

Twenty-Eight Years of the Journal of Interactive Marketing: A Retrospective Overview (1997-2024)

İnteraktif Pazarlama Dergisinin Yirmi Sekiz Yılı: Retrospektif Bir Değerlendirme (1997-2024)

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ABSTRACT

The Journal of Interactive Marketing (JIM) publishes research that bridges theory and practice, addressing critical managerial issues. This study employs bibliometric methods to analyze the development of JIM from 1997 to 2024. The dataset utilized was obtained from the Scopus database and includes bibliographic information from 657 articles published in JIM, comprising article titles, authors, citation counts, publication years, and keywords. Analyses were conducted using VOSviewer software. Findings indicate a consistent growth in the journal's academic impact, as evidenced by increasing numbers of published articles and citations. Notably, increased attention has been given to topics such as social media marketing, online reviews, e-commerce, and customer relationship management. A comprehensive bibliometric study retrospectively examining the long-term academic evolution of JIM was not found in the existing literature. Therefore, this research addresses this gap, providing an original and significant contribution to the interactive marketing literature. As of 2025, JIM has published 657 articles authored by 1,416 researchers, accumulating a total of 74,765 citations. As the first retrospective analysis of JIM, this study offers an extensive evaluation of the journal's historical development.

JEL Codes: M30, M31

Keywords: Bibliometric analysis, Retrospective overview, Marketing, Interactive marketing

Öz

Journal of Interactive Marketing (JIM) dergisi teoriyi ve pratiği birleştirerek yönetsel açıdan önemli konuları ele alan araştırmalara yer vermektedir. Bu çalışma, JIM dergisinin 1997-2024 yılları arasındaki gelişimini bibliyometrik yöntemlerle incelemektedir. Kullanılan veri seti, Scopus veritabanından elde edilerek dergide yayımlanan 657 makaleye ait bibliyografik verileri (makale başlıkları, yazarlar, atıf sayıları, yayın yılları ve anahtar kelimeler) kapsamaktadır. Analizler VOSviewer yazılımı kullanılarak gerçekleştirilmiştir. Sonuçlar, derginin akademik etkisinin zaman içinde arttığını, makale ve atıf sayılarında istikrarlı bir yükseliş yaşandığını göstermektedir. Özellikle sosyal medya pazarlaması, çevrimiçi incelemeler, e-ticaret ve müşteri ilişkileri yönetimi konularının daha fazla ilgi gördüğü tespit edilmiştir. Alanyazında, JIM dergisinin uzun dönemli akademik gelişimini retrospektif olarak inceleyen kapsamlı bir bibliyometrik çalışmaya rastlanmamıştır. Bu bağlamda çalışma, söz konusu eksikliği gidererek interaktif pazarlama literatürüne özgün ve önemli bir katkı sağlamaktadır. 2025 itibarıyla dergide 1,416 yazar tarafından yazılmış 657 makale yayımlanmış olup, toplam 74,765 atıf kaydedilmiştir. Çalışma, JIM'in ilk retrospektif analizini sunarak, derginin tarihsel gelişimi hakkında kapsamlı bir değerlendirme sağlamaktadır.

JEL Kodları: M30, M31

Anahtar Kelimeler: Bibliyometrik analiz, Retrospektif değerlendirme, Pazarlama, İnteraktif pazarlama

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Introduction

Interactive marketing has progressed throughout the years, transitioning from traditional direct marketing methods to a dynamic, reciprocal communication process between companies and consumers (Wang, 2021). In the digital period, interactive marketing has become increasingly significant, largely due to the strategic role of bidirectional communication between brands and consumers, coupled with the immediacy of feedback mechanisms. Today, marketers are increasingly turning to interactive marketing strategies in order to better analyze consumer behavior and offer personalized experiences, thereby aiming to strengthen brand loyalty and improve customer satisfaction. In this context, the JIM has provided a significant body of knowledge through its original research on both the theoretical and applied dimensions of the field, serving as a key driver in the development of the interactive marketing concept.

JIM has evolved significantly since its founding. It is recognized as a significant source of information for both academics and practitioners in the business, and it has shown growth in terms of publication volume, citation rates, and impact factor (Lim et al., 2022; Winer & Shankar, 2003). From its beginnings in direct marketing, the JIM has developed into one of the industry's premier journals (Malthouse & Hofacker, 2010).

Empirical studies and theoretical articles published in the journal have examined in detail the dynamics of consumer engagement on digital platforms, the ways in which strategic practices can optimize such interactions, and the development of innovative communication models. These contributions have enabled both academic circles and industry practitioners to gain deeper insights into the field. Thus, the JIM serves as an indispensable resource for both expanding the theoretical framework and shaping practical strategies, making valuable contributions to the discipline of interactive marketing.

The JIM is regarded as one of the pioneering academic journals in the area of interactive marketing. The journal's primary objective is to ensure that its published academic works reach a broad readership and to enhance its international recognition. In line with this goal, it is indexed in prestigious databases such as the Social Sciences Citation Index (SSCI) and Scopus. Its inclusion in numerous significant academic databases reinforces both its influence and accessibility within the scientific literature. Consequently, the JIM makes a substantial contribution to

solidifying the academic framework of the field by supporting the development of theoretical foundations as well as enhancing practice-oriented contributions in interactive marketing.

