

# Citing Pattern of Marketing Management Research: A Study with Special Reference to Ph.D. Theses Submitted to CBSMS, Bangalore University During 1996-2012

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(Received 13 September 2018; Revised 6 October 2018; Accepted 20 October 2018; Available online 28 October 2018)

**Abstract-** The present study analyses 1740 citations appended to 12 PhD thesis in Marketing management submitted to Canara Bank School of Management Studies (CBSMS) affiliated Bangalore University, Bangalore during 1996/2012 for the award of PhD degree. The main purpose of this study is to find out year wise submission of PhD thesis in Marketing Management by researchers, to identify the types of literature cited, to prepare core periodicals cited, to know the country wise periodicals publications and to understand degree of collaborative authorship pattern.

**Keywords:** Citing Pattern, PhD Thesis, Marketing Management, Bangalore University, Canara Bank School of Management Studies

## I. INTRODUCTION

Citation Analysis is one of the techniques of bibliometrics. In recent years this technique has become most popular, employed in the identification of core journals in a particular subject field. This method is one of the effective and indirect methods to understand the information requirement of the users. It was established in 1998. It functions under Bangalore University Jnana Bharathi Campus. It offers PG and Research program. Its main aim is to enabling the students to face the challenges of the Globalized Corporate and business sector and value based education in Management Discipline. The present study aims to understand the citing pattern of researchers in Marketing Management.

## II. REVIEW OF LITERATURE

Paula and Tang (2016) analyzed 2351 citations appended to 23 Biology theses submitted to Jacksonville State University from 2008 to 2014. The findings of the study revealed that 1764 (75%) citations were Journals, 235 (10%) citations from books and 353 (15%) citations from other sources. 964 (41%) citations belong to 1986 to 1995 period.

Dhanamjaya and Talwar (2010) identified the 8008 citations from 137 PhD theses submitted to General University of Karnataka. To know the bibliographic form wise distribution, authorship pattern of the cited references, to prepare ranking of core journals. The result of the study

shows that the journals were the most cited source 4964 (62%) and multiple authorship citation with first place accounts 6006 (76%).

Jayaprakash and Kannappanavar (2015) studied based on 2431 citations appended to 83 doctoral dissertations to find out year wise submission of thesis, most cited journals, authorship pattern, geographical contributions. The findings revealed that Journals are the most cited source with 2338 (96%) citations followed by web resources with 93 (4%) citations. "Journal of Finance" is the most cited Journal with 42 (21%) citations.

Somashekara and Kumbar (2015) collected references from Physics doctoral thesis submitted to three universities in Karnataka covering 7728 citations. The study revealed that Journals are most cited with 5978 (78%) followed Books 854 (11%). The researchers determine the subject wise distribution of citations, Ranking of Journal source and Bradford law of scattering is also applied.

Gunasekara (2015) studied 1975 citations appended to 16 masters and 2 doctoral theses on economics submitted to University of Peradeniya, Sri Lanka during 1996-2014. The study is conducted to examine, bibliographic form, and core journals in economics field, authorship pattern and subject wise, age wise distribution of citations. Study revealed that 1758 (89%) citations are from economic journals and 40 (2%) on public administration. 672 (3%) citations recorded are published during the period from 1986 to 1995.

Veerabasavaiah and Padmavathi (2014) conducted a study based on 42 doctoral theses to identify bibliographic forms of literature, ranking of periodicals, country wise distributions of citations, Age wise distribution of literature. It was observed that journals were most preferred source of information that is 2637 (39.43%) citations followed by books with 2537 (37.93%). Journal of Applied Psychology was ranked first with 137 (5.2%), followed by the Indian Education Review with 97 (3.68%). The USA contributed 22 (63.94%) out of 37 journals. Further it was found that 790 (29.96%) citations were articles published during 2003-2012.

Mini Devi (2014) conducted a study that reveals the most cited sources and age of citations. Journal contributes with (38.79%, followed by books with (22%), Economic and Political Weekly contributes with (50%).

Rayadu and Babu (2014) analysed that the books are most preferred source with 6023 (81%) followed by journals with 744 (10%), single authored publication cited with 4545 (82%) followed by double authored with 372 (5%) articles, UK contributed with 3957 (53%) followed by USA with 2143 (28.7%), “Journal of philosophy” occupies first rank with 148 (21.5%) citations followed by” Philosophical Review” 93 (13%) citations respectively.

