for future research. This analysis provides valuable insights for academics, practitioners, and policymakers seeking to understand the evolving dynamics of corporate sustainable marketing and consumer engagement.

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## 1. INTRODUCTION

Modern corporate strategy has made sustainability a central element, with businesses increasingly incorporating environmental, social, and governance (ESG) standards into their operations. This progression is seen all the way to the marketing arena, where eco-friendly marketing strategies not only support social and environmental objectives but also raise customer confidence and business

profitability. According to [1], the notion of sustainable marketing entails producing, distributing, and providing value to clients in a way that acknowledges and tackles the more general issues of environmental sustainability and public welfare.

Innovation has a key role in sustainable marketing. In order to encourage more sustainable consumer behavior, sustainable marketing innovation involves not just creating new, environmentally

friendly goods and services but also coming up with creative ways to interact with customers [2]. The ability of businesses to effectively connect consumers through creative sustainable practices becomes increasingly relevant as the market dynamics evolve towards a more eco-conscious consumer base. This is seen in the increasing amount of research that looks at how innovations in product and process driven by sustainability affect consumer attitudes and actions [3].

Another area of concentration that has attracted a lot of interest is consumer engagement using sustainable marketing strategies. Stronger brand loyalty from engaged customers is more likely to result in higher sales and improved brand reputation for companies that exhibit true sustainable credentials [4]. Customers become active players in the corporate sustainability agenda as a result of this engagement, which extends beyond simple purchasing behaviors and includes consumer advocacy and involvement in firms' sustainability programs [5].

Although incorporating sustainability into marketing strategies is becoming more popular and seems to have many advantages, there is still a lack of thorough research on how innovation in sustainable marketing tactics affects consumer involvement. In the context of bibliometric analyses, which can offer a macroscopic perspective of the research trends, major themes, and gaps in the body of current literature, this gap is very noticeable [6].

The existing research on sustainable marketing has extensively documented individual case studies and theoretical frameworks but lacks a cohesive, quantitative analysis that maps the entire field's development and trajectories. Furthermore, there is a need to synthesize how innovations in sustainable marketing strategies are being implemented and perceived across different sectors and geographic regions. This study aims to address these gaps by employing a bibliometric analysis to explore the evolution

of research within the sphere of corporate sustainable marketing, particularly focusing on innovation strategies and consumer engagement. Such an analysis is crucial for identifying prevailing research trends, influential studies, and potential areas for future inquiry.

This study aims to do a bibliometric analysis of corporate sustainable marketing literature, emphasizing consumer interaction and innovation techniques in particular. The goal of this analysis is to map the research landscape, highlighting the most influential authors, journals, and papers in addition to revealing the field's defining theme patterns. In doing so, the project hopes to give a thorough picture of how innovations in sustainable marketing strategies are developing and how they are interacting with customers, providing insightful information for researchers, industry professionals, and decision-makers.

## 2. LITERATURE REVIEW

### 2.1 *Sustainable Marketing*

Sustainable marketing is an evolved marketing approach that incorporates the principles of sustainability into every aspect of the marketing process. This concept not only focuses on satisfying consumer needs and achieving organizational goals but also emphasizes the importance of environmental stewardship, social responsibility, and economic longevity. As defined by [7], sustainable marketing "seeks to meet the needs of present consumers while ensuring that future generations have the ability to meet their needs." This involves considering the long-term impact of marketing strategies on the natural environment and society, aiming for a balance between the three pillars of sustainability:

environmental, social, and economic [8].

The adoption of sustainable marketing practices can be seen as a response to the increasing environmental concerns and consumer awareness regarding corporate social responsibility. Companies engaging in sustainable marketing go beyond regulatory compliance to actively improve the community and environment. This includes practices like reducing resource consumption, minimizing pollution, and ensuring fair labor practices within the supply chain. Moreover, sustainable marketing involves transparent communication with stakeholders about the company's efforts and achievements in sustainability [1].

