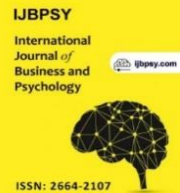


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A Bibliometric Analysis of International Journal of Sports Marketing & Sponsorship

Kalsoom Nawaz¹ Tanveer Aslam Sajeel² and Hafiza Anum Saeed³

^{1,3}Riphah International University, Lahore, Pakistan

²Clinical Psychologist, Amina Abdullah Hospital, Deplapur, Okara, Pakistan

Corresponding author Email: kalsoombutt35@gmail.com

Abstract

This study aims to examine the bibliographic data published in the International journal of sports marketing and sponsorship (IJSMS) since its inception (1999-2019). The study used a bibliometric technique to evaluate the data based on two aspects; first, the publication and citation structure is analyzed; second, the intellectual structure is observed by using VOS viewer software in terms of co-citation, bibliographic coupling (B.C.), and co-occurrence (C.O.). The findings show that IJSM is growing rapidly and is becoming a key outlet for publication.

Keywords: Scopus; Bibliometrics; VOS viewer; bibliographic coupling; co-citation; co-occurrence; Scimago

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1 INTRODUCTION

International Journal of Sports Marketing & Sponsorship, founded in 1999, is among the top tier journals of sports marketing. The journal publishes research that contributes to our understanding of marketing and, in particular, sports marketing. This journal is a valuable platform for business practitioners and academics alike. Scholars can publish high-quality peer-reviewed research in this journal. Furthermore, Practitioners can use the information in the form of case studies, research articles to devise different strategies and can better comprehend how the industry is changing in this contemporary technological era. IJSMS's publications present a diverse view on, but not limited to:

- Consumer attitudes to sports and sports marketing programs
- Event evaluation
- Demographic analysis

- Brand awareness
- Brand recall for sponsors/non-sponsors
- Ambush marketing
- Risk management
- Technology
- Merchandising strategies
- Globalization of sport

The journal is international in scope and is widely acknowledged for its intellectual rigor and contribution to both practice and academia. In 2019, the journal completed 21 years of its publication. To recognize and appreciate this significant milestone, this study endeavors to conduct a retrospective of the journal through a systematic bibliometric analysis. There are several instances in the literature that show that such a bibliometric review is not uncommon (Nawaz, Saeed, and Sajeel 2020). For example, recently, Farrukh et al. (2020) conducted a bibliometric analysis of business strategy and the environment, covering 27 years. Similarly, some other recent bibliographic analysis of the journals is presented in table 1.

Table 1: Instances of Bibliometric Analysis

Journal	Study	Authors
Journal of Consumer Research	The intellectual structure of consumer research: A bibliometric study of author co-citations in the first 15 years of the Journal of Consumer Research	(Hoffman & Holbrook, 1993)
Journal of Advertising	Assessing the Quality Ranking of the Journal of Advertising, 1986–1997	(Zinkhan & Leigh, 1999)
Journal of Public Policy & Marketing	Two decades of contributions to marketing and public policy: an analysis of research published in the Journal of Public Policy & Marketing	(Sprott & Miyazaki, 2002)
International Marketing Review	An overview of the first 21 years of research in the International Marketing Review, 1983-2003	(Malhotra et al., 2005)
Journal of Food Products Marketing	A 23-Year bibliometric study of the journal of food products marketing	(Dabirian et al., 2016)
Journal of Business & Industrial Marketing	Thirty years of the Journal of Business & Industrial Marketing	(Valenzuela et al., 2017)
European Journal of Marketing	Fifty years of the European Journal of Marketing: a bibliometric analysis	(Martínez-López et al., 2018)
Marketing Science	Fifty years of Marketing Science. <i>Marketing Science</i>	(Shugan, 2006)
Marketing Education Review	Shaping the Marketers of Tomorrow: An Analysis of 25 Years of Marketing Education Review	(Morrison et al., 2017)
Journal of Strategic Marketing	Twenty-five years and counting: an analysis of the Journal of Strategic Marketing	(Brown et al., 2018)
<i>Journal of Travel & Tourism Marketing</i>	Twenty-five years of the Journal of Travel & Tourism Marketing: a bibliometric ranking	(Mulet-Forteza et al., 2018)
Marketing Intelligence & Planning	Retrospective Evaluation of Marketing Intelligence and Planning: 1983–2019	(Donthu, Kumar, & Pandey, 2020)

International Journal of Advertising	Intellectual structure and publication pattern in the International Journal of Advertising: A bibliometric analysis during 1982–2019	(Donthu, Kumar, & Pattnaik, 2020)
Journal of Marketing Theory and Practice	Journal of Marketing Theory and Practice: A retrospective of 2005–2019	(Donthu, Kumar, Pattnaik, et al., 2020)

The completion of 21 years of publication of IJSMS is a remarkable event in the history of IJSMS. Thus, in our opinion, it is an appropriate and excellent moment to look back at the extraordinary journey. For doing so, this study adopts the bibliometric approach to identify the publications and citations trends, the most dynamic authors, universities, countries. Also, the study identifies the most dominant publications during the 21 years of publication. Further, the study also enlists several other bibliometric indicators, such as the most frequently cited journals, authors, and countries. To witness the intellectual networking of the IJSMS, the study conducts a network analysis with the help of VOSviewer software on the data extracted from the Scopus database.