This study presents the first retrospective bibliometric analysis covering the 28-year publication history of the Journal of Interactive Marketing (JIM), offering a unique contribution to the literature. Longitudinal structural and content-focused analyses of specific journals are scarce in the existing literature. While similar retrospectives have been conducted for journals such as the Journal of Business Research (Donthu et al., 2020) and the Journal of Relationship Marketing (Maggon, 2022), no comprehensive, data-driven analysis has been conducted for JIM. This study addresses that gap by providing a multi-dimensional framework for understanding both past research trends and future scholarly directions.

Furthermore, the study is based on a large-scale dataset comprising 657 articles and 74,765 citations extracted from the Scopus database. Through the use of VOSviewer software, the study applies keyword, citation, and co-authorship analyses, resulting in a rich visual and analytical depiction of the field. Consequently, the study contributes significantly to the theoretical body of knowledge and supports strategic insights for the journal, offering both methodological and substantive value to the field.

The research primarily explores JIM's publication history and establishes quantitative metrics to measure its evolution. It aims to gain a deeper understanding of the journal's 28-year evolution by analyzing the bibliographic data of the works published in JIM, based on the reference patterns of the articles. This study first outlines the methodologies and dataset used, followed by a presentation of the descriptive results of JIM articles, and concludes with a summary and key finding of the research.

Material and Methods

Data Source

The dataset utilized in this research was obtained from Scopus, acknowledged for its extensive coverage as an academic database (Mongeon & Paul-Hus, 2016; Singh et al., 2020). Developed by Elsevier, Scopus serves as an extensive abstract and citation database that encompasses peer-reviewed literature across multiple scientific fields (Ballew, 2009; Rossetto, 2021). It has established itself as a reliable resource for large-scale bibliometric analyses, research evaluations, and university

rankings (Baas et al., 2020). Similar investigations by Donthu, Kumar and Pattnaik (2020, 2021), Maggon (2022), Suban and Thamizhselvi (1995), and Alqahtani (2025) have also utilized Scopus data. To ensure complete coverage of the literature through 2025, the search term “Journal of Interactive Marketing (JIM)” was applied in the “sources” field. This approach enabled access to JIM publications from 1997 to 2025. According to Scopus data, the first article published in JIM appeared in 1997. Therefore, the time period examined in this article begins in 1997.

Bibliometric Analysis

Bibliometric analysis has emerged as a powerful tool for quantitatively assessing scientific literature, offering insights into research trends, influential authors, and collaboration networks (Kumar 2025; Lazarides et al., 2023). It is a systematic approach that examines the scientific literature in a specific field to identify trends, patterns, and impacts. The fundamental stages of this approach include data collection, cleaning, and analysis. Today, bibliometric analysis has become an increasingly preferred method for evaluating large-scale scientific data (Passas 2024). Moreover, bibliometric analyses employ statistical techniques to examine publications, citations, and other metadata, often utilizing specialized software for visualization (Hakkaraki 2024; Kumar 2025).

This study systematically examines the evolution of JIM from multiple perspectives. The analysis looks at a number of factors, including the overall article count and the leading contributing countries, the most referenced publications, the most common keywords, the top contributing authors, and the bibliographic networks found in JIM articles. Finding the networks of national collaboration, that are published in the journal, evaluating the main research issues, and mapping the underlying trends in JIM research are the goals of the study. The study also creates graphical representations using the Visualization of Similarities (VOS) Viewer software.

Results and Discussions

The JIM's Research Landscape

The annual number of published articles in JIM and the distribution of their citations have been examined to analyze the journal's growth trend. Table 1 presents the development of JIM with respect to the number of publications, authorship keywords, citations, impact, activity, and productivity; whereas Figure 1 depicts the journal's year-by-year growth.

Between 1997 and 2025, the Journal of Interactive Marketing (JIM) published a total of 657 articles contributed by 1,416 authors, and these articles have received 74,765 citations. These figures underscore the academic significance and popularity of the journal.

In 1997, the number of authors was 40; by 2024, this number had grown to 74 unique researchers, with the rate of collaborative authorship rising to 95%. The cited articles have, on average, received approximately 116 citations, and the citations per author have exceeded 52. Moreover, 72% of the cited articles in JIM have garnered between 1 and 99 citations, while the remaining 28% constitute the most popular articles, each having received over 100 citations in Scopus. As of the end of 2024, over the course of 28 years, JIM has published an average of 23 articles per year.

