

Araştırma Makalesi

The Digital Transformation: The Forty Years of Marketing Communication Research

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Abstract

This in-depth analysis provides insight into the evolution and trends in marketing communication research using data from the Web of Science database. The study reveals a steady annual growth rate of 6.09% in publications, with the United States, China, and the United Kingdom as leading contributors. The field is characterized by its collaborative and interdisciplinary nature, with 71,630 authors contributing significantly. The thematic evaluation highlights the shift to contemporary themes like social media, digital marketing, and ICT. Advanced concepts like blockchain and artificial intelligence suggest future research directions. Keyword analysis highlights the prevalence of digital technologies. IEEE, Elsevier, and Springer Nature are found to be the most productive publishers. Influential authors, including Bacik, Radovan, Fedorko, Richard, and Gil Saura, provide insights into the field's key contributors. This study offers significant insights for academics, professionals, and policymakers to comprehend the historical, current, and prospective marketing communication pathways.

Keywords: Marketing communication, social media, artificial intelligence, digital marketing

JEL Classification Codes: M31, D83

Dijital Dönüşüm: Pazarlama İletişimi Araştırmalarının Kırk Yılı

Öz

Bu derinlemesine analiz, Web of Science veri tabanındaki verileri kullanarak pazarlama iletişimi araştırmalarındaki evrim ve eğilimler hakkında bilgi sağlamayı amaçlamaktadır. Yayınlarda ABD, Çin ve Birleşik Krallık'ın temel olarak katkıda bulunduğu yıllık %6,09'luk istikrarlı bir büyüme oranı ortaya koymaktadır. Alanın iş birliği ve disiplinlerarası doğası, katkıda bulunan yazar sayısının 71.630 olmasından anlaşılmaktadır. Tematik değerlendirme, sosyal medya, dijital pazarlama ve BİT gibi çağdaş temalara geçişi vurgularken blockchain ve yapay zekâ gibi gelişmiş kavramlar gelecekteki araştırma yönelimlerini göstermektedir. Anahtar kelime analizi, dijital teknolojilerin yaygınlığını vurgulamaktadır. IEEE, Elsevier ve Springer Nature en üretken yayıncılar; Bacik, Radovan, Fedorko, Richard ve Gil Saura gibi etkili yazarlar, alana katkıda bulunmaktadır. Çalışma; akademisyenlere, profesyonellere ve politika yapıcılara tarihsel, güncel ve ileriye dönük pazarlama iletişimi yollarını anlama konusunda önemli bilgiler sunmaktadır.

Anahtar kelimeler: Pazarlama iletişimi, sosyal medya, yapay zekâ, dijital pazarlama

Jel Sınıflandırma Kodları: M31, D83

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1. Introduction

Marketing communication, a vital pillar for businesses and institutions, is crucial in achieving their goals and fostering growth. It involves strategically conveying information about products, services, or the brand to the target audience in a way that evokes a strong emotional response and prompts action. This communication is about reaching the market, shaping brand identity, influencing consumer behavior, and ultimately driving organizational goals and expansion. The significance of marketing communication has surged, reflecting the market's increasing complexity and consumers' evolving expectations. This field is central to establishing, nurturing, and fortifying the relationship between companies and their customers through a blend of diverse tools, strategies, and tactics, allowing companies to highlight their strengths, narrate their stories, and position their offerings in a competitive marketplace (Weichselbraun, Steixner, Braşoveanu, Scharl, Göbel & Nixon, 2022). Historically, marketing communication strategies like traditional advertising, including billboards, print ads, and radio spots, were predominant. Focusing on media relations and reputation management, public relations gave brands a platform to shape public perception. However, with the advent of the digital era, many new channels and strategies have emerged (Belch & Belch, 2018; Raghani, 2021). These range from social media marketing, facilitating real-time audience engagement, to content marketing, where brands act as narrative publishers, significantly broadening the spectrum of marketing communication methods. The evolution of marketing communication is marked by its adaptation to technological advancements and changing consumer behaviors (Omar & Atteya, 2020). The early stages of marketing communication were characterized by one-way communication channels, where the interaction was primarily from the brand to the consumer. The introduction of television and radio advertising revolutionized this landscape, allowing for a broader reach and more creative storytelling (Sama, 2019). As the internet gained prominence, the late 20th and early 21st centuries shifted towards digital marketing. This era introduced email marketing, search engine optimization, and online advertising, marking a significant transition from traditional methods (Olson et al., 2021). Over the past few years, the popularity of social media influencers has been growing exponentially, making influencer marketing prevalent in firm strategies. These have become vital strategies, reflecting the shift towards more authentic and relatable marketing efforts (Vrontis et al., 2021). Today, marketing communication is a hybrid of traditional and digital methods, with companies leveraging various channels to create a comprehensive and cohesive strategy. However, social media marketing is found to be most effective for brands in their endeavor to maximize customer experience. It is because of the personalization, customization, and interaction that this digital strategy offers to the customers (Nuseir et al., 2023). The focus has expanded from mere selling to building long-term relationships with consumers, emphasizing values, social responsibility, and community involvement. The academic interest in

marketing communication, as evidenced by scholars and researchers, continues to grow. Studies are delving into the effectiveness of different communication channels, the impact of digital transformation on consumer behavior, and the strategic integration of traditional and modern methods. Exploring these themes is critical for understanding the evolving dynamics of the field and guiding future marketing strategies (Subramaniam & Nair, 2013; Rossiter, Percy & Bergkvist, 2018; Arora & Sanni, 2019). Marketing communication has evolved from simple message dissemination to a complex, multi-channel strategic endeavor. It remains a vibrant and essential field of study and practice, adapting to technological advancements and changing societal norms while maintaining its core objective of forging meaningful connections between brands and their audiences.

Bibliometric analysis stands as a powerful and sophisticated tool in the field of academic research. Rooted in the principles of quantitative analysis and statistics, this method searches into the intricate patterns and trends evident within publications of a specific field or discipline (Li & Li, 2022; Araújo Vila, Otegui Carles & Fraiz Brea, 2023; Mahmud & Ali, 2023). Bibliometric analysis of marketing communication is essential for understanding the scholarly view, identifying trends, assessing research impact, fostering collaborations, and making informed decisions within the field (Xie, Li, Hu & Hu, 2020; Dong et al., 2022). It provides a systematic and evidence-based approach to navigating the vast body of literature and contributes to advancing knowledge in marketing communication (Rovira-Esteva, Olalla-Soler and Aixelá, 2019; Humboldt-Dachroeden, Rubin & Frid-Nielsen., 2020). It plays a crucial role in discerning patterns and shifts in study subjects, methodologies, and ideas within marketing communication over different historical periods. Gaining an understanding of the evolution of the field enables academics and practitioners to remain up to date with growing topics of interest. Discerning highly productive writers and prominent organizations within the area of marketing communication holds significant value in terms of fostering collaboration opportunities and identifying individuals who are considered thought leaders. A comprehensive understanding of the collaborative networks among researchers and institutions facilitates the acquisition of valuable insights into the distribution of knowledge. It has the potential to cultivate collaborations across different disciplines. Examining the publication trends and effects of journals in the field of marketing communication aids in comprehending the most influential avenues for disseminating research (Eren & Eren, 2020). Discriminating articles and journals that receive significant citations facilitates the identification of reputable publishing venues, whereas comprehending collaboration networks and interdisciplinary connections may introduce novel avenues for research (Maltseva & Batagelj, 2019). Analyzing citations across different areas through bibliometrics might provide insights into interdisciplinary links and influences (Jalal, 2019; Lozano, Calzada-Infante, Adenso-Díaz & García, 2019).