The rest of the paper is structured as follows. The next topic highlights the achievements of the journal. Section 3 states the methodology applied to conduct this bibliometric analysis Section 4 portrays the results regarding the most prolific authors, universities, and countries. It also highlights the mainly cited paper of IJSMS. Section 5 displays the intellectual networking of IJSMS through graphs. Lastly, section 6 discusses and limitations of the report.

2 HIGHLIGHTS OF THE JOURNAL

The journal launched its first issue in 1999 with four issues, and since then, the journal remains constants with a number of issues; however, the number of articles has been in uneven progress. Because of its rigorous peer review process, the journal became a trademark of academic excellence. IJSMS is indexed in all prominent databases such as Web of Sciences (WoS), Scopus, Association of Business Schools lists (ABS), and Australian Business Dean Council (ABDC) lists. Current editors are increasingly working on improving the rankings of the journal to reflect its recent upward trajectory. By consistent publication of well-executed and original scholarly works, IJSMS was able to gain this reputation. In 2018 IJSMS received an Impact Factor (IF) of 0.848, and the Scimago Journal & Country Rank 2018 calculated the h-index of IJSMS as 20. Journal Rank is an indicator, that tests the impact of journals on research. Journal rank considers the number of citations established by a journal and the value of the journals from which these citations derive. SJR serves as an alternative (or an average number of citations received in the last two years) to the Journal Impact Factor. The h-index for this journal is 20. These high rankings of the journal affirm and assure the high standard and reputation of IJSMS in publishing the original and well-executed research. Likewise, the total impact factor of the journal in 2018 is 0.848, meaning that the total figure of citations received in 2018 is 0.848 times the articles published in 2016 and 2017.

3 METHOD

Bibliometric analysis is a quantitative approach used to analyze the bibliographic data (Broadus, 1987). The technique provides a holistic picture by using different parameters such as an overall number of articles and citations from the author, topics, university, and countries. There is a wide range of studies in different areas such as management (Ratten et al., 2020), marketing (Brown

et al., 2018), international business (Rialp et al., 2019), sustainable development (Farrukh et al., 2020) and knowledge management (Gaviria-Marin et al., 2018), to name a few that analyzed the bibliographic data of the respective journals.

There are several methods to analyze the publications or a journal, author, and country. In this study, we focus on the total number of publications and citations. Analysis of the number of publications shows the volume of the published manuscripts while the number of citations predicts the influence and popularity of the journal and the article published.

The paper also maps the bibliographic data by using VOSviewer software (Van Eck & Waltman, 2010). This software helps to outline the bibliographic coupling, co-citation, and co-occurrence. Bibliographic coupling happens while two different documents cite the third document commonly, while co-citations happen when two various documents cite the third document. The primary source for this bibliometric analysis is the Scopus database. The Scopus is considered as the largest database of academic research

4 RESULTS

The primary source of the bibliographic data for this study is the Scopus database, the leading source for abstracts and bibliographic references to scientific literature reviewed by peers, comprising of over 18,000 titles from 5,000 publishers. Scopus database is a daily updated multidisciplinary global knowledge platform. The search process was conducted in June 2020, and it considers all the documents of the journal found in the Scopus database. The results showed that there a total of 327 publications that consists of 263 articles, 51 editorials, ten notes, and three reviews. Here it is worth mentioning that, although the journal started its publication in 1999, the Scopus database started to index its publications in 2007; hence, apart from the publication trends and citations analysis, the rest of the analysis used the publications found in the Scopus database.

4.1 The publications trend and citation structure of IJSMS

The following table 2 exhibits the publications and citations trend of IJSMS. The data from the years 1999 to 2006 is extracted manually from the journal's website. Whereas, authors used citations records and the number of publications from the Scopus database from the year 2007-2019. In the inaugural year, a journal published 31, while an increase of almost 25% published 50 articles in 2019. In terms of the citations in the first 12 years, the journal received only 20 citations. While in 2019 has been the most influential year for IJSMS with a total of 2330 citations. Cumulatively in 21 years journal received 6651 citations.