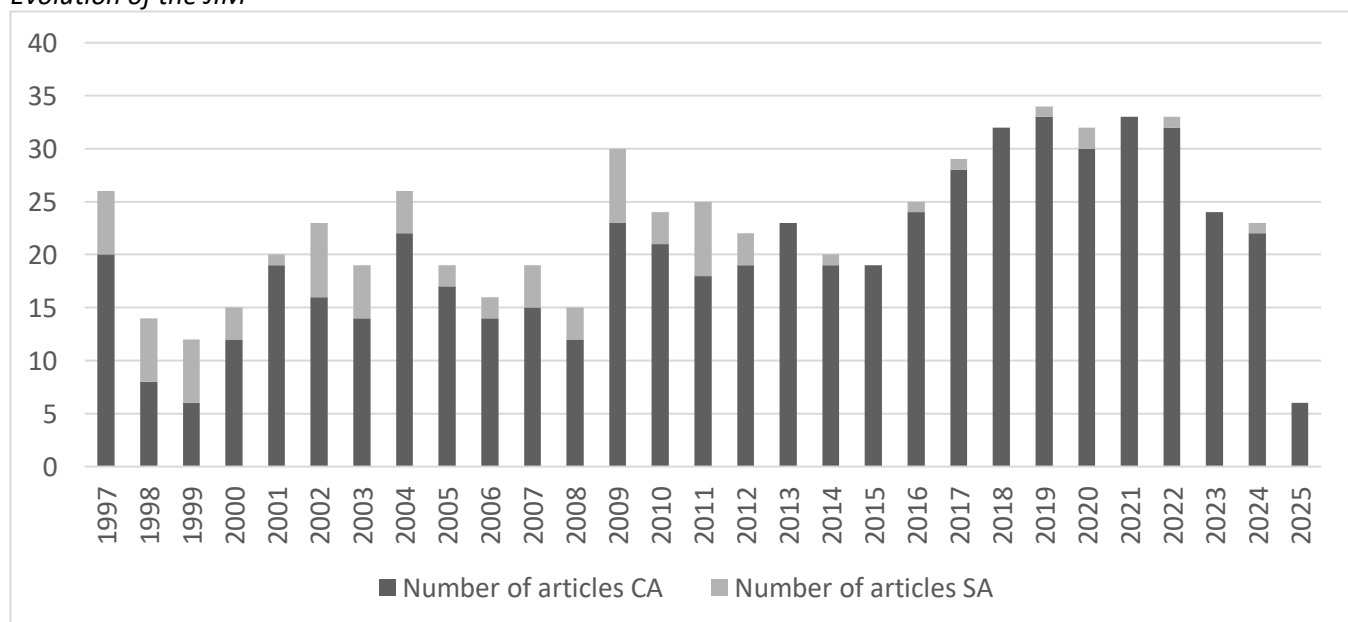
Between 1997 and 2003, JIM published 129 articles; this number increased by 15% during the 2004–2010 period, rising to 149 articles. Continuing the growth trend, the journal reached 162 articles with a 9% increase during 2011–2017, and recorded a 34% increase during the 2018–2025 period, publishing 217 articles. This upward trend can be attributed to various factors, such as technological advancements that have increased collaboration rates and made networking processes among researchers more accessible. The tendency towards collaboration is clearly evident in JIM, as 88% of its published articles (581 out of 657) were co-authored by two or more JIM authors.

Table 1.
The JIM's Research Landscape during 1997-2024

Year	TA	NAC	TC	C/CA
1997	26	40	1032	25.8
1998	14	22	997	45.32
1999	12	19	1508	79.37
2000	15	33	899	27.24
2001	20	42	2983	71.02
2002	23	49	3640	74.29
2003	19	41	2245	54.76
2004	26	60	10732	178.87
2005	19	45	3881	86.24
2006	16	41	1209	29.49
2007	19	42	4823	114.83
2008	15	34	1366	40.18
2009	30	60	5542	92.37
2010	24	85	2555	30.06
2011	25	52	2081	40.02
2012	21	53	5207	98.25
2013	23	79	3601	45.58
2014	20	65	4247	65.34
2015	19	55	1475	26.82
2016	25	80	2188	27.35
2017	29	99	3224	32.57
2018	32	98	1958	19.98
2019	34	103	2348	22.80
2020	32	107	2774	25.93
2021	33	110	1537	13.97
2022	33	103	370	3.59
2023	24	75	290	3.87
2024	23	74	51	0.69

Notes: This table presents an up-to-date overview of the Journal of Interactive Marketing. Here, TA = total articles; NAC = number of authors contributing the articles; TC = total citations; C/CA = citations per cited articles

Figure 1.
Evolution of the JIM



Notes: This figure shows the evolution of JIM between 1997 and 2025. Here, CA = co-authored articles and SA = sole-authored articles.

The Most Popular Articles in the Journal of Interactive Marketing

The most frequently cited articles published in the Journal of Interactive Marketing (JIM) have been identified, and their thematic focus as well as their academic impact have been examined. Table 2 presents the most prominent articles in JIM, each of which has accumulated a minimum of 432 citations in the Scopus database. Among these, the study by Prahalad and Ramaswamy (2004) stands out as the most influential, having garnered 4124 citations, followed by the work of Hennig-Thurau et al. (2004), which has received 3,803 citations.

In their study titled “Co-creation experiences: The next practice in value creation,” Prahalad and Ramaswamy (2004) discuss how the traditional firm-centric approach to value creation has transformed with the emergence of informed, network-connected, empowered, and active consumers.

On the other hand, the study by Hennig-Thurau et al. (2004), titled “Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet?” examines the motivations that drive consumer participation in the electronic word-of-mouth (eWOM) process and how this process is shaped on consumer opinion platforms. In this context, the study systematically elucidates the driving forces behind eWOM, thereby contributing to the literature on consumer behavior.

Table 2.

