

**Two Decades and Counting: A Retrospective of Journal of Research in Marketing and Entrepreneurship****Sahar Iqbal****Amiya Bhaumik\***

Lincoln University College, Petaling Jaya, Selangor DarulEhsan, Malaysia

[\\*amiya@lincoln.edu.my](mailto:*amiya@lincoln.edu.my)**ABSTRACT**

This study presents an overview of the Journal of Research in Marketing and Entrepreneurship (JRME) through a systematic bibliometric analysis to acknowledge its 21st anniversary. The study examines the trend of most cited publications, citations, themes, the most productive authors, universities, and countries. This study used the Scopus database to extract data and employed VOSviewer software to analyze and visualize the intellectual network. The Authors investigated 201 publications of JRME from 1999-2019. Analysis of the publications shows an upward trend in the number of citations to JRME. The most prolific researchers are from developed countries, i.e., the USA, Australia, Canada, and Sweden. While scholars from developing countries also contributed to JRME. This study attempted to provide an objective view on the evolution of the JRME. Through this approach audience of this journal will acquire a quick snapshot of the current trends occurring in the journal. Furthermore, the findings of the study will help educate its readers and editors, as it offers input from the review of the selected studies.

**Keywords:** Scopus; bibliometric; VOSviewer; bibliographic coupling; co-citation; co-occurrence; Scimago.

**Introduction**

The Journal of Research in Marketing and Entrepreneurship (JRME), founded in 1999, publishes research that contributes to our understanding of knowledge on entrepreneurship and marketing. The publications of JRME offer diverse views on entrepreneurial marketing for academicians, practitioners, and policymakers. The journal is well-reputed and is frequently referred to for its original and novel research.

In 2019, the journal turned to 21 years; it is an appropriate time to look back at the journey that JRME has toured to reach this level of academic excellence. This issue can be served through a systematic bibliometric analysis (Farrukh, Meng, Wu, *et al.*, 2020a). Thus, this study aims to analyze the publication structure of JRME. Furthermore, it investigates the most productive authors, universities, and countries. The study also develops an intellectual structure of JRME in terms of bibliographic coupling, co-citation, and co-occurrence of keywords with the help of VOSviewer software (Van Eck and Waltman, 2010; Mushtaq *et al.*, 2023; Aman *et al.*, 2022; Rafiq, Dastane, & Mushtaq, *et al.*, 2022).

The findings of this bibliometric study demonstrate that in two decades, JRME has increased its stature, and it has become a reputable journal in entrepreneurial marketing research. Despite its international scope, most of the contributions come from the Western countries. Moreover, the journal has a strong co-citation connection with the Journal of Marketing and Journal of Business Venturing.

Based on the Scopus record, the journal's CiteScore of the year 2019 is 1.70, and JRME in 2019 has a 0.672 normalized impact per paper, which means actual citations received relative to citations expected for the serial's subject field. It is ranked 180 of 394 in the "Business and International Management" category while 217 out of 427 in Strategy and Management and 96/177 in the "Marketing" category. Also, JRME has an H index of 22, which means that at least 22 publications have received 22 citations. These facts show the growing stature of JRME as an excellent academic outlet for marketing and entrepreneurship research.

The structure of the articles is as follows. The next section presents an overview of previous bibliometric studies in the entrepreneurial marketing field, followed by the methods and data collection. Section three presents the bibliometric analysis results, and section four draws the intellectual structure of JRME based on bibliographic coupling, co-citation, and co-occurrence of keywords. Finally, we discuss and conclude the findings of the study.

### **Previous bibliometric studies on entrepreneurial marketing**

Bibliometric studies in the area of marketing and management have recently seen a substantial increase (Farrukh, Raza, Ansari, *et al.*, 2021; Nawaz *et al.*, 2020; Xue *et al.*, 2023). For example, Audrey *et al.*, (2013) analyzed the entrepreneurial research in JRME using content analysis. In addition to analyzing the publication trends of a journal, several other studies have analyzed the field's trends and trajectories. These analyses include past and present entrepreneurial marketing research (Fabian *et al.*, 2018). In their study, Fabian *et al.*, (2018) identified 14 clusters of entrepreneurial marketing comprising seven meta clusters. Similarly, Sascha, *et al.*, (2012) studied entrepreneurial marketing's intellectual structure through citation

and co-citation analysis. It is pertinent to mention that none of these studies conducted a holistic bibliometric view of JRME publications drawing on performance and science mapping.

## **Methods and Data**

### **Bibliometric methods and indicators for the current study**

A systematic review of the past literature on a topic, field, or journal provides solid ground for advancing the research (Farrukh, Raza, Javed, *et al.*, 2021; Senadheera *et al.*, 2022; Yihua *et al.*, 2023). There are several methods to analyze and comprehend the bibliographic data. Generally, these review techniques can be divided into two major types, qualitative and quantitative. Qualitative techniques are used to provide a subjective overview of the bibliographic data, while the quantitative techniques use statistical and mathematical tools to objectively review and comprehend the literature. One of these quantitative techniques is bibliometric analysis (Caputo *et al.*, 2022).

Recent studies used bibliometric analysis to analyze the performance and science mapping. The performance analysis deals with the research output of any research entity such as journal, author, or university, while the science mapping is used to draw research entities' intellectual networking. This study uses both sets of analytical techniques. For building the intellectual structure of JRME, we used the following indicators.

**Co-occurrence of keywords:** It refers to the frequency of occurrence based on the common presence and proximity similarity among different keywords.

**Co-citation analysis:** It measures the frequency of jointly cited documents. Co-citation analysis helps in measuring the similarity among different research actors. It happens when two documents are cited commonly by a third document, e.g., documents A and B receive citations from a third document (Gao, Meng, Gu, *et al.*, 2021).

**Bibliographic coupling:** It occurs when two different documents commonly cite the third document. Bibliographic coupling employs the shared sources by two different published documents to investigate the extent of the similarity. The similarity will be more when the two documents share higher references (Gao, Meng, Mata, *et al.*, 2021).

### **Database**

This study uses the Scopus database to extract the publication record of JRME, published from 1999 to 2019. Scopus is chosen because of its comprehensive coverage as compared to the Web of Sciences (WoS). It has 20% more coverage as compared to WoS in terms of social sciences and management research domains (Farrukh, Shahzad, Meng, *et al.*, 2020; Zhouyang *et al.*, 2021).

The search query was built like the source title “*Journal of Research in Marketing and Entrepreneurship*” and language “English” and year 2020 “exclude,” which resulted in 201 documents. These documents include 137 articles, 54 reviews, and ten editorials.