## 2.2 *Innovation Strategy in Marketing*

Innovation strategy in marketing refers to the creation and implementation of new ideas, products, or processes that can add value to both the company and its customers. Innovation can be manifested in several ways, including product innovation, process innovation, and marketing innovation. In the context of sustainable marketing, innovation often involves developing new products that are environmentally friendly or enhancing the sustainability of existing products and processes.

For instance, a company might innovate by developing biodegradable packaging or by implementing a new recycling process that reduces waste. Marketing innovation, specifically, could involve novel

ways of engaging consumers, such as using digital platforms to promote sustainable practices or creating interactive experiences that educate consumers about sustainability issues. Such innovations not only help in differentiating a brand in the competitive market but also resonate with the values of environmentally conscious consumers [2].

## 2.3 *Consumer Engagement in Sustainable Marketing*

Consumer engagement in sustainable marketing involves the participation of customers in a brand's sustainability initiatives. This engagement can vary from passive activities, such as reading about a company's sustainability efforts, to active involvement, such as participating in a recycling program or advocating for the brand's sustainable practices on social media. Engaged consumers are crucial for the success of sustainable marketing strategies as they tend to exhibit higher brand loyalty and are more likely to become brand advocates.

Engagement is driven by several factors, including the perceived authenticity of the company's sustainability claims and the personal relevance of the sustainability issues addressed by the company. When companies effectively communicate their sustainability efforts and align them with their core brand values, they build trust and credibility with consumers. This, in turn, enhances consumer satisfaction and loyalty. Research indicates that consumer trust in a brand's

sustainability credentials is a significant predictor of their willingness to pay a premium for sustainable products [4].

#### 2.4 The Role of Bibliometric Analysis in Sustainable Marketing Research

Bibliometric analysis is a quantitative approach to identify seminal works, and detect emerging trends. Bibliometric methods, such as citation analysis and co-word analysis, help researchers understand the impact of specific works and the relationships among different research topics.

In the context of this study, bibliometric analysis can provide insights into how innovation strategies and consumer engagement in sustainable marketing are being discussed and developed in the academic literature. It can reveal the most influential authors and articles, the journals that are most active in the field, and the geographical distribution of the research. This method also helps in identifying the theoretical foundations and methodological approaches that are prevalent in the field, as well as potential gaps in the literature

literature review that uses statistical methods to analyze books, articles, and other publications. This type of analysis is particularly useful in fields like sustainable marketing, where it is crucial to map the evolution of the literature, id

that could be addressed in future research [6].

### 3. METHODS

This study employs a bibliometric analysis to explore the research landscape of corporate sustainable marketing, with a focus on innovation strategies and consumer engagement. Bibliometric analysis is a quantitative research method used to analyze the structure and development of scientific fields through statistical measures of publications, citations, and keyword co-occurrence [9]. Data for this study was collected from Google Scholar and Scopus, selecting peer-reviewed articles, conference papers, and book chapters published between 1985 and 2024. The analysis was conducted using VOSviewer, a software tool commonly utilized for constructing and visualizing bibliometric networks, including citation, co-authorship, and keyword co-occurrence networks [10].

## 4. RESULTS AND DISCUSSION

### 4.1 Research Data Metrics

Table 1. Data Citation Metrics

Publication years	1985-2024
Citation years	39 (1985-2024)
Paper	980
Citations	235845
Cites/year	6047.31
Cites/paper	240.66
Cites/author	114251.27
Papers/author	477.68
Author/paper	2.66
h-index	200

g-index	478
hI,norm	149
hI,annual	3.82
hA-index	83
Papers with ACC	: 1,2,5,10,20:865,803,680,540,350

Source: Publish or Perish Output, 2024

Table 1 presents the citation metrics for a dataset covering publications from 1985 to 2024, spanning 39 years. A total of 980 papers were analyzed, accumulating 235,845 citations, resulting in an average of 6,047.31 citations per year and 240.66 citations per paper. The dataset includes 114,251.27 citations per author, with each author contributing an average of 477.68 papers. On average, each paper involved 2.66 authors. Key impact indicators include an h-index of 200, meaning 200 papers have received at least 200 citations, and a g-index of 478, indicating that the top 478 papers have a citation count

square rooted to their rank. The hI,norm value is 149, showing the normalized impact of authors, while the hI,annual is 3.82, representing the annual growth in the h-index. The hA-index, reflecting the average citation count of papers in the h-index, is 83. Additionally, the table highlights citation distribution across papers with various Accumulative Citation Counts (ACC): 865 papers with at least 1 citation, 803 with 2 citations, 680 with 5 citations, 540 with 10 citations, and 350 with 20 citations. This data indicates a substantial impact of the analyzed research over time.