The top-cited articles of the JIM

R	TC	Title	Author(s)/PY
1	4124	“Co-creation experiences: The next practice in value creation”	Prahalad and Ramaswamy (2004)
2	3803	“Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet?”	Hennig-Thurau et al. (2004)
3	2131	“Consumer brand engagement in social media: Conceptualization, scale development and validation”	Hollebeek, Glynn and Brodie (2014)
4	1398	“Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing”	De Vries, Gensler and Leeftang (2012)
5	1195	“Internet forums as influential sources of consumer information”	Bickart and Schindler (2001)
6	1135	“Word of mouth communication within online communities: Conceptualizing the online social network”	Brown, Broderick and Lee (2007)
7	1103	“Exploring the value of online product reviews in forecasting sales: The case of motion pictures”	Dellarocas, Zhang and Awad (2007)
8	1031	“Collaborating to create: The internet as a platform for customer engagement in product innovation”	Sawhney, Verona and Prandelli (2005)
9	1019	“Intentional social action in virtual communities”	Bagozzi and Dholakia (2002)
10	859	“Why are you telling me this? An examination into negative consumer reviews on the web”	Sen and Lerman (2007)
11	778	“What we know and don't know about online word-of-mouth: A review and synthesis of the literature”	King, Racherla and Bush (2014)
12	733	“An Experimental Study of the Relationship between Online Engagement and Advertising Effectiveness”	Calder, Malthouse and Schaedel (2009)
13	712	“Social Media Peer Communication and Impacts on Purchase Intentions: A Consumer Socialization Framework”	Wang, Yu and Wei (2012)
14	702	“How Does Brand-related User-generated Content Differ across YouTube, Facebook, and Twitter?”	Smith, Fischer and Yongjian (2012)
15	702	“The antecedents and consequences of trust in online-purchase decisions”	Yoon (2002)
16	658	“Flow Online: Lessons Learned and Future Prospects”	Hoffman and Novak (2009)
17	643	“Is Augmented Reality Technology an Effective Tool for E-commerce? An Interactivity and Vividness Perspective”	Yim, Chu and Sauer (2017)
18	615	“Customer lifetime value: Marketing models and applications”	Berger and Nasr (1998)
19	609	“Managing brands in the social media environment”	Gensler et al. (2013)
20	602	“Development of a scale to measure the perceived benefits and risks of online shopping”	Forsythe et al. (2006)
21	594	“Fostering consumer-brand relationships in social media environments: The role of parasocial interaction”	Labrecque (2014)
22	585	“Managing customer relationships in the social media era: Introducing the social CRM house”	Malthouse et al. (2013)
23	517	“Transforming the Customer Experience Through New Technologies”	Hoyer et al. (2020)
24	510	“Interactions in virtual customer environments: Implications for product support and customer relationship management”	Nambisan and Baron (2007)
25	475	“Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications”	Hollebeek and Macky (2019)
26	458	“Online peer and editorial recommendations, trust, and choice in virtual markets”	Smith, Menon and Sivakumar (2005)
27	443	“Consumer power: Evolution in the digital age”	Labrecque et al. (2013)
28	442	“Social media metrics-A framework and guidelines for managing social media”	Peters et al. (2013)
29	435	“Adoption of virtual try-on technology for online apparel shopping”	Kim and Forsythe (2008)
30	432	“Key Issues in Multichannel Customer Management: Current Knowledge and Future Directions”	Neslin and Shankar (2009)

Notes: This table lists the most widely recognized articles featured in the JIM. Here, R = Rank; TC = Total citations; PY = Publication year

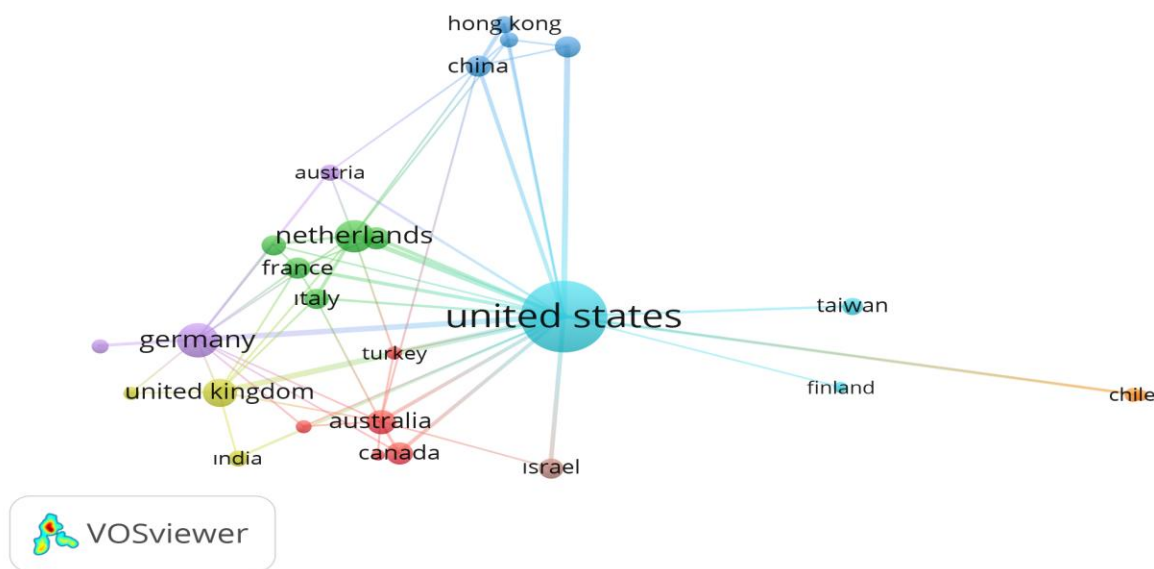
Countries Contributing the Most to the Journal of Interactive Marketing and Academic Collaborations

The JIM hosts publications from scholars and researchers across different countries worldwide. An analysis was conducted on the countries that contribute

most significantly to the journal, and the geographical distribution of academic collaborations was examined. As shown in Figure 2, most co-authorship connections are oriented towards the United States, establishing it as the central hub of co-authorship collaborations in JIM.

Figure 2.

The geographical distribution of academic collaborations in JIM.



Notes: Using co-authorship of countries in VOSviewer, the figure present the co-authorships of the countries of the authors of the JIM. Minimum number of documents of a country is set a 3.