The primary objective of this thorough bibliometric analysis of scholarly literature concerning marketing communications is to uncover and illuminate the intricate mechanisms that influence the advancement of research within this area. Researchers and practitioners can employ this bibliometric analysis to enhance their decision-making processes, ensuring their work is grounded on an in-depth understanding of the prevailing literature and research patterns. In addition to facilitating strategic planning and resource allocation, benchmarking against other institutions assists academic institutions and departments in determining their productivity and impact. Practitioners and industry experts can influence marketing strategy decisions by aligning their practices and strategies with academic discourse, and the findings of the study can serve as a valuable tool for policymakers to inform their funding allocations, research priorities, and the formulation of marketing communication policies.

2. Literature Review

Marketing communications, an integral part of marketing strategy, encompasses various methods and channels companies use to relay their messages to consumers. The evolution of this field, as highlighted in Limna et al. (2022), demonstrates a shift from traditional media to a more integrated approach combining digital platforms. Key areas of focus in contemporary research include the effectiveness of different communication channels, the impact of technological advancements, and the role of consumer behavior in shaping marketing strategies. Much of the literature, including Kurdi et al.'s (2022) comprehensive study, contrasts traditional marketing channels like television and print media with digital platforms like social media and email marketing. These works often emphasize the increased personalization and interactivity of digital channels, as discussed in Chandra et al.'s (2022) analysis of social media marketing strategies. Understanding consumer behavior is critical in shaping effective marketing communications. Ghorbani et al. (2022) research how consumer preferences and decision-making processes have evolved in the digital age, highlighting the need for more personalized and targeted communication strategies. This is further corroborated by Thomas et al.'s (2022) study on consumer response to personalized email marketing campaigns, which illustrates the significant impact of customization on consumer engagement and brand loyalty. The advent of new technologies has dramatically transformed marketing communications. Studies like those by De Mauro et al. (2022) investigate the role of emerging technologies, such as artificial intelligence and machine learning, in predicting consumer behavior and optimizing marketing messages. Additionally, research on virtual reality, as in Thompson and Zhang's (2022) work, suggests that these technologies that consumers use are changing their minds. A growing body of literature, including Thompson et al. (2021), addresses the challenges and responsibilities of marketing communications. This includes concerns over consumer privacy, data protection, and the ethical implications of

targeted advertising. As defined by Kotler and Keller (2016), marketing communication is a fundamental aspect of a business strategy encompassing how companies inform, persuade, and remind consumers about their products and brands. It includes various methods such as advertising, public relations, sales promotions, and more, each uniquely shaping consumer perceptions and building brand awareness (Schultz, Tannenbaum, & Lauterborn, 1993). The importance of marketing communication lies in its ability to influence customer behavior and foster loyalty. Marketing communication literature is a valuable resource that contributes to the growth and sustainability of an organization by informing effective decision-making, influencing consumer behavior, and aiding in the development of successful marketing strategies. Numerous scholarly investigations have employed bibliometric analysis, a methodological approach to investigating research trends and patterns of marketing communication, and offer valuable insights into the field's development organization and influence (Verma & Gustafsson, 2020).

Bibliometric analysis is valuable for examining research trends and patterns in various fields, including marketing communication. By analyzing the literature and publications in a specific area, the bibliometric analysis provides insights into the evolution, structure, and impact of research in that field. Several studies have utilized bibliometric analysis to explore different aspects of marketing communication. The study conducted by Rossi, Bortoli, and Castilhos (2014) investigated the extent to which marketing contributes to several areas of knowledge, highlighting its restricted impact beyond the area of management. Edgar, Huhman, and Miller (2015) aimed to clarify the conceptualization and operationalization of the place strategy in social marketing. Popa, Țarcă, Bodog, Sasu, and Roșca (2022) examined the inclination of marketing professionals toward employing bibliometric analysis to investigate subjects on marketing. The field has evolved significantly over the past decade, with the digital revolution essential in reshaping the environment. Kim, Kang, and Lee (2021) explored the evolution of digital marketing communication through a bibliometric analysis and network visualization of critical articles. The research emphasized the transformative role of digital platforms in marketing communication strategies. İnan (2023) conducted a bibliometric analysis of digital marketing communication (DMC) that analyzed articles in journals related to digital marketing communication and provided valuable insights into the research trends and patterns in digital marketing communication. The prevalence of empirical studies, diverse players, the variety of methodological designs, and the range of analysis units within the field will contribute to advancing new research in digital communication inside digital environments. Bibliometric analyses provide insights into the prevailing research patterns within a specific topic and offer valuable practical consequences for relevant marketing communication professionals and policymakers. Maggon (2022) highlighted the importance of internal communication, trust, commitment, and loyalty in relationship marketing. Pahlevi and Nurcahyo (2022) emphasized the

integration of marketing communications with customer relationship management and the value-added role of communication. The study by Cuevas-Molano, Sánchez-Cid, and Matosas-López (2020) focused on the brand content strategy employed in social media platforms. It emphasized the presence of methodological diversity and maturity within this particular field of study. In the study conducted by Pang, Wu, Ji, and Quan (2020), an analysis is performed on the progress and quantitative dimensions of research in social media marketing. The study highlighted the importance of achieving a more equitable distribution of attention across various academic fields.

The bibliometric studies are crucial for academic researchers and practitioners, providing a comprehensive overview of marketing communication research development, current state, and future directions by examining a wide range of studies. This is particularly evident in Kim, Kang, and Lee's (2021) work, which explores the transformation brought about by digital platforms. Such analyses help academics and practitioners understand the historical context and anticipate future trends in the field. Bibliometric analysis is instrumental in uncovering major themes within marketing communication research. For example, Edgar, Huhman, and Miller (2015) offer insights into conceptualizing place strategy in social marketing. These studies highlight prevalent themes and reveal research gaps, guiding future studies and helping researchers focus on under-explored areas. Rossi, Bortoli, and Castilhos (2014) demonstrate how marketing contributes to various knowledge areas, emphasizing the field's interdisciplinary nature. Such insights are crucial for academics exploring cross-disciplinary research opportunities and practitioners aiming to apply diverse perspectives in their strategies. Popa et al. (2022) and Cuevas-Molano et al. (2020) illustrate the methodological diversity in marketing communication research. Understanding these trends helps researchers and students in the field choose appropriate methodologies for their work and critically evaluate existing studies. Bibliometric studies often have practical implications for professionals and policymakers. Maggon (2022) and Pahlevi and Nurcahyo (2022) delve into internal communication and customer relationship management, offering actionable insights for improving marketing strategies and enhancing customer relations. The study by Pang et al. (2020) highlights the need for equitable attention across various academic fields within social media marketing. This highlights the importance of a balanced approach in research, ensuring that all relevant aspects of marketing communication receive adequate scholarly attention. Many of these studies encompass a global perspective, providing insights into how marketing communication is approached and understood in different cultural contexts. This global view is essential for academics and practitioners in an increasingly interconnected world.

Health has been a commonly addressed subject within the area of marketing communications. Winardi, Rohman, Rasyid, Putra, and Dharma (2022) explored

the influence of social marketing communication on health protocols, especially during the COVID-19 pandemic. The study utilized bibliometric analysis to understand the impact of communication strategies on new adaptations during the pandemic. Verma and Gustafsson (2020) also focused on investigating the emerging COVID-19 research trends in business and management, including marketing communication. Through bibliometric analysis, the study identified four significant discourses related to the impact of COVID-19 on overall business, technologies, supply chain management, and the service industry (Verma & Gustafsson, 2020). A bibliometric analysis of obesity in marketing research conducted by Onjewu, Sadraei, and Jafari Sadeghi (2022) revealed the influence of persuasive communication and advertising on human well-being and child health. The study emphasized the need for ethical considerations in marketing strategies targeting vulnerable populations. Sports marketing also has been recognized as a vital tool in communication, leveraging the universal appeal of sports to connect with global audiences.

