



A bibliometric overview of the *Journal of Business Research* between 1973 and 2014[☆]



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ARTICLE INFO

Article history:

Received 1 February 2015

Received in revised form 1 March 2015

Accepted 1 April 2015

Available online 3 May 2015

Keywords:

Business research

Bibliometrics

Web of Science

Journal analysis

ABSTRACT

The *Journal of Business Research* is a leading international journal in business research dating back to 1973. This study analyzes all the publications in the journal since its creation by using a bibliometric approach. The objective is to provide a complete overview of the main factors that affect the journal. This analysis includes key issues such as the publication and citation structure of the journal, the most cited articles, and the leading authors, institutions, and countries in the journal. Unsurprisingly, the USA is the leading region in the journal although a considerable dispersion exists, especially during the last years when European and Asian universities are taking a more significant position.

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1. Introduction

The *Journal of Business Research* (JBR) is an international journal that investigates all areas of business including accounting, finance, international business, marketing, organizational theory, and strategic management. JBR first appeared in 1973 and the first editor-in-chief was Joseph M. Bonin. The second editor-in-chief was Fred D. Reynolds. Both of them led the journal while being professors at the University of Georgia. In 1977, Arch G. Woodside became the editor-in-chief and today he is still leading the journal. JBR has changed since then thanks to social developments like the creation of Internet, which has greatly improved the submission system of the journal. The number of researchers worldwide has grown greatly along with developing nations and the consolidation of the knowledge economies. Today, JBR is one of the leading academic journals in business and a strong influence on research in this field.

Scholars usually define bibliometrics as the discipline that studies the bibliographic material quantitatively (Broadus, 1987). The literature contains several bibliometric studies in a wide range of areas including management (Podsakoff, MacKenzie, Podsakoff, & Bachrach, 2008), innovation

(Fagerberg, Fosaas, & Sapprasert, 2012), entrepreneurship (Landström, Harirchi, & Aström, 2012), operations management (Hsieh & Chang, 2009), finance (Alexander & Mabry, 1994), economics (Coupé, 2003), econometrics (Baltagi, 2007), health economics (Wagstaff & Culyer, 2012) and ecological economics (Hoepner, Kant, Scholtens, & Yu, 2012). Note that many other studies have considered more specific topics under a bibliometric framework including pricing research (Leone, Robinson, Bragge, & Somervuori, 2012) and heuristics (Loock & Hinnen, 2015).

Many of these bibliometric studies analyze only one journal to provide a broad picture of the leading trends in that journal. This type of analysis dates back to almost three decades ago. Heck and Bremser (1986) study the evolution of the Accounting Review over 60 years of existence. Allen and Kau (1991) analyze the first 16 years of the Journal of Urban Economics, Schwert (1993) the first 18 years of the Journal of Financial Economics, Inkpen and Beamish (1994) the first 25 years of the Journal of International Business Studies, and Watts (1998) the first 25 volumes of the Journal of Accounting and Economics. Knight, Hult, and Bashaw (2000) analyze productivity in JBR showing the most significant trends in JBR between 1984 and 1998. More recently, many other studies analyze a journal for a specific period, often because of a remarkable anniversary of the journal. Van Fleet et al. (2006) study the first 30 years of the *Journal of Management* and García-Merino, Pereira-do-Carmo, and Santos-Álvarez (2006) the first 25 years of *Technovation*. Chan, Chang, and Lo (2009) analyze the European Financial Management Journal between 1995 and 2008, Autor (2012), the first 100 issues of the Journal of Economic Perspectives, and Cobo, Martínez, Gutiérrez-Salcedo, Fujita, and Herrera-Viedma (2015), the first 25 years of Knowledge-Based Systems. Some other works present

[☆] The authors thank Arch Woodside (Boston College), Cristina Blasco-Carreras (University of Valencia), Daniel Palacios-Marqués (Polytechnic University of Valencia), and Francisco Mas-Verdú (Polytechnic University of Valencia) for their valuable comments, which have improved the quality of this research. The authors gratefully acknowledge support from the University of Chile.