**III. STATEMENT OF THE PROBLEM**

Citing pattern of Marketing Management Research: A study with Special reference to PhD thesis submitted to CBSMS, Bangalore University, Bangalore from 1996 to 2012

**IV. OBJECTIVES OF THE STUDY**

The following objectives were framed for the study.

1. To know the year wise submission of the thesis in Marketing Management submitted to Bangalore University, Bangalore.
2. To identify the types of literature cited by the researchers.
3. To identify core periodicals cited by researchers.
4. To identify the country wise distribution of cited periodicals and
5. To examine the authorship pattern and degree of collaboration.

**V. SCOPE AND LIMITATIONS OF THE STUDY**

The present study is confined to 12 PhD theses in Marketing Management submitted to Canara Bank School of Management studies of Bangalore University during the period from 1996 to 2012 for the award of PhD degree. The bibliographic references are considered as the main sourcedatafor the study.

**VI. METHODOLOGY**

The present study adopted citation analysis technique. Title of PhD thesis and references were collected and entered to MS-Excel sheets. The references are entered with bibliographical details.

**VII. DATA ANALYSIS AND INTERPRETATION**

The following tables were prepared and analyzed according to the objectives of the Study.

It is observed from the table I that the highest (16.66%) of thesis 2 were submitted during the year 1998, 2000, 2006 and 2012. The remaining 4 thesis submitted during 1996, 1997, 1999, and 2004.

TABLE I YEAR WISE SUBMISSION OF DOCTORAL THESIS IN MARKETING MANAGEMENT BY RESEARCHERS

| S. No. | Year of Thesis submission | No. of Thesis submitted | %      |
|--------|---------------------------|-------------------------|--------|
| 1      | 1996                      | 1                       | 8.34   |
| 2      | 1997                      | 1                       | 8.34   |
| 3      | 1998                      | 2                       | 16.66  |
| 4      | 1999                      | 1                       | 8.34   |
| 5      | 2000                      | 2                       | 16.66  |
| 6      | 2004                      | 1                       | 8.34   |
| 7      | 2006                      | 2                       | 16.66  |
| 8      | 2012                      | 2                       | 16.66  |
|        | Total                     | 12                      | 100.00 |

TABLE II TYPES OF LITERATURE CITED BY RESEARCHERS

| Types of Literature cited | No. of Citations | %      |
|---------------------------|------------------|--------|
| Periodicals               | 696              | 40     |
| Text Books                | 619              | 35.57  |
| Websites                  | 144              | 8.27   |
| Reports                   | 112              | 6.48   |
| News Papers/Magazines     | 89               | 5.11   |
| Thesis &Dissertations     | 30               | 1.72   |
| Corporate Publications    | 28               | 1.60   |
| Conference Proceedings    | 17               | 0.97   |
| Incomplete references     | 5                | 0.28   |
| Total                     | 1740             | 100.00 |

The above table II shows that the types of Literature cited by researchers. The highest (40%) of citations cited by the researchers are from periodicals, followed by Text Books with (35%), websites with (8%) reports with (6%), Newspapers/Magazines with (05%), corporate publications with (1.60) Conference Proceedings with (0.97%) and Incomplete references with (0.28%).

Table III shows there are 40 ranked list of core Periodicals in Marketing Management presented in Table3. Periodicals and citations were arranged according to their decreasing order of their citations. Indian Journal of Marketing occupies first place with (7.32%) of citations, followed by Indian Journal of Marketing with (6.03%) citations, Journal of Applied Psychology (5.6%), and Journal of Consumer Research (4.5%) respectively.

Table IV indicates that the researchers refer Indian and foreign countries publications.. Majority of the cited periodicals belong to USA with (43%). Followed by UK with (30%), India with (23%) Canada with (2%) and China with (2%).

