

MARKETING 4.0: BIBLIOMETRIC ANALYSIS

DOI: 10.17261/Pressacademia.2022.1610

PAP-GBRC- V.15-2022(42)-p.167-168

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To cite this document

Demirag, F. (2022). Marketing 4.0: bibliometric analysis. PressAcademia Procedia (PAP), 15, 167-168.

Permanent link to this document: <http://doi.org/10.17261/Pressacademia.2022.1610>

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ABSTRACT

Purpose- Marketing 4.0 is a phenomenon that attracts a lot of concern due to its essential impact on stakeholders. This study aims to perform the bibliometric analysis of the publications obtained by scanning with the marketing 4.0 word in the journals scanned by the National Academic Network and Information Center (ULAKBİM).

Methodology- Content analysis was used in this study. A total of 12 articles were included in the analysis within the framework of the analysis. The number of authors, journal titles, keywords, distribution by years, research method, sampling method, the sector in which the studies were applied, and the types of analysis used were examined.

Findings- The analysis reveals that; it has been observed that the studies on Marketing 4.0 started to be studied more in 2018 and later. The most used keywords in the study are the concepts of marketing and Industry 4.0. Convenience and nonprobability sampling methods were used as a sampling method in the study. In addition, it has been seen that the conceptual analysis method was used in the studies conducted in Turkey on the concept of Marketing 4.0, and SPSS, Moora, and content analysis were used as data analysis.

Conclusion- The following conclusions can be drawn from the findings; The examination of national academic studies on the concept of Marketing 4.0 offers a different perspective in terms of determining the research gap for future studies in this field.

Keywords: Marketing, marketing 4.0, bibliometric analysis, content analysis

JEL Codes: M10, M30, M31

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