## 4.2 Citation Analysis

Table 2. Top Cited Research

Citations	Authors and year	Title	Contribution of Study
22416	[11]	Services marketing: Integrating customer focus across the firm	Provides a comprehensive framework for integrating customer focus throughout a firm's marketing strategy, emphasizing the importance of service-based relationships.
8089	[12]	Corporate culture, customer orientation, and innovativeness in Japanese firms: a quadrad analysis	Examines how corporate culture, customer orientation, and innovation interrelate, providing insights into business performance within Japanese firms.
5387	[13]	Customer engagement behavior: Theoretical foundations and research directions	Establishes the theoretical basis for customer engagement behavior and identifies future research opportunities, especially in understanding customer interactions.
4382	[14]	Measuring consumer involvement profiles	Develops a methodology for measuring consumer involvement across different product categories, enhancing the understanding of consumer decision-making.
3683	[15]	Social acceptance of renewable energy innovation: An introduction to the concept	Develops a methodology for measuring consumer involvement across different product categories, enhancing the understanding of consumer decision-making.
3560	[16]	Access-based consumption: The case of car sharing	Explores the growing trend of access-based consumption, using car sharing as a case study to discuss shifts in consumer behavior from ownership to access.

Citations	Authors and year	Title	Contribution of Study
3403	[17]	A resource-based framework for assessing the strategic advantages of family firms	Provides a resource-based view to assess the competitive advantages of family businesses, especially in long-term strategic planning.
3318	[18]	Customer engagement: Exploring customer relationships beyond purchase	Explores customer engagement beyond purchase transactions, emphasizing relational and emotional aspects of customer-brand interactions.
3290	[19]	Cause-related marketing: A coalignment of marketing strategy and corporate philanthropy	Investigates the alignment of corporate philanthropy and marketing strategies, particularly in cause-related marketing, and its impact on consumer behavior.
3216	[20]	Clarifying the concept of product-service system	Clarifies the definition and implementation of product-service systems, contributing to the literature on integrating product and service offerings in business models.

