Editorial

The Journal of Fashion Marketing and Management: a bibliometric overview since its inception

1. Introduction

The Journal of Fashion Marketing and Management (*JFMM*) calls for novel and imperative research in fashion management. The journal was first published in 1996 to provide insights and viewpoints to address key management and marketing issues facing the fashion production and retailing sectors. Along with publishing new concepts, the journal also provides a regular review of trade, production, consumption and employment trends, identifies best managerial and marketing techniques internationally and advocates their wider implementation in the industry. The journal is currently helmed by Editor-in-Chief Dr Steven Hayes from The University of Manchester. According to the Journal Citation Reports of the Web of Science Core Collection of Clarivate Analytics, the journal has a two-year impact factor of 3.329 and a five-year impact factor of 4.012 which confirms the increasing influence of the journal over the years.

Given that *JFMM* has just had its 25 years anniversary, it seems appropriate to do a retrospective review of the publication (Schwert, 1993). As a result, the goal of this research is to provide a comprehensive bibliometric overview of *JFMM* dating back to its inception in order to identify the journal's key players in terms of authors, institutions, nations and documents. In addition, the project will look at how *JFMM* compares to other journals in terms of citations and identify the most popular topics. This article uses co-citation analysis (Small, 1973), co-occurrence of author keywords (Wang *et al.*, 2018), in addition to bibliographic coupling (Kessler, 1963). The visualization of similarities (VOS) viewer program is used to create these maps (Van Eck and Waltman, 2010).

2. Methodology

The aim of this study is to visualize the status of the *JFMM* at its 25th anniversary. This study deploys bibliometric methodology, a research area of library and information sciences to apply quantitative methods to bibliometric information of published documents (Pritchard, 1969). In a journal, this approach reveals the trends in publications, citations, authors, keywords, institutions and countries. Recent studies in marketing have deployed bibliometric methods either to study evolution of journals (i.e. Donthu *et al.*, 2021 for the Asia Pacific Journal of Marketing and Logistics; Paul and Bhukya, 2021 for the International Journal of Consumer Studies; Martínez-López *et al.*, 2018 for the European Journal of Marketing) or research fields (e.g. Husain *et al.*, 2021 for luxury brands; Fouroudi *et al.*, 2020 for service failure literature; Kumar and Polonsky, 2017 for green consumption).

This study uses the Scopus database to extract bibliometric data of the articles published in the *JFMM* since inception to 2021. For analysis, this study has two parts, namely profiling analysis and graphical analysis. In profiling analysis, this study analyses bibliometric data (i.e. documents, journals, authors, institutions and countries) using relevant bibliometric indicators such as frequency of publications across years that measures productivity and citations across years, citations per year, citations per paper, weighted citations and citation threshold that measure influence (Kumar and Polonsky, 2017; Ding *et al.*, 2014; Svensson, 2010). The number of documents published every year since inception presents the trends in



Journal of Fashion Marketing and Management: An International Journal Vol. 26 No. 2, 2022 pp. 197-220 © Emerald Publishing Limited 1361-2026 DOI 10.1108/JFMM.03.2022.230

Editorial

197

JFMM 26,2 productivity (Figure 1) and coupling them with number of annual citations presents the impact of the journal and its documents (Table 1). Total citation and citation per year present most-impactful documents in the journal (Table 2), and citation counts for the cited documents present the foundation of fashion marketing (Table 3). Authors' total documents and sum of citations of their papers published in *JFMM* present most contributing authors in the journal (Table 4). Tables 5 and 6 present similar analyses for institutions and countries, respectively. **198**

Through graphical analysis, this study applies co-citation analysis using VOS Viewer software (Van Eck and Waltman, 2010) to analyze bibliometric data (i.e. cited documents, cited journals, coupling of institutions, coupling of countries and co-occurrence of author keywords in abstracts). Using the data, VOS viewer produces graphical maps for co-citations. bibliographic coupling and co-occurrence of author keywords. Co-citation appears when two documents/journals/authors receive a citation from the same third document/journal/author. bibliographic coupling occurs when two documents/authors/institutions/countries cite the same third document/author/institution/country and co-occurrence of author keywords analyses keywords in documents to reveal groups of keywords that appear together (Small, 1973; Kessler, 1963). The graphical maps were produced for the time period 1996–2020 to present the holistic insights as well as across three time-periods, namely 1996–2004, 2005– 2012 and 2013–2020 to understand the changes across the time periods. The graphical maps for cited journals and documents present diversity in management domains that serve as foundation for *IFMM* publications. Bibliographic coupling of institutions and countries present collaboration across the world. Co-occurrence of author keywords of documents published presents focus of *IFMM* publications and diverse interests in research themes across time-periods.

3. Results

3.1 Part 1: profiling analysis of JFMM

Between 1996 and 2021, *JFMM* has published 825 documents. In April 2021, the journal has received 13,421 citations. The citations per document ratio is 16.27 and the h-index is 47 [1].

3.1.1 Annual number of documents published in JFMM. JFMM has published many articles since inception. Figure 1 presents the annual evolution of the number of publications. During the initial years (except 1996), the journal published 20–30 articles that increased to 35–45 articles after 2005. Though this number decreased to 28–32 articles, this increased from 2016 onwards to 30–40 articles that steeply rose to 62 articles in 2020.



Figure 1. Annual number of documents published in *JFMM*

Year	Total papers	≥250	≥200	≥150	≥100	≥50	≥25	≥10	Editorial
2021	48	0	0	0	0	0	0	0	
2020	63	0	0	0	0	0	0	0	
2019	39	0	0	0	0	0	1	9	
2018	35	0	0	0	0	0	1	8	
2017	33	0	0	0	0	0	3	11	
2016	29	0	0	0	0	29	29	17	199
2015	29	0	0	0	0	2	9	18 •	
2014	28	0	0	0	0	0	4	16	
2013	33	0	0	0	0	2	12	25	
2012	31	0	0	0	1	6	17	24	
2011	32	0	0	0	0	3	9	21	
2010	40	0	0	0	0	2	11	24	
2009	40	0	0	0	2	3	10	20	
2008	38	0	0	0	1	5	15	26	
2007	42	0	0	0	0	2	10	26	
2006	36	0	0	2	5	9	16	23	
2005	46	0	0	0	0	8	12	23	
2004	32	0	0	0	0	2	11	21	
2003	32	0	0	0	1	6	12	19	
2002	30	0	0	0	0	5	8	18	
2001	25	0	0	0	1	1	5	11	
2000	27	0	0	0	0	0	1	7	
1999	27	0	0	0	0	0	4	9	
1998	23	0	0	0	0	0	0	3	
1997	29	0	0	0	0	0	1	2	Table 1.
1996	6	0	0	0	0	0	1	2	Annual citation
Total	825	0	0	2	11	85	202	383	structure of JFMM
Percentage (%)	100.00	0.00	0.00	0.24	1.33	10.30	24.48	46.42	1996–2021

