

## Bibliometric Analysis of Published Marketing Articles in Turkey

**Kahraman ÇATI**

İnönü University  
Faculty of Economics and Administrative  
Sciences, Malatya, Turkey  
[orcid.org/0000-0002-7440-5436](https://orcid.org/0000-0002-7440-5436)  
[kahramancati@yahoo.com](mailto:kahramancati@yahoo.com)

**Yusuf ÖCEL**

Düzce University  
School of Business Administration  
Düzce, Turkey  
[orcid.org/0000-0002-4555-7035](https://orcid.org/0000-0002-4555-7035)  
[yusufocel@duzce.edu.tr](mailto:yusufocel@duzce.edu.tr)

### Extensive Summary

#### Introduction

Scientific studies approach opportunities in a scientific discipline while providing solutions to periodic problems. Determination of written scientific studies at certain periods has important to detection in terms of which determination of the level of development of science branches and which topics are studied intensively during which periods (Hotamışlı ve Erem, 2014). Bibliometric analysis studies are important in terms of putting out a lot of demonstrations about publications and writers (Al, 2008: 265). Findings obtained by bibliometric analysis make possible about the assessments for the future with the progress of the branches of science and the stages they have undergone (Şakar ve Cerit, 2013:38). The quality concern in scientific journals has made it possible to use bibliometric analyzes to evaluate the effectiveness of publications in the journals. Bibliometric analysis is a method that quantitatively analyzes the publications produced by persons or institutions in a particular region and field and period and the relations between these publications. <sup>1</sup> Bibliometric analysis is accepted the quantitative research method in terms of content analysis and numerical analysis as a document review (Evren ve Kozak, 2014:67). With this method, master's and doctoral theses, books, journals, presentations, seminars, conferences and communication tools presented in the congress can be examined (Evren and Kozak, 2014: 61).

The aim of this study is to classify articles written in marketing field between 2004-2016 by considering the topic, research method, number of author and amount of domestic-foreign resource usage. In this context, a total of 308 articles were reviewed which registered in the database Turkish Academic Network And Information Center (ULAKBİM) which is affiliated with The Scientific And Technological Research Council Of Turkey (TUBİTAK).

#### Method

<sup>1</sup> <http://cabim.ulakbim.gov.tr/bibliyometrik-analiz/bibliyometrik-analiz-sikca-sorulan-sorular/>

This research was carried out taking the published articles which are registered in the journals in ULAKBİM database. 308 articles with the word "marketing" in the title were selected for review. The examined articles were classified according to the subfields of the marketing science branch. In addition to this, to taken as data the number of pages, the number of authors, the number of domestic and foreign sources and the quantitative or qualitative formation of the method used. The obtained data were analyzed frequency and descriptive statistics were obtained. The following research questions were tried to get an answer with the analyzes made;

**Question 1:** How many articles and in which fields have been written related to marketing registered in ULAKBİM database between 2004 and 2016?

**Question 2:** What is the distribution of domestic and foreign resources used?

**Question 3:** What is the distribution of the number of authors in the articles?

**Question 4:** What is the distribution of the page number of the articles?

**Question 5:** Which is the most commonly used research method (quantitative-qualitative)?

### **Finding and Suggestions**

With this research 308 articles written between 2004-2016 in marketing literature were examined. In this direction, the research questions have been answered as follows.

Firstly, Question 1 will be answered. "Question 1: How many articles and in which fields have been written related to marketing registered in ULAKBİM database between 2004 and 2016?" It is seen most commonly written articles subject "Marketing Management and Strategy" (total 71, %23,1) in the field of marketing. This is followed by "Marketing Communication" (total 29, %9,4). The subject with the third highest value is "Social Responsibility and Green Marketing" (total 29, %9,4). The percentage of articles written in other issues is below 8% in total.

Secondly, Question 2 will be answered. "Question 2: What is the distribution of domestic and foreign resources used?" Maximum 115 piece foreign resource and 49 piece domestic resource were used in articles. Among all studies, 19,32 foreign sources and 12,71 domestic resources were used on average. In the direction of these results, the use of foreign resources seems to be more.

Thirdly, Question 3 will be answered. "Question 3: What is the distribution of the number of authors in the articles?" With two authors written articles are maximum level according to the others. Approximately they are half of all articles. In this case, especially two authors carry out was thought because there was made a lot of field research in marketing field and there is a limitation in time and cost. With single author written articles are secondly high level. It is seen that the number of three, four and five Authors written articles are very low in the total number of articles.

Fourthly, Question 4 will be answered. "Question 4: What is the distribution of the page number of the articles?" 308 articles examined seem to written with minimum of 4 pages and maximum of 48 pages. Average number of page is 17,9.

Fifthly, Question 5 will be answered. "Question 5: Which is the most commonly used research method (quantitative-qualitative)?" Totally qualitative analysis methods were used in 158 studies and quantitative analysis methods were used in 150 studies.

The number of conducted qualitative and quantitative research methods articles are close to each other. In some topics are seen to be selected mainly quantitative or qualitative method. For example the majority of the articles on "marketing communication" were made qualitatively. Similarly the qualitative method is preferred on Marketing Communication, Social Responsibility and Green Marketing, Brand and Brand Management, E-Marketing, Political Marketing, Consumer Behavior, Tourism Marketing and Pricing. The quantitative method is preferred on Marketing Management and Strategy, Customer Relationship Management, Industrial Marketing, International Marketing, Word of Mouth, Internal Marketing and Ethics in Marketing.