## RESULTS

### The publications trend and citation structure of JRME

In the initial year of its publication, JRME published only five documents. During the first decade of publication, JRME published a total of 77 documents, while in the second decade, JRME reaches an average annual publication of around 12.3 documents with a total of 124 documents between 2010-2019. The average number of publications between 2003 to 2009 remained the lowest, while from 2009, the journal started to publish an average of 12 papers. However, in 2017 the journal published the lowest number of publications of the second decade (5 documents), while the highest number of publications was in 2018.

In terms of the number of citations, since 2007, JRME has started to record an increase. Since 2015, the number of citations entered a three-digit figure, with 2019 being the most impact full-year yielding 284 citations in total for 201 documents. Annual publication and citation structure are presented in Table 1.

*Table 1: Publication Trend of JRME*

<b>Rank</b>	<b>Years</b>	<b>Documents</b>	<b>Total Citation</b>
1.	2019	13	284
2.	2018	16	237
3.	2017	5	167
4.	2016	14	121
5.	2015	14	114
6.	2014	11	77
7.	2013	8	94
8.	2012	14	68
9.	2011	14	53
10.	2010	14	63
11.	2009	12	37
12.	2008	X <sup>1</sup>	11
13.	2007	7	20
14.	2006	4	11
15.	2005	3	5
16.	2004	6	13
17.	2003	1	1
18.	2002	12	2
19.	2001	12	4

<sup>1</sup> Scopus record did not show any publication for the year 2008.

20.	2000	16	1
21.	1999	5	0
<b>Total</b>		<b>201</b>	<b>1383</b>

### **The Most Cited Articles**

In any academic domain, the number of citations shows the impact of the research (Farrukh, Raza, Meng, *et al.*, 2021; Imran *et al.*, 2021; Wu *et al.*, 2021). Since 1999 JRME has published several impactful articles, and those were mostly related to entrepreneurial marketing. Table 2 lists all the documents that have received more than 20 citations. The most cited document was written by Stokes published in 2000. This publication received 133 citations. The study offers insights into entrepreneurial marketing. Abimbola T., published in 2001, is the 2<sup>nd</sup> most cited publication. This publication provides some thought on building a competitive strategy for small and medium enterprises. This publication received 59 citations.

*Table 2: The most cited documents of JRME*

<b>Rank</b>	<b>Authors and Year of Publication</b>	<b>Title</b>	<b>Cited by</b>
1.	Stokes (2000)	Putting Entrepreneurship into Marketing: The Processes of Entrepreneurial Marketing	133
2.	(Abimbola, 2001)	Branding as a Competitive Strategy for Demand Management in SMEs	59
3.	(Gilmore, 2011)	Entrepreneurial and SME marketing	52
4.	(Kuah, 2002)	Cluster Theory and Practice: Advantages for the Small Business Locating in a Vibrant Cluster	51
5.	(Oly Ndubisi and Iftikhar, 2012)	Relationship between entrepreneurship, innovation, and performance: Comparing small and medium-sized enterprises	45
6.	(Morrish, 2011)	Entrepreneurial marketing: A strategy for the twenty-first century?	45
7.	(Fillis, 2000)	Being Creative at the Marketing/Entrepreneurship Interface: Lessons from the Art Industry	42
8.	(Hansen and Eggers, 2010)	The marketing/entrepreneurship interface: a report on the “Charleston Summit.”	38
9.	(Parkman <i>et al.</i> , 2012)	Creative industries: Aligning entrepreneurial orientation and innovation capacity	37
10.	(Sascha <i>et al.</i> , 2012)	The entrepreneurial marketing domain: A citation and co-citation analysis	37
11.	(Shaw, 1999)	Networks and Their Relevance to the Entrepreneurial/Marketing Interface: A Review of the Evidence	30
12.	(Gilmore and Coviello, 1999)	Methodologies For Research at the Marketing/Entrepreneurship Interface	30
13.	(Jones and Rowley, 2009)	Presentation of a generic “EMICO” framework for research exploration of entrepreneurial marketing in SMEs	26
14.	(Becherer <i>et al.</i> , 2001)	Marketing Orientation in SMEs: Effects of the Internal Environment	26
15.	(McAuley, 2010)	Looking back, going forward: reflecting on research into the SME internationalization process	24
16.	(Gaddefors and Anderson, 2008)	Market creation: The epitome of entrepreneurial marketing practices	23
17.	(Jones, 2010)	Entrepreneurial marketing and the Web 2.0 interface	22
18.	(Kilenthong <i>et al.</i> , 2016)	Entrepreneurial marketing behaviors: impact of firm age, firm size, and firm’s founder	21
19.	(Shepherd <i>et al.</i> , 2010)	Entrepreneurial burnout: exploring antecedents, dimensions and outcomes	21
20.	(Fillis, 2002)	Small Firm Marketing Theory and Practice: Insights From The Outside	21

**Top-notch authors**

The success of any journal mostly depends upon the significant contribution of the authors. Table 3 presents the list of all the authors who have contributed significantly in terms of the number of publications in JRME. Additionally, the table also shows some other indicators of authors, such as the total number of citations to their publication in JRME, the most cited publication, and the H index of each author. The results are based on a minimum of 5 publications.

Gilmore, A. from Ulster University, Coleraine, United Kingdom, is the most productive author with eight publications, and these publications received 132 citations. Deacon, J.H, remained the second most productive author with eight publications, and these publications received a total of 32 citations.

*Table 3: Top authors of JRME*

Rank	Name	TD	H index	Current Affiliation	T.C.	Top-cited publication	Year	TC to Top cited document
1.	Gilmore, A.	8	25	Ulster University, Coleraine, United Kingdom	132	Entrepreneurial and SME marketing	2011	52
2.	Deacon, J.H.	8	8	South Wales Business School, Pontypridd, United Kingdom	32	Entrepreneurial burnout: exploring antecedents, dimensions, and outcomes	2010	21
3.	Carson, D.	6	23	Ulster University, Coleraine, United Kingdom	49	Beyond rhetoric: Re-thinking entrepreneurial marketing from a practice perspective	2014	18
4.	Hills, G.E.	5	15	The University of Illinois at Chicago, Chicago, United States	93	The entrepreneurial marketing domain: A citation and co-citation analysis	2012	37
5.	Hultman, C.M.	5	11	Örebro Universitet, Örebro, Sweden	99	The entrepreneurial marketing domain: A citation and co-citation analysis	2012	37
6.	Miles, M.P.	5	22	Charles Sturt University, Bathurst, Australia	57	Entrepreneurial burnout: exploring antecedents, dimensions, and outcomes	2010	21
7.	Schwartz, R.G.	5	6	Georgia Southern University, Statesboro, United States	34	A Model of Opportunity Recognition and Exploitation: An Empirical Study of Incubator Firms	2000	15

Note. T= total documents; TC= total citations;



### Most influential institutions and countries

Academicians and researchers from the well-reputed universities across the globe have published their work in JRME. Table 4 presents an overview of the most frequently publishing institutes. Besides, it also shows the impact of each institute in terms of the number of citations. Ulster university tops the list of the most productive universities and institutes with 11 publications; these publications received 176 citations. Similarly, the University of Stirling is second on the list with seven publications. The results presented in Table 4 are based on a minimum of five publications. Besides, in terms of country analysis, the UK with 63 publications remained the most productive country, followed by the USA with 60 publications. Table 5 shows that most of the contributions to JRME come from Western countries; India is the only Asian country that contributed significantly to JRME.