3.1.2 Annual citation structure. A close view on the citation structure analysis with several citation thresholds is presented in Table 1. Similar to other journals (i.e. EJM), the documents in initial years in the journal did not receive significant number of citations but the documents received considerable citations since 2001 and ≥ 100 as per April 2021. In recent years, 29 documents published in 2016 received ≥ 50 citations and 9 documents received ≥ 10 citations, indicating the evolved popularity and significance of *JFMM*.

3.1.3 The 50 most-cited documents in JFMM. Table 2 presents the 50 most-cited JFMM documents out of 825 documents published in JFMM between 1996 and 2020. The two most-cited documents of the journal were published in 2006 by Catrin Joergens on ethical fashion to assess whether it was a myth or the future trend and by Liz Barnes and Gaynor Lea-Greenwood reviewing fast fashion to shape the research agenda. These documents received more than 150 citations.

3.1.4 The most-cited documents in JFMM. Out of 29,609 documents that were cited in *JFMM* articles between 1996 and 2020, the most-cited publications are presented in Table 3. The most-cited publication is the work of Joergens (2006) which was published in 2006. While majority of these publications belong to the marketing theme, it is worth noting that many of them belong to the diverse fields of business and management such as organization behavior, psychology, strategy, sustainability and management science.

3.1.5 The most frequently contributing authors in JFMM. Out of 1,180 authors who published in *JFMM* between 1996 and 2020, Table 4 presents the authors and their details who contributed five or more articles in the journal. Richard M. Jones from the Manchester Metropolitan University UIK is the most-productive author in *JFMM*, followed by Steven G.

JFMM	
26.2	

20	,~

200

7733 <i>F</i> 3 <i>F</i>						
JFMM 26.2	R	TC	Title	Authors	Year	<i>C</i> / <i>Y</i>
20,2	$\frac{1}{2}$	186 177	Ethical fashion: myth or future trend? Fast fashioning the supply chain: shaping the research	Joergens C. Barnes L., Lea-Greenwood G.	2006 2006	12.40 11.80
	3	142	agenda Purchasing global luxury brands among young Korean	Park HJ., Rabolt N.J., Sook K.J.	2008	10.92
200	4	137	A structural model of fashion-oriented impulse buying	Park E.J., Kim E.Y., Forney J.C.	2006	9.13
200		100	Denavior	Ilizia M. Cisia M	2000	11.00
	6	133	Gender differences in cognitive and affective impulse	Coley A., Burgess B.	2009	7.11
	7	124	Consumer likelihood of purchasing organic cotton apparel:	Hustvedt G., Dickson M.A.	2009	10.33
	8	124	3D body scanning systems with application to the apparel	Istook C.L., Hwang SJ.	2001	6.20
	q	123	Buver behaviour for fast fashion	Bruce M. Daly I	2006	8 20
	10	104	UK Generation Y male fashion consciousness	Bakewell C., Mitchell VW., Rothwell M	2006	6.93
	11	100	Effects of brand love, personality and image on word of	Rageh Ismail A., Spinelli G.	2012	11.11
	12	94	A consumer shopping channel extension model: attitude abiit toward the online atom	Kim J., Park J.	2005	5.88
	13	91	Some psychological motivations for fashion opinion leadership and fashion opinion cooling	Bertrandias L., Goldsmith R.E.	2006	6.07
	14	90	Predicting purchase intention of a controversial luxury	Summer T.A., Belleau B.D., Xu	2006	6.00
	15	88	Body measurement techniques: comparing 3D body- scanning and anthropometric methods for apparel	Simmons K.P., Istook C.L.	2003	4.89
	16	86	applications Luxury customer value	Choo H.J., Moon H., Kim H.,	2012	9.56
	17	84	Are fashion-conscious consumers more likely to adopt eco-	Gam H.J.	2011	8.40
	18	83	Profiling fashion innovators. A study of self-concept,	Phau I., Lo CC.	2004	4.88
	19	82	Consumer profiles of apparel product involvement and	Kim HS.	2005	5.13
	20	81	Luxury fashion consumption and Generation Y consumers:	Giovannini S., Xu Y., Thomas J.	2015	13.50
	21	81	Hedonic and utilitarian shopping motivations of fashion	Kang J., Park-Poaps H.	2010	7.36
	22	80	Consumer shopping value, satisfaction, and loyalty for	Carpenter J.M., Fairhurst A.	2005	5.00
	23	80	Consumer shopping value for retail brands	Carpenter J.M., Moore M., Fairburst A.F.	2005	5.00
	24	79	The impact of ethical fashion on consumer purchase	Shen B., Wang Y., Lo C.K.Y.,	2012	8.78
	25	79	Japanese consumers' need for uniqueness: effects on brand	Knight D.K., Kim E.Y.	2007	5.64
	26	78	The consumption side of sustainable fashion supply chain: understanding fashion consumer eco-fashion consumption decision	Chan T., Wong C.W.Y.	2012	8.67
	27	78	A consumer-driven model for mass customization in the	Anderson-Connell L.J., Ulrich	2002	4.11
	28	74	Gender, fashion innovativeness and opinion leadership, and need for touch: effects on multi-channel choice and touch/ non-touch preference in clothing shopping	Cho S., Workman J.	2011	7.40
	29	73	Consumer co-design of apparel for mass customization	Ulrich P.V., Anderson-Connell	2003	4.06
Table 2.50 most-citeddocuments published	30	69	Apparel shopping on the internet: information availability on US apparel merchant Web sites	Park J.H., Stoel L.	2002	3.63
in JFMM 1996–2021					(conti	nued)