Table 2: Publication Trend of IJSMS from 1992to 2019

Year	Publications	Cited papers	Citations
2019	50	22	2330
2018	28	22	1559
2017	27	24	1031
2016	20	19	743
2015	25	15	419
2014	25	15	296
2013	3	3	167

2012	27	19	54
2011	34	25	30
2010	21	16	16
2009	25	19	1
2008	35	24	0
2007	7	6	0
2006	38	0	0
2005	27	0	0
2004	20	0	0
2003	25	0	0
2002	29	0	0
2001	33	0	4
2000	22	0	1
1999	31	0	0
Total	552	229	6651

4.2 The Most Cited IJSMS Articles

In order to see what are the most influential publications of IJSMS, table 3 presents a list of all those publications that received 15 or more citations. The number of citations to any publication is an indication of the impact and popularity. The most frequently cited paper of IJSMS is the impact of sport participation, sponsoring knowledge, and corporate reputation on the decision to buy goods from sponsors, Written by Ko Y.J 2008. This publication received 60 citations. Second, A critical mass of corruption is the most cited article: Why some football leagues have more match-fixing than others. Since its publication in 2010, it has received 45 citations. All the publications presented in table 2 are the stalwarts of academic excellence and address critical issues, and offer a diverse set of arguments and discussions on the essential topics in sports marketing research. These publications aid the development of sports marketing theories and positions IJSMS in the category of top tier journals.

4.3 Top-notch authors, Institute and Countries

The success and impact of any journal are because of the authors. During the 21 years journey, several numbers of authors, universities, and countries have contributed to the success of the IJSMS. In this section, we showcased the most productive author's universities and countries in terms of the total publications. Moreover, we have also displayed the total number of citations to their publications in IJSMS.

4.4 Most productive authors

Table 4 reveals the most prolific authors. The number of publications contributed to IJSMS Desbordes, M. tops the rank with 43 publications, and these publications received 62 citations. Chadwick, S. got the second rank with nine publications. While Liu, D., remained 3rd with the place with seven publications. When it comes to a tie, the authors have more citations to IJSMS publications that are considered for higher ranking. Table 3 also presents the total number of

citations to the documents of the most prolific authors. An average number of citations per paper is the source of better prediction of the influence of each publication.

During the last 21 years of publication, several universities and institutes around the globe have published in the International Journal of Sports Marketing & Sponsorship journal. In the table 4, we categorized the most productive universities. The Universite Paris-Saclay,, with 33 publications, is the most fecund university followed by the University of Florida with 17 contributions to IJSMS.

Table 5 also shows the top 10 countries with a total number of publications. The United States is the most productive country with 134 articles, while South Korea is ranked 2nd with 44 publications, and with a slightly fewer publication (39), France is ranked third

Table 3: The Most Cited IJSMS Articles

Rank	Authors	Title	Year	T.C.
1	Ko Y.J., Kim K., Claussen C.L., Kim T.H.	The effects of sport involvement, sponsor awareness and corporate image on the intention to purchase sponsors' products	2008	60
2	Hill D.	A critical mass of corruption: Why some football leagues have more match-fixing than others	2010	45
3	Bee C.C., Havitz M.E.	Exploring the relationship between involvement, fan attraction, psychological commitment, and behavioral loyalty in a sports spectator context	2010	45
4	Santomier J.	New media, branding, and global sports sponsorship	2008	43
5	Plewa C., Quester P.G.	Sponsorship and CSR: Is there a link? A conceptual framework	2011	41
6	Ioakimidis M.	Online marketing of professional sports clubs: Engaging fans on a new playing field	2010	39
7	Hallmann K., Kaplanidou K., Breuer C.	Event image perceptions among active and passive sports tourists at marathon races	2011	38
8	Kim S., Andrew D.P.S., Christopher Greenwell T.	An analysis of spectator motives and media consumption behavior in an individual combat sport: Cross-national differences between American and South Korean Mixed Martial Arts fans	2009	34
9	Coleman R., Ramchandani G.	The hidden benefits of non-elite mass participation sports events: An economic perspective	2011	32
10	Stevens S., Rosenberger III P.J.	The influence of involvement, following sport and fan identification on fan loyalty: An Australian perspective	2012	30
11	Solberg H.A., Hanstad D.V., Thoring T.A.	Doping in elite sport-do the fans care? Public opinion on the consequences of doping scandals	2010	30
12	Koo G.-Y., Hardin R., et al	Examination of the causal effects between the dimensions of service quality and spectator satisfaction in minor league baseball	2009	29
13	Richelieu Professor A., Lopez S., Desbordes M.	The internationalization of a sports team brand: The case of European soccer teams	2008	29
14	Uhrich S., Koenigstorfer J.	Effects of the atmosphere at major sports events: A perspective from environmental psychology	2009	26
15	Doyle J.P., Kunkel T., Funk D.C.	Sports spectator segmentation: Examining the differing psychological connections among spectators of leagues and teams	2013	24
16	Jones S.C.	When does alcohol sponsorship of sport become sports sponsorship of alcohol? A case study of developments in sport in Australia	2010	24
17	Lera-López F., Rapún-Gárate M.	Determinants of sports participation and attendance: Differences and similarities	2011	23
18	Yang X.S., Sparks R., Li M.	Sports sponsorship as a strategic investment in China: Perceived risks and benefits by corporate sponsors prior to the Beijing 2008 Olympics	2008	23
19	Biscaia R., Correia A., Ross S., Rosado A.	Sponsorship effectiveness in professional sport: an examination of recall and recognition among football fans	2014	22
20	Portlock A., Rose S.	Effects of ambush marketing: U.K. consumer brand recall and attitudes to official sponsors and non-sponsors associated with the FIFA World Cup 2006	2009	22