Source: Publish or Perish Output, 2024

### 4.3 Co-Authorship Network

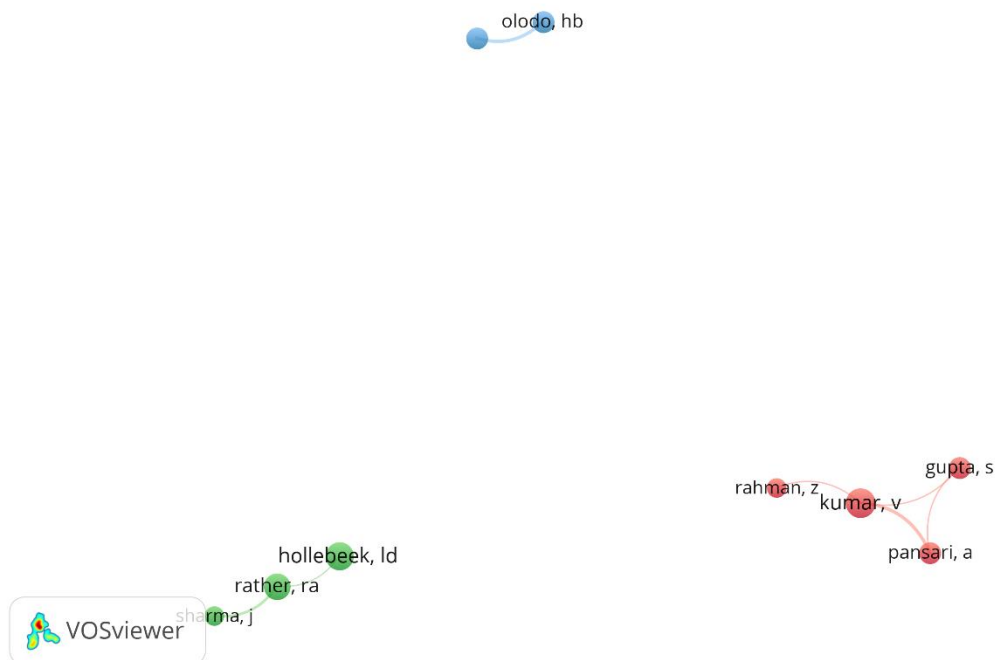


Figure 1. Author Collaboration

Source: Data Analysis Result, 2024

The author collaboration visualization from VOSviewer presents three distinct clusters of authors based on their collaborative research patterns. The red cluster, led by authors such as Kumar, V., Rahman, Z., Gupta, S., and Pansari, A., appears to indicate a strong network of collaboration focused on customer engagement and related topics. The green

cluster, including authors like Hollebeek, L.D., Rather, R.A., and Sharma, J., may represent another group focusing on consumer engagement behavior or similar themes, though less interconnected than the red cluster. The blue cluster, represented solely by Olodo, H.B., stands more isolated, suggesting that this author has fewer direct collaborations within the analyzed dataset.

The overall network shows limited cross-collaboration between these clusters,

highlighting a relatively segmented research landscape in this particular field.

#### 4.4 Keyword Co-Occurrence Network

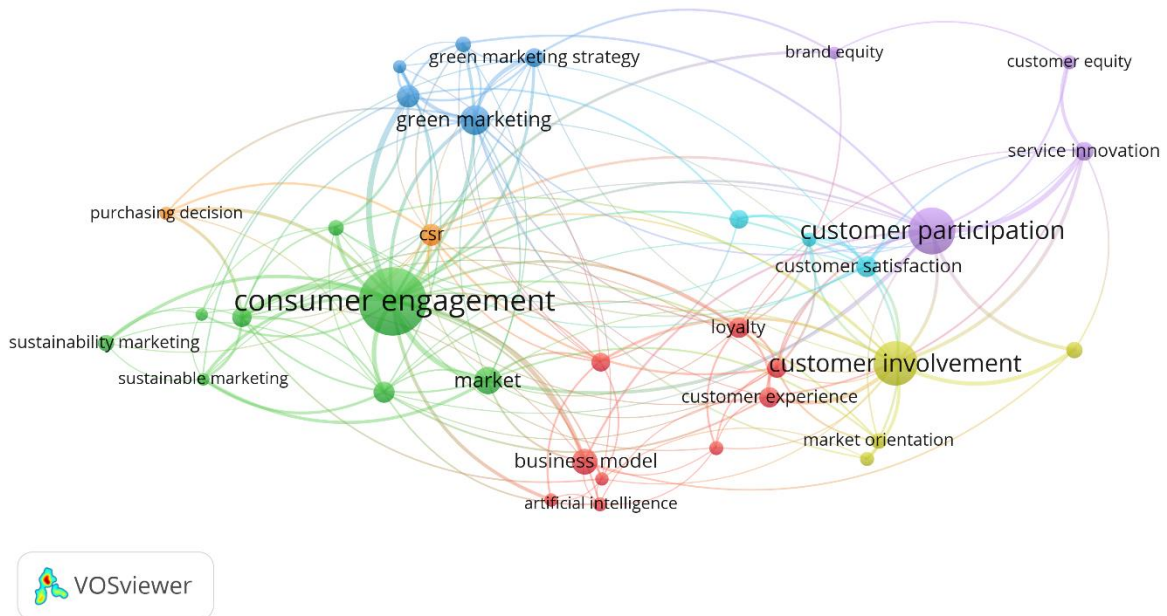


Figure 2. Network Visualization

Source: Data Analysis Result, 2024

The visualization above is an interconnected network of key terms related to sustainable marketing, consumer engagement, and related strategies. The largest node in the network is "consumer engagement," highlighting its centrality to the research domain. This suggests that consumer engagement is a critical concept that connects various sub-themes, such as sustainability marketing, customer satisfaction, and participation. The strong connections between consumer engagement and terms like "market," "customer involvement," and "green marketing" imply that researchers are actively exploring how consumers engage with both sustainable marketing practices and traditional market activities.