These data indicate that research output and collaborations are predominantly centered around the United States (US). As the country with the highest node weight in the co-authorship network, the US occupies a central position in terms of both scholarly productivity and international partnerships within the articles published in the journal. Notably, the US maintains strong collaborative ties with countries such as China, the Netherlands, the United Kingdom, Canada, Australia, Germany, Israel, and

Hong Kong.

In contrast, countries like Finland, Chile, Taiwan, Turkey, and Austria are positioned at the periphery of the collaboration network and tend to exhibit limited partnerships, primarily with the US. This suggests an unbalanced distribution of international engagement within the journal, where collaborations are largely confined to a select group of countries.

Table 3.*The countries that contribute the most to JIM.*

Country	TA	CA	SA	TC	TLS
United States	349	305	44	49015	151
Germany	66	66	-	11925	62
Netherlands	58	56	2	7254	52
United Kingdom	44	41	3	6306	52
Australia	25	24	1	1567	22
China	24	24	-	2091	33
France	24	24	-	3676	33
Spain	22	20	2	1251	17
Canada	20	18	2	2057	15
South Korea	17	16	1	2180	16
Hong Kong	16	16	-	2274	23
Italy	15	12	3	3695	12
Belgium	15	15	-	1268	9
Israel	14	14	-	612	10
Singapore	11	11	-	929	16
Austria	9	9	-	549	10
New Zealand	8	8	-	3346	12
Turkiye	7	6	1	797	11
Norway	7	7	-	1400	9
Switzerland	6	6	-	428	7

Notes: This table lists the top countries affiliated to the JIM. Here, TA = total articles; CA = co-authored articles; SA = sole-authored articles; TC = total citations; TLS = total link strength

As indicated by the data in Table 3, the United States leads in the number of published articles in the JIM, contributing 53% of the total publications. It is followed by Germany with 10%, the Netherlands with 8.8%, and the United Kingdom with 6%. The United States has contributed the most in both single-authored and co-authored articles in JIM. This indicates that the United States is the leading contributor to JIM. A more detailed examination of the table further reveals that the United States holds a dominant position in JIM, with the journal's most influential, active, and productive authors being predominantly from the United States.

Most Popular Keywords in Journal of Interactive Marketing Articles

Figure 3, generated using VOSviewer, visualizes the keywords found in JIM articles and their interconnections. Table 4 presents the keywords that frequently appear in JIM articles. Based on Table 4, social media emerges as the most frequently addressed topic in JIM articles. This

prominence is attributed to the profound impact of the digital age on marketing strategies, which has positioned social media as one of the most essential channels for facilitating interactions between consumers and brands. Social media platforms serve a crucial function in influencing users' real-time feedback, brand loyalty, and consumer behavior through direct interaction.

A keyword analysis conducted in this study reveals that themes such as consumer engagement, social media marketing, and e-commerce have gained increasing prominence, particularly in the post-2010 period. This thematic shift aligns with editorial reflections in the Journal of Interactive Marketing (JIM). Rangaswamy and Gensler (2024) note that the growing complexity of digital consumer behavior and the rise of platform-based interactions have led to significant scholarly interest in these areas over the past decade. Keyword co-occurrence patterns and temporal clustering analyses confirm the increasing dominance of these themes in recent years.

Following social media, topics such as advertising,

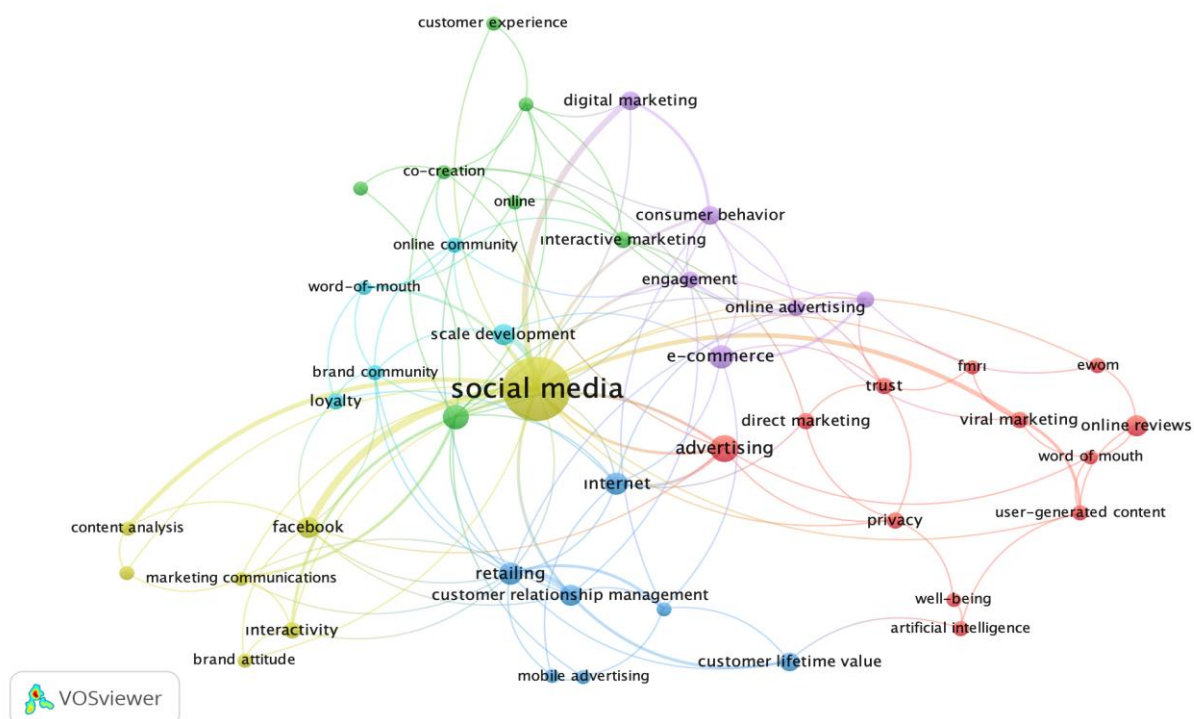
internet, retailing, e-commerce, and customer relationship management are also highlighted. The prominence of these topics reflects the influence of digital transformation and technological advancements on marketing. Advertising has evolved from traditional methods to digital and targeted strategies, while mobile marketing increases engagement by utilizing communication tools that are accessible to consumers anytime and anywhere. Moreover, the rise in online shopping habits has prompted brands to restructure their marketing strategies, contributing to the growth of e-commerce and retailing. Additionally, the internet and online reviews reveal how consumer behaviors and experiences are shaped on digital platforms, offering brands significant feedback and