21	Henseler J., Wilson B., De Vreede D.	Can sponsorships be harmful to events? Investigating the transfer of associations from sponsors to events	2009	22
22	De Bosscher V., De Knop P., Van Bottenburg M.	An analysis of homogeneity and heterogeneity of elite sports systems in six nations	2009	22
23	Kim Y.K., Smith R., James J.D.	The role of gratitude in sponsorship: The case of participant sports	2011	21
24	Chanavat N., Desbordes M.	Towards the regulation and restriction of ambush marketing? The first truly social and digital mega sports event: Olympic Games, London 2012	2014	20
25	Parker H.M., Fink J.S.	Negative sponsor behaviour, team response and how this impacts fan attitudes	2010	20
26	Ko Y.J., Claussen C.L., Park H.	Action sports participation: consumer motivation	2008	20
27	Baena V.	Online and mobile marketing strategies as drivers of brand love in sports teams: Findings from Real Madrid	2016	19
28	Davies L., Coleman R., Ramchandani G.	Measuring attendance: Issues and implications for estimating the impact of free-to-view sports events	2011	19
29	Ko Y.J., Kim Y.K., Valacich J.	Martial arts participation: Consumer motivation	2010	19
30	Popp B., Germelmann C.C., Jung B.	We love to hate them! Social media-based anti-brand communities in professional football	2016	18
31	Kinney L., McDaniel S.R., Degaris L.	Demographic and psychographic variables predicting NASCAR sponsor brand recall	2008	18
32	Söderman S., Dolles H.	Strategic fit in international sponsorship - The case of the Olympic Games in Beijing 2008	2008	18
33	Yoshida M., James J.D., Cronin Jr. J.J.	Value creation: Assessing the relationships between quality, consumption value and behavioural intentions at sporting events	2013	17
34	Hur Y., Ko Y.J., Claussen C.L.	Determinants of using sports web portals: An empirical examination of the Sport Website Acceptance Model	2012	17
35	Nufer G., Bühler A.	How effective is the sponsorship of global sports events? A comparison of the FIFA World Cups in 2006 and 1998	2010	17
36	Foroughi B., Nikbin D., Hyun S.S., Iranmanesh M.	Impact of core product quality on sport fans' emotions and behavioral intentions	2016	16
37	Jensen J.A., Hsu A.	Does sponsorship pay off? An examination of the relationship between investment in sponsorship and business performance	2011	16
38	Kim Y.-M., Kim S.	The relationships between team attributes, team identification and sponsor image	2009	16
39	Chen C.-Y., Lin Y.-H., Hsiao C.-L.	Celebrity endorsement for sporting events using classical conditioning	2012	15
40	Theodorakis N.D., Alexandris K., Ko Y.J.	A service quality framework in the context of professional football in Greece	2011	15
41	Hur Y., Ko Y.J., Claussen C.L.	Acceptance of sports websites: A conceptual model	2011	15
42	Levin M.A., McDonald R.E.	The value of competition: Competitive balance as a predictor of attendance in spectator sports	2009	15
43	Dingle G.	Sustaining the race: A review of literature pertaining to the environmental sustainability of motorsport	2009	15

Table 4: Top authors of IJSMS

Rank	Name	T.D.	T.C.	AC/P	H index
1	Desbordes, M.	43	62	1.4	10
2	Chadwick, S.	9	14	1.6	11
3	Liu, D.	7	41	5.9	5
4	Ko, Y.J.	6	146	24.3	20
5	Zhang, J.	6	32	5.3	21
7	Biscaia, R.	4	35	8.8	7
8	Claussen, C.L.	4	112	28.0	5
9	Foroughi, B.	4	39	9.8	8
10	Ha, J.P.	4	18	4.5	5
11	James, J.D.	4	43	10.8	20
12	Kim, Y.K.	4	66	16.5	13
13	Old, J.	4	0	0.0	0
14	Pifer, N.D.	4	3	0.8	2
15	Söderman, S.	4	26	6.5	10

Note. TD= Total Documents; TC= Total Citations; AC/P= Average citations per paper

