Global Marketing Strategies: A Comparative Analysis of Scientific Production and Citation Impact Across Nations

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ABSTRACT

In an era of rapidly evolving marketing strategies, understanding the landscape of academic research is essential for both practitioners and scholars. This bibliometric analysis utilizes data from Scopus and employs the powerful Biblioshiny tool to elucidate trends, patterns, and key contributions in the field of marketing strategies. Using Rayyan software for meticulous filtering, this study examines a curated selection of scholarly articles, providing insights into citation dynamics, geographical contributions, and temporal patterns of scientific output. The results reveal a rich tapestry of research, with China and the United Kingdom emerging as frontrunners in scholarly contributions. Innovative marketing strategies are increasingly recognized as critical for sustaining competitive advantage. This paper charts the trajectory of marketing research and highlights the interconnectivity among nations, fostering collaborative efforts that can propel future innovations. By distilling this knowledge, we aim to equip researchers and marketers with a robust framework to navigate the complexities of contemporary marketing paradigms and drive impactful strategies in a globalized market.

Keywords: Marketing Strategies, Bibliometric Analysis, Citation Analysis, Digital Marketing, Consumer Behaviour.

JEL Classification Number: M31, C88, Z00, M37, D12

1. Introduction

In today's interconnected world, the effectiveness of global marketing strategies is paramount for businesses striving to achieve a competitive advantage. As markets become increasingly globalized, organizations face the challenge of adapting their marketing practices to resonate with diverse cultural contexts while leveraging technological advancements (Czinkota & Ronkainen, 2013). The significance of understanding global marketing strategies extends beyond theoretical implications, as it directly influences business performance and consumer engagement (Keegan & Green, 2020). Globalization has transformed the business landscape, adapting marketing strategies even more critical. With consumers increasingly interconnected, businesses must align their marketing efforts with varying cultural nuances to foster deeper engagement and brand loyalty. This adaptation not only enhances consumer connections but also utilizes technological advancements to effectively reach global audiences. This paper presents a comprehensive analysis of the scientific production and citation impact of global marketing strategies across various nations. By systematically reviewing a substantial body of literature, we aim to highlight key trends, thematic distributions, and influential research that shape the understanding of global

marketing practices. Our analysis encompasses a wide range of scholarly publications, emphasizing the evolving landscape of marketing in response to globalization and digital transformation (Raghunath & Goh, 2021). Using bibliometric analysis, we evaluate 88 scholarly articles published from 2013 to 2024, sourced from the Scopus database. This extensive dataset reflects the growing interest in global marketing strategies and provides a robust framework for understanding the factors influencing marketing effectiveness across different regions. We investigate publication patterns, leading authors, prevalent themes, and citation metrics to uncover insights that inform both academic inquiry and practical application. Through this exploration, we aim to contribute to the discourse on global marketing strategies by providing evidence-based insights and identifying areas for future research. By understanding the dynamics of scientific production in this field, we hope to enhance the ability of marketers to formulate strategies that are not only innovative but also globally relevant.

2. Literature Review:

This literature review examines the significance of eco-friendly practices (EFPs) across various sectors, emphasizing their roles in cultivating a green image, strengthening brand attachment, and enhancing loyalty among environmentally conscious consumers, particularly Generation Z. The following key themes emerge from the reviewed studies:

Eco-Friendly Practices and Consumer Loyalty

Numerous studies indicate that tangible EFPs, such as using recyclable materials, positively impact brand perception and customer loyalty. This suggests a strong correlation between sustainable practices and consumer behavior, highlighting the need for further exploration across diverse consumer demographics and service environments [1]. Research focusing on coffee shops shows that EFPs significantly enhance brand loyalty and advocacy among Generation Z consumers, prompting calls for future research to differentiate between loyalty toward eco-friendly brands and specific eco-friendly products [21].

The Evolution of the Metaverse

A bibliometric analysis of 284 contributions on the Metaverse reveals a notable increase in research interest post-2021, particularly within business and management fields. Key themes identified include blockchain, virtual reality, and user engagement, underscoring the need for interdisciplinary approaches and foundational theories to navigate the complexities and future directions of Metaverse research[2].

Customer Relationship Management (CRM) and Entrepreneurial Marketing

An evaluation of CRM's impact on entrepreneurial marketing synthesizes insights from 86 studies conducted between 2015 and 2019. Findings indicate that CRM has evolved from a mere sales tool to a pivotal customer-centric strategy, essential for adapting to dynamic market conditions. This research calls for further exploration of the interplay between effective CRM practices and successful entrepreneurial marketing to bolster both economic and social development [3].

Green Marketing and Consumer Trust

The role of Green Marketing (GM) as a strategy for promoting environmentally beneficial products while addressing consumer trust issues is examined. Research demonstrates that the green marketing mix significantly influences purchasing behavior and enhances corporate image and business performance. It critiques prevailing misconceptions about GM and advocates for clear communication to build consumer trust in eco-friendly products [4].

Sustainability Marketing Strategies

A review of the Sustainability Marketing Strategy (SMS) landscape analyses 80 studies published from 1996 to 2011, revealing a predominance of conceptual research over empirical studies, mainly from the US and UK. Identified gaps include the necessity for empirical investigations and the integration of environmental, social, and economic considerations in SMS. The review calls for future research to develop measurement scales for SMS and address broader sustainability issues [5].

E-commerce Evolution and Consumer Behavior

The evolution of e-commerce and its effects on consumer marketing strategies are scrutinized through insights from 66 articles in the Scopus database from 2011 to 2021. The review highlights how digitalization has revolutionized consumer behavior, emphasizing the critical role of effective website design and big data technologies in enhancing engagement and personalizing marketing strategies. It concludes that integrating IT and big data is vital for the success of e-commerce enterprises in a competitive landscape[6].

Factors Influencing Export Performance in SMEs

A study focusing on Kosovo's SMEs identifies factors influencing export performance, examining the roles of marketing strategy, firm size, financial barriers, and language proficiency. Utilizing Probit and Tobit's analyses of data from 500 SMEs, the research establishes a strong correlation between effective marketing practices and export success, offering recommendations for enhancing export strategies and suggesting future research avenues in SME export dynamics [7].

Online Communication Strategies in E-commerce

The online communication strategies of beekeeping companies in Piedmont are analyzed, particularly how the COVID-19 pandemic catalyzed e-commerce growth. Analysis of 63 websites revealed themes around quality and origin; however, many small businesses exhibited ineffective online marketing strategies. The importance of active social media engagement for better consumer interaction is emphasized, with suggestions for future research to expand communication strategies within this sector [8].

Market Engagement Strategies in the Coffee Industry

In the Thai coffee industry, structural equation modeling (SEM) is utilized with data from coffee shop patrons. Findings indicate that market innovation and customer engagement are pivotal for business growth, with consumer behavior serving as a crucial mediator. The research underscores the significance of employee training in enhancing consumer experiences and offers insights for coffee companies to refine their marketing strategies [9].

Influencer Marketing in the Beauty and Fashion Sector

This review explores the influence of homophily, influencer social presence, and physical attractiveness on consumer affinity and purchase intentions in the beauty and fashion industry. An analysis of 408 respondents reveals that while homophily and social presence enhance purchase intentions, physical attractiveness does not guarantee long-term consumer engagement. The study emphasizes the necessity of authentic influencers and emotional connections in fostering customer retention and driving sales [10].

Counter-Marketing Strategies and Consumer Loyalty

Focusing on counter-marketing strategies related to the iPhone 15's overheating issues following its September 12, 2023, launch, this review highlights the resilience of Apple's stock and sales amid social media backlash. Despite negative sentiments, consumer loyalty remained strong, indicating the need for further exploration of negative counter-marketing strategies and their potential impacts on consumer perceptions and brand loyalty [11].

Green Marketing and Repurchase Intentions

A study examining the effects of green marketing on consumer repurchase intentions finds a positive relationship between green marketing, brand loyalty, and equity. However, the study notes that green awareness did not significantly moderate this relationship, prompting calls for further research into the interaction between green satisfaction and green marketing [12].

The Importance of Social Media Marketing

The review underscores the significance of social media marketing (SMM) in contemporary business, advocating for robust SMM strategies to drive customer engagement and sales growth. Key studies identify challenges in SMM and emphasize the necessity for targeted marketing approaches toward Generation Z. Effective SMM demands an integrated strategy with traditional media and a flexible content framework [13].