TABLE III RANK LIST OF CITED CORE PERIODICALS

| S. No.    | Rank | Journal Title   | No of Citations | %     | Cumulative Citation | Cumulative % | Country |
|-----------|------|---|-----------------|-------|---------------------|--------------|---------|
| 1         | 1    | Indian Journal Of Marketing                                 | 51              | 7.32  | 51                  | 7.32         | India   |
| 2         | 2    | Journal Of Marketing  | 42              | 6.03  | 93                  | 13.35        | USA     |
| 3         | 3    | Journal Of Applied Psychology                               | 39              | 5.6   | 132                 | 18.95        | USA     |
| 4         | 4    | Journal Of Consumer Research                                | 34              | 4.5   | 166                 | 23.45        | USA     |
| 5         | 5    | Journal Of Marketing Research                               | 32              | 4.88  | 198                 | 28.33        | USA     |
| 6         | 6    | Journal Of Business Financial And Accounting                | 26              | 3.76  | 224                 | 32.09        | USA     |
| 7         | 7    | Harvard Business Review                                     | 24              | 3.55  | 248                 | 35.64        | USA     |
| 8         | 7    | Journal Of Business   | 24              | 3.55  | 272                 | 39.19        | USA     |
| 9         | 8    | Journal of Financial Economics                              | 21              | 3.01  | 293                 | 42.2         | UK      |
| 10        | 8    | Journal Of Financial Management And Analysis                | 21              | 3.01  | 314                 | 45.21        | India   |
| 11        | 9    | Indian Journal Of Agricultural Economics                    | 17              | 2.44  | 331                 | 47.65        | India   |
| 12        | 10   | Financial executive   | 16              | 2.29  | 347                 | 49.94        | USA     |
| 13        | 11   | The Chartered Accountant                                    | 13              | 1.86  | 360                 | 51.8         | India   |
| 14        | 12   | Indian Silk   | 12              | 1.72  | 372                 | 53.52        | India   |
| 15        | 13   | American Psychologist                                       | 8               | 1.14  | 380                 | 54.66        | USA     |
| 16        | 13   | International Journal Of Marketing Studies                  | 8               | 1.14  | 388                 | 55.8         | Canada  |
| 17        | 13   | Journal Of Advertising Research                             | 8               | 1.14  | 396                 | 56.94        | USA     |
| 18        | 13   | Journal Of Business Ethics                                  | 8               | 1.14  | 404                 | 58.08        | USA     |
| 19        | 13   | MDI Management Journal                                      | 8               | 1.14  | 412                 | 59.22        | India   |
| 20        | 14   | Strategic Management Journal                                | 7               | 1     | 149                 | 60.22        | USA     |
| 21        | 15   | Academy Of Management Journal                               | 6               | 0.86  | 425                 | 61.08        | USA     |
| 22        | 15   | Chartered Secretary   | 6               | 0.86  | 431                 | 61.94        | India   |
| 23        | 15   | IUP Journal of Applied Science                              | 6               | 0.86  | 437                 | 62.8         | India   |
| 24        | 15   | Journal Of Business Research                                | 6               | 0.86  | 443                 | 63.66        | USA     |
| 25        | 16   | International journal of Retail and distribution Management | 5               | 0.72  | 448                 | 64.38        | UK      |
| 26        | 16   | Journal Of Services Marketing                               | 5               | 0.72  | 453                 | 65.1         | UK      |
| 27        | 16   | Review Of Financial Studies                                 | 5               | 0.72  | 458                 | 65.82        | UK      |
| 28        | 17   | Journal of Contemporary Research in Management              | 4               | 0.58  | 462                 | 66.4         | India   |
| 29        | 17   | Management Review-IIMB                                      | 4               | 0.58  | 466                 | 66.98        | USA     |
| 30        | 18   | Journal Of Retailing and Consumer Services                  | 3               | 0.44  | 469                 | 67.42        | UK      |
| 31        | 19   | Asian Pacific Business Review                               | 2               | 0.29  | 471                 | 67.71        | UK      |
| 32        | 19   | European Journal Of Marketing                               | 2               | 0.29  | 473                 | 68           | UK      |
| 33        | 19   | Far Eastern Economic Review                                 | 2               | 0.29  | 475                 | 68.29        | China   |
| 34        | 19   | International Journal of Globalization and Small Business   | 2               | 0.28  | 477                 | 68.57        | UK      |
| 35        | 19   | Journal of consumer marketing                               | 2               | 0.28  | 479                 | 68.85        | UK      |
| 36        | 19   | Journal of Development Economics                            | 2               | 0.28  | 481                 | 69.13        | UK      |
| 37        | 19   | Journal Of Retailing  | 2               | 0.28  | 483                 | 69.41        | UK      |
| 38        | 19   | Journal Of Services Marketing information                   | 2               | 0.28  | 485                 | 69.99        | UK      |
| 39        | 19   | Journal Of Social Service Research                          | 2               | 0.28  | 487                 | 69.97        | USA     |
| 40        | 19   | The Economic Journal  | 2               | 0.28  | 489                 | 70.25        | USA     |
| 41 to 247 | 20   | 207 Journal cited 1 time                                    | 207             | 29.75 | 696                 | 100          |         |
|           |      | Total Journal Citations                                     | 696             |       |                     |              |         |