Table 5: Top Universities and countries

Rank	University	T.D.
1	Universite Paris-Saclay	33
2	University of Florida	17
3	Shanghai University of Sport	15
4	ISC School of Management	14
5	The University of Georgia	14
6	Florida State University	11
7	Seoul National University	9
8	Chung-Ang University	7
9	Coventry University	7
10	Texas A&M University	7
	Top Countries	
Rank	Country	T.D.
1	United States	134
2	South Korea	44
3	France	39
4	United Kingdom	30
5	China	25
6	Canada	20
7	Australia	16
8	Germany	15
9	Spain	8

4.5 Most citations to IJSMS by Authors

The number of citations, as stated previously, is an indication of the impact of the journal. It is interesting to see who most frequently cites the literature published in IJSMS. In Table 6, we present a list of all those authors who cited IJSMS work in their publication—the threshold value if ten documents.

Another interesting issue of bibliometric analysis is to understand who most frequently cite IJSMS publications. In this section, we present the most citing authors, Journals, and countries. The search in the Scopus database showed 1430 documents cited the publications of IJSMS and produced a total number of 19096 citations. First, let us have a look at the top authors who frequently cite IJSMS papers. Table 5 shows that Biscaia, R. and Byon, K.K. top the ranks with 18 documents citing IJSMS publications.

Table 6: Most citations to IJSMS by Authors

Citing Authors	No. of citing documents
Biscaia, R.	18
Byon, K.K.	18
Iranmanesh, M.	17
Zhang, J.J.	17
Hallmann, K.	16
Desbordes, M.	15
Jensen, J.A.	15
Foroughi, B.	14
Funk, D.C.	13
Ko, Y.J.	13
Anagnostopoulos, C.	12
Breuer, C.	12
Chiu, W.	11
Dolles, H.	11
Hyun, S.S.	11
Leng, H.K.	11
Bodet, G.	10
Dickson, G.	10

4.6 Journals and Countries

Next, we analyze the journals, which cite more of IJSMS literature. Table 7 showed that self-citations account for the most citations to IJSMS with 142 documents, followed by the European Sport Management Quarterly with 54 documents. It is not surprising that most of the citations to IJSMS are coming from the journals having a similar publication scope as of IJSMS.

By countries, the United States (with a total of 478 documents citing IJSMS) and the United Kingdom (with 172 papers citing IJSMS) countries whose researchers add more citations to the IJSMS are, mostly because they are countries that publish masses with massive potential for giving citations. From these results may infer that most of the western countries are paying more attention to issues of management and related areas.

Table 7: The results of most citing journals and countries

Rank	Journal name	T.C. to IJSMS	Country	T.C. to IJSMS
1	International Journal of Sports Marketing And Sponsorship	142	United States	478
2	European Sport Management Quarterly	54	United Kingdom	172
3	Sport Management Review	48	Australia	153
4	Sports Business and Management an International Journal	45	South Korea	102
5	International Journal Of Sport Management And Marketing	43	Germany	94
6	Journal of Sport Management	39	Canada	82
7	Sport in Society	28	Spain	72

8	Journal of Global Sport Management	27	China	60
9	Managing Sport And Leisure	24	France	53
10	Sustainability Switzerland	24	Norway	47
11	Journal of Business Research	22	Malaysia	43
12	Event Management	18	Portugal	42
13	Soccer and Society	15	New Zealand	34
14	Communication and Sport	12	Taiwan	33
15	International Journal of Event And Festival Management	11	Greece	30
16	Journal of Physical Education and Sport	11	Belgium	28
17	International Journal of Sport Finance	10	India	28
18	Sport Marketing Quarterly	10	Brazil	24

5 Graphical Analysis OF IJSMS with VOSviewer

The results of the prior section provide information on rankings based on the specific criteria. Additionally, the examination of the link between bibliographic data to identify similar profiles between the different variables was also conducted by the authors. The current section provides graphical visualizations of bibliographic coupling, co-authorship, co-citation, and co-occurrence of keywords. The VOS viewer software-generated clusters are based on citation links, where different colors represented these clusters.

Figure 1 illustrates the co-citation of journals in IJSMS. Recall that co-citation is a semantic similarity measure, which occurs when two documents together receive a citation from a third document. In the following figure, we map the co-citation of the journals cited in IJSMS. Figure 1 shows three clusters represented in three different colors, Red, Blue, and Green. The journals in the red color receive co-citation in IJSMS, while the same is the case with other color clusters. Table 8 shows the number of citations journals received in IJSMS. These findings are based on at least 20 citations and 30 most representative journals.