Relationship Marketing in Education

The use of relationship marketing to enhance faculty adoption of Open Educational Resources (OER) is explored, particularly through the strategies employed by the Texas Tech University OER office. Findings highlight the importance of maintaining a database of OER adopters and customizing outreach efforts to strengthen faculty engagement and improve adoption rates [14].

Barriers to Industry 5.0 Adoption

This review examines barriers to Industry 5.0 (I5.0) adoption in sustainable supply chains within India, identifying technological interoperability, resistance to change, and inadequate regulations as significant challenges. Through expert input and the DEMATEL approach, ten major barriers were highlighted, with "implementation cost" identified as the most critical. The study advocates for addressing knowledge and data security to facilitate successful I5.0 implementation and encourages future research to broaden expert perspectives [15].

Consumer Empowerment in Digital Tourism

The theme of consumer empowerment in digital tourism, particularly for individuals with disabilities (PwD), is explored. The necessity for digital inclusivity in sustainable e-commerce is highlighted, identifying barriers faced by over 1.1 billion PwD. Key themes include innovative strategies, alignment with UN Sustainable Development

Goals, and stakeholder engagement, emphasizing the need for ongoing evaluation and future research linking digital inclusivity to sustainability[16].

International Trade and Sustainable Development

The review emphasizes the optimization of international trade for sustainable development in the EU, pinpointing challenges such as reliance on raw materials and ineffective policies. It underscores the importance of robust economic frameworks and data analysis to inform trade policies and marketing strategies, advocating for further research on global trade regulations to enhance sustainability efforts [17]**.**

Marketing Strategies in Bus Transportation

Effective marketing strategies within the bus transportation sector are highlighted, indicating consumer preferences for Internet advertising while stressing the need for targeted marketing approaches and continuous monitoring of customer preferences to sustain competitive advantages [18]. Additionally, the review explores the importance of Corporate Social Responsibility (CSR) in marketing, linking CSR initiatives to strategic advantages and improved financial performance. It calls for integrating CSR into core business strategies and addressing challenges through impactful societal initiatives, encouraging additional research on CSR's role in marketing practices [19].

Commodification of Higher Education in China

The impact of higher education commodification on international student recruitment in China is discussed, and effective marketing strategies that prioritize educational quality over quantity in student enrollment are advocated [20]**.**

Sustainable Corporate Social Responsibility and Impulse Buying

This review examines how sustainable corporate social responsibility (CSR) influences impulse buying intentions, highlighting social media advertising's moderating role. It indicates that CSR fosters consumer trust and encourages impulsive purchases, suggesting effective social media communication enhances this effect. Future research should explore individual differences and qualitative approaches for deeper understanding [22].

3. Research Gap

Despite the extensive number of studies on different facets of marketing strategies, there is a lack of comprehensive studies that compile results from multiple sources. Prior research frequently concentrates on certain tactics or geographical areas, lacking a global perspective that takes into account new trends and approaches. This research aims to close this gap by delivering a bibliometric analysis that compiles and assesses the body of knowledge on marketing techniques, providing insights into both past advancements and current methods.

4. Objective

The main objectives of this study are to perform a thorough bibliometric analysis of the literature on marketing strategies and to uncover major trends, patterns, and research themes in the field. Furthermore, the study aims to assess the role of academic collaboration in the advancement and evolution of marketing strategies, highlighting the influence of cooperative efforts on research outcomes. Furthermore, it aims to investigate the relationship between digital marketing innovations and traditional marketing practices, exploring how these two approaches interact and influence one another. Lastly, the study intends to provide valuable recommendations for future research directions in the realm of marketing strategies, facilitating further exploration and advancement in this dynamic field.

5. Research Methodology

This study adopts a quantitative research methodology centered on bibliometric analysis to systematically review the literature on marketing strategies. The research process comprises several key steps:

i)   Data Collection: Relevant articles were sourced from the Scopus database, focusing specifically on publications related to marketing strategies. Rayyan software facilitated the filtering and refinement of the dataset to include high-quality, pertinent studies.

ii) Bibliometric Analysis: Biblioshiny was employed for the bibliometric analysis, evaluating metrics such as publication trends, citation counts, and author collaboration, thereby providing a quantitative overview of the research landscape in marketing strategies.

iii) Interpretation of Results: The findings are contextualized within existing literature, highlighting their implications for practitioners and researchers in marketing strategies.

6. Analysis and Findings of the Study

6.1 Analysis of Descriptive Data

Table 1: Bibliometric Evaluation using Scopus

Description	Results
Main information about the data	
Timespan	2013:2024
Sources (Journals, Books, etc)	64
Documents	88
Annual Growth Rate %	30.69
Document Average Age	3.12
Average citations per doc	11.82
References	4947
Document contents	
Keywords Plus (ID)	121
Author's Keywords (DE)	368
AUTHORS	
Authors	254
Authors of single-authored docs	8
Authors collaboration	
Single-authored docs	8
Co-Authors per Doc	2.92
International co-authorships %	26.14
Document types	
article	88

Source: Biblioshiny based on the Scopus database.

The data provides an insightful overview of research output and collaboration trends related to marketing strategies from 2013 to 2024. A total of 88 documents were published across 64 different sources, including journals and books, reflecting the breadth of scholarly engagement in this field. The research output demonstrates a robust annual growth rate of 30.69%, indicating an expanding interest and contribution to marketing strategies over this period. The average age of these documents is 3.12 years, suggesting that the majority of the research is relatively recent and relevant. On average, each document has been cited 11.82 times, contributing to a total of 4,947 references in the body of work.

Content analysis highlights the utilization of 121 Keywords Plus (ID) and 368 unique author keywords (DE), reflecting a diverse range of topics within marketing strategies. Regarding authorship, 254 unique authors have contributed to the publications, with 8 authors producing single-authored documents, indicating a strong collaborative trend. The mean number of co-authors per document is 2.92, and approximately 26.14% of these collaborations involve international co-authorships, illustrating a significant level of global research collaboration in the marketing domain. All 88 documents are categorized as articles, underscoring a consistent focus on publishing original research. Overall, the data indicates a dynamic and growing research landscape characterized by active collaboration and a diverse array of research topics within marketing strategies.

6.2 Yearly Research Output

The data reflects the yearly scientific output in terms of published articles, specifically related to marketing strategies. Between 2013 and 2017, the number of articles steadily grew, increasing from 1 article in 2013 to 5 articles by 2018, despite a minor decline in 2017. A significant rise was seen in 2019, with 10 articles published on marketing strategies, suggesting a notable increase in research output. Although the count drops to 6 articles in 2020, it picks up again from 2021 onwards, reaching 7 articles in 2021 and 11 in 2022. The upward trend continues with a more substantial increase in 2023, where 17 articles on marketing strategies were published, and peaks in 2024 with the highest production of 19 articles. Overall, the data indicates a steady growth in scientific

production related to marketing strategies over the years, with a particularly strong increase observed in the last two years.

Figure 1: Annual Scientific Production
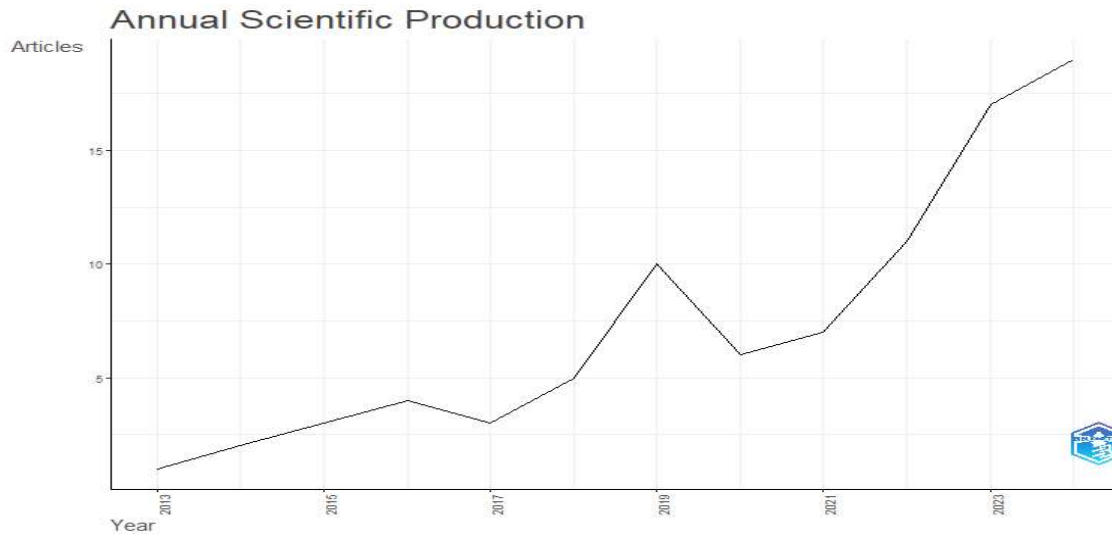
Source: Biblioshiny based on the Scopus database.