These studies demonstrate the application of bibliometric analysis in understanding the research trends, patterns, and priorities in marketing communication. The literature on marketing communication emphasizes the transformative role of digital platforms, the ethical considerations in targeting specific populations, and the significance of integrated marketing strategies. Influenced by technological advancements and changing consumer behaviors, the evolution of marketing communication strategies offers rich insights for academics and practitioners alike. By analyzing the literature and publications in the field, bibliometric analysis provides valuable insights that can inform future research directions and contribute to advancing marketing communication as a discipline. These papers also demonstrate the growing interest in bibliometric analysis in marketing communication and highlight the need for further research and interdisciplinary collaboration. In summary, bibliometric analyses in marketing communication contribute significantly to the academic community by providing a structured and comprehensive overview of research trends, methodological approaches, and thematic developments. They are instrumental in shaping future research directions, informing practice, and guiding policy in the dynamic and ever-evolving field of marketing communication.

2.1. Methodology

2.2. Data Collection

The data for this study was gathered from the Web of Science (WoS) database. WoS is renowned for its comprehensive collection of research articles across various disciplines and serves as an essential resource for academic researchers worldwide. A targeted search was executed within the database using the keyword “marketing communication.” The search aimed to retrieve all academic articles related to this

subject to gain an in-depth understanding of the current environment and the historical evolution of research in this field.

2.3. Bibliometric Analysis

Bibliometric analysis is a quantitative method to study and interpret publication patterns within a particular field or discipline. It offers the opportunity to discover the progression of academic research, popular research themes, collaboration networks, influential authors, and journals. Specifically, this study used bibliometric analysis to evaluate the retrieved articles on several parameters, including:

- Publication year distribution to ascertain the growth trend of research in the field.
- Most frequently cited articles to determine landmark studies.
- Analysis of co-collaboration networks to understand collaboration patterns.
- Journal distribution to highlight the leading journals in marketing communication.
- Keyword analysis to identify significant themes and trends within the research.

2.4. Tools and Software

The 'Bibliometrix' library for R Studio was used for the bibliometric analysis. The Bibliometrix library is a comprehensive tool designed for quantitative research synthesis and offers a variety of functions that facilitate the extraction and analysis of bibliometric data. The following steps were followed using this tool:

- Data Importation: The articles downloaded from WoS were imported into R Studio in a compatible format.
- Data Cleaning: Preliminary data cleaning was executed to ensure the removal of duplicates and irrelevant records.
- Descriptive Analysis: An initial exploration of the data was conducted to obtain fundamental information and find out the publication trends, distribution among journals, and authorship patterns.
- Matrix Construction: Co-citation, bibliographic coupling, and co-word matrices were constructed as a foundation for subsequent analyses.
- Network Analysis: Utilizing the matrices from the previous step, various network analyses were performed to identify connections between authors, journals, and keywords.
- Visualization: Graphs, charts, and network maps were generated to visually represent and interpret the derived findings. Using R Studio and the Bibliometrix library ensured a rigorous and systematic approach to the analysis, allowing for reproducibility and transparency in the research process.

2.5. Limitations

While WoS is a comprehensive database, it is worth noting that not all journals or publications may be indexed therein. As such, there might be relevant articles from non-indexed journals that were not included in this study. Furthermore, the analysis is bound by the accuracy and consistency of metadata provided by WoS. Despite these limitations, the methodology adopted ensures a broad and in-depth exploration of the academic environment of marketing communication research.

3. Results

3.1. Main Information Analysis

From the Web of Science (WoS) database, a total of 32,343 documents related to marketing communication were retrieved, spanning four decades from 1983 to 2023. No filtering was done when determining the years, and all publications were examined, starting from 1983, the first publication year reached by using the relevant keyword in the Web of Science search, until the last study of the current year, 2023. These documents have been published across 12,752 sources, encompassing journals, books, and other academic publications. The collection has witnessed steady growth over the years, with an annual growth rate of 6.09%. This indicates a consistent and burgeoning interest in the field of marketing communication. The average age of the documents stands at 9.02 years, reflecting the mixture of historical and contemporary research within the dataset. A significant number of authors, totaling 71,630, have contributed to these documents. 6,952 are single-authored documents, underscoring the range of individual scholarly pursuits and collaborative efforts in the field. The author's keywords, numbering 60,961, suggest a rich and multifaceted exploration of topics, trends, and niches within the broader umbrella of marketing communication. The comprehensive volume of documents and the vast array of sources illustrate the expansive nature of research in marketing communication. The growth rate showcases a consistent interest and expanding research in the field, ensuring its relevance and importance in contemporary academic discourse. The extensive number of authors and their diverse contributions highlight the interdisciplinary and collaborative nature of the subject. At the same time, the significant number of single-authored documents also highlight individual scholarly depth. The variety of the author's keywords provides a testament to the evolving and multifarious dimensions of marketing communication research over the last 40 years. The leading information results derived from the Web of Science database offer a robust and panoramic view of the academic environment of marketing communication. The data serves as a foundation for further bibliometric analysis and can provide valuable insight into the trajectory, evolution, and focal points of research in this field. The main information is given in Table 1.

Table 1: Main Information

No	Description	Results	No	Description	Results
	Main Information			Document Contents	
1	Timespan	1983:2023	1	Keywords Plus (ID)	16744
2	Sources	12752	2	Author's Keywords (DE)	60961
3	Documents	32343		Authors	
4	Annual Growth Rate %	%6.09	1	Authors	71630
5	Document Average Age	9.02	2	Authors of Single-Authored Docs	6952
6	Average Citations Per Doc	14.76		Authors Collaboration	
7	References	856763	1	Single Authored Docs	7689
	Authors Collaboration			Authors Collaboration	
2	Co-Authors Per Doc	2.87	3	International Co-Authorships %	17.65
	Document Types			Document Types	
1	Article	19332	13	Editorial Material: Early Access	5
2	Article; Book Chapter	629	14	Letter	2
3	Article; Data Paper	5	15	Meeting Abstract	1
4	Article: Early Access	426	16	News Item	5
5	Article; Proceedings Paper	704	17	Note	10
6	Article; Retracted Publication	4	18	Proceedings Paper	9985
7	Biographical Item	2	19	Review: Book Chapter	11
8	Book Review	7	20	Review: Early Access	19
9	Correction	1	21	Proceedings Paper; Retracted Publication	1
10	Discussion	2	22	Reprint	3
11	Editorial Material	197	23	Retraction	1
12	Editorial Material; Book Chapter	13	24	Review	978

The academic field of “marketing communication” has witnessed a dynamic growth in the number of articles published over the years. An analysis of the data showcases the progression and amplification of research activity from 1991 to 2022. In the early 1990s, the research output was relatively modest, with only six articles in 1991, gradually increasing to 28 by 1994. The latter half of the decade observed a more pronounced growth, evidenced by the leap from 51 articles in 1995 to 170 articles by the turn of the millennium in 2000. The onset of the 21st century marked a new phase of intensified research, with a consistent uptrend in the number of publications. From 212 articles in 2001, the count almost doubled to 412 by 2005. In the subsequent years, they continued to experience an escalation, with the numbers crossing the thousand mark in 2010, showcasing 1,010 articles. A remarkable acceleration in research output became evident post-2010. Between 2010 and 2020, the period saw more than a fourfold increase, culminating in 4,686 articles in 2020. The last two years of the dataset, 2021 and 2022, exhibited the most significant annual outputs with 5,753 and 6,087 articles, respectively. The temporal analysis of academic articles on “Marketing Communication” from 1991 to 2022 illuminates the field’s burgeoning interest and profound expansion over three decades. The consistent growth in research activity highlights the subject’s relevance and reflects the evolving marketing communication paradigms, techniques, and discourses. The data is a testament to the field’s dynamism, emphasizing its significance in contemporary academic and practical contexts. The annual production of academic articles is illustrated in Figure 1.