In the upper right section of the visualization, terms like "customer participation" and "customer satisfaction" form a distinct cluster. These terms are closely linked with "service innovation," "brand equity," and "customer equity," indicating

that there is a research focus on understanding how customer involvement in sustainable initiatives leads to better customer satisfaction and enhanced brand value. The proximity of these nodes suggests that customer satisfaction and participation are not only interrelated but are also important for strengthening long-term relationships between companies and customers in the context of sustainability.

Another noteworthy cluster, located in the upper left part of the map, revolves around "green marketing" and "green marketing strategy." This cluster shows a strong connection with both consumer engagement and sustainability marketing, suggesting that green marketing plays a significant role in influencing consumer behavior towards sustainable products and services. The links between "green marketing" and other concepts, such as "purchasing decision" and "CSR" (corporate social responsibility), reveal that researchers are

investigating how green marketing strategies affect consumer purchasing decisions and perceptions of corporate responsibility.

Finally, the lower right section shows nodes like "business model," "artificial intelligence," and "customer experience," which are tied to "market" and "customer involvement." This suggests an emerging area of research where technological advancements, such as artificial intelligence,

are being explored to enhance consumer engagement and improve market strategies in the context of sustainability. Overall, the visualization reflects a diverse but interconnected research landscape that spans topics from green marketing and customer satisfaction to technological innovation and business models, all with a focus on improving consumer engagement and promoting sustainable practices.

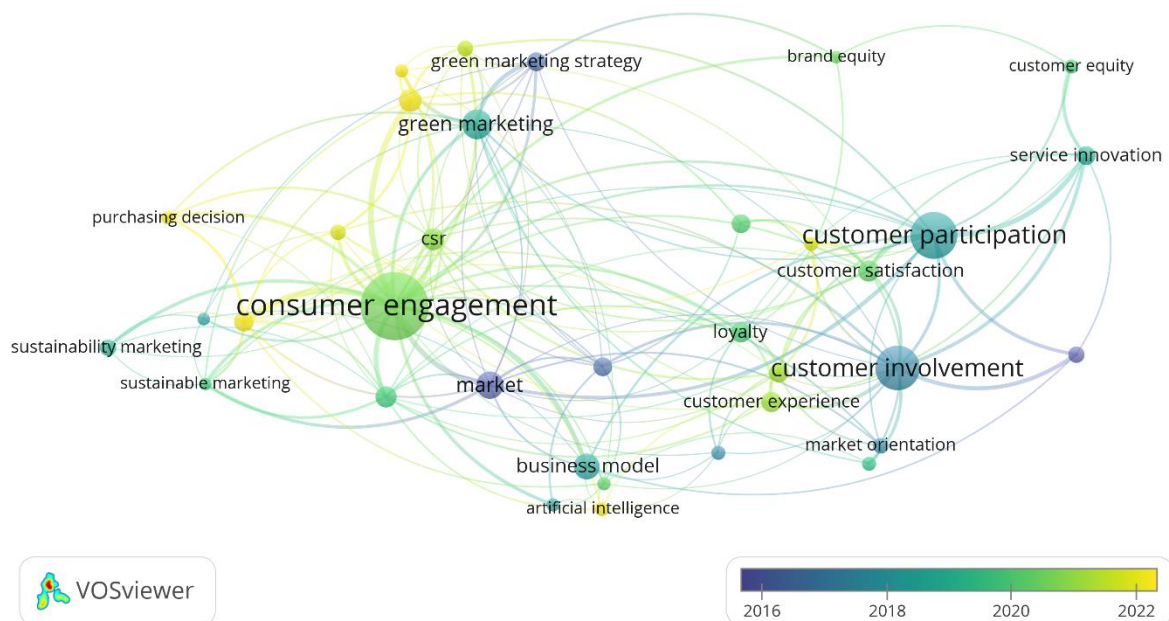


Figure 3. Overlay Visualization  
Source: Data Analysis Result, 2024

This VOSviewer visualization represents a timeline of research topics in the field of consumer engagement and sustainable marketing, with the color gradient indicating the year of publication from 2016 (blue) to 2022 (yellow). The largest node, "consumer engagement," occupies the central position, indicating its significance and high occurrence in recent research. The shift in color from blue to green surrounding this node suggests that research on consumer engagement has evolved over the years, particularly gaining momentum around 2018 and continuing into more recent years. Concepts like "CSR" (corporate social responsibility) and "green marketing" are