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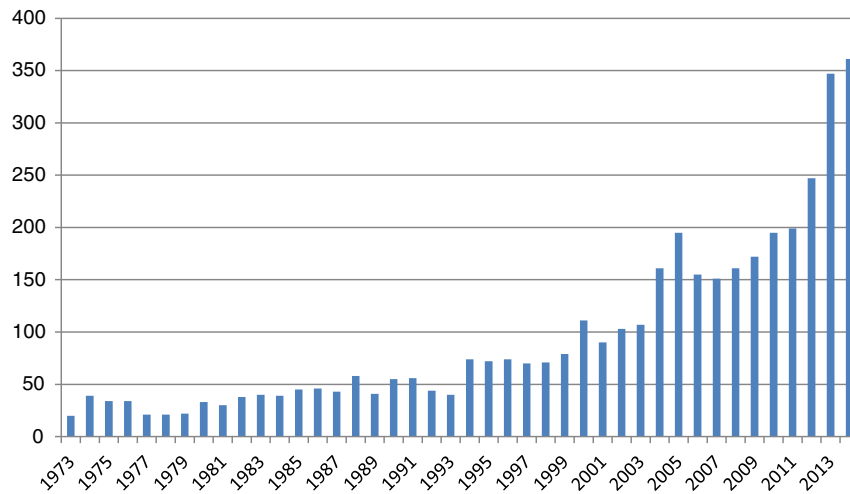


Fig. 1. Number of studies published in JBR each year.

a different approach to analyze a journal including a citation analysis perspective (Borokhovich, Lee, & Simkins, 2011), and a comparison between two journals (Córdoba et al., 2012).

The aim of this study is to analyze, from a general perspective, the main factors that have influenced the journal taking into account leading articles, authors, institutions, and countries. The analysis uses a

Table 1

General citation structure in JBR according to WoS.

	≥100	≥50	≥20	≥10	≥5	≥1	Total Studies	Total Citations	Impact Factor
1973	0	0	0	0	1	8	20	0	–
1974	0	0	1	5	10	29	39	1	–
1975	0	0	3	7	11	18	34	9	–
1976	0	0	2	3	11	21	34	13	–
1977	0	0	4	6	9	19	21	16	–
1978	0	0	1	6	8	18	21	28	–
1979	0	1	4	5	8	13	22	22	–
1980	0	0	2	2	7	20	33	30	–
1981	0	0	1	3	6	21	30	46	–
1982	1	2	4	6	14	33	38	40	–
1983	0	0	6	8	14	29	40	51	–
1984	1	3	6	10	17	31	39	80	–
1985	1	5	6	15	21	40	45	86	–
1986	0	1	7	11	15	30	46	87	–
1987	0	2	9	18	24	41	43	125	–
1988	1	2	9	19	28	43	58	105	–
1989	1	1	13	16	23	34	41	123	–
1990	4	6	15	24	40	49	55	141	–
1991	1	2	13	23	32	52	56	133	–
1992	3	3	11	13	22	37	44	193	–
1993	0	7	14	22	28	35	40	201	–
1994	1	6	21	39	55	69	79	220	–
1995	4	7	29	47	58	68	72	317	–
1996	4	16	29	48	63	71	74	344	–
1997	0	6	14	32	50	64	70	372	0.407
1998	2	7	23	47	54	68	71	439	0.250
1999	1	11	35	56	67	75	79	517	0.301
2000	5	10	27	49	73	98	111	635	0.407
2001	4	15	38	58	67	82	90	643	0.358
2002	8	12	35	62	79	98	103	671	0.292
2003	4	17	42	62	81	100	107	843	0.571
2004	2	24	73	103	131	150	161	992	0.607
2005	7	20	88	135	161	183	195	1390	0.694
2006	2	16	60	92	128	154	155	1702	0.815
2007	1	8	45	88	121	146	151	2423	0.878
2008	1	6	36	70	100	139	161	3053	0.943
2009	0	9	33	84	118	160	172	4113	1.293
2010	0	0	23	58	113	179	195	5207	1.773
2011	0	0	3	32	79	174	199	6144	1.872
2012	0	0	0	9	41	181	247	6448	1.484
2013	0	0	1	2	15	215	347	6933	1.306
2014	0	0	0	0	0	78	361	7360	N/A
Total	59	225	786	1395	2003	3173	3999	52296	
Percentage	1.48%	5.63%	19.65%	34.88%	50.09%	79.34%	100.00%		

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