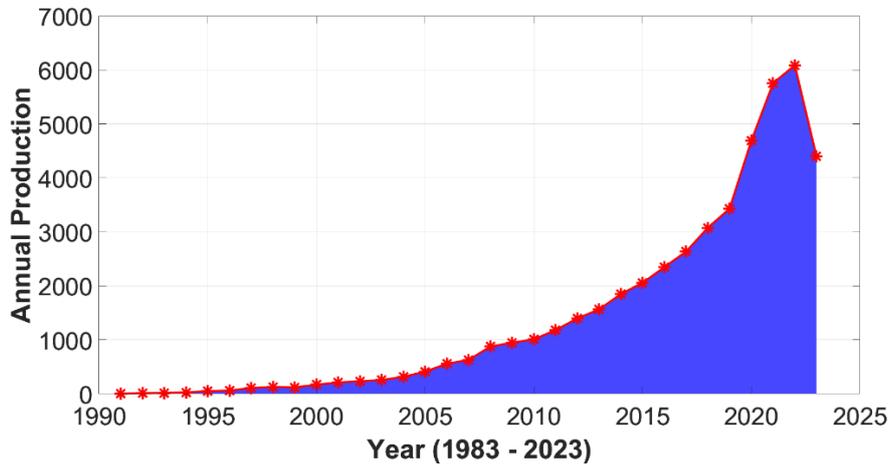


Figure 1: Annual Scientific Production

3.2. Geographical Analysis

The “marketing communications” field has attracted global scholarly attention, as evidenced by the diverse range of countries contributing to the academic discourse. A detailed analysis of the distribution of articles by country reveals a stratification in the volume of contributions, highlighting both dominant players and emerging contributors in the field. The United States stands at the forefront, with an impressive count of 11,490 articles, underlining its central role in driving research on the topic. With 5,698 articles, China manifests its growing influence in global academic circles. The United Kingdom follows closely with 3,703 articles, consolidating its position as a critical research hub. Other significant contributors in the top echelon include Spain (2,766), Germany (2,744), Australia (2,186), India (1,864), Italy (1,841), Russia (1,464) and Canada (1,450). These nations consistently demonstrate a strong commitment to advancing research in marketing communications. A robust middle tier of countries, such as South Korea (1,216), Portugal (1,124), Netherlands (1,082), Romania (961), and Poland (862), indicate a thriving research ecosystem. Japan, Malaysia, Ukraine, and Sweden also fall within this category, each producing between 700 and 900 articles. Countries like Argentina, Chile, Egypt, Bangladesh, and Ghana represent emerging contributors, with their article counts ranging from 100 to 150. This diversity in contribution underlines the universal relevance of the field, attracting attention even from countries with nascent academic infrastructures. Several countries, including Angola, Bahamas, Barbados, El Salvador, and Vanuatu, have contributed with a single article. While these numbers are modest, they emphasize the global reach and resonance of the topic. The geographical distribution of academic articles on “marketing communications” portrays a diverse and inclusive environment. From leading academic powerhouses to emerging research hubs, countries across the globe are contributing to the rich tapestry of knowledge in the field. The widespread interest and varied levels of contributions emphasize the subject’s global relevance and importance and the myriad cultural, economic, and technological contexts in which marketing communications are studied and practiced. This distribution by country is given visually in Figure 2.

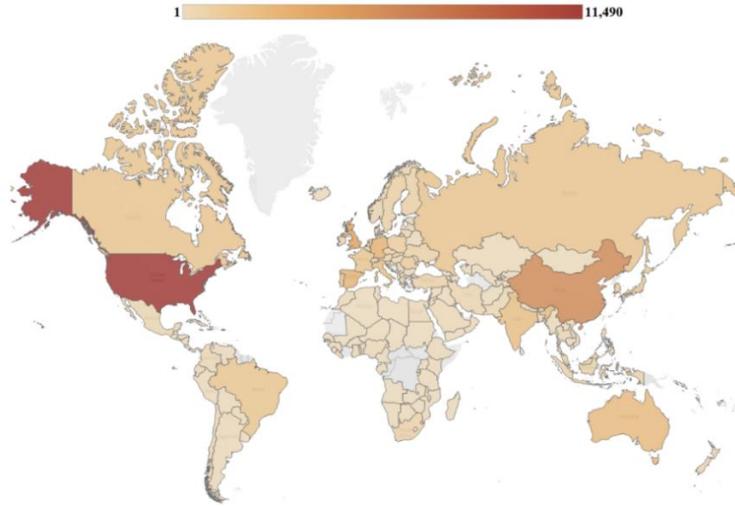


Figure 2: Scientific Production by Country

In Figure 3, cluster 1 predominantly comprises European countries, indicating a robust regional collaboration. This cluster includes the United Kingdom, Spain, Netherlands, Romania, Russia, Portugal, Germany, France, Slovakia, Italy and Poland. Interestingly, Brazil, a South American country, also aligns with this European-centric cluster. This inclusion suggests Brazil's academic synergy with European nations, likely driven by shared research interests or historic academic ties. The presence of multiple European countries in this cluster underlines the strong intra-European research collaborations, possibly influenced by shared cultural, economic, and social contexts, as well as joint academic initiatives and funding opportunities within the region. Cluster 2 embodies a more geographically diverse set of countries, representing North America, Asia, and Oceania. This includes the United States of America, China, Japan, Canada, India, Malaysia, Korea and Australia. The composition of this cluster suggests transcontinental collaborations, emphasizing the merging of Eastern and Western perspectives in the field of Marketing Communications. The academic interactions between powerhouse nations like the USA, China, and India, juxtaposed with contributions from countries like Malaysia, Korea, and Australia, hint at a rich interplay of diverse cultural, economic, and technological viewpoints. This result elucidates the international collaborative nature of research in “marketing communications.” While Cluster 1 showcases strong regional ties within Europe and a unique connection with Brazil, Cluster 2 represents a broader tapestry of global collaborations. These patterns emphasize the interconnectedness of the academic world and highlight the richness of perspectives contributing to the field's dynamism. Such collaborations are instrumental in fostering comprehensive insights, sharing best practices, and navigating the multifaceted challenges of contemporary marketing communications.

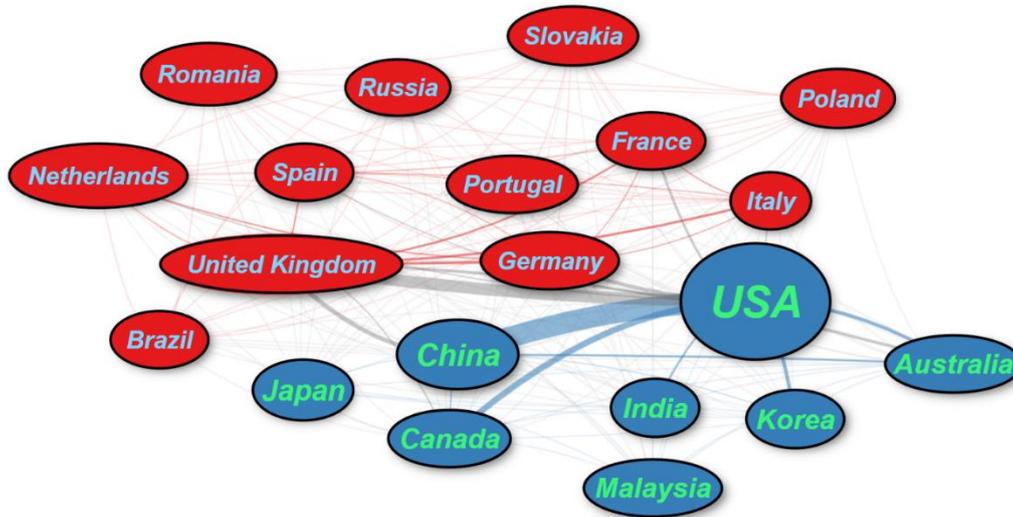


Figure 3: Collaboration of the Most Productive Countries

3.3. Text Analysis According to Author's Keywords, Abstracts, and Titles of Articles

3.3.1. Author's Keywords Analysis

An analysis of author keywords used in academic articles within the field of marketing communications provides an essential finding of the prevailing trends, focal points, and evolving research paths in the field. The most used author keywords are given in Table 2.