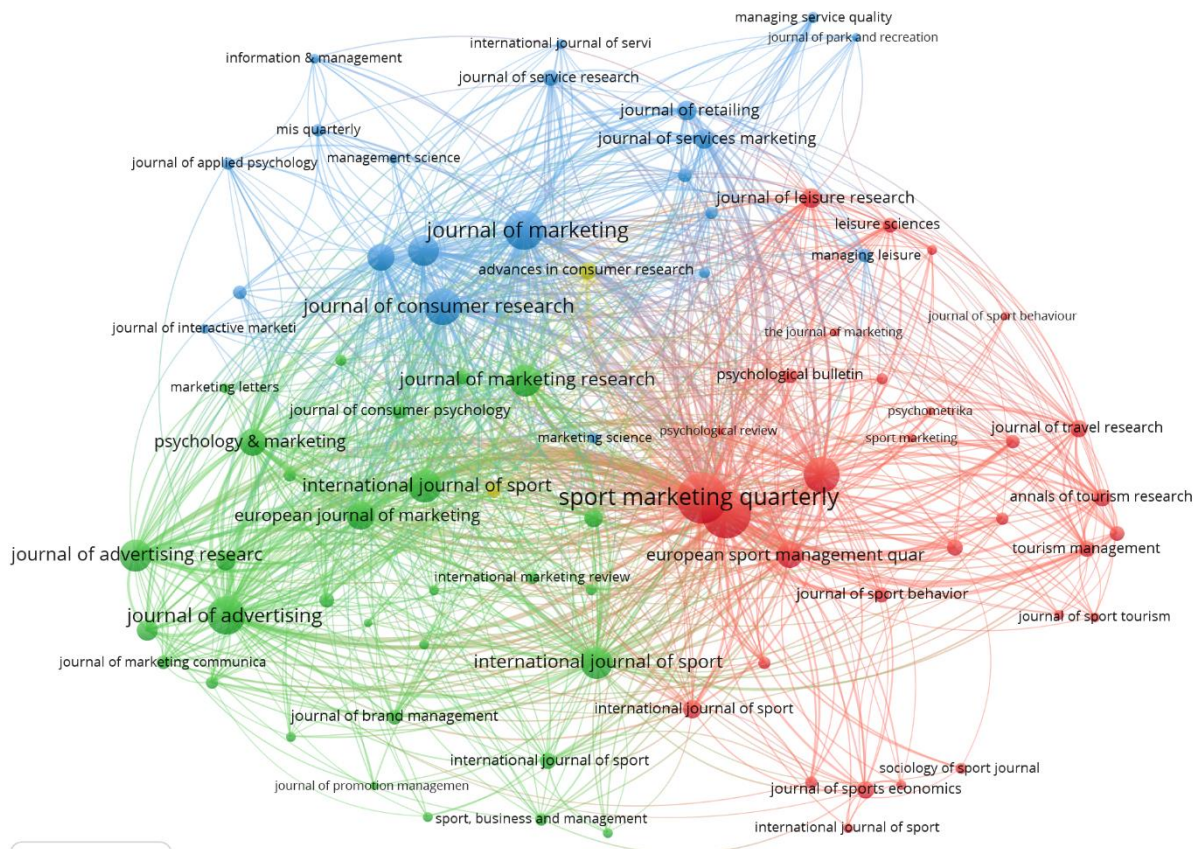


Figure 1:co-citation of journals in IJSMS

Table 8: Co-citations of the journals in IJSMS

Rank	Source	Citations	Total link strength
No.	Source	Citations	Total link strength
1	Sport marketing quarterly	572	18243
2	Journal of sport management	558	18704
3	Journal of marketing	351	12854
4	Journal of advertising	333	11521
5	Journal of consumer research	319	11159
6	Sport management review	287	10736
7	International Journal of sports marketing & sponsorship	248	7543
8	International Journal of sports marketing and sponsorship	238	8184
9	Journal of advertising research	233	7294
10	Journal of marketing research	229	8664
11	Journal of business research	212	8219
12	European Journal of marketing	184	6314
13	Journal of the Academy of marketing science	174	6954
14	Psychology & marketing	167	6736
15	European sport management quarterly	158	5670
16	International Journal of advertising	97	2876
17	Journal of leisure research	95	3716
18	Psychology and marketing	92	2898
19	Journal of retailing	91	3666
20	Journal of services marketing	87	3760
21	Journal of personality and social psychology	85	3117
22	International Journal of sport management and marketing	77	2462
23	Journal of sports economics	75	1650
24	Annals of tourism research	72	2398
25	Journal of travel research	72	2556
26	Advances in consumer research	66	2366
27	Tourism management	64	2239
28	International Journal of sport communication	61	2048
29	Journal of service research	60	2813

Bibliographic coupling is an interesting indicator of bibliometric analysis, which indicates the similarity of the literature. In this part, we presented bibliographic coupling of countries publishing in IJSMS, which shows the connection of citations among those countries. The figure below shows that the USA has a strong connection with other countries. The results in figure 2 and table 9 show that the U.S. and the U.K. are the two leading countries in terms of bibliometric coupling.