6.3 Most Cited Research Documents

Two primary metrics for assessing research quality are the number of citations received and the references used. A citation formally acknowledges the sources of information that support claims or quoted content from various materials. In-text citations are included in the body of the work, pointing to detailed entries at the end under headings like Bibliography, Works Cited, or References.

Table 2: Papers with the highest citation counts

S.No.	Journals / Publishers	Authors	Articles/Books	Citations
1	Journal of Marketing	Lemon, K.N., Verhoef, P.C.	Understanding customer experience throughout the customer journey	2,789
2	Journal of the Academy of Marketing Science	Davenport, T., Guha, A., Grewal, D., Bressgott, T.	How artificial intelligence will change the future of marketing	982
3	Current Issues in Tourism	Hays, Stephanie, Page, Stephen John, Buhalis, Dimitrios	Social media as a destination marketing tool: Its use by national tourism organizations	627
4	Journal of the Academy of Marketing Science	Huang, Ming-Hui, Rust, Roland T.	A strategic framework for artificial intelligence in marketing	499
5	Tourism Management	Leonidou, Leonidas C., Leonidou, Constantinos N., Fotiadis, Thomas A., Zeriti, Athina	Resources and capabilities as drivers of hotel environmental marketing strategy: Implications for competitive advantage and performance	302

Table 2 displays the top five most cited papers from the Scopus database, along with their journals and authors. Leading the list is "Understanding Customer Experience Throughout the Customer Journey" by Lemon and Verhoef (2016) in the *Journal of Marketing*, which has received 2,789 citations. This study examines customer experience across various touchpoints, offering insights into enhancing satisfaction and loyalty. Following closely is "How Artificial Intelligence Will Change the Future of Marketing" by Davenport et al. (2019) in the *Journal of the Academy of Marketing Science*, with 982 citations, exploring AI's transformative impact on marketing strategies. Hays et al.'s article, "Social Media as a Destination Marketing Tool," published in *Current Issues in*

Tourism (2013) with 627 citations, emphasizes the role of social media in promoting tourism. Additionally, "A Strategic Framework for Artificial Intelligence in Marketing" by Huang and Rust (2021) has 499 citations, and Leonidou et al.'s "Resources and Capabilities as Drivers of Hotel Environmental Marketing Strategy" (2013) has 302 citations. These papers underscore their significant contributions to marketing research.

## 6.4 Yearly Average Citations

Figure 2: Yearly Average Citations
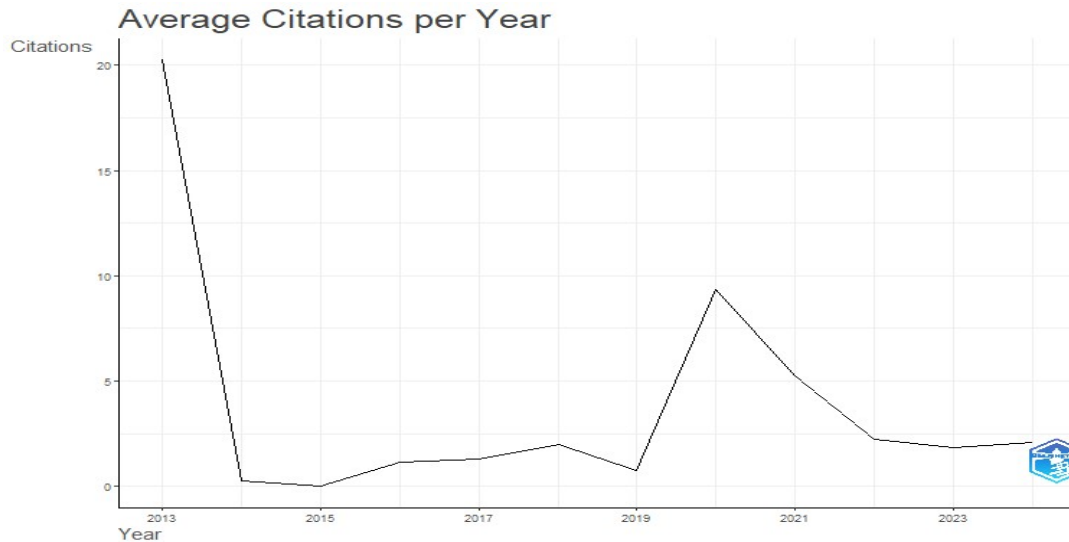
Source: Biblioshiny based on the Scopus database.

The data shows trends in average citations per article related to marketing strategies over the years. There was a significant peak in 2020, with mean citations per article reaching 46.83, indicating impactful publications. However, this declined to 2.11 by 2024, suggesting a reduced impact of newer articles. The volume of publications has generally increased, with 2024 seeing the highest count at 19, but these newer articles receive fewer citations on average. Articles from 2013 have been citable for 12 years, while those from 2024 have had only 1 year. Overall, although publications in marketing strategies have grown, their average citation impact has diminished, possibly due to a more competitive publishing environment.

6.5 Most Relevant Sources

The research output reveals a diverse array of journals, emphasizing its multidisciplinary nature in marketing strategies. Cogent Business and Management emerges as the leading source, contributing 5 articles and highlighting a strong emphasis on business and management topics. Other notable journals, such as Innovative Marketing, International Journal of Recent Technology and Engineering, Journal of Telecommunications and the Digital Economy, Quality - Access to Success, and Uncertain Supply Chain Management, each added 3 articles, indicating a focus on marketing, technology, and supply chain management. Additionally, journals like Autex Research Journal, Corporate Ownership and Control, Journal of Cleaner Production, and Journal of Business Research published 2 articles each, reflecting interests in environmental sustainability and business strategies. The remaining publications span numerous specialized journals, each contributing one article and showcasing engagement with niche areas such as digital policy, tourism, and food marketing. This distribution highlights the broad relevance of the research across various sectors and its contributions to both general and specialized academic discussions.

Figure 3: Most Relevant Sources
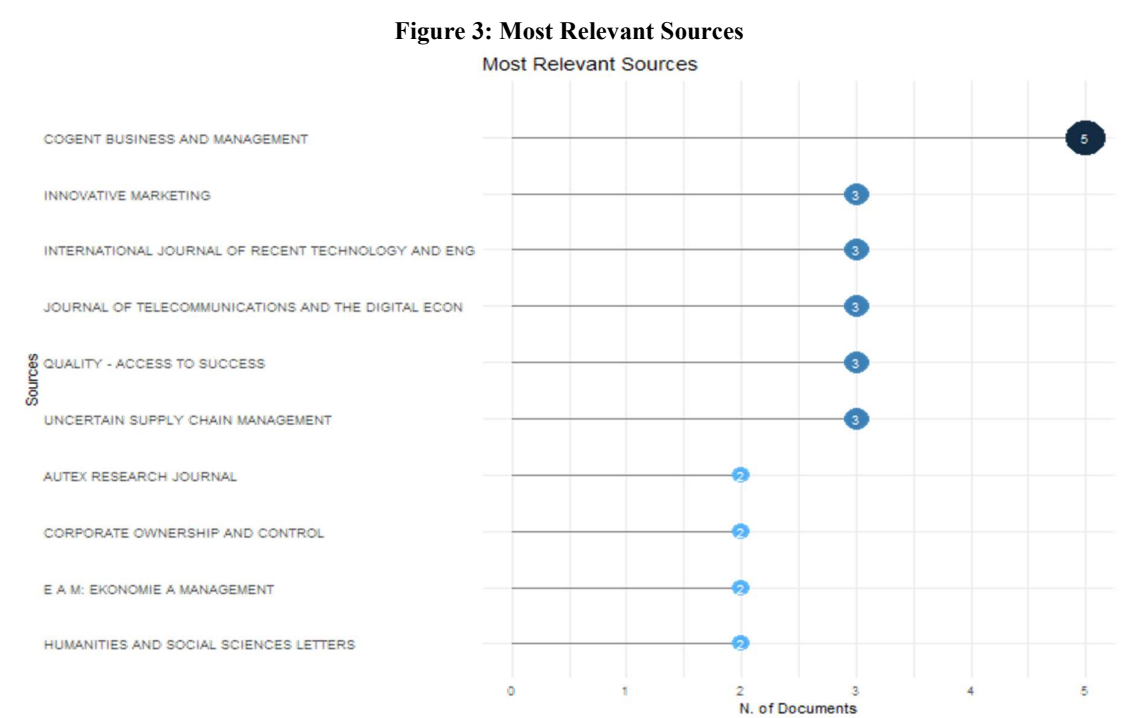
Source: Biblioshiny based on the Scopus database.