Table 2: Most Used Author Keywords

Words	Occurrences	Words	Occurrences
Social media	911	Security	177
Communication	873	Digital Marketing	172
Marketing	823	Facebook	172
Innovation	445	Relationship marketing	171
Advertising	419	Public relations	170
Internet	415	Consumer behaviour	162
ICT	330	Branding	153
Sustainability	285	Management	151
Social networks	270	Marketing strategy	141
Education	256	Twitter	141
Higher education	248	Strategy	139
Consumer behavior	243	Information technology	136
Trust	217	Media	135
Globalization	215	Regulation	134
Social marketing	214	Sustainable development	127
Internet of things	211	Big data	125
Covid 19	208	Culture	120
Tourism	206	Digitalization	120
E-commerce	204	Customer satisfaction	119
Technology	201	Information and communication technology	119
Corporate social responsibility	189	Knowledge management	119
Smart grid	184	SME	117

The prominence of “social media” with 911 occurrences, followed by “internet” (415), “ICT” (330), “social networks” (270), “digital marketing” (172), and “Facebook” (172) underscores the ascent of digital platforms and technologies in shaping modern marketing communication paradigms. Furthermore, “e-commerce” (204) and “internet of things” (211) emphasize the convergent role of technology and commerce in this discipline. Keywords such as “communication” (873), “marketing” (823), and “advertising” (419) reflect the foundational pillars of the subject, reiterating their undiminished significance. The emphasis on “innovation” (445), “sustainability” (285), and “corporate social responsibility” (189) indicates

a progressive orientation towards socially responsible and forward-looking marketing practices. Additionally, “COVID-19” (208) highlights the contemporary challenges and implications of global events on marketing communications. The focus on “consumer behavior” (243), “consumer behaviour” (162), “trust” (217), and “customer satisfaction” (119) signals the field’s dedication to understanding and addressing consumer perspectives, attitudes, and needs. Keywords such as “higher education” (248), “tourism” (206), “globalization” (215), and “SME” (small and medium-sized enterprises) (117) point to the interdisciplinary nature of the research, integrating diverse sectors and global contexts. “Branding” (153), “management” (151), “marketing strategy” (141), and “relationship marketing” (171) highlight the strategic dimensions of marketing communications, emphasizing both the creation and management of brand narratives and relationships. The presence of “media” (135), “public relations” (170), and “digitalization” (120) underscores the multifaceted channels and modalities used in disseminating marketing messages. The author’s keywords offer a panoramic view of the marketing communications environment. From embracing digital disruptions and championing consumer-centric approaches to addressing global challenges and integrating ethical practices, the field showcases a dynamic and holistic approach. These keywords serve as guideposts, delineating the current state and potential future research directions in this field.

3.3.2. Abstract Analysis

Examining the terms most frequently cited in the articles’ abstracts within the marketing communication field unveils a multifaceted environment of research priorities and focal fields. “Social media” stands out with a frequency of 5,533, echoing the transformative role of digital platforms in modern marketing. This is further buttressed by terms like “communication technologies” (2,143), “communication technology” (1,669), and “technology ICT” (856). The emergence of “mobile communication” (629) and “digital marketing” (572) point out the evolving digital channels reshaping the way brands communicate. Terms such as “social networks” (1,194) and “social marketing” (1,003) emphasize the importance of interconnectedness and community-centric approaches in marketing. The mention of “communication strategies” (951), “marketing strategies” (895), “public relations” (875), “marketing strategy” (594), and “communication strategy” (490) signals persistent attention to the strategic facets of communication. Words like “supply chain” (1,092), “labor market” (811), and “global market” (448) provide insight into the broader economic and global contexts in which marketing communications operate. “Product development” (729) and “competitive advantage” (684) hint at the intertwining of product innovation and strategic positioning. The appearance of “public health” (660) and “health care” (648) indicates a cross-sectoral application of marketing communication principles, possibly highlighting public health campaigns or health-focused product marketing.

This is complemented by mentions of “service providers” (644), reflecting the service industry’s relevance. “Communication channels” (606), “communication tools” (543), and “mobile phone” (480) elucidate various mediums and tools facilitating communication. “Social responsibility” (591) underlines the ethical considerations and corporate responsibilities in marketing endeavors. The term “developing countries” (539) hints at research focusing on marketing communication practices and challenges in emerging economies. “Customer satisfaction” (523), “relationship marketing” (477), “brand equity” (453), and “marketing activities” (472) shed light on the intricate dynamics between brands and their audiences. The thematic concentrations from abstracts offer a comprehensive snapshot of the evolving and expansive field of Marketing Communication. From leveraging digital disruptions to understanding global supply chains, from ethical considerations to brand-consumer dynamics, the research environment is diverse and interconnected, reflecting the multifarious challenges and opportunities in the field. The important word groups obtained from the analysis are presented visually in Figure 4.



Figure 4: The Most-Used Word Groups

3.3.3. Title Analysis

Analyzing the terms used in the titles of academic articles in the Marketing Communication field yields vital findings of the prevalent research themes, reflecting the emphasis and directions the academic community is exploring. Leading the charge is “social media,” with 828 mentions, followed closely by related terms such as “social networks” (189), “social network” (91) and “mobile communications” (90). This highlights the overwhelming influence of digital and social platforms in contemporary marketing discourse. Key terms like “integrated marketing” (188), “marketing strategy” (112), and “digital marketing” (109) amplify the emphasis on holistic and strategic marketing approaches. The prominence of “social responsibility” (147), “public relations” (145), “corporate social” (127), and “public health” (62) points towards a growing acknowledgment of the broader societal role and ethical considerations in marketing communications. “Smart grid” (143), “communication technology” (148),

“information technology” (99), and “wireless communication” (75) signify the critical role of evolving technologies in reshaping marketing practices. Terms like “supply chain” (174), “product development” (104), “factors affecting” (89), and “purchase intention” (76) reflect the nuanced understanding of market dynamics and consumer behavior. The mention of “exploratory study” (85) suggests a commitment to rigorous and in-depth analyses, possibly aiming to uncover novel insights or validate existing theories. The term “COVID pandemic” (84) highlights the academic response to global events and their implications on marketing practices. Mentions of “South Africa” (84) and “European Union” (67) indicate region-specific research, offering localized findings of global phenomena. The appearance of “brand equity” (83) emphasizes the importance of brand value and its determinants in the research arena. The emergence of terms like “artificial intelligence” (65) hints at the intersection of modern technology with marketing, showcasing future paths and potential research fields. The word groups are visually presented in Figure 5. Title analysis offers a bird’s eye view of marketing communication’s diverse and evolving research environment. From leveraging digital platforms and emphasizing strategic approaches to acknowledging the societal role and responding to global events, the titles mirror the multifaceted challenges and opportunities in the ever-evolving field of marketing communication.