*Table 4: Top Universities and countries*

Rank	University	T.D.	T.C.
1	Ulster University	11	176
2	University of Stirling	7	94
3	Örebro Universitet	6	114
4	Eastern Washington University	6	11
5	Bradley University	5	92

*Table 5: Top Countries*

Rank	Country	T.D.
1	United Kingdom	63
2	United States	60
3	Australia	18
4	Sweden	8
5	Canada	7
6	Finland	6
7	India	6
8	Italy	6
9	Georgia	5
10	New Zealand	5

### Most citations to JRME by Authors

Citation count is an essential element of the bibliometric analysis. Citation count has long been acknowledged as a measure of impact (Farrukh, Meng and Raza, 2020; Imran Ahmed *et al.*, 2021). Another important and interesting aspect of the bibliometric analysis is to see who most frequently cite the literature published in JRME. This analysis would provide some

interesting insights into how JRME publications are cited in other journals and by countries. This approach has greatly expanded in recent years in the social sciences, where researchers try to understand how different journals are connected. In this section, we present the most citing authors, journals, and countries. Our analysis showed that 1085 documents cited JRME publications and produced 1311 citations.

First, let us have a look at the top authors who most frequently cite JRME papers. Table 6 shows that Gilmore, A., tops the ranks with 18 documents citing JRME publications while Kraus, S., is ranked 2<sup>nd</sup> with 17 documents citing JRME publications. It is interesting to see that Gilmore, A., is also the most prolific author with eight publications. In the case of a tie, we ranked authors in alphabetical order.

*Table 6: Most citations to JRME by Authors*

<b>Rank</b>	<b>Author</b>	<b>T.C. to JRME</b>
1	Gilmore, A.	18
2	Kraus, S.	17
3	Jones, R.	14
4	Fillis, I.	13
5	Eggers, F.	11
6	Rowley, J.	11
7	O'Dwyer, M.	10
8	Miles, M.P.	9
9	Hills, G.E.	8
10	Uslay, C.	8

### **Journals and Countries**

A journal that receives citations from the other top tier journal is perceived to be the research domain's authority (Farrukh, Meng, Wu, *et al.*, 2020b). Typically, an authority will have published key works in the disciplines, which are frequently cited by other academics to ground new research. Results in table 7 list the top ten journals that cited JRME publications. From the list, we can see that all the reputed journals of entrepreneurship and marketing cite JRME publications. Self-citation of JRME is at the top of the list of citing journals. Journal of Business Research, with 26 documents citing JRME publications, is ranked second. Journal of Small Business and Enterprise Development is ranked 3<sup>rd</sup> with 23 documents. Furthermore, in terms of the countries, The U.K. is ranked 1<sup>st</sup> with 212 papers while the U.S. is ranked second with 151 publications citing JRME documents.

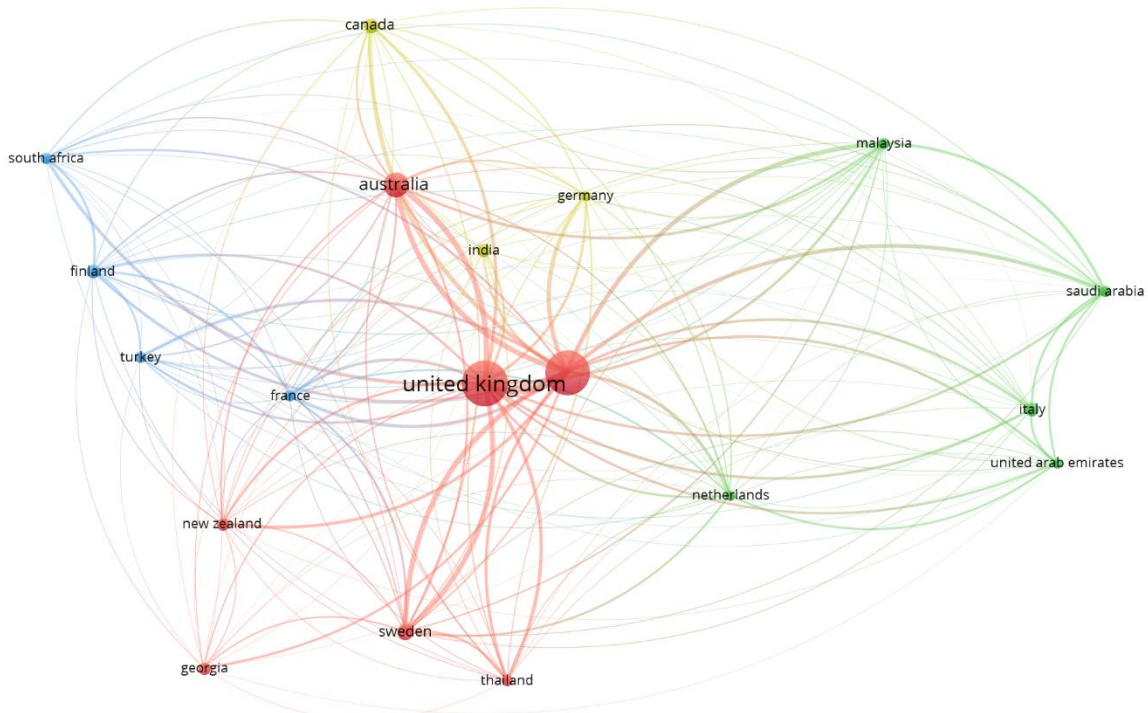
**Table 7: The results of most citing journals and countries**

Rank	Journal name	TC to JRME	Country	TC to JRME
1	Journal of Research in Marketing and Entrepreneurship	76	United Kingdom	212
2	Journal of Business Research	26	United States	151
3	Journal of Small Business and Enterprise Development	23	Malaysia	81
4	Industrial Marketing Management	22	Australia	78
5	International Journal of Entrepreneurship and Small Business	18	Indonesia	65
6	Journal of Strategic Marketing	15	Finland	48
7	Journal of Small Business Management	13	Germany	48
8	Management Decision	13	Sweden	46
9	Qualitative Market Research	12	Iran	45
10	International Entrepreneurship and Management Journal	10	Italy	35

### **INTELLECTUAL STRUCTURE**

In the previous section, we analyzed the performance of JRME based on the number of citations and publications. This section uses visualization of similarities software (VOSviewer) to draw the intellectual structure of JRME based on co-citation, bibliographic coupling, and co-occurrence of keywords.