R	TC	Title	Authors	Year	C/Y	Editorial
31	68	Collaborative consumption: business model opportunities	Pedersen E.R.G., Netter S.	2015	11.33	
32	68	Knowledge sharing among green fashion communities online: lessons for the sustainable supply chain	Cervellon MC., Wernerfelt A	2012	7.56	
33	68	Determinants of purchasing intention for fashion luxury goods in the Italian market: a laddering approach	Amatulli C., Guido G.	2011	6.80	
34	67	An analysis of factors affecting fashion opinion leadership and fashion opinion seeking	Goldsmith R.E., Clark R.A.	2008	5.15	201
35	65	Marketing capabilities and firm performance in fashion retailing	Moore M., Fairhurst A.	2003	3.61	
36	64	Consumer-based brand equity: comparisons among Americans and South Koreans in the USA and South Koreans in Korea	Jung J., Sung EY.	2008	4.92	
37	64	Telepresence and fantasy in online apparel shopping experience	Song K.S., Fiore A.M., Park J.	2007	4.57	
38	63	What is sustainable fashion?	Henninger C.E., Alevizou P.J., Oates C.J.	2016	12.60	
39	63	Generation X, baby boomers, and swing: marketing fair trade apparel	Littrell M.A., Ma Y.J., Halepete J.	2005	3.94	
40	62	Young Generation Y consumers' perceptions of sustainability in the apparel industry	Hill J., Lee HH.	2012	6.89	
41	61	An exploratory study of the decision processes of fast versus slow fashion consumers	Barnes L., Lea-Greenwood G., Zarley Watson M., Yan RN.	2013	7.63	
42	61	E-atmosphere, emotional, cognitive, and behavioral responses	Kim H., Lennon S.J.	2010	5.55	
43	60	Are US consumers ready to adopt mobile technology for fashion goods?: an integrated theoretical approach	Kim J., Ma Y.J., Park J.	2009	5.00	
44	60	Perceptions of countries as producers of consumer goods: a T-shirt study in China	Ahmed S.A., d'Astous A.	2004	3.53	
45	59	Fashion innovativeness, fashion diffusion and brand sensitivity among adolescents	Beaudoin P., Lachance M.J., Robitaille J.	2003	3.28	
46	58	Age, gender and national factors in fashion consumption	Rocha M.A.V., Hammond L., Hawkins D.H.	2005	3.63	
47	56	Buying behaviour of "tweenage" girls and key societal communicating factors influencing their purchasing of fashion clothing	Grant I.J., Stephen G.R.	2005	3.50	
48	56	Exploring differences between Internet apparel purchasers, browsers and non-purchasers	Lee M., Johnson K.K.P.	2002	2.95	
49	55	Supply chain influences on new product development in fashion clothing	Tyler D., Heeley J., Bhamra T.	2006	3.67	
50	55	College students' attitudes toward shopping online for apparel products. Exploring a rural versus urban campus	Xu Y., Paulins V.A.	2005	3.44	
Not	e(s): R	R = rank; TC = total citations and $C/Y = citation per year$				Table 2.

Hayes from the Manchester Metropolitan University UK. As the list contains authors from diverse countries and continents, namely Europe (France, Italy and the UK), North America (Canada and the USA) and Asia (Hong Kong and Korea), this indicates the global reception of the journal. The citation pattern of the articles indicates that Liz Barnes, Gaynor Lea Greenwood and Marsha A. Dickson have one article each that received ≥ 100 citations as per April 2021.

3.1.6 The most frequently contributing institutions in JFMM. The affiliations of the 1,180 authors who published in *JFMM* were analyzed and Table 5 presents most contributing institutions out of 469 university affiliations. Manchester Metropolitan University UK is the most-productive institution, followed by North Carolina State University USA. As well, 31 affiliations of *JFMM* publishing authors were non-university and commercial organizations; this indicates popularity of the journal in non-academic institutions as well. The citation pattern of the articles indicates that articles from Manchester Metropolitan University, UK;

JF MIM 26,2	R	Cited reference	Type	Citations	Total link strength
	1	Joergens, C. (2006). Ethical fashion: myth or future trend? Journal of Eachion Marketing and Management 10 (3) 360-371	А	21	32
	2	Vigneron, F. and Johnson, L.W. (2004). Measuring perceptions of brand luxury Journal of Brand Management 11 484-506	А	19	60
202	3	Ajzen, I. (1991). The theory of planned behaviour. Organizational Behaviour and Human Decision Processes. 50 (2) 179-211	А	17	31
	4	Husic, M. and Cicic, M. (2009). Luxury consumption factors. Journal of Fashion Marketing and Management, 13 (2), 231-245	А	16	37
	5	Keller, K.L. (1993). Conceptualizing, measuring and managing customer-based brand equity. Journal of Marketing, 57 (1), 1-22	А	16	47
	6	Aaker, J.L. (1997). Dimensions of brand personality. Journal of Marketing Research, 34 (3), 347-356	А	15	28
	7	Ajzen, I. and Fishbein, M. (1980). Understanding attitudes and predicting social behaviour. Prentice-Hall, Englewood Cliff	В	14	19
	8	Mehrabian, A. and Russell, J.A. (1974). An approach to environmental psychology. MIT press	В	14	21
	9	Belk, R.W. (1988). Possessions and the extended self. Journal of Consumer Research, 15 (2), 139-168	А	13	28
	10	Nueno, J.L. and Quelch, J.A. (1998). The mass marketing of luxury. Business Horizons, 41 (6), 61-68	А	13	43
	11	O'cass, A. (2004). Fashion clothing consumption: antecedents and consequences of fashion clothing involvement. European Journal	А	13	22
	12	of Marketing, 38 (1), 809-882 Niinimaki, K. (2010). Eco-clothing, consumer identity and ideology.	А	12	23
	13	Babin, BJ., Darden, W.R. and Griffin. M. (1994). Work and/or fun: measuring hedonic and utilitarian shopping value. Journal of Consumer Research 20 (4) 644-656	А	11	31
	14	Barnes. L. and Lea-greenwood, G. (2006). Fast fashioning the supply chain: shaping the research agenda. Journal of Fashion Marketing and Management. 10 (3), 259-271	А	11	9
	15	Tynan, C., Mckechnie, S. and Chhuon, C. (2010). Co-creating value for luxury brands. Journal of Business Research, 63 (11), 1156-1163	А	11	31
	16	Zaichkowsky, J.L. (1985). Measuring the involvement construct. Journal of Consumer Research, 12 (3), 341-352	А	11	19
	17	Kang, J. and Park-poaps, H. (2010). Hedonic and utilitarian shopping motivations of fashion leadership. Journal of Fashion Marketing and Management. 14 (2), 312-328	А	10	27
	18	Bulter, S.M. and Francis, S. (1997). The effects of environmental attitudes on apparel purchasing behaviour. Clothing and Textile Research Journal, 15 (2), 76-85.	А	9	13
	19	Cachon, G.P. and Swinney, R. (2011). The value of fast fashion: quick response, enhanced design and strategic consumer behaviour Manacament Science 57 (4) 778 705	А	9	17
	20	Christopher M., Lowson, R. and Peck, H. (2004). Creating agile supply chains in the fashion industry. International Journal of Betail and Distribution Management 22 (9). 267 276	А	9	7
	21	Fletcher, K. (2008). Sustainable fashion and textiles: design	В	9	4
Table 3. The most-cited	22	Fournier, S. (1998). Consumers and their brands: developing relationship theory in consumer research. Journal of Consumer Research, 24 (4), 343-373	А	9	21
publications in <i>JFMM</i> documents 1996–2020					(continued)