opportunities for improvement.

The recurring emphasis on these topics in JIM highlights the dynamic and continuously evolving nature of the field. By addressing various dimensions of interactive marketing, the journal contributes both theoretically and practically to the academic literature. The integration of digital technologies into marketing and the increase in consumer engagement necessitate the continued exploration of these topics, which are expected to remain priority research areas in the future.

Figure 3.

The co-occurrences of the keywords in the JIM



Notes: Using co-occurrences of keywords in VOSviewer, the figure present the co-occurrences of the keywords frequently used by JIM authors. Minimum number of occurrences of a keyword is set a 5.

Table 4.
The top themes published in the JIM

Keywords	Total articles	Occurrences
Social media	81	65
Advertising	57	15
Internet	27	11
Retailing	21	11
E-commerce	16	12
Customer relationship management	14	10
Mobile marketing	13	13
Online reviews	13	10
Facebook	11	10
Scale development	10	10

Notes: The table shows the frequently used keywords in JIM.

Authors who Contribute the most to the JIM

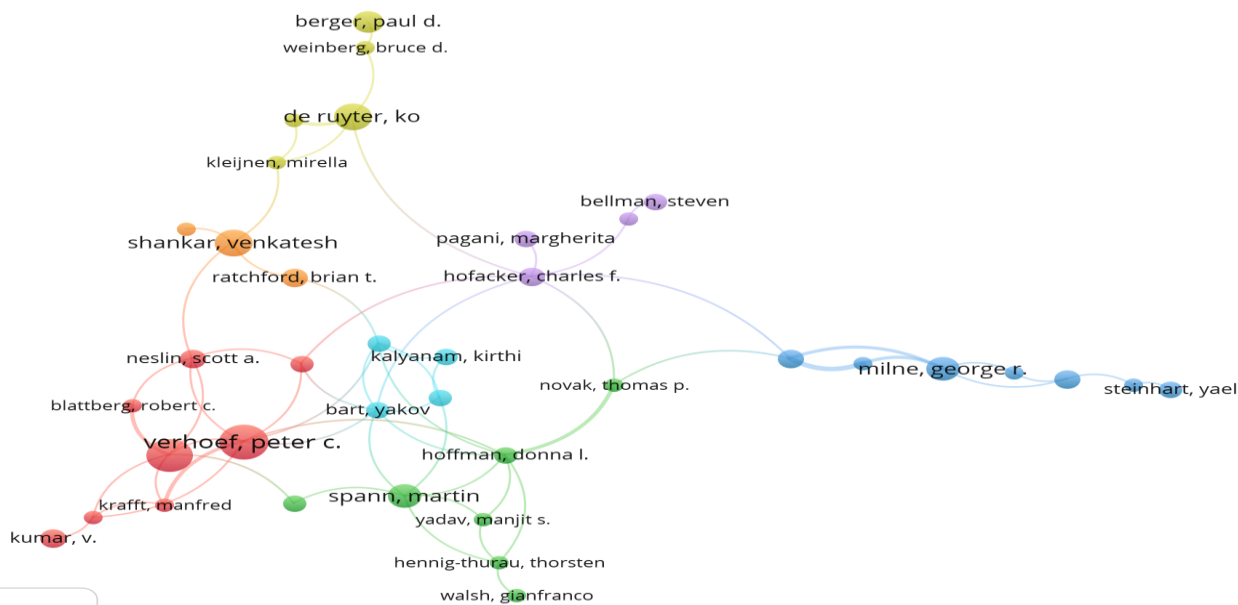
The co-authorship network reveals the academic connections among the most active researchers in the JIM.

Figure 4 offers a valuable perspective for understanding the academic interactions and collaborations within JIM. It is evident that Verhoef is the author with the highest level of academic collaboration in the journal.

A co-authorship analysis revealed that approximately 22% of JIM articles involve international collaboration. While this reflects a moderate level of global engagement, there is room for growth. Rangaswamy and Gensler (2024) affirm this perspective, stating that "diversity of thought through global academic collaborations will be crucial to deepen and contextualize insights in a fragmented digital landscape." Therefore, our recommendation to enhance cross-border academic interactions is fully aligned with the strategic priorities of the journal.

Figure 4.

Co-authorships of authors in JIM



Notes: The figure shows the collaborations among JIM authors.