Recall that bibliographic coupling occurs when two different studies cite the same third study, while co-citation happens when two different studies receive a citation from a third document. In this part, a bibliographic coupling of countries is done to see the influential countries in JRME. Bibliographic coupling is used to find the conceptual links between different research actors. BC relies on the assumption that if two documents are highly related to each other, these documents share the same reference in their bibliography. Figure 1 shows the results with a threshold value of 3 documents and 19 links. The UK appears to be the most productive country, followed by the US, Australia, Sweden, and Canada. These results are endorsing the findings of table 5.



*Figure 1: Bibliographic coupling of the countries*

### **Co-citations**

Next, we present the co-citation of the journals in JRME. This analysis shows the similarity of the literature in different journals. Figure 2 shows the results of a minimum of 5 citations and 50 of the most co-cited journals.

The co-citation of the journals in JRME is divided into three major clusters presented by Red, Blue, and Green colors. The journals in the red color cluster have a strong co-citation link in JRME, and the same is the case with other clusters. Table 8 shows that the Journal of marketing, Journal of research in marketing and entrepreneurship, Journal of business venturing, and European journal of marketing are the most cited journals in the publications of JRME.

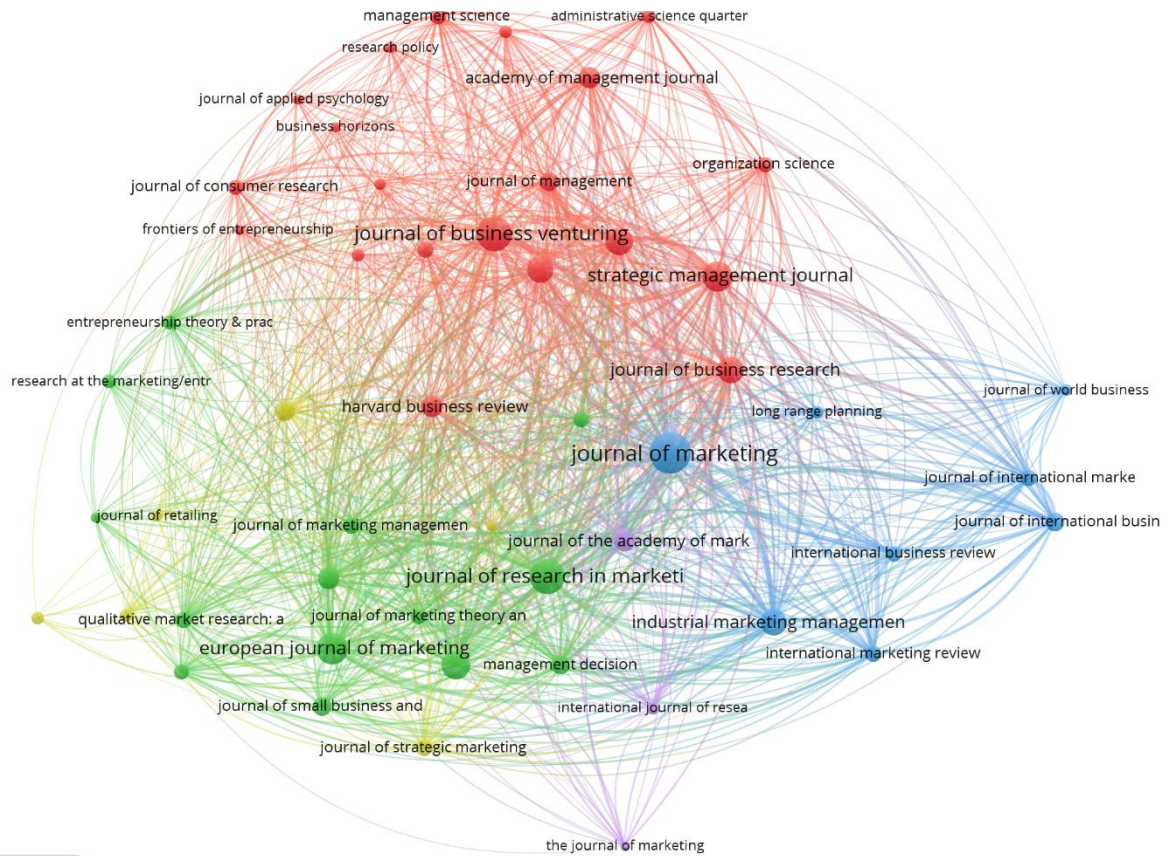


Figure 2: Co-citation of Journals in JRME

Table 8: Co-citations of the journals in JRME.

No.	Source	Citations	Total link strength
1	Journal of marketing	302	11694
2	Journal of research in marketing and entrepreneurship	228	7969
3	Journal of business venturing	224	8475
4	European journal of marketing	173	6878
5	Strategic management journal	171	7069
6	Journal of small business management	151	5238
7	Entrepreneurship Theory and practice	138	5350
8	Academy of management review	133	4532
9	Journal of business research	132	5477
10	Industrial marketing management	124	6067
11	Harvard business review	89	2482
12	Journal of the academy of marketing science	86	3582
13	International small business journal	85	3156
14	Academy of management journal	83	3065
15	Journal of marketing research	75	2745
16	Journal of management	70	2770
17	Journal of international business studies	69	3059
18	Management decision	68	3168
19	Journal of small business and enterprise development	62	1904

**Theme Analysis**

In order to see the most popular themes/keywords in JRME, in this section, we conducted a co-occurrence analysis of the keywords. Figure 3 presents the results based on a threshold of a minimum of five co-occurrences and 20 of the most commonly occurring keywords.