R	Cited reference	Туре	Citations	Total link strength	Editorial
23	Hirschman, E.C. and Holbrook, M.B. (1982). Hedonic consumption: emerging concepts, methods and propositions. Journal of	А	9	24	
24	Harkeling, 40 (3), 92-101 Holbrook, M.B. and Hirschman, E.C. (1982). The experiential aspects of consumption: consumer fantasies, feelings and fun.	А	9	16	203
25	Phau. I. and Prendergast, G. (2000). Consuming luxury brands: the relevance of the rarity principle. Journal of Brand Management, 8, 122-138	А	9	27	
26	Rowley, J. (2009). Online branding strategies of UK fashion retailers. Internet Research, 19 (3), 348-369	А	9	10	
27	Wong, N.Y. and Ahuvia, A.C. (1998). Personal taste and family face: luxury consumption in Confucian and western societies. Psychology and Marketing. 15 (5), 423-441	А	9	16	
28	Arnold, M.J. and Reynolds, K.E. (2003). Hedonic shopping motivations. Journal of Retailing, 79 (2), 77-95	А	8	10	
29	Arrigo, E. (2013). Corporate responsibility management in fast fashion companies: the gap inc. case. Journal of Fashion Marketing and Management 17 (2), 175-189	А	8	14	
30	Donovan, R.J. and Rossiter, J.R. (1982). Store atmosphere: an environmental psychology approach. Journal of Retailing, 58 (1), 34 57	А	8	18	
31	Evans, M., (1989). Consumer behaviour towards fashion. European Journal of Marketing. 23 (7), 7-16	А	8	12	
32	Gam, HJ. (2011). Are fashion-conscious consumers more likely to adopt eco-friendly clothing? Journal of Fashion Marketing and Management 15 (2) 178-193	А	8	6	
33	Hollebeek, L.D. (2011). Demystifying customer brand engagement: exploring the loyalty nexus, Journal of Marketing Management, 27 (7-8), 785-807	А	8	18	
34	Kaplan, A.M. and Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. Business Horizons 53 (1), 59.68	А	8	9	
35	Kim, A.J. and Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand Laured of Pupinger Research 65 (10) 1480 1486	А	8	21	
36	Yoo, B. and Donthu, N. (2001). Developing and validating a multidimensional customer-based brand equity scale. Journal of Business Research 52 (1), 1.14	А	8	24	
37	Zeithaml, V.A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. Journal of Marketing 52 (3) 2-22	А	8	13	
Not	e(s): $R = \text{rank}; A = \text{article and } B = \text{book}$				Table 3.

North Carolina State University, USA and University of Georgia, USA have received ≥ 100 citations as per April 2021.

3.1.7 The highest contributing countries in JFMM. Table 6 presents an analysis of country of the affiliations of the authors published in *JFMM*. Out of 53 countries, the USA is the most-contributing country, followed by the UK Australia, Canada, Hong Kong, India, Italy, Portugal and South Korea and Sweden in the ten most-contributing countries show the global dispersion of the journal. The citation pattern of the articles indicates that articles from the

JFMM 26,2	C P	9 67	4.19	14.50	19.58	4.10	3.81	26.12	19.22	28.80	32.88	7.88	16.38	31.25	30.75	13.50	29.38	40.00	41.43	37.43	10.43	4.29	4.00	2.67	12.00	14.22	13.67	9.17	26.67	33.50	10.83	20.83	inned)	
	w-TC	00.00	40.50	86.60	128.70	18.10	17.00	112.20	88.00	108.00	114.10	21.10	53	171.80	108.30	39.80	106.60	134.00	145.50	108.30	37.70	16.70	21.00	5.50	38.30	32.90	38.20	21.80	60.90	83.70	31.90	40.30	uoo)	
00.4	TC	70	1 8	203	235	41	35	247	173	269	263	63	131	250	246	108	235	320	290	262	73	30	24	16	72	94	82	55	160	201	65	125		
204	${}^{w-}_{\mathrm{TP}}$	02 EU	16.75	5.70	6.16	6.92	5.00	4.00	5.16	3.72	3.33	2.66	3.25	5.17	4.58	3.03	3.42	3.20	3.50	3.08	4.50	3.33	5.00	3.75	3.28	2.56	2.58	2.42	2.25	2.25	3.16	1.83		
	TP	90	3 53	14	12	10	10	10	6	10	8	8	8	8	8	8	8	8	2	2	2	2	9	9	9	2	9	9	9	9	9	9		
	Country	1112		USA	USA	Hong Kong	USA	USA	UK	Australia	UK	USA	USA	USA	UK	USA	USA	USA	USA	Korea	UK	UK	France	UK	USA	USA	USA	Hong Kong	USA	USA	USA	USA		
	University	Monchastar Materian IInimater	Manchester Metropolitan University	University of Minnesota	North Carolina State University	Hong Kong Polytechnic University	University of Missouri	University of North Texas	Heriot-Watt University	Curtin University	Manchester Metropolitan University	North Carolina State University	University of North Carolina	University of Delaware	Manchester Metropolitan University	University of North Carolina	Indiana University	Ohio State University	Florida State University	Seoul National University	Manchester Metropolitan University	Leeds University	Toulouse Business School	Manchester Metropolitan University	University of Hawaii	Iowa State University	Virginia Tech	Hong Kong Polytechnic University	Iowa State University	North Carolina State University	University of Missouri	Winthrop University		
	\geq	19	9	14	10	9	9	6	6	×	9	2	2	8	വ	×	8	×	7	2	2	9	വ	4	9	9	9	2	9	2	9	9		
	55	V	# →	6	8	4	က	9	9	8	4	വ	9	9	0	9	2	2	2	2	4	0	က		9	9	വ	4	9	4	က	2		
	≥10	ç	ი ი	0	8	2		വ	9	×	က	2	2	9	0	വ	9	ß	2	2	က	0	0	0	က	2	က	2	വ	4	0	က		
	≥25	0	>	က	S	0	0	က	2	2	0		2	9	2		വ	4	4	4	-	0	0	0		0		0	က	ŝ				
	≥50	0			0	0	0	с С	0	2	2	0	0	1	2	0	1	4	2	7	0	0	0	0	0	0	0	0		2	0	0		
	≥100	0		0	0	0	0	0	0	0		0	0	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Table 4. Most-contributing authors in JFMM	Author	Ionoc D M	Haves SG	Iohnson K.K.P.	i Jin B.E.	5= Taylor G.	= Ha-Brookshire J.E.	= Kim J.	Moore C.M.	Phau I.	0 = Barnes L.	0= Cassill NL.	0 = Hodges N.N.	$0 = \operatorname{Kim} H.S.$	0= Lea Greenwood G.	0= Lee Y.	0 = Lennon S.J.	0 = Park J.H.	8= Goldsmith R.E.	.8= Kim H.	8= Otieno R.	8= Ruckman JY.E.	22= Curran L.	22= Jeffrey M.	22= Kang JY.M.	22= Karpova E.E.	22 Kincade D.H.	22= Leung C.S.	2 Littrell M.A.	22= Moore M.M.	22= Norum P.S.	2 Thomas J.B.		