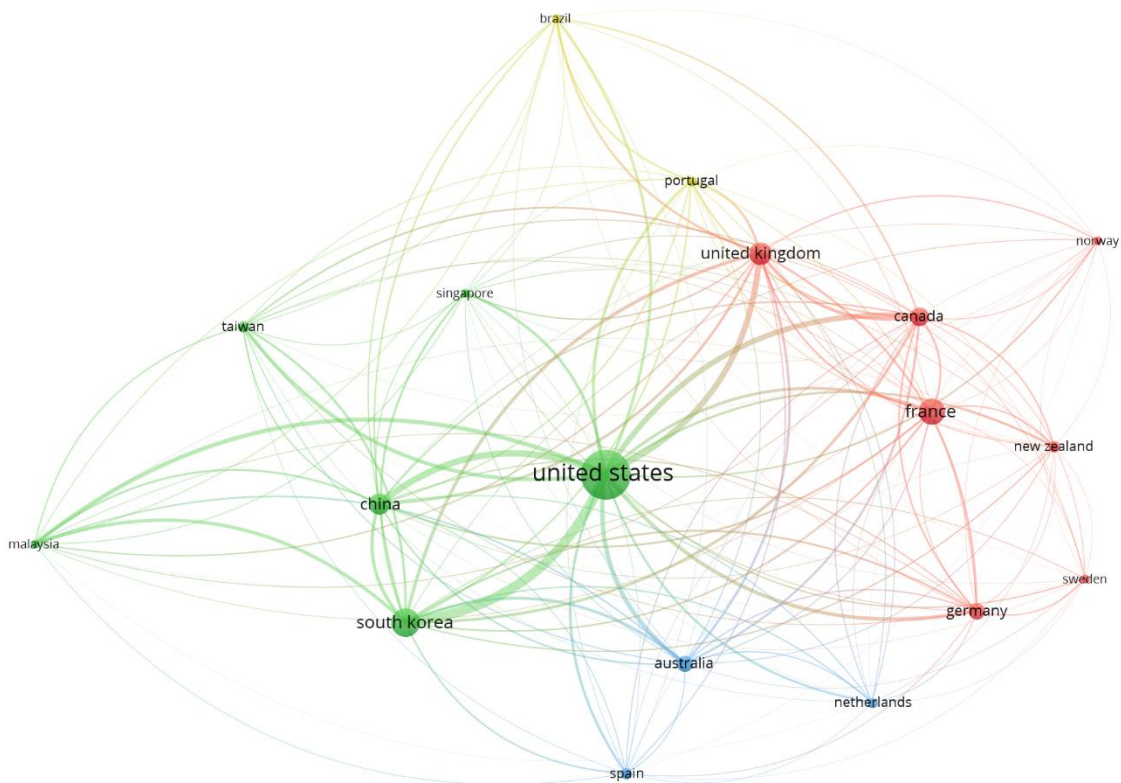


Figure 2: B.C. of countries publishing in IJSMS

Table 9: Bibliometric coupling of countries publishing in IJSMS

No.	country	documents	citations	total link strength
1	United States	134	970	18563
2	South Korea	44	259	10125
3	France	39	87	1659
4	United Kingdom	30	288	5661
5	China	25	101	4852
6	Canada	20	170	4239
7	Australia	16	204	3152
8	Germany	15	162	2003
9	Spain	8	62	967
10	Taiwan	8	41	1862
11	New Zealand	7	19	837
12	Netherlands	6	60	794
13	Portugal	6	32	1899
14	Brazil	5	9	1528
15	Malaysia	5	43	2520
16	Norway	5	54	397
17	Singapore	5	27	1244
18	Sweden	5	29	370