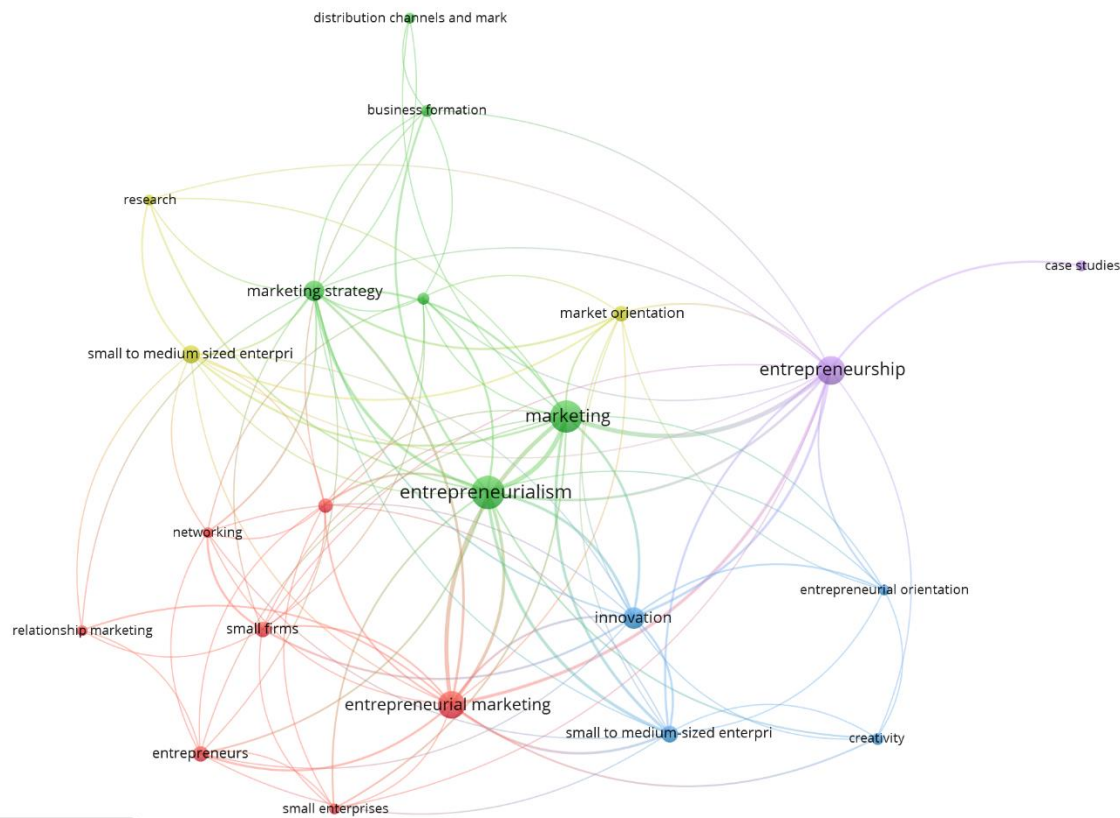


Figure 3: Co-occurrence of author’s keywords between 1999-2019

Keyword analysis depicts a profound insight into the research field or Journal (Singh et al., 2019). Thus, it can be used to understand the research themes. Figure 3 presents the co-occurrence of the authors’ keywords. Here, authors’ keywords are meant to be the keywords that authors provide in their publications. Table 9 endorses the results of Figure 3. The most frequently occurring keyword is Entrepreneurialism, which co-occurred 41 times.

Table 9: Co-occurrence of author’s keywords

Rank	Keyword	Occurrences
1	Entrepreneurialism	41
2	Marketing	40
3	Entrepreneurship	31
4	Entrepreneurial marketing	29
5	Innovation	18

6	Marketing strategy	16
7	Small to medium-sized enterprises	13
8	Small to medium-sized enterprises	11
9	Small firms	10
10	Entrepreneurs	9
11	Market orientation	9
12	Business development	8
13	Business formation	6
14	Creativity	6
15	Marketing theory	6
16	Case studies	5
17	Distribution channels and markets	5
18	Entrepreneurial orientation	5
19	Networking	5
20	Relationship marketing	5

It is also interesting to see what were the most popular keywords in the first decade and second decade of the publication in JRME. In table 10 and figure 4, we show the most common co-occurring keywords during 1999-2009. During this decade, Entrepreneurialism and marketing were the most commonly occurring keywords, which shows that since the inception, the scope of JRME has been much focused and strict to the entrepreneurship and marketing fields.

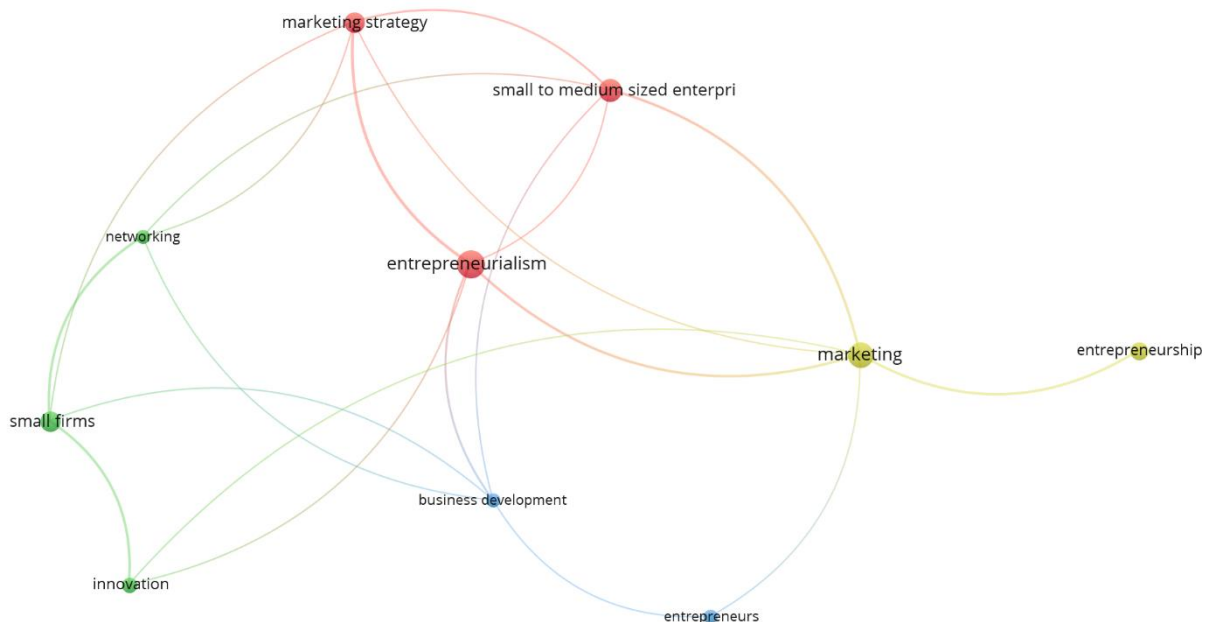
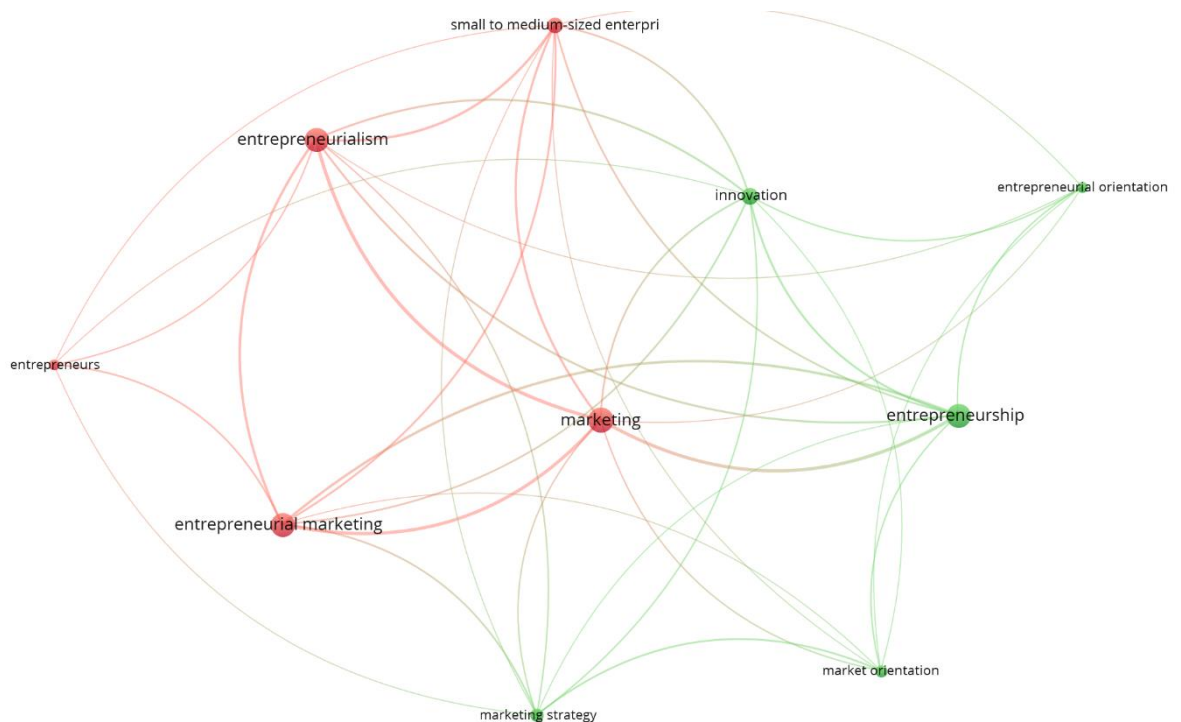