6.6 Core Sources by Bradford's Law

According to Bradford's Law, journals are categorized into core, intermediate, and peripheral zones based on their contributions to a specific field. In this analysis, the core zone (Zone 1) consists of high-frequency sources most pertinent to marketing strategies. Notably, Cogent Business and Management, with 5 articles, along with Innovative Marketing, International Journal of Recent Technology and Engineering, and Journal of Telecommunications and the Digital Economy—each contributing 3 articles—constitute the core sources. These journals provide concentrated insights and significant relevance to the research topic. Conversely, Zones 2 and 3 include lower-frequency sources, contributing either 2 or 1 article each. Journals like the Journal of Business and Industrial Marketing and Journal of Cleaner Production, among various specialized publications, offer a broader yet less frequently cited perspective. While these peripheral sources contribute valuable insights, they do not hold the same centrality to the research focus as those in Zone 1.

**Figure 4: Key Sources Identified by Bradford's Law**
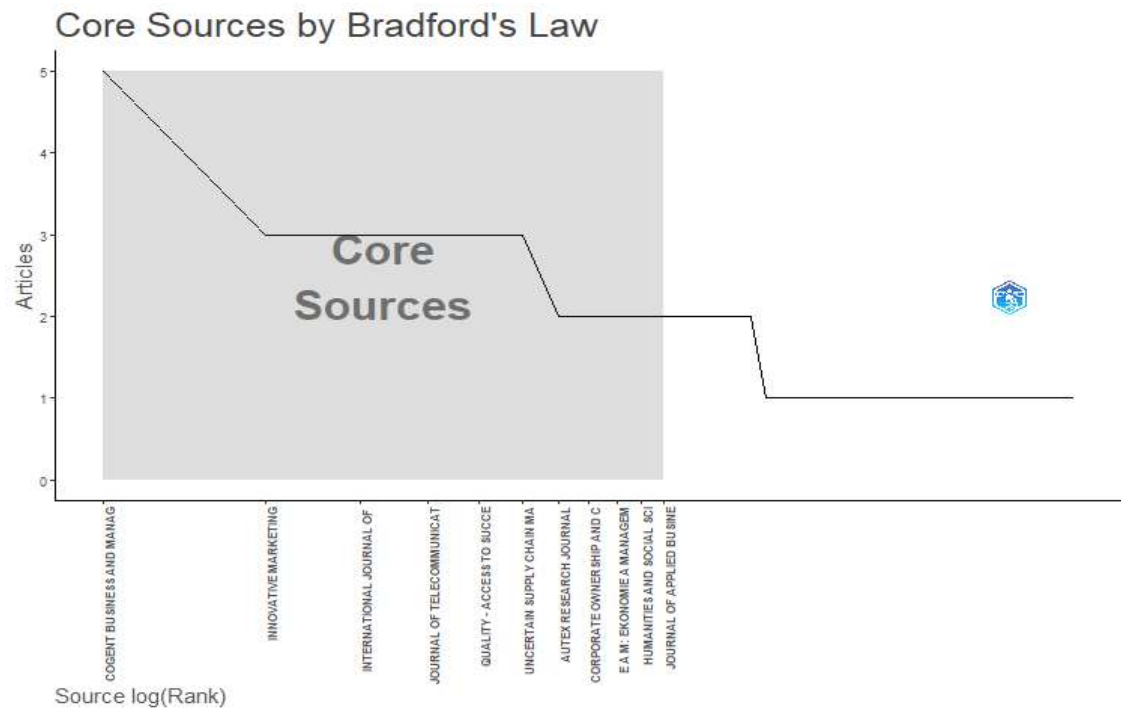
Source: Biblioshiny based on the Scopus database.

6.7 Local Source Impact Measured by H-index

The h-index serves as a measure of a source's local impact, reflecting both productivity and citation frequency of published articles. In this dataset, most sources exhibit low h-index values, ranging from 1 to 3, with the highest h-index being 3. This indicates that only a few sources have at least three articles cited three times each, showcasing moderate influence. Sources with an h-index of 2, particularly those published from 2021 or earlier, display a steady but limited impact, as their articles have been cited at least twice. However, the majority of sources have an h-index of 1, meaning most articles have only received a single citation, pointing to a relatively minor influence in the field. These low h-index values highlight a broader trend of limited reach among most publications, with only a select few achieving greater visibility and citation impact within the academic community.
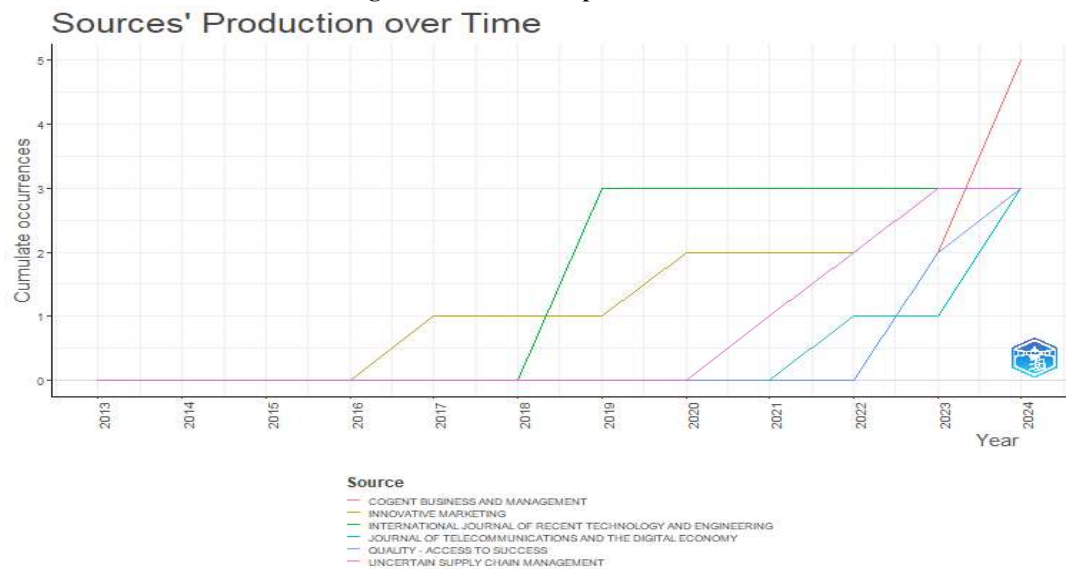
Figure 5: Local Source Impact Measured by H-index