closely linked with consumer engagement, showing that sustainability practices have been an important focus during this period.

On the right side of the map, nodes such as "customer participation," "customer satisfaction," and "customer involvement" are highly interconnected, and the color gradient suggests that these themes have been of interest in more recent years, around 2020 and beyond. The connection between customer involvement and emerging terms like "service innovation" and "customer equity" suggests that scholars are increasingly looking at how innovative approaches in marketing and customer experiences drive deeper engagement and satisfaction. The color of



these nodes further indicates that research in this area is relatively newer, reflecting an emerging trend in understanding how customer engagement is enhanced through innovative service offerings and value creation.

On the left, the terms "green marketing" and "green marketing strategy" appear, indicating a recent surge in interest around 2021–2022. This suggests that researchers have been focusing on developing and refining sustainable marketing strategies

to engage consumers in the recent past. The link between green marketing and terms like "purchasing decision" and "CSR" implies that recent research is also investigating how sustainability initiatives impact consumer behavior and decision-making. Overall, the timeline shows an evolving focus on sustainability and customer-centric strategies, highlighting both the historical development of key concepts and the growing interest in innovative, sustainable marketing approaches in recent years.

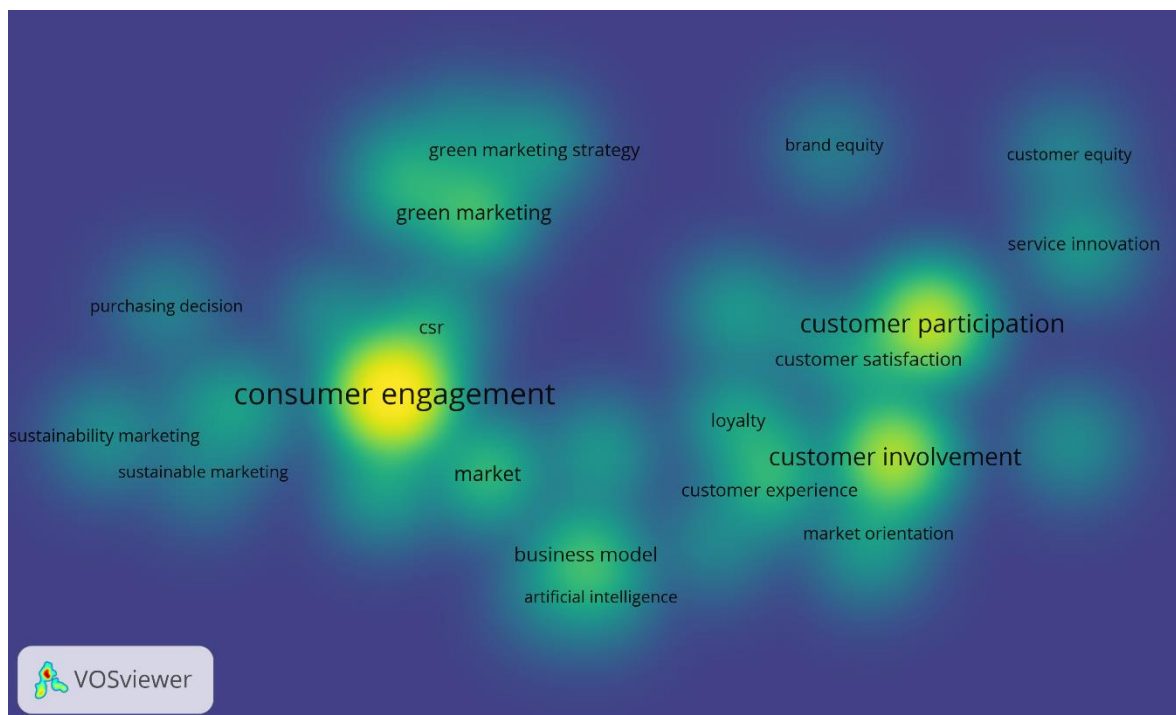


Figure 4. Density Visualization

Source: Data Analysis, 2024

This heatmap visualization, generated by VOSviewer, depicts the intensity of research focus within the field of consumer engagement, particularly related to sustainable marketing and associated concepts. The brighter yellow areas represent terms that are more frequently discussed in the literature, with "consumer engagement" being the most central and frequently researched topic. The term "CSR" (corporate social responsibility) also shows high activity and is closely linked to consumer engagement, indicating its significance in driving consumer behavior and engagement

in sustainability-focused marketing. Other related areas such as "green marketing" and "sustainability marketing" also show strong research intensity, though slightly less concentrated than consumer engagement, reflecting the importance of sustainability in modern marketing strategies.

On the right side of the map, the terms "customer participation," "customer satisfaction," and "customer involvement" also display notable research intensity, as indicated by the brighter green areas. These concepts, often connected with consumer behavior, are essential for understanding how

companies engage customers beyond transactions and foster deeper relationships. Terms like "business model," "artificial intelligence," and "service innovation" are present but show lower intensity, represented by lighter green areas, suggesting emerging but less frequent discussions in the literature. Overall, the heatmap highlights the central role of consumer engagement in sustainable marketing research, while also indicating secondary areas of interest that are gaining traction.