Figure 4: Keywords co-occurrence during 1999-2009

*Table 10: Keywords co-occurrence during 1999-2009*

Rank	Keyword	Occurrences
1	Entrepreneurialism	16
2	Marketing	13
3	Small to medium-sized enterprises	10
4	Marketing strategy	8
5	Small firms	8
6	Entrepreneurship	6
7	Innovation	5
8	Business development	4
9	Entrepreneurs	4
10	Networking	4

Similarly, publications during 2010-2019 showed that marketing and entrepreneurial marketing had been the most popular themes in JRME. Table 11 and figure 5 depict that during this period, there has not been much change in the themes of JRME.



*Figure 5: Keywords co-occurrence during 2010-2019*



*Table 11: Keywords co-occurrence during 2010-2019*

Rank	Keyword	Occurrences
1	Marketing	27
2	Entrepreneurial marketing	26
3	Entrepreneurialism	25
4	Entrepreneurship	25
5	Innovation	13
6	Small to medium-sized enterprises	11
7	Marketing strategy	8
8	Market orientation	7
9	Entrepreneurial orientation	5
10	Entrepreneurs	5

### **Future directions**

The findings of our analysis showed that the journal has a broad topic and geographical coverage. Given the impact of JRME publications in entrepreneurial marketing, we believe that the journal should continue this broad-based positioning. In addition, we suggest some other future research areas that should be considered for the upcoming issues of the journal.

Previous literature depicts that more research is required in the area of entrepreneurial marketing (EM) as this area of marketing is still understudied (Bocconcelli et al. 2018; Amjad, Rani, and Sa'atar, 2020). According to Rideout and Gray (2013), more empirical research is required to validate the theories and practices to demonstrate a better picture of entrepreneurial marketing. Bocconcelli et al. (2018), scholarly work underscored several theoretical gaps concerning entrepreneurial marketing mix, pricing, selling, and marketing practices in a new business context from the perspective of EM in SMEs. Gross et al. (2014) contended that there exists a gap between the relationship in EM practices and actual marketing practices. So, this makes a solid case to learn about studying marketing practices and the analysis of embodied observations and other material (Gross *et al.*, 2014).

In this regard, along with the deductive approaches, there is a need to stress more on the inductive methods like the grounded theory approach to fill theoretical gaps and better comprehend EM processes in SMEs. Marketing is all about creating superior value for the customers and, in return, capturing the value from the customers as well, and it plays a critical role in developing, promoting, distributing, and selling the products and services. On the same line, marketing also aids in raising the capital for the firms. Having said that, most of successful entrepreneurs always do marketing in unorthodox ways such as interactive marketing and word of mouth marketing. Entrepreneurs do not heavily rely on formalized market research; instead, they use their informal networks.

Nevertheless, it depends on the business model, and entrepreneurs can use market research for successful market entry. There are no accorded findings on the interrelation between marketing and entrepreneurship, and more integrated analysis is required in this regard. Therefore, the authors believe the following can be the future research directions.

Finding out what are the similarities, differences, and interfaces among marketing and entrepreneurship.

Different other ways of contemporary marketing practices such as viral marketing, internet marketing, buzz marketing, neuromarketing, and public relations techniques should also be focused more.

What sort of marketing should be done for the new startups? Likewise, how should strategic planning and marketing be useful for new ventures as well?

Entrepreneurial pricing. Two important P's of marketing can be well discussed, such as entrepreneurial pricing and promotion. How companies should do advertisements for the new ventures, and what should be the advertising strategy when products/services reach their maturity stage of the life cycle. Furthermore, pricing strategies at the different stages of the product life cycle of the new businesses can be discussed further.

Marketing for raising the new ventures' financial sources and how to attract the best human resource could also be pursued.

Lastly, relationship marketing and customer relationship management can also be a new horizon for the journal future research directions.

## **CONCLUSION**

This paper aimed at tracing the evaluation of JRME from its publication in 1999 to 2019. The results show a tremendous increase in the number of citations from 2007 to 2019. The main area of focus of JRME is marketing and entrepreneurship in general and entrepreneurial marketing in particular. The publication of JRME received a wide range of attention from academicians and practitioners across the globe; however, western authors contributed more significantly. The analysis shows that the UK and the United States are the most productive countries. India is the only Asian country that got its rank in the top 10 of the most productive countries. The most productive authors, in terms of the number of publications, are Gilmore, A., and Deacon, J.H. The network analysis showed that journal most frequently cited publication of the Journal of Marketing and Journal of business venturing in addition to self-citations. Finally, the study also presented the most frequently occurring themes in the journal. The top occurring keywords/themes of JRME are Entrepreneurialism and Marketing.