Sources' Local Impact by H index
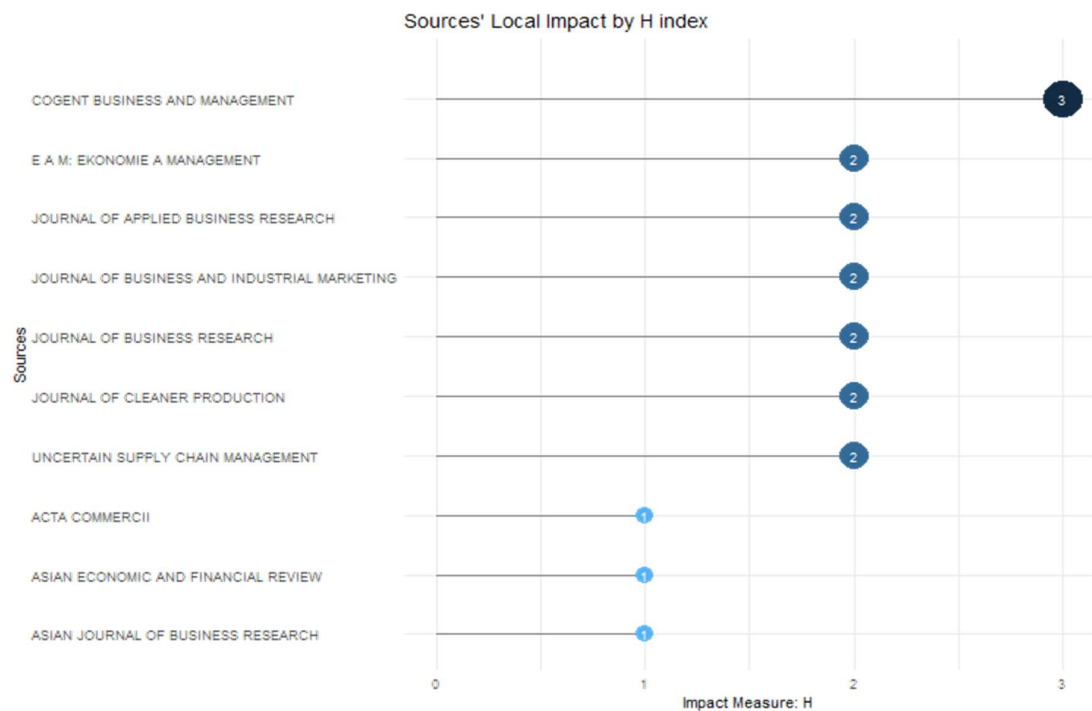
Source: Biblioshiny based on the Scopus database.

6.8 Sources Output over Time

Figure 6: Sources Output over Time

Sources' Production over Time

Source: Biblioshiny based on the Scopus database.

Publication trends across selected journals in the field of marketing strategies have evolved significantly over time. From 2013 to 2016, there were no recorded publications. The first active year was 2017, when Innovative Marketing published one article, consistently producing one per year until 2019. In 2019, the International Journal of Recent Technology and Engineering emerged with three publications, maintaining that level through 2023. Innovative Marketing increased its output to two publications in 2020, maintaining this rate until 2022, then rising to three in 2023 and 2024. Uncertain Supply Chain Management began contributing in 2021 with one publication, gradually increasing to three by 2023. Quality - Access to Success and Journal of Telecommunications and the

Digital Economy started later, with the former beginning in 2023 and the latter in 2022, both reaching three publications by 2024. Notably, Cogent Business and Management showed a significant rise, going from no publications before 2023 to five in 2024. Overall, while the early years exhibited minimal activity, there was a notable surge in publication output in 2023 and 2024, highlighting a growing interest in marketing strategy research.

6.9 Most Relevant Authors

The analysis identifies 95 unique authors who collectively contributed 136 articles on marketing strategies. The highest contributor is Rim Jallouli, with three articles, while several authors, such as Seher Kanat, have published two. A significant number of authors have contributed just one article, reflecting a broad spectrum of contributions. On average, each author has published approximately 1.43 articles, indicating a mix of prolific and single-contribution authors. This distribution highlights varying degrees of impact, with those having multiple articles making a more substantial contribution compared to their single-author counterparts. Overall, the diverse authorship indicates opportunities for further research and collaboration within the marketing strategies field.

Figure 7: Most Relevant Authors
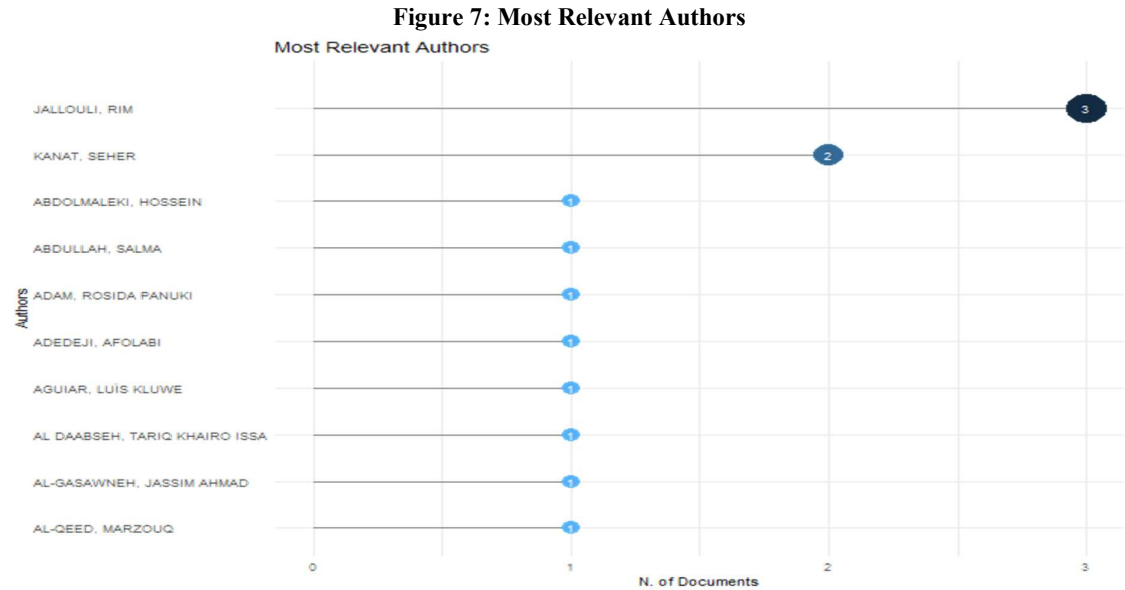
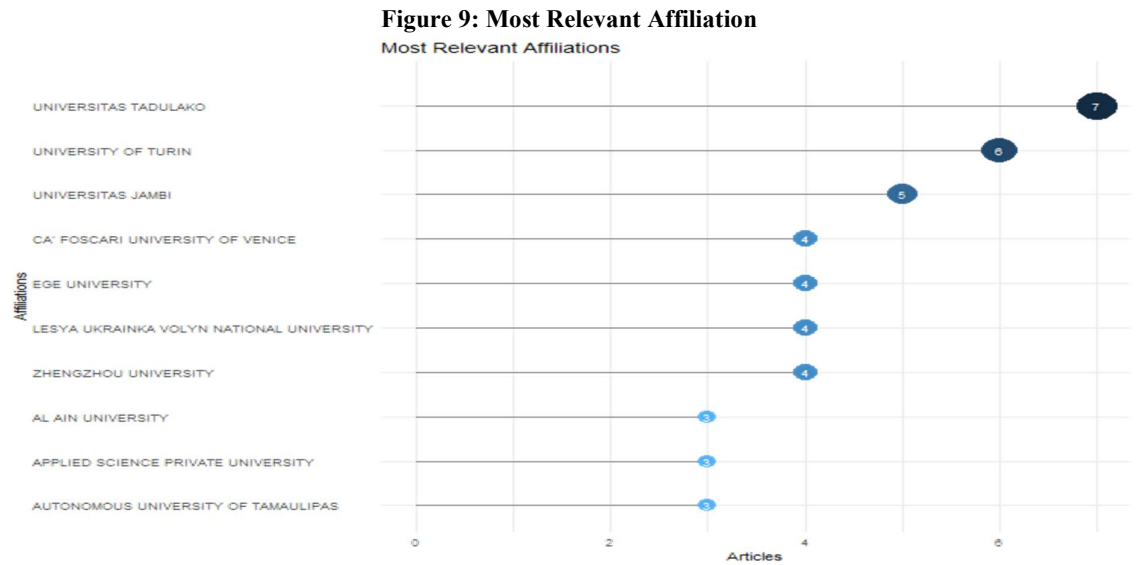Source: Biblioshiny based on the Scopus database.

6.10   Author's Output over Time

The data highlights the publication performance of authors in marketing strategies and consumer behavior. **Rim Jallouli** leads with three articles published in 2022 and 2024, focusing on social media data analytics and e-commerce technologies. His earlier work, "Mapping Top Strategic E-Commerce Technologies," has garnered eight citations, averaging 2.67 per year. **Seher Kanat** has two articles, including a 2023 study on sensory marketing's impact on clothing-buying behavior. Other authors like **Salma Abdullah**, **Tariq Khairo Issa Al Daabseh**, and **Marzouq Al-Qeed** have contributed with lower citation counts. In contrast, **Afolabi Adedeji** and **Luís Kluwe Aguiar** have a higher impact, with 10 and 37 citations, respectively, reflecting the importance of social media and innovative marketing strategies in modern business practices.