CIP	$\begin{array}{c} 1.3.67\\ 19.17\\ 8\\ 2.8\\ 2.8\\ 2.8\\ 2.8\\ 2.8\\ 2.8\\ 2.8\\ $	Editorial
w-TC	31.20 38.10 35.20 35.20 30.5 30.6 31.0 25.0 31.0 25.0 31.0 25.0 31.0 25.0 25.0 31.0 25.0 25.0 25.0 25.0 25.0 25.0 25.0 25	
TC	82 115 40 40 114 114 115 120 88 88 15 41 66 66 66 66 1118 107 89 72 209 72 89 72 89 72 89 72 89 72 89 72 89 72 89 72 89 72 89 72 89 72 89 72 72 72 72 72 72 72 72 72 72 72 72 72	205
$\frac{w}{\mathrm{TP}}$	3.50 2.33 2.33 2.33 2.33 2.33 2.33 2.17 2.17 2.17 2.17 2.17 2.17 2.17 2.17	
TP	$= \begin{bmatrix} & & \\ $	
Country	UK USA USA Hong Kong Canada USA USA USA USA USA USA USA USA USA USA	
University	Manchester Metropolitan University University of Minnesota North Carolina State University Hong Kong Polytechnic University George Brown College Washington State University Idong Kong Polytechnic University University of Delaware Iowa State University University of Manchester University of Ceorgia North Carolina State University University of North Carolina Colorado State University Ryerson University Ryerson University Ryerson University Ryerson University	
\leq	$\overset{\tau_1}{\mathrm{J}}$	
≥5	1 pape	
≥10	ed to ta	
≥25	weight	
≥50	$= \frac{1}{2} = 0$	
≥100	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	
Author	Tyler D. Wul. Xu Y. Au K.F. Campaniaris C. Chi T.M. Chi T.M. Danhorst M.L. Dickson M.A. Fiore A.M. Fiore A.M. Henninger C.E. Kidduff P.P.D. Lee SE. McCormick H. Seock YK. Taplin L.M. Watchravesringkan K. Yu H. Watchravesringkan K. Yu H.	Table 4
Я	$\begin{bmatrix} \mathbf{\ddot{x}} & \hat{\alpha} & $	

JFMM 26,2	C/P	11 36	13.96	14.80	18.08	9.10	13.15	15.17	13.23	14.74	22.22	36.11	23.15	26.31	21.88	16.33	21.07	23.14	18.00	20.27	30.00	7.67	28.89	9.78	13.11	36.33	25.11	25.63	37.3	13.86	41.33	33.00	11.43	inned)		
	w-TC	598	3815	556	433.25	166.5	247.5	264	175	219	242	407	289.33	312.5	151	128	155	240	177	163	143	34	167	05	55	173	116	114	224	52	200.3	147	49	(cont	,	
206	TC	670	573	601	658	303	394	349	306	280	400	650	428	420	350	245	316	324	234	223	330	69	260	8	118	327	226	205	254	97	300	231	80			
	<i>w</i> -TP	18 30	22.67	35.99	20.92	19.00	19.23	15.37	13.33	14.25	11.50	11.50	13.58	12.74	6.92	7.87	7.34	8.33	10.00	8.50	4.83	4.75	5.67	5.8.5	5.33	0.50	6.33	4.33	6.80	4.83	4.80	4.33	4.33			
	TP	50	60 10	4 0	345	31	31	33	24	19	18	18	20	20	16	15	15	14	13	12	11	6	6	, n	10	6	6	×	6	2	×	2	2			
	≥5	18	10	77	14	8	16	14	П	6	6	10	11	6	11	2	4	6	9	10	7	4	6	с ,	91	7	S	4	2	Ч	2	4	2			
	≥10	11	t LC	, L	= =	ß	13	10	2	7	8	6	6	8	6	S	4	8	4	9	2	n	6	ç.	41	2	4	4	2		2	4	က			
	≥25	Ľ	ററ		. 4	' က	4	2	က	က	က	7	2	7	2	2	1	က	2	2	-	0	4	0	N .	4	n i	က	2	0	2	2	1			
	≥50	5	, c.	103	0 01		0	2	0	0	-	2	Ч	က	Ч	Ч	Ч	-	2	0	-	0	0	0	0	21		0	7	0	7		0			
	≥100	6	، ۱	- 0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
	ARWU	1	201 - 300	201-300	201 - 300	151 - 200	30	36	40	I	201 - 300	201 - 300	401 - 500	501 - 600	101 - 150	151 - 200	201 - 300	201 - 300	301 - 400	201 - 300	201 - 300	I	801-900	401-500	901 - 1000	301-400	I	501 - 600	201 - 300	901 - 1000	101 - 150	601 - 700	301-400			
	QS	1	360	62	451 - 500	334	91	45	111	I	189	I	I	I	31	137	273	202	I	I	451 - 500	I	54		451 - 500	328	I	I	265	I	06	I	I			
Table 5. The most contributing institutions in <i>JFMM</i>	R Institutions	1 Monchester Matronoliton I Iniversity	2 North Carolina State University	3 Hong Kong Polytechnic University	4 Iowa State University	5 = University of Missouri	5= University of North Carolina	7 = University of Manchester	7 = University of Minnesota	9= Glasgow Caledonian University	10= Florida State University	10= University of Delaware	10= University of North Texas	13= Auburn University	13 Seoul National University	15= Texas A&M University	15= Virginia Polytechnic Institute and State University	17 University of Georgia	18 Louisiana State University	19= Colorado State University	19= University of Tennessee	21 = California State University	21 = Copenhagen Business School	21 Kansas State University	21 = Kyerson University	21 = University of South Carolina	21 = Winthrop University	27 Oklahoma State University	28= Curtin University	28= East Carolina University	28= Ohio State University	28= Ohio University	28= University of Hawaii			