### Discussion

#### The Centrality of Consumer Engagement in Sustainable Marketing

One of the most striking findings from the visualizations is the central role of "consumer engagement" in the research landscape. Across both the co-occurrence and heatmap visualizations, consumer engagement is the most prominent node, suggesting that it is the primary lens through which scholars investigate sustainable marketing. This aligns with recent trends in marketing research, where scholars increasingly recognize the need for companies to move beyond transactional relationships and foster deeper, long-term engagement with consumers (Hollebeek, 2019). Consumer engagement in this context goes beyond product purchase to involve emotional and behavioral dimensions, where consumers actively participate in and advocate for the brand's sustainability efforts.

The connections between consumer engagement and other related concepts, such as "CSR," "customer participation," and "customer involvement," further reinforce its importance. CSR, in particular, is closely linked to consumer engagement, indicating that corporate responsibility efforts are crucial in building consumer trust and loyalty. Companies that actively promote their environmental and social responsibility initiatives tend to see higher levels of consumer engagement, which, in turn, leads to stronger brand equity and competitive advantages. This suggests that for companies aiming to develop a sustainable marketing

strategy, focusing on how to engage consumers through meaningful CSR initiatives is essential.

#### Innovation Strategies in Sustainable Marketing

Another key finding is the importance of innovation strategies in sustainable marketing, as indicated by the presence of terms like "green marketing," "service innovation," and "business model" in the visualizations. The connection between innovation and consumer engagement is particularly important, as innovation can be a significant driver in attracting and retaining consumers in today's environmentally conscious marketplace. Companies that introduce innovative, sustainable products and services often find themselves at the forefront of consumer attention, as these innovations address the growing concerns of eco-conscious customers [21].

The appearance of "green marketing" and "green marketing strategy" as significant nodes in the keyword co-occurrence visualization, particularly in more recent years (2019-2022), highlights the rising importance of green initiatives in business. Green marketing strategies involve promoting products and services based on their environmental benefits and often require businesses to rethink their entire value chain to minimize their ecological footprint. The connection between green marketing and consumer engagement is particularly strong, as consumers are increasingly choosing to engage with brands that demonstrate environmental stewardship. This trend reflects a broader shift in consumer preferences toward sustainable products, which companies can leverage through effective green marketing strategies [2].