Figure 8: Author's Output over Time
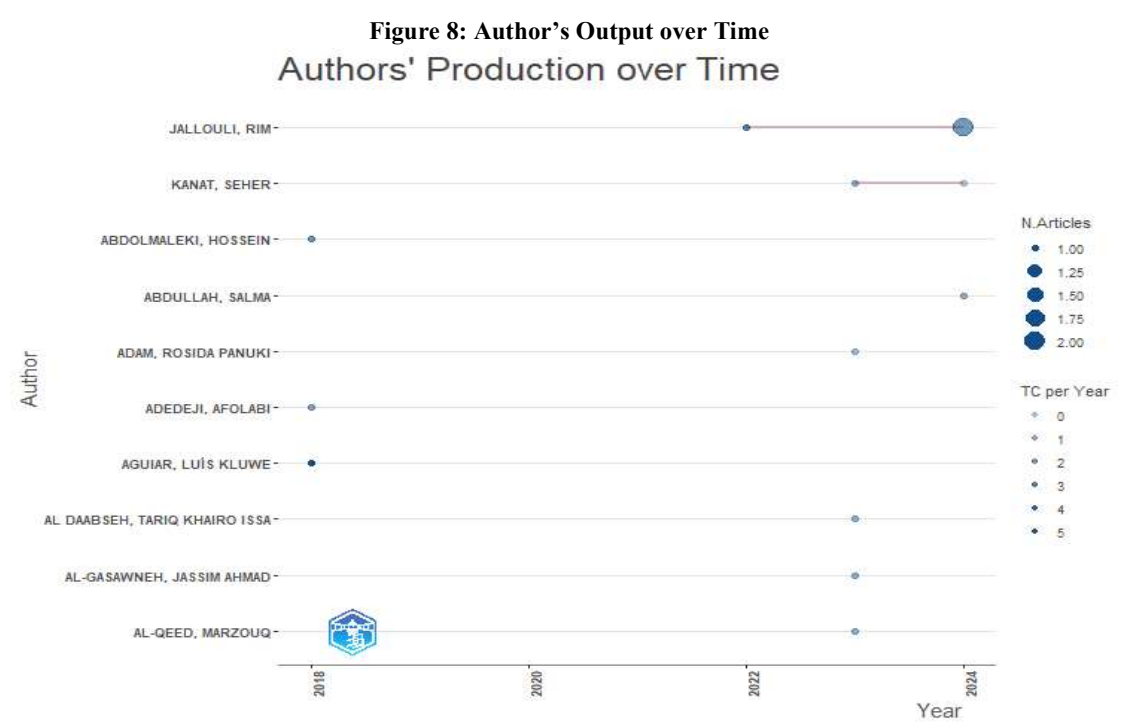
Source: Biblioshiny based on the Scopus database.

6.11   Most Relevant Affiliation

Figure 9: Most Relevant Affiliation

Source: Biblioshiny based on the Scopus database.

The data provides an overview of research affiliations in marketing strategies, highlighting a competitive landscape. Universitas Tadulako leads with seven articles, indicating a strong research output, while the University of Turin follows closely with six articles. Universitas Jambi contributes five articles, and several universities, including Ca' Foscari University of Venice, Ege University, Lesya Ukrainka Volyn National University, and Zhengzhou University, each produce four articles, showcasing active engagement in the field. Additionally, institutions like Al Ain University and Applied Science Private University contribute three articles each, reflecting a growing trend in collaboration and knowledge sharing. Overall, this distribution illustrates a diverse range of global institutions advancing research in marketing strategies and consumer behavior.

6.12   Word Cloud

The writer's keywords are highlighted in the word cloud in Figure 10, showcasing the most frequently used terms

and their trends over time. This visualization illustrates the connections among the writer's key concepts, with "marketing strategy" emerging as the central theme. This broad term encompasses various related keywords, including strategic planning, commerce, consumer behavior, marketing mix, and sales. By analyzing these keywords, the study identifies current research issues in marketing strategy and offers insights into the evolving landscape of the field. This highlights the dynamic nature of marketing research, revealing areas of heightened interest and potential gaps that future studies could explore to advance understanding and application in real-world scenarios.

Figure 10: Word Cloud

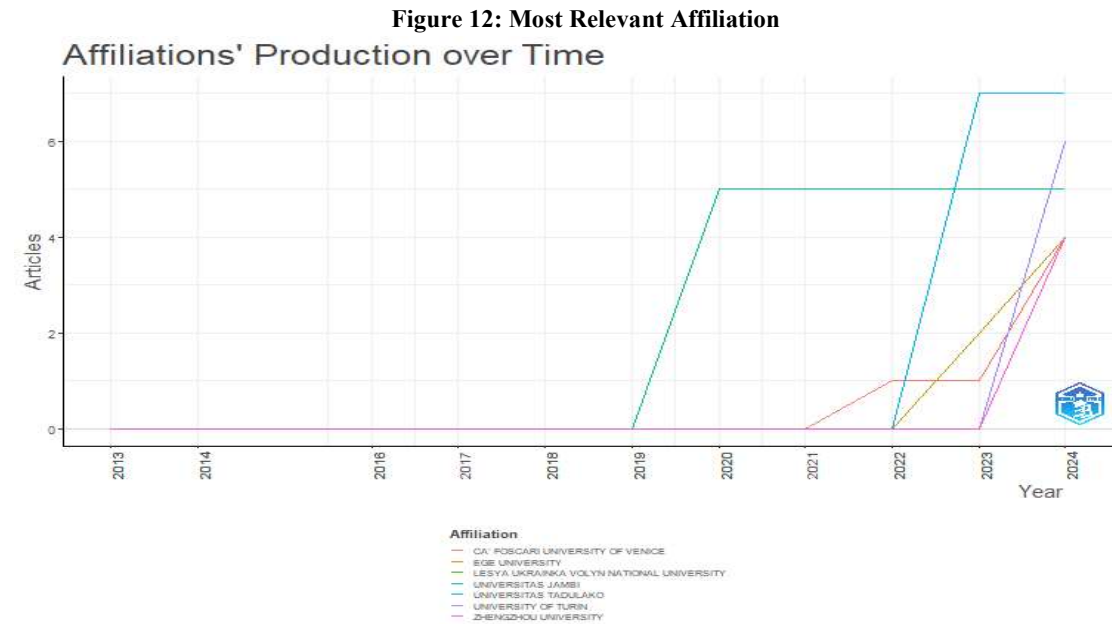Source: Biblioshiny based on the Scopus database.

6.13   Thematic map

The theme map in Figure 11 outlines key research streams in marketing strategies, organized into four quadrants based on centrality and density. The upper-left quadrant features niche themes, such as "customer satisfaction" and "brand loyalty," which exhibit strong internal connections but limited external relevance. In contrast, the upper-right quadrant highlights "motor themes" like "digital marketing," "consumer behavior," and "strategic marketing planning," which are well-developed and essential to the field. The lower-left quadrant presents emerging themes, including "sustainability marketing" and "customer journey mapping," indicating growth potential. Lastly, the lower-right quadrant includes basic themes like "customer relationship management" and "data analytics," which, while less established, are significant for future research. This map reflects the evolving landscape of marketing strategy research and identifies promising areas for exploration.