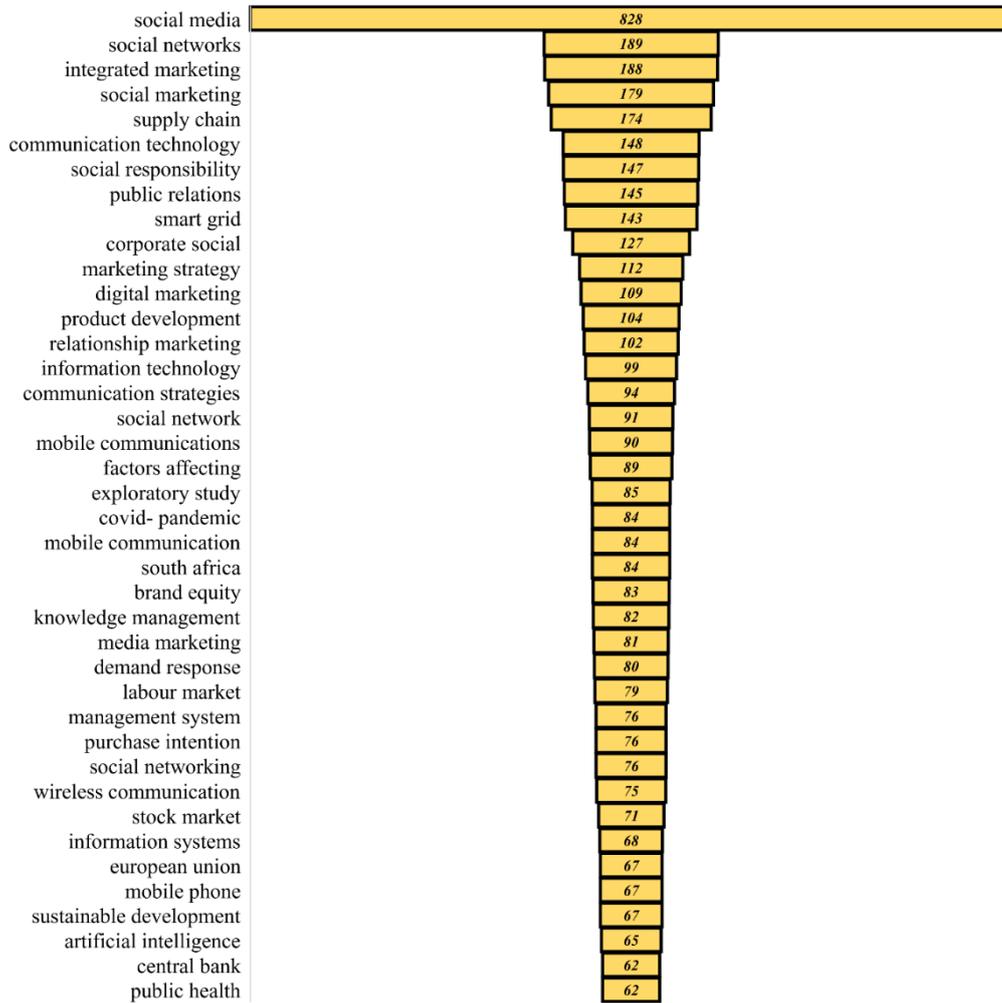


Figure 5: The Most-Used Word Groups

3.4. Thematic Evaluation Analysis

Among the more advanced methods used in bibliometric studies, thematic evolution analysis uses the keywords provided by authors in scholarly works to track and elucidate the evolution of study topics over time. This research is based on carefully evaluating many critical factors, including the frequency with which specific keywords appear, their co-occurrence with other phrases, and their distribution across specified time intervals. By researching these aspects, researchers may create a comprehensive historical narrative of challenges within a subject. This narrative examines the beginnings and growth of individual ideas and identifies watershed events when specific issues acquired or lost popularity. This type of chronology allows for finding key issues that have consistently anchored the research and newer, emergent subjects that signal alterations in academic interest or societal necessity. Furthermore, the interwoven web of term co-occurrence reveals the

interdisciplinary character of growing research by displaying how diverse subjects affect and intersect. This interconnection might indicate possible collaboration possibilities, research gaps, or the merger of previously different study topics. This deep dive into topic progression is a goldmine of discoveries for researchers. It explains how a subject has evolved, what historical events or technical advances may have prompted changes, and where the field may be heading. Such discoveries are critical for politicians and academic strategists. They guide funding allocation choices, research emphasis fields, and collaboration actions, ensuring that activities are linked with the rich heritage of prior research and prospective pathways of future inquiry. Examining topic development indicates a dynamic and developing environment of research interests across time. The topic evolutions obtained from the analysis are visually given in Figure 6.

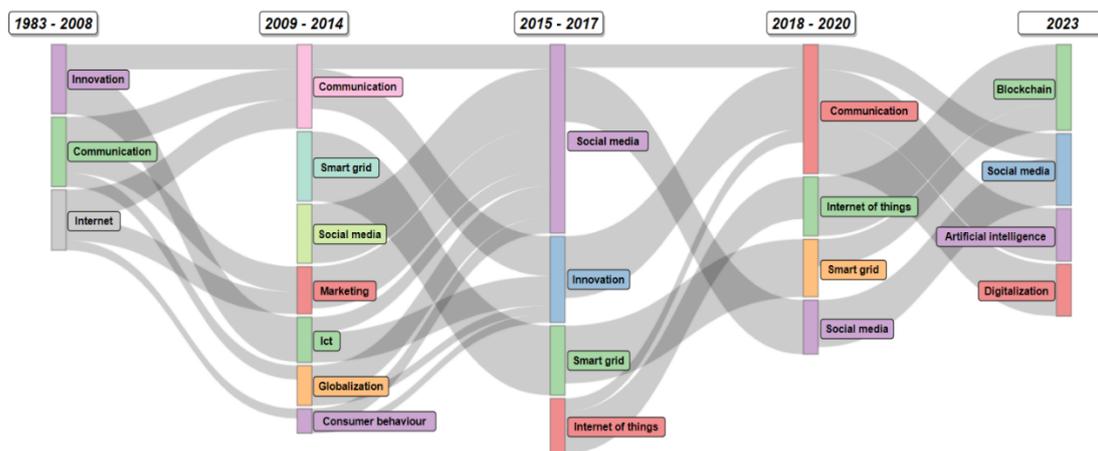


Figure 6: Topic Evolutions

The thematic evaluation of academic articles from 1983 to 2023 offers a rich tapestry of evolving research interests in marketing communication. Between 1983 and 2008, the focus predominantly revolved around the nascent influences of “Innovation,” the core tenets of “Communication,” and the burgeoning impact of the “Internet.” This period marked the dawn of the digital age, characterized by technological advancements and foundational inquiries into online communication platforms. Moving to the period from 2009 to 2014, the environment diversified, emphasizing not just “communication” but also the integration of “smart grid” technologies, the pervasive reach of “social media,” the foundational aspects of “marketing,” and the integration of “ICT” (Information and Communication Technology), the expansive field of “globalization” and the intricate nuances of “consumer behavior.” This period highlighted the confluence of technology and globalized communication in shaping consumer interactions. The subsequent phase, from 2015 to 2017, saw the continued dominance of “social media” but also

introduced themes like “innovation” and the “Internet of Things,” with “smart grid” technology still holding significant attention. These themes promote the shift towards interconnected devices and platforms in marketing. The period from 2018 to 2020 retained a focus on “communication” but placed pronounced emphasis on the “Internet of Things,” “smart grid,” and “social media,” signaling an era of integrated innovative communication ecosystems. Projecting forward, the themes for 2023 herald a new age of exploration with the introduction of “blockchain” and “artificial intelligence,” while “social media” remains relevant, complemented by the overarching theme of “digitalization.” This forecast suggests a future environment where decentralized technologies and intelligent systems will reshape marketing communication paradigms.