H 888446666666666666666666666	Editori
WU a 99125566511399913333	
1110 1146 1146 1146 1146 1147 1146 1146 1146	
101 126 159 159 159 159 159 159 159 101 159 159 159 159 159 159 159 159 159 15	20
3.83 5.25 3.17 3.17 5.23 3.17 5.25 2.17 2.28 3.30 3.50 3.50 3.50 3.50 citations	
$= \begin{bmatrix} 0 \\ 0 \\ 0 \end{bmatrix}$	
attions;	
total 1111400322222222222222222222222222222222	
eighted	
IC 000000000000000000000000000000000000	
0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	
360 381 451-500 202 375 - 331 total paper; TC nkings	
 8= Washington State University 4= Heriot-Watt University 4= Illinois State University 4= Nottingham Trent University 4= Oregon State University of Technology 4= University of Florence 4= University of Florence 4= University of Florence 4= University of Arts London 1= California State Polytechnic University 1= University of Alabama 1= University of Alabama 1= University of Alabama 1= University of Nebraska 1= University of State University 	Table
2 – Weshimmton State I.Iniversity 260 201 400 0 0 2 2 2 7 2 22 101 50 14 42	Heroi Matt University SR 701-800 0 1 4 5 7 52.6 100 2100 11 Initions State University 381 701-800 0 1 2 2 4 6 333 27 146 27.83 11 Notification 451-500 701-800 0 1 2 5 333 27 146 27.83 33 27 146 27.83 33 27 146 27.83 33 23 150 27.83 33 23 150 27.83 33 23 150 27.83 33 23 201 301-400 0 0 1 2 2 26 33 32 600 21.60 77 39 30

JFMM 26.2	R	Affiliations	≥100	≥ 50	≥25	≥ 10	≥5	≥1	TP	w-TP	TC	w-TC
20,2	1	The USA	12	63	173	377	480	673	569	338.0	10,130	6135.53
	2	The United Kingdom	6	16	37	86	105	168	213	1486.3	3,127	2162.85
	3	South Korea	3	9	18	41	47	55	59	28.0	1541	695.67
	4	Hong Kong	0	3	8	20	28	40	45	40.0	656	589.33
	5	Australia	0	2	10	22	29	40	49	33.0	662	548.42
208	6	India	0	0	8	18	20 20	33	30	22.2 94 E	473	318.33
	/ 9	Canada	0	3	10	18	22 99	32 97	20	24.0 15.2	070 572	404.07
	0 9=	Portugal	0	4	0	5	12	16	21	11.0	107	294.20 /8.00
	9^{-}_{-}	Sweden	0	ő	1	5	8	19	19	12.2	153	126.33
	11=	Germany	Ŏ	ŏ	1	5	13	17	18	9.9	157	105.95
	11=	Spain	0	Ő	1	5	15	19	27	14.3	167	131.75
	13	China	0	0	1	4	9	14	18	8.4	118	52.00
	14	France	0	2	2	6	10	12	13	6.7	269	135.00
	15	Finland	0	1	7	9	12	12	13	7.0	297	157.00
	16	Denmark	0	2	4	9	10	11	11	7.7	269	175.67
	17	Brazil	0	1	2	3	3	6	13	6.7	128	79.00
	18 =	The Netherlands	0	0	2	2	5	8	8	5.5	103	56.00
	18 =	New Zealand	0	0	1	4	8	8	8	4.8	118	74.50
	20 =	Bangladesh	0	0	0	1	1	7	7	3.1	22	14.75
	20 =	Malaysia	1	1	2	2	2	4	8	4.0	149	91.00
	22=	Taiwan	0	0	0	2	5	6	6	5.0	55	50.00
	22=	Turkey	0	0	1	3	4	7	7	4.1	99	64.50
	24 =	Belgium	0	0	0	3	5	5	6	3.3	60 15	30.00
	24 = 24 = 24	Japan South Africa	0	0	0	2	1 2	4	5 5	3.0	15	07.00
	24-	Theiland	0	0		ວ 1	ა 1	3 5	5	4.0	97 54	97.00
	24 – 28	Inalialiu Iran	0	0	1	2	1	1	1	2.7	69 69	60.00
	$20^{29} =$	Fcuador	0	0	0	0	0	3	4	23	7	5.00
	29 =	Egypt	0	ő	Ő	ŏ	Ő	2	3	0.9	6	2.00
	29 =	Greece	Ő	ŏ	Ő	3	3	3	3	0.9	48	16.00
	29 =	Nigeria	ŏ	ŏ	Õ	õ	2	2	3	2.5	6	6.00
	29 =	Puerto Rico	Õ	Õ	Õ	Ő	3	3	3	0.9	15	5.00
	34=	Bosnia and Herzegovina	1	1	1	1	2	2	2	1.3	142	136.00
	34 =	Indonesia	0	0	0	0	0	2	2	20	5	5.00
	34 =	Slovenia	0	ő	2	2	2	$\frac{1}{2}$	2	1.0	64	32.00
	34 =	Sri Lanka	õ	ŏ	0	0	0	0	2	0.6	0	0.00
	34 =	United Arab Emirates	Õ	Õ	1	1	1	4	4	2.5	31	28.16
	39 =	Albania	0	0	0	0	0	1	1	0.5	1	0.50
	39 =	Austria	0	0	0	0	1	1	1	0.3	9	2.25
	39 =	Bolivia	0	0	0	0	0	1	1	0.5	2	1.00
	39 =	Colombia	0	0	0	0	0	0	1	0.5	0	0.00
	39 =	Cyprus	0	0	0	1	1	1	1	0.5	15	7.50
	39 =	Ethiopia	0	0	1	1	1	1	2	0.6	28	9.33
	39 =	Ireland	0	0	0	0	0	1	1	0.5	2	1.00
	39 =	Kuwait	0	0	0	0	0	1	1	1.0	3	3.00
	39 =	Lebanon	0	0	0	1	1	1	2	1.5	14	14.00
	39= 20	IVIONACO	0	1	1	1	1	1	1	1.0	68	68.00
	39= 20-	IVIOTOCCO Dolond	0	0	0	0	1	1	1	1.0	5	5.00
	ა9≡ 20−	Polaliu	0	0	0	0	0	1	ა ი	2.0 0.0	2	1.00
	ა9≡ 20−	Qalar Domonio	0	0	0	0	0	1	2 1	0.8	2	0.50
	39 =	Trinidad and Tobara	0	0	0	0	0	1	1	0.3	3	1.00
Table 6.	39-	$(a) = D = mm^{1} (TD = t^{-1})^{1}$	0	. TD	U	U 1-1-1-1	0		1 ۲۰ اماد	1.0	1 0Tm-1	1.00
in JFMM	Note(s): K = rank; TP = total paper; w -TP = weighted total paper; TC = total citations and w -TC = weighted total citations											