Figure 11: Thematic Map
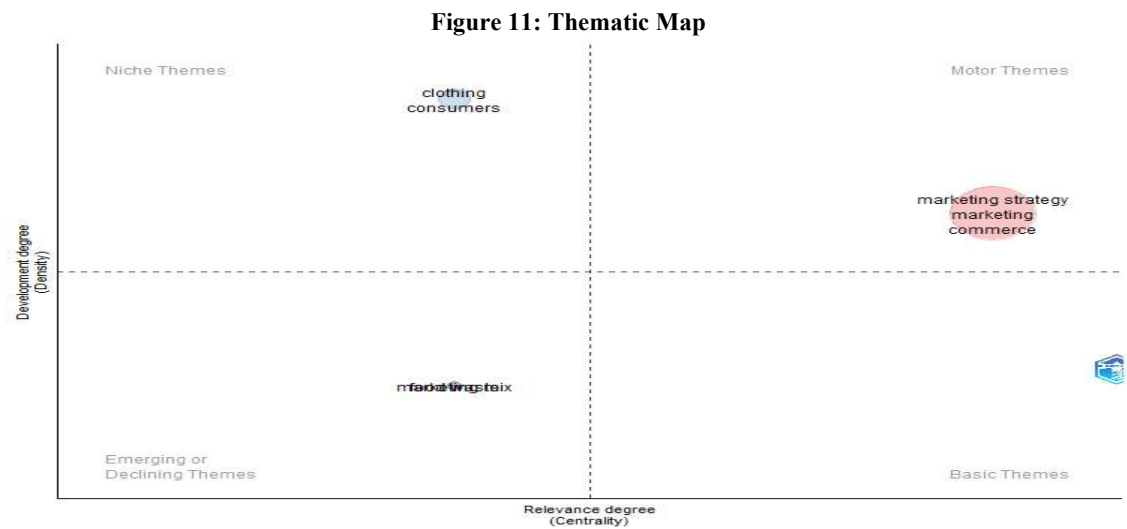
6.14   Most Relevant Affiliation

Figure 12: Most Relevant Affiliation

The data highlights a notable increase in research output related to marketing strategies among various institutions. Universitas Jambi has shown remarkable growth, consistently publishing five articles annually from 2020 to 2024. The Ca' Foscari University of Venice increased its output from one article in 2022 and 2023 to four in 2024. Ege University also saw growth, contributing two articles in 2023 and four in 2024. Universitas Tadulako experienced a significant leap, publishing seven articles each year in 2023 and 2024. In contrast, Lesya Ukrainka Volyn National University and Zhengzhou University had limited activity, with the former publishing just one article in 2024 and the latter achieving four articles in the same year. Overall, this trend indicates an evolving landscape in marketing strategy research, with some universities becoming increasingly prolific contributors.

6.15   Corresponding Author's Countries

Figure 13: Corresponding Author's Countries
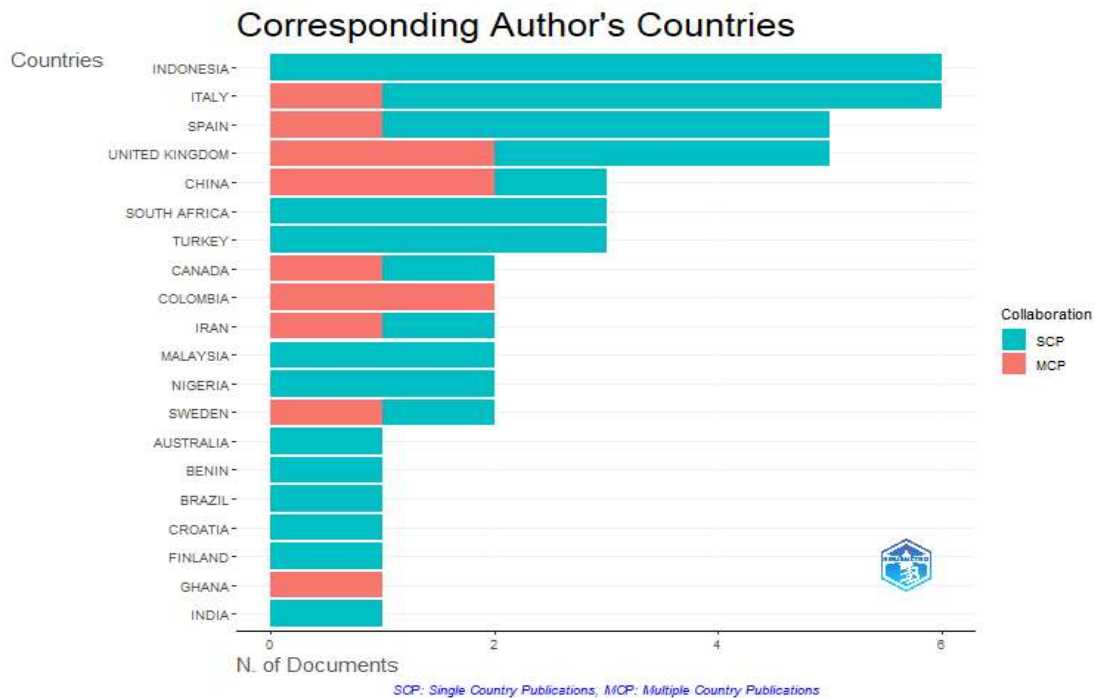
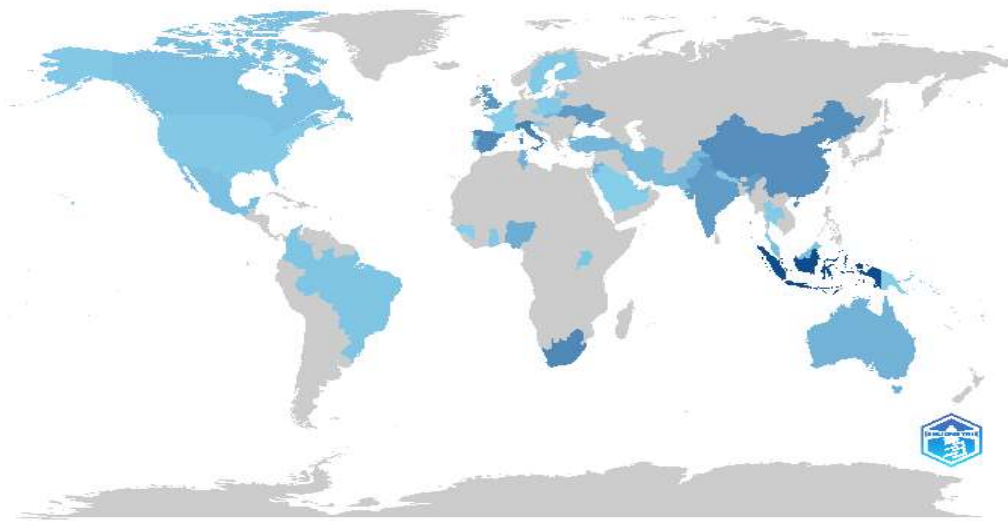Source: Biblioshiny based on the Scopus database.

The data indicates a diverse array of countries represented among the corresponding authors of the articles on marketing strategies. Indonesia and Italy lead with six articles each, making up about 6.82% of the total output, with Italy contributing five single-authored papers (SCP) and one multi-authored paper (MCP). Spain and the United Kingdom each contributed five articles, with the UK showing a higher proportion of multi-authored papers (40%). China, South Africa, and Turkey published three articles each, while Canada, Colombia, Iran, Malaysia, and Nigeria produced two articles, with Colombia's contributions being entirely multi-authored. Several countries, including Ghana, Jordan, and Nepal, contributed only one article, typically multi-authored (100% MCP). Overall, this distribution reflects a blend of individual and collaborative research efforts across various countries, highlighting global engagement in marketing strategy research.

6.16   Country Scientific Production

The scientific production data reveals significant contributions to marketing strategy research from various countries. Indonesia leads with 31 publications, followed by Italy (18), South Africa (17), and Spain (16). China has 15 articles, and the UK contributes 13. India and Ukraine each have 12 publications, while Nigeria (8) and Australia, Jordan, and Tunisia (7 each) also show noteworthy output. Other contributors include Iran, Canada, Malaysia, and Mexico (4 each), Brazil, Colombia, Croatia, Lithuania, the Netherlands, Uganda, and the UAE (3 each). Many countries contribute 2 articles, while others like Cyprus, the Czech Republic, France, and Saudi Arabia have just 1. This diverse distribution highlights global engagement in marketing strategy research.

Figure 14: Country Scientific Production

Source: Biblioshiny based on the Scopus database.

6.17   Country Production over Time

The scientific production trends in marketing strategy research reveal notable patterns among countries. China consistently increased its output from 3 articles per year (2013-2016) to 15 in 2024. South Africa's output rose from 0 articles in 2015 to a peak of 17 in 2024. Spain also grew from no publications until 2019 to 16 articles in 2024. Indonesia experienced a dramatic rise from no publications (2013-2019) to 31 in 2024. Italy showed recent productivity gains, increasing from no articles in 2022 to 18 in 2024. Overall, these trends highlight significant growth in marketing strategy research across these countries.