According to Table 5, Verhoef ranks at the top among the researchers with the most published articles. He has received 986 citations and possesses a high link strength (9), indicating that he collaborates with many researchers. The second most prolific author, Malthouse, is also among the most influential in terms of citation count (1995

citations). In terms of total citations, Shankar stands out as the most cited author with 2143 citations. Although Dholakia has published only 6 articles, he is considered an influential author with 1628 citations; however, his link strength (0) suggests that he typically works alone or in small groups and does not engage in extensive academic collaborations.

Table 5.
Top Contributing Authors to JIM

Author	Total articles	Citations	Total link strength
Verhoef, P.C.	12	986	9
Malthouse, E.C.	11	1995	7
Pfeifer, P.E.	8	318	0
Shankar, V.	8	2143	4
Levin, N.	7	232	7
Milne, G.R.	7	1116	6
Spann, M.	7	810	6
Zahavi, J.	7	232	7
Berger, P.D.	6	677	1
Dholakia, U.M.	6	1628	0
Fader, P.S.	6	385	3

Notes: The table shows the authors who contribute the most to JIM.

Universities that Contribute the most to the JIM

Overall, Table 6 reveals that universities in the United

States and Europe stand out as the academic institutions making the most significant contributions to the Journal of Interactive Marketing.

Table 6.
Universities that contribute the most to the JIM

Affiliation	Total article
Northwestern University	23
Rijksuniversiteit Groningen	17
University of Münster	15
Texas A&M University	15
Mays Business School	14
Universiteit van Amsterdam	12
Wharton School of the University of Pennsylvania	12
University of Maryland, College Park	11

Notes: The table shows the universities that contribute the most to JIM.

Moving forward, expanding contributions from institutions in Asia, Latin America, and other emerging markets could enhance the journal's global impact, providing diverse perspectives on digital consumer behavior and interactive marketing strategies in different economic and cultural contexts. Encouraging cross-continental collaborations and interdisciplinary studies may further enrich JIM's research portfolio.

An examination of Scopus subject classifications for JIM publications shows that the journal is indexed exclusively under the "Business, Management & Accounting" category. There is no significant cross-indexing with adjacent fields such as computer science, communication studies, psychology, or data analytics. This narrow disciplinary scope underscores the need for broader interdisciplinary integration. The absence of cross-field

representation indicates missed opportunities to incorporate emerging technologies and behavioral sciences into interactive marketing research.

This issue has also been highlighted by JIM's editors. In their farewell editorial, Rangaswamy and Gensler (2024) emphasize that interdisciplinary collaboration is a strategic necessity to cope with the growing complexity of the digital marketing ecosystem. They particularly underline the importance of openness to multi-disciplinary approaches in the context of digitized consumer behavior, data science, and the transformative effects of platform economies.

Conclusion and Recommendations

This study presents the first retrospective assessment of the JIM, providing an analysis of its development between 1997 and 2024. The findings reveal that the journal has exerted a significant impact on the field of interactive marketing and that certain themes have garnered increased attention. Bibliometric analyses can also help identify potential research topics for future publications in the journal. In particular, it is anticipated that subjects such as digital advertising strategies, artificial intelligence-supported marketing applications, personalized customer experiences, and consumer data analytics will emerge as areas warranting further research. Additionally, to enhance JIM's academic influence, interdisciplinary studies, marketing analyses based on big data and artificial intelligence, and investigations into digital marketing strategies in emerging markets could be encouraged. For academics and researchers, these analyses serve as an important guide for scholarly work within the field of interactive marketing.

This study not only relies on quantitative bibliometric metrics but also incorporates content-level analyses to better understand the journal's intellectual evolution. The most cited articles—covering themes such as customer engagement (Brodie et al., 2011) and social media marketing (Hollebeek et al., 2014) were extensively reviewed to identify major thematic focuses. Keyword co-occurrence analyses and conceptual clustering further reveal dominant research trends. Editorial content, especially from Rangaswamy and Gensler (2024), was also analyzed to contextualize the findings. Thus, the study goes beyond numerical metrics and reflects a deep engagement with JIM's evolving research agenda.

This study offers a thorough bibliometric examination

of the JIM. Evaluating the journal's publication trends, academic impact, and thematic evolution from a long-term perspective. The results highlight JIM's significant role in shaping the discipline of interactive marketing as well as its increasing academic influence. Over the years, the journal has experienced steady growth, with notable increases in both the number of published articles and their citation counts. It was determined that the most highly cited works focus on topics such as consumer engagement, social media marketing, and e-commerce. This finding is critical for understanding how research in interactive marketing has evolved and the directions it may take in the future.

It is evident that interactive marketing research has increasingly shifted towards digital transformation, artificial intelligence applications, and personalized marketing strategies over time. The increasing focus on subjects like big data analytics, consumer behavior modeling and social media metrics indicates that future research should prioritize these areas more extensively. Additionally, while the United States remains the foremost contributor to JIM publications, academic institutions in Europe have also played a significant role. Expanding international collaborations to enhance knowledge diversity and integrate perspectives from various disciplines is likely to yield substantial contributions to the field.

A preliminary review of JIM's publications over the past decade indicates that key terms such as "artificial intelligence," "machine learning," and "big data" are virtually absent. This points to a significant thematic gap. In contrast, journals like the Journal of Business Research have taken a more proactive approach to these topics. For instance, the JBR published a special issue titled "Machine Learning in Marketing" in 2024. Moreover, a review by Ziakis and Vlachopoulou (2023) identified 171 articles related to AI/machine learning in digital marketing from 2007 to 2023. These studies cover themes such as e-commerce optimization, social media targeting, and algorithmic advertising. These comparative findings clearly support the need for JIM to increase its scholarly focus on AI-related domains.