The presence of "business model" in the network also highlights the need for firms to innovate at the structural level to fully integrate sustainability into their marketing strategies. Companies that embrace sustainable business models, such as those that prioritize circular economy principles or that use renewable resources, can create more

value for consumers and differentiate themselves from competitors. However, the relatively lower intensity of research in this area, as indicated by the lighter green shade in the heatmap, suggests that there is still significant room for future research on how business model innovations can support sustainable marketing efforts.

#### **Consumer Involvement and Participation in the Context of Sustainability**

The visualizations also indicate that concepts such as "customer participation" and "customer involvement" are becoming increasingly important in the context of sustainable marketing. These terms are closely related to consumer engagement but represent different dimensions of consumer behavior. Customer participation refers to the extent to which consumers actively engage in co-creating products and services with the company, while customer involvement refers to the degree of personal relevance that sustainability initiatives hold for the consumer [5]. Both are critical in driving deeper engagement and long-term loyalty.

The connection between "customer participation" and "service innovation" is particularly noteworthy, as it suggests that consumers are not just passive recipients of innovation but are actively involved in the co-creation of sustainable solutions. This trend is aligned with the rise of open innovation models, where companies collaborate with customers, suppliers, and other stakeholders to develop innovative products and services that meet sustainability goals [22]. This shift from a producer-centric model to a more collaborative, consumer-driven approach not only enhances innovation but also strengthens the bond between the brand and its customers, as they feel more personally connected to the company's sustainability mission.

#### **Emerging Technologies and Sustainable Marketing**

Another emerging theme in the analysis is the role of technology in sustainable marketing, particularly in terms

of how digital tools and artificial intelligence (AI) are reshaping consumer engagement strategies. The presence of "artificial intelligence" and "business model" in the network suggests that technology is increasingly being used to enhance the efficiency of marketing efforts and improve customer experiences. AI, for example, can help companies better understand consumer preferences and behaviors, allowing them to deliver more personalized and targeted sustainability messages [23]. This not only increases consumer engagement but also enhances the overall effectiveness of sustainable marketing campaigns. Despite its growing importance, the relatively low intensity of the AI node in the heatmap indicates that research in this area is still in its early stages. However, as more companies integrate AI into their marketing strategies, there is likely to be a growing body of literature on how AI can support sustainable marketing efforts. Future research could explore how AI can be used to improve customer engagement, optimize resource allocation, and reduce the environmental impact of marketing activities.

#### **Gaps in the Literature and Future Research Directions**

While the analysis reveals a robust research landscape, several gaps are evident, particularly in terms of cross-disciplinary integration and emerging technologies. For example, while consumer engagement and green marketing are well-researched topics, there is relatively less work on how these concepts intersect with advanced technologies such as AI and machine learning. As companies increasingly rely on data-driven strategies to engage consumers and optimize their sustainability efforts, there is a clear need for more research on how these technologies can be leveraged to enhance sustainable marketing. Moreover, the lower intensity of research on "business model" innovations suggests that while scholars recognize the importance of sustainability at the strategic level, there is still much to explore in terms of how companies can

fundamentally restructure their operations to support long-term environmental and social goals. Future research could focus on how companies can adopt circular economy principles, integrate renewable energy sources, and implement sustainable supply chain practices as part of their overall marketing strategy. Another area for future research is the role of consumer empowerment in sustainable marketing. While the visualizations highlight the importance of customer participation and involvement, more work is needed to understand how companies can empower consumers to take a more active role in sustainability initiatives. This could involve exploring how digital platforms and social media can be used to engage consumers in co-creating sustainable solutions or how companies can foster a culture of sustainability among their customer base.

## 5. CONCLUSION

The bibliometric analysis provides a comprehensive overview of the key trends and emerging themes in corporate sustainable marketing, particularly with regard to innovation strategies and consumer engagement. The centrality of consumer engagement in the research landscape underscores its importance as a focal point for both scholars and practitioners, while the growing emphasis on green marketing and innovation strategies reflects the increasing importance of sustainability in modern business practices. However, significant gaps remain, particularly in terms of integrating emerging technologies and exploring new business models. By addressing these gaps, future research can provide valuable insights into how companies can better engage consumers, drive innovation, and create sustainable value in the marketplace.

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