**Figure 15: Country Production over Time**
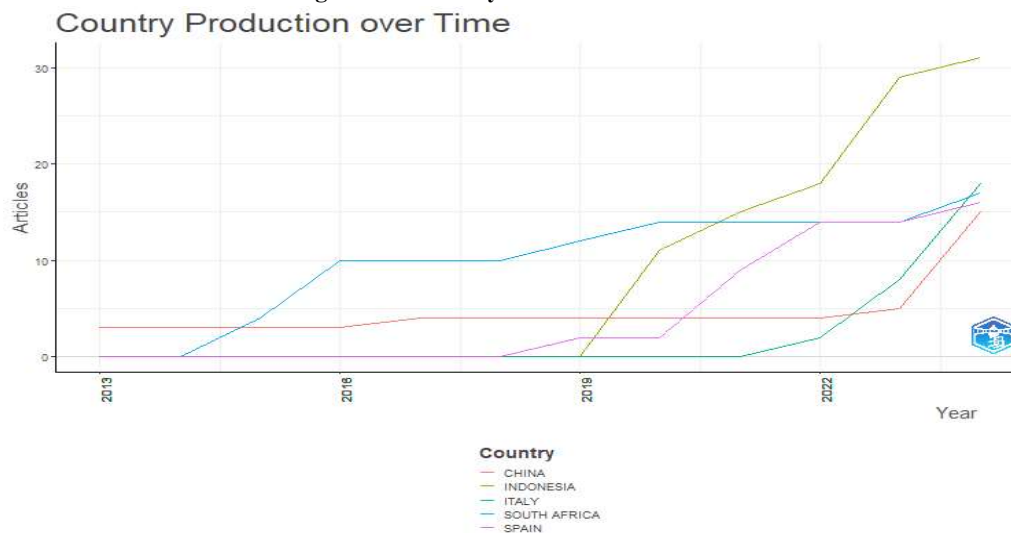
Source: Biblioshiny based on the Scopus database.

6.18   Most Cited Countries

The analysis of total citations (TC) and average citations per article shows significant variations in research impact among countries. China leads with 246 citations and an average of 82 citations per article. The UK follows with 203 citations and 40.6 per article, while Qatar has a total of 99 citations, averaging 99 per article. The USA has

70 citations, averaging 70 per article. Indonesia and Australia have lower totals (62 and 40) but similar averages of 10.3 and 40 citations per article. Portugal and Italy show 28 and 27 citations, respectively, with Italy having a lower average of 4.5 per article. Overall, China, the UK, and Qatar are the top performers in citations, reflecting diverse research output and influence.
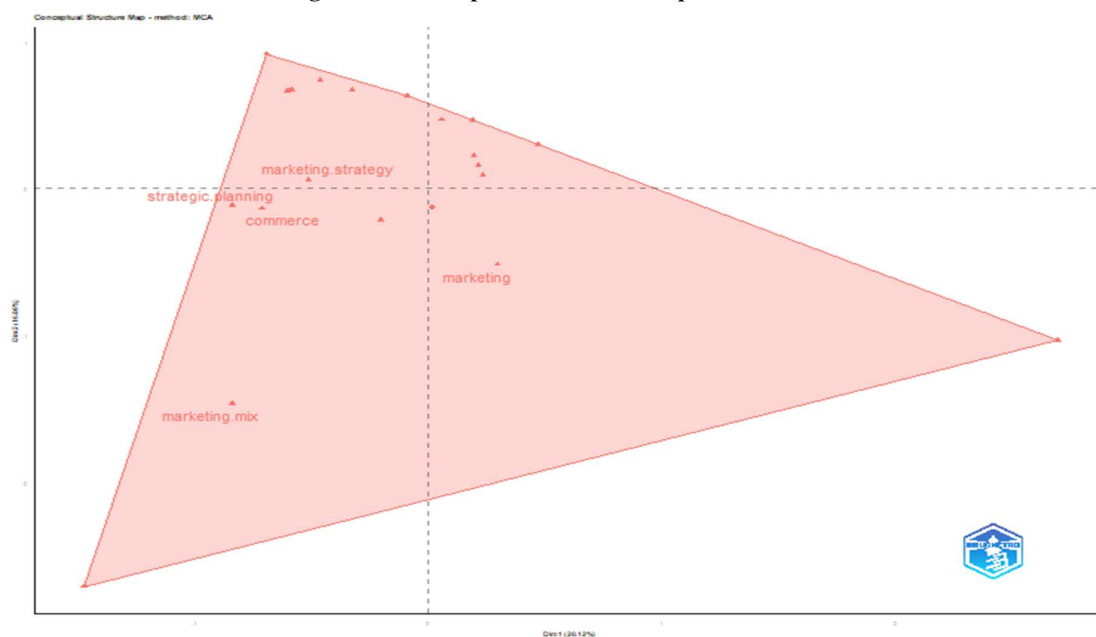
Figure 16: Most Cited Countries
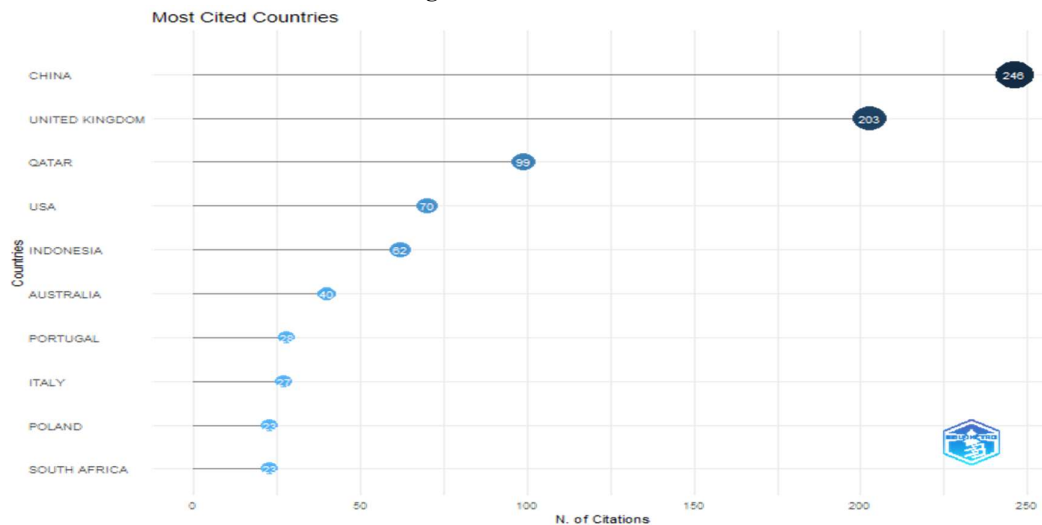
Source: Biblioshiny based on the Scopus database.

6.19   Structure Map Established from the MCA

Figure 17: Conceptual Structure Map – Method: MCA

Source: Biblioshiny based on the Scopus database.

The conceptual structure map from Multiple Correspondence Analysis (MCA) illustrates interconnected keywords within marketing research. Terms like "marketing strategy," "consumer behavior," and "sustainable marketing" are prevalent, highlighting essential research areas. Emerging themes, such as "green marketing" and "environmental labeling," appear at the cluster's edges, while central terms like "consumer satisfaction" and "strategic planning" indicate strong research interest. This reflects the diverse and evolving landscape of marketing, focusing on consumer dynamics and sustainability (B M et al., 2021).

7.   Conclusion

This review highlights the rapidly evolving nature of marketing strategies driven by digital transformation and

changing consumer preferences. The integration of digital marketing, particularly through social media and data analytics, has become essential for personalizing consumer interactions and enhancing engagement (Chaffey & Ellis-Chadwick, 2022; Kumar & Sharma, 2021). A focus on consumer feedback is critical, as brands that prioritize this feedback build stronger loyalty and community (Lemon et al., 2023; Nguyen & Tran, 2024). As sustainability gains traction, aligning marketing strategies with ethical consumption trends not only improves brand image but also taps into a growing market (Cervellon & Carey, 2022; Smith & Johnson, 2023). The effectiveness of influencer marketing in shaping brand perceptions, particularly among younger audiences, underscores the importance of authenticity in building trust (Freberg et al., 2021; O'Leary & Hayes, 2024). Future research should further explore the long-term effects of these dynamics on consumer behavior and brand loyalty.

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