Future research should concentrate more on advancing artificial intelligence applications in marketing and investigating the impact of emerging technologies such as chatbots and predictive analytics on consumer experiences. Specifically, it is essential to scrutinize how personalization strategies influence customer engagement and brand loyalty in greater depth. Moreover, further

academic exploration is needed on issues related to algorithmic bias, consumer data privacy, the ethical considerations surrounding the implementation of artificial intelligence in digital marketing. Investigating how digital marketing strategies are evolving in emerging economies is also crucial for understanding the global impact of interactive marketing.

For academic studies to have a broader impact, it is necessary to encourage interdisciplinary collaborations and integrate different research fields. By venturing into emerging research areas and fostering global collaborations, the journal's scholarly impact may be further expanded, thereby advancing digital marketing applications. It is important to note that a limitation of this study is its exclusive reliance on Scopus data, which represents one of its methodological constraints.

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Genişletilmiş Özet

İnteraktif Pazarlama Dergisi (Journal of Interactive Marketing - JIM), interaktif pazarlama alanında teori ve pratiği birleştiren öncü akademik yayınlardan biridir. Dijital dönüşüm, müşteri etkileşimi ve pazarlama teknolojilerindeki gelişmelerle birlikte, JIM'in yayımladığı araştırmalar da yıllar içinde büyük bir değişim göstermiştir. Bu çalışma, JIM'in 1997-2024 yılları arasındaki akademik evrimini retrospektif bir perspektifle inceleyen ilk bibliyometrik analizdir. Çalışma kapsamında, derginin yayın eğilimleri, akademik etkisi ve tematik gelişimi uzun vadeli bir bakış açısıyla değerlendirilmektedir. Bibliyografik analiz yöntemleri kullanılarak, JIM'de yayımlanan makaleler sayısal ve içeriksel olarak incelenmiş, en çok atıf alan çalışmalar ve yazarlar belirlenmiş, ana araştırma temaları ve eğilimler ortaya konmuştur.

Bu çalışmada, bibliyometrik analiz yöntemleri kullanılarak JIM'in gelişimi analiz edilmiştir. Araştırmanın veri seti, Scopus veri tabanından elde edilen bibliyografik bilgilerden oluşmaktadır. Çalışmada kullanılan veriler, VOSviewer yazılımı aracılığıyla görselleştirilmiş ve derginin akademik etkisi, en çok atıf alan yazarlar ve makaleler, temel araştırma temaları ve uluslararası iş birlikleri analiz edilmiştir.

Araştırmanın sonuçları, JIM'in yıllar içinde akademik etkisini önemli ölçüde artırdığını göstermektedir. Hem yayımlanan makale sayısında hem de bu makalelere yapılan atıf sayısında istikrarlı bir artış gözlemlenmiştir. Özellikle sosyal medya pazarlaması, tüketici katılımı, e-ticaret ve çevrimiçi yorumlar gibi konular, en çok atıf alan araştırmalar arasında yer almaktadır. Coğrafi analizler, JIM'in en büyük katkılarının Amerika Birleşik Devletleri'nden geldiğini, ancak Avrupa akademik kurumlarının da dergide önemli bir yer tuttuğunu göstermektedir. Uluslararası iş birliklerinin artması, pazarlama araştırmalarında farklı bakış açılarını entegre etme potansiyelini artırmaktadır. JIM'in akademik etkisini artırmak için, disiplinler arası araştırmaların teşvik edilmesi büyük önem taşımaktadır. Pazarlama alanında büyük veri ve yapay zeka destekli analizler üzerine yapılan çalışmaların sayısının artması, hem teorik hem de pratik anlamda önemli kazanımlar sağlayacaktır. Ayrıca, akademi ile endüstri arasındaki iş birliklerinin güçlendirilmesi, pazarlama araştırmalarının uygulamaya dönüştürülmesi açısından kritik bir faktördür. Bu çalışma, Journal of Interactive Marketing'in 1997-2024 yılları arasındaki akademik gelişimini analiz eden ilk retrospektif değerlendirmedir. Bulgular, JIM'in interaktif pazarlama disiplindeki etkisini anlamak açısından önemli bir kaynak sunmaktadır. Derginin geçmiş eğilimleri ve akademik katkıları ışığında, gelecekte hangi araştırma konularının ön plana çıkacağına dair değerli içgörüler elde edilmiştir. Araştırmanın en önemli katkılarından biri, JIM'in yıllar içinde gelişen akademik yönelimlerini ve temel araştırma temalarını belirleyerek, interaktif pazarlama alanındaki akademik çalışmalar için bir yol haritası sunmasıdır.

Bu çalışmanın sınırlılıkları arasında, yalnızca Scopus veri tabanına dayalı analiz yapılmış olması yer almaktadır. Gelecekteki araştırmalar, Web of Science ve diğer bibliyografik veri tabanlarını da kapsayarak daha geniş bir perspektifle gerçekleştirilebilir. Bunun yanı sıra, metodolojik olarak atıf ağ analizleri ve içerik madenciliği gibi ileri düzey tekniklerin kullanılması, JIM'in akademik evrimine dair daha derinlemesine bulgular elde edilmesini sağlayacaktır. Genel olarak, bu çalışma hem akademisyenler hem de interaktif pazarlama alanındaki araştırmacılar için önemli bilgiler sunmaktadır.