USA, the UK, South Korea, Malaysia and Bosnia and Herzegovina have received >100 citations as per April 2021.

3.2 Part 2: graphical analysis of IFMM

3.2.1 Co-citations of the most influential journals in IFMM. First, let us examine co-citation of journals cited in *IFMM*. Co-citation of journals refers to number of times a pair of journals is cited together in an article (Small, 1973). Out of 131 cited journals in *IFMM* articles for the 1996–2020 time period, the JFMM, the Journal of Retailing, the Journal of Business Research, the Journal of Consumer Research, the Journal of Marketing and the Clothing and Textile *Journal* were most predominantly cited. We also compare the co-citation of *IFMM*-cited journals (a citation threshold of 20) across three time periods; 1996–2004 (Figure 2), 2005– 2012 (Figure 3) and 2013–2020 (Figure 4). Four journals that were predominantly cited across the three time periods are the IFMM, the Journal of Retailing, the Journal of Marketing and the Clothing and Textile Journal (Figure 5). While in the 1996–2004 time period, the JFMM articles predominantly cited marketing, business, ethics, management, operations and psychology journals in the later time periods. Recent articles in *JFMM* (i.e. 2013–2020) cited information science, strategy and sustainability journals as well. This indicates that *JFMM* has progressively drawn on the knowledge from diverse fields of management and business and thus has broadened its contributions to the wider horizon of knowledge.

3.2.2 Co-citations of the most influential documents in IFMM. Second, let us illustrate the co-citations of the most influential works cited in *JFMM*. Out of 29,609 cited documents, 37 were cited in 8 *IFMM* articles or more. Figure 6 presents the co-citation of these 37 most-cited documents with a threshold of 8 citations. The co-citation analysis from VOS viewer identified four clusters of these documents. These clusters indicate the intellectual foundation of *IFMM* articles and *IFMM per se*. Cluster 1, denoted in red in the figure relates to fashion perceptions; Cluster 2, denoted in green, relates to fashion and sustainability; Cluster 3, denoted in blue in the figure, relates to consumer engagement and Cluster 4, denoted in yellow in the figure,



Editorial

209

Figure 2.

1996-2004





relates to consumption theory. Cluster 1 is the most dispersed and overlaps with the other three clusters which indicate proximity of fashion perceptions concepts with concepts in the other three clusters. Similarly, the proximity of Clusters 3 and 4 indicates closer association between consumer engagement and consumption theory concepts. The central position of Cluster 4 in the figure shows that consumption theory is a core foundation of *JFMM* articles which has emerged over time.

3.2.3 Bibliographic coupling of institutions. Third, let us map the most productive institutions that published in *JFMM*. This examines the bibliographic coupling of institutions where coupling happens when two documents from the different institutions cite the same third document (Kessler, 1963). Figure 7 shows the results of bibliographic coupling of institutions between 1996 and 2021 with a threshold of five documents and minimum link strength of 100. The results indicate universities from the USA, the UK, Korea and Hong









Kong as most influential. We also examined the bibliographic coupling of institutions across three time periods: 1996–2004, 2005–2012 and 2013–2021 with a threshold of 5 documents and minimum link strength of 100. In the first time period, USA and UK universities were found as most influential (Figure 8) while universities from Hong Kong added to the list of influential universities in the second time period (Figure 9) and Korean universities in the third time period (Figure 10).

3.2.4 Bibliographic coupling of countries. Fourth, let us map the most productive countries that published in *JFMM*. This examines the bibliographic coupling of countries. Figure 11 shows the results of bibliographic coupling of countries between 1996 and 2021 with a threshold of 5 documents and minimum link strength of 200. The results indicate universities from USA are the most productive, a country with largest network in the map, followed by the UK. The USA is seen to have influential collaborations with Australia, India, South Korea and the UK, indicating inter-country and inter-continental collaborations. Interestingly, the USA found its collaborators in Australasian countries (Australia, China, Hong Kong, India and South Korea) more than European countries (e.g. Portugal and Turkey), and UK found its collaborators mainly in European countries (e.g. Benzil).

We also examined the bibliographic coupling of countries across three time periods, namely 1996–2004, 2005–2012 and 2013–2020 with a threshold of 5 documents and minimum link strength of 100. In all of the three time periods, the USA and the UK were found as most influential countries (Figure 12–14). The USA shared strongest bond with South Korea in the second time period, while the bond strengthened with Australia, India and the UK in the third time period. The UK strengthened the bond with Australia in the third time period. In the

third time period, the USA was found to collaborate mainly with Australasian countries (i.e. Australia, China, Hong Kong, India, New Zealand and South Korea) and the UK was found to collaborate mainly with European and American countries (Brazil, Canada, Denmark, Finland, Germany, Italy, Spain and Sweden). However, inter-country collaborations and intercontinental collaborations were observed from the beginning in *JFMM*.