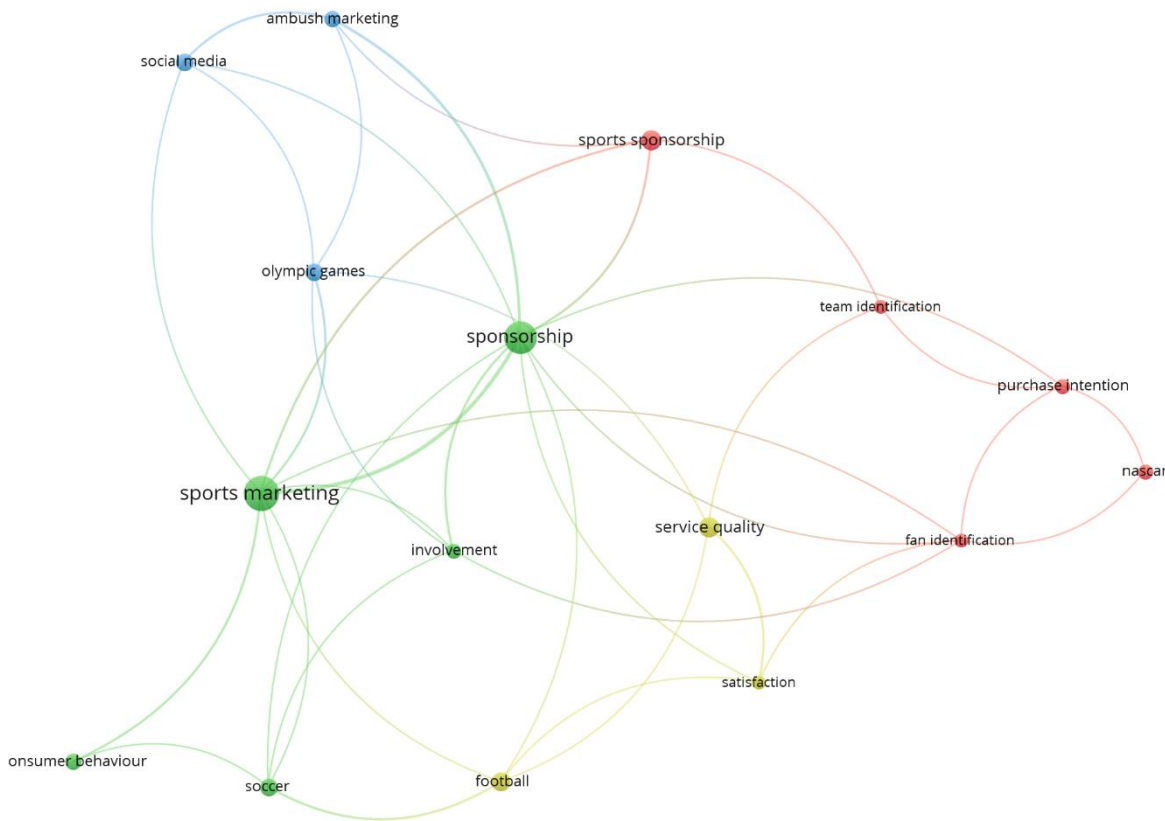


Figure 3:Co-occurrence of author's keywords

In order to analyze the major themes that have been prevalent in the journal during its publication period, this section provides an analysis of the co-occurrence of the keywords.

According to Figure 4 and table 10, Sports Marketing is the most frequently used keywords along with some other keywords such as Sponsorship, Service Quality, Sports Sponsorship, and Football, to name a few. These results clearly show the scope of IJSMS.

Table 10:Co-occurrence of author's keywords

Rank	Keyword	occurrences	total link strength
1	Sports Marketing	32	16
2	Sponsorship	28	18
3	Service Quality	11	5
4	Sports Sponsorship	11	6
5	Football	10	6
6	Soccer	9	6
7	Social Media	9	5
8	Olympic Games	8	6
9	Ambush Marketing	7	7
10	Consumer Behavior	7	3
11	Involvement	6	6
12	Nascar	6	2
13	Purchase Intention	6	4
14	Fan Identification	5	6
15	Satisfaction	5	5
16	Team Identification	5	3

5.1 Keywords clusters

Cluster 1- Sports marketing (represented in green)

The first thematic cluster in the keyword network relates to Sports marketing, with the keywords appearing most often, and acting as the centerpiece for the entire cluster. The other keywords in this cluster are sponsorship, soccer, consumer behavior, involvement. This fact shows that the mentioned keywords co-occurred in the publications since 1999.

Cluster 2- Sports Sponsorship (Red color)

This cluster includes the keywords such as fan identification, purchase intention, sports sponsorship, and Nascar. These themes/keywords are co-mentioned in the publications of IJSMS.

Cluster 3- Blue color

The blue color cluster narrates the concepts of ambush marketing and social media marketing.

Cluster 4. Service quality- Yellowish green

This cluster consists of the marketing concepts related to service quality and customer satisfaction.

6 LIMITATIONS

Nonetheless, the limitation of the current research was reflected by the restriction of the database used, where Scopus utilized the full counting method to address the bibliographic material. As such, this database allows a single publication unit to any co-authoring contributor oppositely to a fractional group based on the number of co-authors. Hence, manuscripts with a higher number of co-authors were prioritized compared to authors with a single author. Therefore, this issue was addressed by counting in the mapping analysis via the VOS viewer. Nonetheless, there is no significant difference between the two counting techniques, namely full or fractional counting. Furthermore, the findings may vary in the future due to the dynamic nature of the field, with emerging issues and fluctuating state of position of several variables in the journal.

Notably, IJSMS has been recognized as a well-established journal in the areas of management research over the 20 years of its journey. IJSMS has displayed superior academic merit by publishing issues that are referred to as "classics" in the corresponding areas of management. The growing number of publications and citations of IJSMS's demonstrates its position as a leading scientific platform offering recent trends in management research. Through this paper, the journal would like to acknowledge the authors, reviewers, and mainly the valuable editors who have contributed towards establishing IJSMS is a leading state.

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