3.5. Most Productive Publishers and Authors

Analyzing the most productive publishers in academic articles reveals diverse entities significantly contributing to the body of knowledge. Dominating the list is the “IEEE,” with an impressive record count of 5,371, highlighting its central role in fostering and disseminating research. Close behind, “Elsevier” and “Springer Nature” have made substantial contributions, with record counts of 4,936 and 3,436, respectively, affirming their positions as leading players in the academic publishing environment. Other notable publishers, such as “Emerald Group Publishing,” “Taylor & Francis” and “Sage,” have also provided substantial platforms for academic discourse with their substantial record counts. Moving down the list, publishers like “Oxford University Press” and “IGI Global” further demonstrate the breadth of sources available to researchers. Additionally, specialized entities like “Spie Int Soc Optical Engineering” and “Assoc Computing Machinery” emphasize the variety and niche focus fields within the academic community. The presence of “Walter De Gruyter” rounding off the top 20 demonstrates the comprehensive nature of this analysis, capturing both prominent and emerging players in the publishing field. Overall, this evaluation provides a panoramic view of the critical publishers instrumental in shaping the academic discourse and draws attention to the diverse platforms available for scholars to share and access knowledge. General results are given in Table 3.

Table 3: Top 10 Journals with the Most Articles on Healthcare Management

No	Publisher	Record Count	No	Publisher	Record Count
1	IEEE	5371	11	Atlantis Press	279
2	Elsevier	4936	12	Int Business Information Management Assoc Ibima	286
3	Springer Nature	3436	13	Inderscience Enterprises Ltd	258
4	Emerald Group Publishing	3335	14	Spie Int Soc Optical Engineering	258
5	Taylor & Francis	2906	15	Assoc Computing Machinery	257
6	Sage	1720	16	Frontiers Media Sa	227
7	Wiley	1676	17	Univ Ss Cyril & Methodius Trnava Ucm Trnava	219
8	MDPI	1206	18	Acad Conferences Ltd	207
9	Oxford University Press	355	19	Rated Int Assoc Technology Education A & Development	199
10	IGI Global	330	20	Walter De Gruyter	177

The examination of the most productive authors in the collection of academic articles presents a compilation of scholars who have notably shaped the field with their substantial contributions. Radovan Bacik leads the list, with a record count of 35, establishing him as a central figure in this academic field. He is closely followed by Richard Fedorko and Gil Saura Irene, with record counts of 28 and 25,

respectively, echoing their significant contributions and impact on the subject. Scholars like Anna Zauskova, Pantea Foroudi, and Šerić Maja have also left indelible marks with their respectable record counts, further enriching the academic tapestry. As we venture further into the list, researchers such as Jana Majerova, Alena Kusa, and Lubica Gajanova accentuate the breadth and diversity of thought leaders, each making substantial contributions. Notably, the record counts amongst these authors are competitively close, indicating the dynamic and active nature of contributions in this field of study. This evaluation showcases the leading voices in the academic sphere and offers to discover the scholars driving the discourse, debates, and advancements in the field. Their cumulative works provide a rich foundation and are instrumental in furthering the academic dialogue, offering depth and breadth to the collective understanding. The general results of the most productive authors are given in Table 4.

Table 4: Most Productive Authors

No	Author	WoS Researcher ID	Record Count	No	Author	WoS Researcher ID	Record Count
1	Bacik, Radovan	C 7920 2018	35	11	Majerova, Jana	N 8126 2015	17
2	Fedorko, Richard	C 9553 2018	28	12	Cornwell, T. Bettina	AAC 7009 2019	16
3	Gil Saura, Irene	P 7180 2015	25	13	Law, Rob	Y 3608 2019	16
4	Zaušková, Anna	AAB 6648 2020	24	14	Porcu, Lucia	H 8147 2015	15
5	Foroudi, Pantea	AAR 4562 2020	23	15	Balmer, John M. T.	EKV 9104 2022	15
6	Šerić, Maja	F 4181 2016	23	16	Jiménez Marín, Gloria	E 5845 2010	15
7	Verbeke, Wim	F 8373 2010	21	17	Duffett, Rodney	L 8210 2016	15
8	Nadanyiova, Margareta	O 5872 2015	19	18	Chan, Kara	L 9112 2014	14
9	Kusa, Alena	DCY 7030 2022	18	19	Hamm, Ulrich	F 7886 2013	14
10	Buhalis, Dimitrios	C 2045 2008	17	20	Gajanova, Lubica	P 2726 2015	14

4. Conclusion

This study's exhaustive bibliometric analysis of marketing communication research provides an insightful and comprehensive overview of the field's historical trajectory, topography, and potential future directions. By analyzing a vast corpus of literature spanning over four decades, we have gained a deeper understanding of how marketing communication has grown and transformed in academic inquiry and practical application. The data demonstrates a remarkable and steady growth in marketing communication research since the early 1980s. This increasing volume of scholarly work is a testament to the field's rising significance, capturing the attention and resources of academics and practitioners alike. The early years of the study period were characterized by an exploration of traditional media, such as print and broadcast advertising, which laid the foundational principles of marketing communication. Over time, these traditional mediums have been complemented and, in some cases, overtaken by digital platforms, signaling a significant shift in how communication strategies are conceptualized and executed. One of the most striking findings from this analysis is the profound impact of digitalization on marketing communication. The last two decades have seen an accelerated transition from traditional media to digital platforms. This shift is not merely a change in communication channels but represents a fundamental transformation in marketing communication. Digital platforms, with their interactive capabilities and vast reach, have opened up new avenues for customer engagement, personalized messaging, and real-time feedback. This evolution reflects the field's agility in adapting to the fast-paced digital area, where social media, mobile technologies, and online communities have become central to marketing strategies. This study also highlights the increasing integration of cutting-edge technologies in marketing communication. Artificial Intelligence and the Internet of Things are emerging as pivotal elements in contemporary marketing strategies. Artificial intelligence's role in predictive analytics, customer segmentation, and personalized content creation revolutionizes marketers' understanding and engagement with their audiences. Similarly, the contribution of the Internet of Things to creating interconnected consumer experiences opens new frontiers for interactive marketing. These technological integrations point towards a future where marketing communication strategies are increasingly data-driven, automated, and seamlessly integrated into consumers' daily lives. Another significant trend in this analysis is the growing emphasis on ethical and socially responsible marketing practices. This shift reflects a broader societal expectation for brands to communicate effectively and responsibly. Consumer privacy, data security, and ethical advertising have become increasingly important. The rise in research focusing on these aspects indicates a conscious effort to align marketing practices with ethical standards and social values. The study indicates several potential directions for future research and practice in marketing communication. Staying abreast of these changes will be crucial for marketers as digital technologies evolve. There is a clear need for

ongoing research into the implications of emerging technologies like artificial intelligence and the Internet of Things, not only from a technical standpoint but also considering their ethical and societal impacts. Additionally, understanding the changing consumer behavior in the digital age, especially in the context of data privacy and ethical marketing, will be essential.