3.2.5 Co-occurrence of author keywords. Next, let us analyze the co-occurrence of author keywords for documents published in *JFMM* between 1996 and 2021 with a threshold of 10 occurrences (Figure 15). Fashion, consumer behavior and clothing were the most common keywords with largest networks. Other significant keywords were country specific (i.e. USA and China) and industry specific (i.e. textile industry and garment industry).

We also examined the co-occurrence of author keywords across three timeperiods, namely 1996–2004 (Figure 16), 2005–2012 (Figure 17) and 2013–2021 (Figure 18) with a threshold of five documents. In the first and second time periods, fashion, clothing and consumer behavior were the most common keywords with the largest networks, while fashion and consumer behavior were the most common keywords in the third time period. Industry- and country-specific keywords were identified in the first and second time periods. While retailing, globalization, supply chain management



JFMM

26.2



and Internet were other popular keywords in first time period, the author keywords added in the second time period were electronic commerce, ethics and women. The other popular author keywords in the third time period were branding, luxury, social media and sustainability. This shows a broadening focus of *JFMM* over the time periods, reflecting the transition from manufacturing to consumption within the most-contributing nation

4. Conclusion

The *JFMM* is now 25 years old. To recognize this journey, this study presents a bibliometric evaluation of the journal, the leading trends and changes in these trends. The study presents a holistic overview of *JFMM*'s journey. From the results, we conclude that the annual number of documents published in *JFMM* demonstrates an uneven increasing trend and the highest impact of *JFMM* publications is up to 150 citations approximately while most of the *JFMM* publications gained up to 25 citations approximately, indicating moderate impact as against leading marketing journals such as 1% articles of European Journal of Marketing having >250 citations (Martínez-López *et al.*, 2018). The most of the impactful *JFMM* publications are not the oldest published but between 2006 and 2009 and some of them were published in 2012, indicating popularity of *JFMM*'s recent articles. *JFMM* publications derive their foundations not only from fashion and marketing publications (peer-reviewed journals and books, both) but also from organization behavior, psychology and sustainability while sustainability is the new brick in the foundation. Similar to other journals in marketing and allied business



domains, most of the highly contributing authors in *JFMM* are affiliated to the USA and European countries (e.g. France and UK), *JFMM* has substantial representation from Asian countries (e.g. Hong Kong, South Korea and India), indicating more widespread acceptance of *JFMM* worldwide. As well, *JFMM* remains one of the top choices for authors affiliated to QS-200-ranked universities worldwide. Unlike other marketing journals, *JFMM* articles observed cross-country, cross-continental and multi-institute collaboration in its publications since the beginning, and Asian universities have actively published in *JFMM* since the beginning. Initially, *JFMM* publications focused mainly on fashion and clothing, themes related to supply chain and Internet were added later, and themes such as sustainability, collaborative consumption, materialism and corporate social responsibility were added recently, indicating relevance of *JFMM* in diverse fields such as business management research. Thus, *JFMM* has secured a unique positioning and wider, faster acknowledgment in the academic community worldwide.



Prashant Kumar

XLRI-Xavier School of Management, Jamshedpur, India

Khyati Shetty Curtin University, Perth, Australia

Jason R. Fitzsimmons Manipal Academy of Higher Education–Dubai Campus, International Academic City, United Arab Emirates, and

> **Steven George Hayes** University of Manchester, Manchester, UK

Note

1. Source: https://www.scimagojr.com/journalsearch.php?q=22920&tip=sid (accessed 17 April 2021).

References

- Donthu, N., Kumar, S., Mukherjee, D., Pandey, N. and Lim, W.M. (2021), "How to conduct a bibliometric analysis: an overview and guidelines", *Journal of Business Research*, Vol. 133, pp. 285-296.
- Fouroudi, P., Kitchen, P.J., Marvi, R., Akarsu, T.N. and Uddin, H. (2020), "A bibliometric investigation of service failure literature and a research agenda", *European Journal of Marketing*.
- Husain, R., Samad, T.A. and Qamar, Y. (2021), "Past, present and future of luxury brands: a review and bibliometric analysis", *Journal of Fashion Marketing and Management: An International Journal.*

Kessler, M.M. (1963),	"Bibliographic	coupling	between	scientific	papers'	', American	Documentat	ion
Vol. 14 No. 1, 1	pp. 10-25.							
Kumar P and Polons	kv MI (2017)	"An analv	sis of the	oreen cor	sumer (domain with	in sustainah	ility

- research: 1975 to 2014", Australasian Marketing Journal (AMJ), Vol. 25 No. 2, pp. 85-96.
- Martínez-López, F.J., Merigó, J.M., Valenzuela-Fernández, L. and Nicolás, C. (2018), "Fifty years of the European Journal of Marketing: a bibliometric analysis", *European Journal of Marketing*.
- Paul, J. and Bhukya, R. (2021), "Forty-five years of International Journal of Consumer Studies: a bibliometric review and directions for future research", *International Journal of Consumer Studies*, Vol. 45 No. 5, pp. 937-963.
- Pritchard, A. (1969), "Statistical bibliography or bibliometrics", Journal of Documentation, Vol. 25, pp. 348-349.
- Small, H. (1973), "Co-citation in the scientific literature: a new measure of the relationship between two documents", *Journal of the American Society for Information Science*, Vol. 24 No. 4, pp. 265-269.
- Svensson, G. (2010), "SSCI and its impact factors: a "prisoner's dilemma"", European Journal of Marketing.
- Van Eck, N.J. and Waltman, L. (2010), "Software survey: VOS viewer, a computer program for bibliometric mapping", *Scientometrics*, Vol. 84 No. 2, pp. 523-538.

Further reading

- Donthu, N., Kumar, S., Pandey, N. and Soni, G. (2020), "A retrospective overview of Asia Pacific Journal of Marketing and Logistics using a bibliometric analysis", Asia Pacific Journal of Marketing and Logistics.
- Van Eck, N.J., Waltman, L., Ding, Y., Rousseau, R. and Wolfram, D. (2014), "Measuring scholarly impact", *Measuring Scholarly Impact: Methods and Practice*, pp. 285-320.

JFMM 26.2