TABLE IV COUNTRY WISE DISTRIBUTIONS OF JOURNALS

| S. No. | Rank No | Country name | No. of Journals | %   |
|--------|---------|--------------|-----------------|-----|
| 1.     | 1       | USA          | 17              | 43  |
| 2.     | 2       | UK           | 12              | 30  |
| 3.     | 3       | India        | 9               | 23  |
| 4.     | 5       | Canada       | 1               | 2   |
| 5.     | 5       | China        | 1               | 2   |
| Total  |         |              | 40              | 100 |

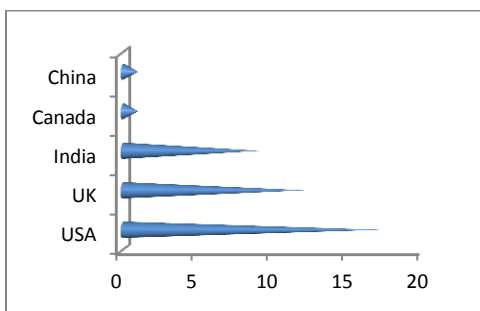


Fig. 1 Country wise distributions of Journals

TABLE V AUTHORSHIP PATTERN OF PERIODICALS CITATIONS

| S. No. | No. of Authors   | No. of citations | %      |
|--------|------------------|------------------|--------|
| 1      | Single Author    | 180              | 25     |
| 2      | Multiple Authors | 516              | 75     |
| Total  |                  | 696              | 100.00 |

Table V examines authorship pattern of citations of periodicals. Multiple authors contributed (75%) of the articles, followed by single authors with (25%).

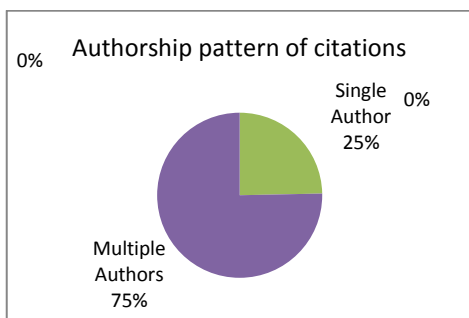


Fig. 2 Authorship pattern of Periodicals citations

A. Degree of collaboration

$$C = \frac{NM}{NM+NS}$$

NM= No of multi authored research papers  
 NS= No of single authored research papers.

$$C = \frac{516}{516+180}$$

$$C = \frac{516}{696} \quad C=0.74$$

Degree of collaboration is 0.74

VIII. FINDINGS AND CONCLUSIONS

On the basis of the above study the following findings and conclusions are drawn:

1. Table I shows year wise submission of PhD thesis in Marketing Management. The highest Thesis 2 each (16.6%) is submitted in 1998, 2000, 2006 and 2012.
2. In Table II it is found that the highest of 696 (40%) are periodical citations followed by Text books with 619(35%).
3. Table III describe the ranking of core periodicals, Indian Journal of Marketing is most cited journal with 51 citations which occupies first place, followed by Journal of Marketing with 42 citations respectively.
4. In Table IV it is observed that, USA occupies first rank with 43%, followed by UK with 30% and India with (23%) and respectively
5. Table V shows the authorship pattern, it is observed that multiple authors research papers are highly cited than single authored papers. The degree of collaboration is 0.74.

IX. CONCLUSION

This kind of study is helpful to the librarians and policy makers in selection and weeding out of periodicals. This can also help the researchers to select important periodicals for their research work.

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