The geographical analysis of this bibliometric study in marketing communication has revealed fascinating insights into the global habitat of academic research in this field. This analysis draws attention to marketing communication's universal relevance and applicability across different cultural, economic, and technological contexts. The findings indicate that the United States, China, and the United Kingdom are at the forefront of marketing communication research. These countries have historically been hubs of academic and corporate innovation, reflected in their substantial contributions to the field. The convergence of advanced technological infrastructure, a dynamic corporate sector, and a robust academic environment in the United States has fostered significant research output. Similarly, China's rapid economic growth and investment in higher education and technology have made it a key player in recent years. The United Kingdom's long-standing tradition of academic excellence and its focus on media and communication studies have also significantly influenced global research trends in marketing communication. However, the study also highlights the increasing academic output from other countries, signaling a shift towards a more diversified and globally inclusive research environment. Nations such as Germany, Australia, India, and Canada are rapidly increasing their contributions, driven by growing academic infrastructures and heightened interest in the field. These countries bring unique perspectives and approaches to marketing communication, influenced by their distinct cultural and economic contexts. The wide range of research in marketing communication across different geographical areas demonstrates the global interest in this field. It also highlights the common challenges and solutions that it deals with. As a discipline, marketing communication transcends geographic boundaries and is pertinent to various global markets. This universality is reflected in the shared research themes across countries, such as digital transformation, consumer behavior analysis, and integrating new media platforms. Moreover, this global distribution of research points out the field's ability to adapt and respond to localized challenges while maintaining a universal appeal. For instance, studies from Asian countries might focus more on mobile marketing and social media, reflecting the high penetration of smartphones and digital media in these regions. Conversely, European research might emphasize regulatory frameworks and ethical aspects of marketing communication, mirroring the region's focus on consumer rights and data protection. An exciting aspect of this geographical spread is the potential for international collaboration and cross-cultural insights. The involvement of diverse countries in marketing communication research fosters a rich exchange of ideas and methodologies. This collaborative environment can lead to a more comprehensive and culturally nuanced understanding of global marketing trends. The global

distribution of marketing communication research presents opportunities for comparative studies and cross-cultural analyses. Understanding how different cultural and economic contexts influence marketing strategies and consumer responses could be immensely beneficial. Moreover, the increasing participation of emerging economies in this research field could provide fresh insights into how marketing communication is evolving in these rapidly changing markets.

The thematic evaluation of bibliometric analysis in marketing communication demonstrates an intriguing and dynamic evolution of research interests and methodologies in recent decades. This evolution reflects the field's continuous adaptation to technological advancements, changing market dynamics, and evolving societal norms. Initially, the research predominantly centered on traditional communication strategies. This included studies on print advertising, television and radio commercials, and other forms of mass media. The focus was mainly on reach, frequency, and message crafting for broad audiences. However, as the digital revolution took hold, a significant shift occurred. Research began to explore more complex and integrated communication strategies, encompassing the message and medium and the interactivity and engagement that digital platforms facilitate. This transition emphasizes a broader trend in marketing communication from a one-way broadcast model to a two-way interaction model. The rise of social media platforms and digital marketing tools has been a game-changer for the field. The analysis indicates a surge in studies focusing on these areas, mirroring their growing significance in real-world marketing practices. Research in social media marketing searches into how platforms like Facebook, Twitter, Instagram, and LinkedIn can be leveraged for brand building, customer engagement, and targeted advertising. Similarly, digital marketing research explores the efficacy of various online marketing tactics, including search engine optimization, pay-per-click advertising, email marketing, and content marketing. Another prominent theme in recent research is the study of consumer behavior in the digital area. This includes understanding how consumers interact with brands online, their decision-making processes in e-commerce settings, and the impact of online reviews and social media recommendations. The focus here is deciphering the digital consumer's psyche, which is critical for tailoring effective online marketing strategies. The analysis also highlights a significant increase in research related to corporate social responsibility and ethical marketing. This shift reflects a growing societal demand for businesses to operate responsibly and ethically. Studies in this area examine how companies can integrate corporate social responsibility into their marketing strategies, the impact of ethical marketing on brand image and customer loyalty, and the role of transparency and authenticity in corporate communications. Overall, the thematic evolution in marketing communication research indicates the field's adaptability and responsiveness to the ever-changing market demands and societal expectations. As the digital area continues to evolve, so does the complexity of marketing communication strategies. Academics emphasize integrating traditional

and digital marketing methods, using data analytics for targeted campaigns, and developing personal and ethical consumer engagement. Looking to the future, this thematic evaluation suggests several potential avenues for research. As new technologies like artificial intelligence, augmented reality, and virtual reality become more mainstream, their implications for marketing communication will likely be a focal point of study. Additionally, with the increasing importance of sustainability and social responsibility, future research might explore how these concepts can be further integrated into comprehensive marketing strategies.

The bibliometric study of marketing communication research provides valuable insights into the contributions of publishers and authors, highlighting the diversity and richness within the field. The analysis demonstrates the pivotal role of leading publishers and productive authors in shaping the discourse and development of marketing communication as an academic discipline. IEEE, known primarily for its focus on engineering and technology, has made a noteworthy contribution to marketing communication research. IEEE publications have been instrumental in bridging the gap between technological innovation and marketing strategies, particularly in areas like digital communication, data analytics, and the Internet of Things. Their journals and conference proceedings have provided a platform for interdisciplinary research, integrating technical expertise with marketing insights. As one of the world's leading scientific publishers, Elsevier has significantly impacted marketing communication. Through its vast array of journals, including those specifically dedicated to marketing and business, Elsevier has facilitated the dissemination of cutting-edge research. Their platforms have enabled discussions on topics ranging from consumer behavior and digital marketing to strategic communication and brand management. Springer Nature has been a critical player in publishing comprehensive research in marketing communication. Their portfolio includes a variety of journals that address both the theoretical and practical aspects of marketing. Springer's publications often explore the intersection of marketing with other disciplines, offering insights into how psychology, sociology, and data science developments can inform marketing strategies. This study examines the contributions of influential authors in marketing communication. It explores how their works have shaped and influenced the field's development. These authors have extensively researched various facets of marketing communication, contributing to its depth and breadth. As a leading voice in the field, Bacik's contributions have spanned various aspects of marketing communication, with a particular emphasis on consumer behavior and the impact of digital media. His research has provided valuable insights into how businesses can adapt their communication strategies in the ever-changing digital area. Fedorko and Irene have made notable contributions to understanding the role of information technology in marketing communication. Their research has been pivotal in exploring how digital tools and platforms can be harnessed for more effective and engaging marketing practices. Other authors like Zauskova, Foroudi, and Šerić Maja have enriched the field with diverse perspectives. Their works cover various topics, including branding, online

marketing, and integrating traditional and digital marketing methods. These authors have contributed to a broader understanding of the complexities and dynamics of modern marketing communication. The diversity of publishers and the range of topics these productive authors cover illustrate the multidimensional nature of marketing communication research. The contributions from these entities have facilitated a deeper understanding of the theoretical underpinnings and practical applications of marketing strategies in various contexts. Moreover, the involvement of leading publishers in disseminating this research has ensured that the latest findings and innovative approaches in marketing communication reach a broad audience spanning academia and industry. This dissemination plays a crucial role in shaping the future of marketing practices and strategies. Analyzing the most productive publishers and authors in marketing communication research focuses on these entities' vital role in the field's development. Their contributions have advanced the understanding of marketing communication and set the stage for future research directions. By continuously pushing the boundaries of knowledge and exploring new methodologies and approaches, these publishers and authors keep the field dynamic, relevant, and forward-looking.

In conclusion, the study confirms that marketing communication is a vibrant and ever-evolving field, adapting to technological advancements and changing societal norms. It remains a critical area of study and practice, influencing consumer behavior, shaping brand identities, and driving organizational goals. The insights derived from this bibliometric analysis are invaluable for academics, practitioners, and policymakers, guiding future research directions, informing marketing strategies, and shaping policy decisions in the dynamic field of marketing communication. As the field evolves, staying abreast of new technologies, consumer preferences, and ethical considerations will ensure that marketing communication remains practical, relevant, and responsible.

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