## **LIMITATIONS**

This analysis suffers some limitations that should be kept in mind while generalizing the findings. First, this study only analyzed the JRME publication trend that may not provide a holistic view of the marketing and entrepreneurship research. Therefore, future studies should compare different journals to provide complete trends and trajectories of marketing and entrepreneurship fields. Secondly, the bibliographic data of JRME has been extracted from the Scopus database; the limitation of this database might distort the findings. Lastly, the study only provides a quantitative approach analysis; future research should conduct an in-depth content analysis of the journal to better understand the themes emerging in JRME.

## REFERENCES

- Abimbola, T. (2001), “Branding as a Competitive Strategy for Demand Management in SMEs”, *Journal of Research in Marketing and Entrepreneurship*, MCB UP Ltd, Vol. 3 No. 2, pp. 97–106.
- Aman, A., Rafiq, M., Dastane, O., & Sabir, A. A. (2022). Green corridor: A critical perspective and development of research agenda. *Frontiers in Environmental Science*, 10. doi:10.3389/fenvs.2022.982473
- Amjad, T., Rani, S.H.A. and Sa’atar, S. (2020), “Entrepreneurial Marketing Theory: Current Developments and Future Research Agenda”, *SEISENSE Journal of Management*, Vol. 3 No. 1, pp. 27–46.
- Audrey, G., Andrew, M., Damian, G., Philippe, M. and Jordan, G. (2013), “Researching SME/entrepreneurial research: A study of Journal of Research in Marketing and Entrepreneurship (JRME) 2000-2011”, *Journal of Research in Marketing and Entrepreneurship*, Emerald Group Publishing Limited, Vol. 15 No. 2, pp. 87–100.
- Becherer, R.C., Halstead, D. and Haynes, P. (2001), “Marketing Orientation in SMEs: Effects of the Internal Environment”, *Journal of Research in Marketing and Entrepreneurship*, MCB UP Ltd, Vol. 3 No. 1, pp. 1–17.
- Bocconcelli, R., Cioppi, M., Fortezza, F., Francioni, B., Pagano, A., Savelli, E. and Splendiani, S. (2018), “SMEs and marketing: a systematic literature review”, *International Journal of Management Reviews*, Wiley Online Library, Vol. 20 No. 2, pp. 227–254.
- Caputo, A., Manesh, M.F., Farrukh, M., Farzipoor Saen, R. and Randolph-Seng, B. (2022), “Editorial: Over a half-century of management decision: a bibliometric overview”, *Management Decision*, Emerald Publishing Limited, Vol. 60 No. 8, pp. 2129–2147.
- Van Eck, N. and Waltman, L. (2010), “Software survey: VOSviewer, a computer program for bibliometric mapping”, *Scientometrics*, Akadémiai Kiadó, co-published with Springer Science+ Business Media BV ..., Vol. 84 No. 2, pp. 523–538.
- Fabian, M., J., C.F. and F., C.L. (2018), “Bridging past and present entrepreneurial marketing research: A co-citation and bibliographic coupling analysis”, *Journal of Research in Marketing and Entrepreneurship*, Emerald Publishing Limited, Vol. 20 No. 2, pp. 229–251.
- Farrukh, M., Meng, F. and Raza, A. (2020), “Twenty-seven years of sustainable development journal: a bibliometric analysis”, *Sustainable Development*, Vol. 28 No. 6, pp. 1725–1737.
- Farrukh, M., Meng, F., Wu, Y. and Nawaz, K. (2020a), “Twenty-eight years of business strategy and the environment research: A bibliometric analysis”, *Business Strategy and the Environment*, John Wiley & Sons, Ltd, Vol. 29 No. 6, pp. 2572–2582.

- Farrukh, M., Meng, F., Wu, Y. and Nawaz, K. (2020b), “Twenty-eight years of business strategy and the environment research: A bibliometric analysis”, *Business Strategy and the Environment*, John Wiley & Sons, Ltd, Vol. 29 No. 6, pp. 2572–2582.
- Farrukh, M., Raza, A., Ansari, N.Y. and Bhutta, U.S. (2021), “A bibliometric reflection on the history of green human resource management research”, *Management Research Review*, Emerald Publishing Limited, Vol. ahead-of-p No. ahead-of-print, available at:<https://doi.org/10.1108/MRR-09-2020-0585>.
- Farrukh, M., Raza, A., Javed, S. and Lee, J.W.C. (2021), “Twenty years of green innovation research: trends and way forward”, *World Journal of Entrepreneurship, Management and Sustainable Development*, Emerald Publishing Limited, Vol. ahead-of-p No. ahead-of-print, available at:<https://doi.org/10.1108/WJEMSD-06-2020-0068>.
- Farrukh, M., Raza, A., Meng, F., Wu, Y. and Gu, Z. (2021), “Shaping social marketing research: a retrospective of the journal of social marketing”, *Journal of Social Marketing*, Emerald Publishing Limited.
- Farrukh, M., Shahzad, I.A., Meng, F., Wu, Y. and Raza, A. (2020), “Three decades of research in the technology analysis & strategic management: a bibliometrics analysis”, *Technology Analysis & Strategic Management*, Routledge, Vol. 0 No. 0, pp. 1–17.
- Fillis, I. (2000), “Being Creative at the Marketing/Entrepreneurship Interface: Lessons from the Art Industry”, *Journal of Research in Marketing and Entrepreneurship*, MCB UP Ltd, Vol. 2 No. 2, pp. 125–137.
- Fillis, I. (2002), “Small Firm Marketing Theory and Practice: Insights From The Outside”, *Journal of Research in Marketing and Entrepreneurship*, MCB UP Ltd, Vol. 4 No. 2, pp. 134–157.
- Gaddefors, J. and Anderson, A.R. (2008), “Market creation: the epitome of entrepreneurial marketing practices”, *Journal of Research in Marketing and Entrepreneurship*, Emerald Group Publishing Limited, Vol. 10 No. 1, pp. 19–39.
- Gao, P., Meng, F., Mata, M.N., Martins, J.M., Iqbal, S., Correia, A.B., Dantas, R.M., *et al.* (2021), “Trends and Future Research in Electronic Marketing: A Bibliometric Analysis of Twenty Years”, *Journal of Theoretical and Applied Electronic Commerce Research*, Vol. 16 No. 5, pp. 1667–1679.
- Gao, S., Meng, F., Gu, Z., Liu, Z. and Farrukh, M. (2021), “Mapping and Clustering Analysis on Environmental, Social and Governance Field a Bibliometric Analysis Using Scopus”, *Sustainability*, Vol. 13 No. 13, available at:<https://doi.org/10.3390/su13137304>.
- Gilmore, A. (2011), “Entrepreneurial and SME marketing”, edited by Morrish, S. *Journal of Research in Marketing and Entrepreneurship*, Emerald Group Publishing Limited, Vol. 13 No. 2, pp. 137–145.
- Gilmore, A. and Coviello, N. (1999), “Methodologies For Research at the Marketing/Entrepreneurship Interface”, *Journal of Research in Marketing and Entrepreneurship*, MCB UP Ltd, Vol. 1 No. 1, pp. 41–53.
- Gross, N., Carson, D. and Jones, R. (2014), “Beyond rhetoric: Re-thinking entrepreneurial marketing from a practice perspective”, *Journal of Research in Marketing and Entrepreneurship*, Emerald Group Publishing Limited.
- Hansen, D.J. and Eggers, F. (2010), “The marketing/entrepreneurship interface: a report on the ‘Charleston Summit’”, *Journal of Research in Marketing and Entrepreneurship*, Emerald Group Publishing Limited, Vol. 12 No. 1, pp. 42–53.
- Imran Ahmed, S., Farrukh, M., Yihua, W. and Trunk, N. (2021), “Human systems management: a retrospective of 40 years”, *Human Systems Management*, Human Systems Management, Vol. 41 No. 1, pp. 15–30.
- Imran, S., Farrukh, M. and Lee, J.W.C. (2021), “Twenty-five years of the Asian Academy of Management Journal (AAMJ): Intellectual structure mapping and bibliometric review”,

- Asian Academy of Management Journal*, Vol. 26 No. 1.
- Jones, B. (2010), “Entrepreneurial marketing and the Web 2.0 interface”, *Journal of Research in Marketing and Entrepreneurship*, Emerald Group Publishing Limited, Vol. 12 No. 2, pp. 143–152.
- Jones, R. and Rowley, J. (2009), “Presentation of a generic ‘EMICO’ framework for research exploration of entrepreneurial marketing in SMEs”, *Journal of Research in Marketing and Entrepreneurship*, Emerald Group Publishing Limited, Vol. 11 No. 1, pp. 5–21.
- Kilenthong, P., Hultman, C.M. and Hills, G.E. (2016), “Entrepreneurial marketing behaviours: impact of firm age, firm size and firm’s founder”, *Journal of Research in Marketing and Entrepreneurship*, Emerald Group Publishing Limited, Vol. 18 No. 1, pp. 127–145.
- Kuah, A.T.H. (2002), “Cluster Theory and Practice: Advantages for the Small Business Locating in a Vibrant Cluster”, *Journal of Research in Marketing and Entrepreneurship*, MCB UP Ltd, Vol. 4 No. 3, pp. 206–228.
- McAuley, A. (2010), “Looking back, going forward: reflecting on research into the SME internationalisation process”, *Journal of Research in Marketing and Entrepreneurship*, Emerald Group Publishing Limited, Vol. 12 No. 1, pp. 21–41.
- Morrish, S.C. (2011), “Entrepreneurial marketing: a strategy for the twenty-first century?”, edited by Morrish, *S. Journal of Research in Marketing and Entrepreneurship*, Emerald Group Publishing Limited, Vol. 13 No. 2, pp. 110–119.
- Mushtaq, R., Dastane, O., Rafiq, M., & Başar, B. D. (2023). Women financial inclusion research: a bibliometric and network analysis. *International Journal of Social Economics*, 50(8), 1169-1185. doi:10.1108/IJSE-06-2022-0438
- Nawaz, K., Saeed, H.A. and Sajeel, T.A. (2020), “Covid-19 and the State of Research from the Perspective of Psychology”, *International Journal of Business and Psychology*, Vol. 2 No. 1, pp. 35–44.
- Oly Ndubisi, N. and Iftikhar, K. (2012), “Relationship between entrepreneurship, innovation and performance”, *Journal of Research in Marketing and Entrepreneurship*, Emerald Group Publishing Limited, Vol. 14 No. 2, pp. 214–236.
- Parkman, I.D., Holloway, S.S. and Sebastiao, H. (2012), “Creative industries: aligning entrepreneurial orientation and innovation capacity”, *Journal of Research in Marketing and Entrepreneurship*, Emerald Group Publishing Limited, Vol. 14 No. 1, pp. 95–114.
- Rafiq, M., Dastane, O., & Mushtaq, R. (2023). Waste reduction as ethical behaviour: a bibliometric analysis and development of future agenda. *Journal of Global Responsibility*, 14(3), 360-379. doi:10.1108/JGR-09-2022-0098
- Sascha, K., Matthias, F., Fabian, E., E., H.G. and M., H.C. (2012), “The entrepreneurial marketing domain: a citation and co-citation analysis”, *Journal of Research in Marketing and Entrepreneurship*, Emerald Group Publishing Limited, Vol. 14 No. 1, pp. 6–26.
- Senadheera, S.S., Gregory, R., Rinklebe, J., Farrukh, M., Rhee, J.H. and Ok, Y.S. (2022), “The development of research on environmental, social, and governance (ESG): A bibliometric analysis”, edited by You, S. *Sustainable Environment*, Taylor & Francis, Vol. 8 No. 1, p. 2125869.
- Shaw, E. (1999), “Networks and Their Relevance to the Entrepreneurial/Marketing Interface: A Review of the Evidence”, *Journal of Research in Marketing and Entrepreneurship*, MCB UP Ltd, Vol. 1 No. 1, pp. 24–40.
- Shepherd, C.D., Marchisio, G., Morrish, S.C., Deacon, J.H. and Miles, M.P. (2010), “Entrepreneurial burnout: exploring antecedents, dimensions and outcomes”, *Journal of Research in Marketing and Entrepreneurship*, Emerald Group Publishing Limited, Vol. 12 No. 1, pp. 71–79.

- Stokes, D. (2000), “Putting Entrepreneurship into Marketing: The Processes of Entrepreneurial Marketing”, *Journal of Research in Marketing and Entrepreneurship*, MCB UP Ltd, Vol. 2 No. 1, pp. 1–16.
- Wu, Y., Farrukh, M., Raza, A., Meng, F. and Alam, I. (2021), “Framing the evolution of the corporate social responsibility and environmental management journal”, *Corporate Social Responsibility and Environmental Management*, Vol. 28 No. 4, pp. 1397–1411.
- Xue, X., Rafiq, M., Meng, F. and Peerzadah, S.A. (2023), “21st anniversary of job embeddedness: A retrospection and future research agenda”, *Work*, IOS Press, No. Preprint, pp. 1–15.
- Yihua, W., Meng, F., Farrukh, M., Raza, A. and Alam, I. (2023), “Twelve years of research in The International Journal of Islamic and Middle Eastern Finance and Management: a bibliometric analysis”, *International Journal of Islamic and Middle Eastern Finance and Management*, Emerald Publishing Limited, Vol. 16 No. 1, pp. 154–174.
- Zhouyang, G., Meng, F. and Farrukh, M. (2021), “Mapping the Research on Knowledge Transfer : A Scientometrics Approach”, *IEEE Access*, Vol. 9, pp. 34647–34659.