



A citation and profiling analysis of pricing research from 1980 to 2010[☆]

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ABSTRACT

This paper identifies the body of literature related to pricing that exists in 20 marketing or business journals contained in the Social Sciences Citation Index (SSCI) between January 1980 and June 2010. During this 30-year period we found over 38,800 citations were made to 1945 articles that dealt with some aspect of pricing. Based on these data, we identify individual articles, authors, and institutions that have contributed most to this body of literature. We study what subjects within the domain of pricing have received most attention, and how these topics have evolved in three year periods. In addition, we use text mining and information visualization tools to identify networks of researchers who collaborate on pricing articles. We identify institutional affiliations within the networks and highlight most frequent subjects of articles written by researchers in each network. Our results show pricing is an important topic in the marketing domain.

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1. Introduction

The marketing discipline has been a constant and significant contributor to literature in the pricing area. Since 1980, there have been over 1900 articles dealing with some aspect of pricing published in the 19 marketing journals included in the Social Sciences Citation Index (SSCI) and by the Journal of Business Research which has also published many articles focused on pricing. Given the importance of pricing in marketing, it seemed appropriate to try to get a more complete understanding of the impact the marketing discipline has had on pricing research by reviewing the body of literature that exists on pricing across these 20 journals included in SSCI. This will be accomplished by: (1) identifying the articles within the marketing discipline related to managerial issues in pricing; (2) investigating how this published literature has evolved over time; (3) identifying individual articles, authors, and institutions that have made the largest contribution to the published literature on pricing based on

citations and number of articles written; and (4) identifying scholar networks in pricing.

Along with profiling pricing research using simple counts (e.g. number of articles), the primary metric used in this research is citation counts. Citation analysis is a fairly common (Stremersch et al., 2007) and well-established procedure for examining impact of published articles, as well as, knowledge diffusion (see discussion, for example, in Hood & Wilson, 2001). This is based on the argument that influence can be objectively measured by number of citations of an author, institution or journal—the more citations the greater the influence of that individual, institution or journal. The Institute for Scientific Information (ISI) has reported only about 19% of all articles appearing in the top journals in the physical and biological sciences are cited more than once within five years of publication, and when “bottom tier” journals are included the number drops to only 3% (Begley, 1991; Hamilton, 1991). Similar statistics have been reported by others doing citation research in marketing (Cote et al., 1991). Regarding the 1945 pricing articles used in this paper, 17% (337 articles) had no citations, 9% had only 1 citation, and 48% had 5 or less. Table 1 provides a more complete picture of the drop-off in the number of papers with a large number of cites.

With this as a backdrop, we looked at one specific area—pricing—and investigate a) the influence marketing has contributed to knowledge about pricing and b) what individuals, journals and institutions have contributed the most to this domain.

We will next describe the methodology of our research. The findings are discussed in detail and illustrated using tables and figures. The paper ends with implications and summary.

[☆] The authors are listed pair wise in alphabetical order. We would like to thank Michael Garcia for his help in programming and data analysis.

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Table 1
Distribution of citations of 1945 papers used in this study.

# of Citations	# of Articles	% of Total	Cumulative #	Cumulative%
0	337	17	337	17
1	168	9	505	26
2	138	7	643	33
3	93	5	736	38
4	103	5	839	43
5	90	5	929	48
6	53	3	982	50
7	60	3	1042	54
8	48	2	1090	56
9	48	2	1138	59
10	46	2	1184	61
11–15	163	8	1347	69
16–20	102	5	1449	74
21–25	98	5	1547	80
26–30	54	3	1601	82
31–35	50	3	1651	85
36–40	43	2	1694	87
41–45	35	2	1729	89
46–50	25	1	1754	90
51–75	88	5	1842	95
76–100	34	2	1876	96
101–150	41	2	1917	99
151–200	12	1	1929	99
over 200	16	1	1945	100
Total	1945	100		

2. Methodology

2.1. Data

The focus of this study is all pricing articles published from January, 1980 through June, 2010 across 20 relevant marketing and business journals included in the Social Science Citation Index (SSCI). Table 2 provides a list of journals included along with the date each

Table 2
Marketing journals included in the study.

Journal title	Journal inception	SSCI Indexing began*
Advances in Consumer Research (ACR)	January 1974	1984
Industrial Marketing Management (IMM)	September 1971	1974
International Journal of Market Research (IJMR)	January 1965	2000
International Journal of Research in Marketing (IJRM)	February 1984	1997
International Marketing Review (IMR)	September 1983	1999
Journal of Advertising (JA)	March 1972	1984
Journal of Advertising Research (JAR)	March 1960	1974
Journal of Business Research (JBR)	June 1973	1973
Journal of Consumer Affairs (JCA)	Summer 1967	1974
Journal of Consumer Research (JCR)	June 1974	1975
Journal of International Marketing (JIM)	March 1993	1995
Journal of Marketing (JM)	July 1936	1974
Journal of Marketing Research (JMR)	February 1964	1974
Journal of Product Innovation Management (JPIM)	January 1984	1984
Journal of Public Policy & Marketing (JPPM)	January 1982	1984
Journal of Retailing (JR)	April 1925	1974
Marketing Letters (ML)	January 1996	2001
Marketing Science (MS)	Winter 1982	1987
Psychology & Marketing (PM)	January 1983	1994

* This is the date that SSCI started indexing the journal. This does not mean that citations to articles published in a journal prior to this period were not tracked and counted. The references in an article published in a journal that is indexed by SSCI are tracked and tabulated. It does mean that the papers referenced in the journal prior to that date were not tracked by SSCI and therefore those citations are not included in the SSCI numbers.

journal was first published. In addition to the 19 marketing journals, we added a 20th journal—the Journal of Business Research—as it has a high coverage of marketing and especially pricing research (see, for example, the special issues introduced by Estelami & Maxwell, 2003 and Roy & Henry, 1995).

We identified all articles dealing with “price” or “pricing” in the 20 journals for the 30 year period 1980–2010. Unlike other papers that have used citation analysis and simply selected only a sampling of journal volumes and/or articles across time, we conducted a *complete census* of all volumes and all issues across all 20 journals over this period of 30 years. For example, Jobber and Simpson (1988) examined in their citation analysis also a comprehensive base of marketing journals (19), but they selected a sample of 25 articles from each journal. By conducting a census we have removed any possibility of picking up only cyclical results that are truly not indicative of the total history of a journal. Seggie and Griffith (2009) recently generated a census of the publication activity in four leading marketing journals of 337 scholars promoted to associate professor and/or full professor in the top 70 institutions from 1992 to 2006. To our knowledge, this is the first time a paper using citation analysis has conducted a census from all SSCI journals in the discipline (rather than sampling periods and/or articles) in any discipline.

The following procedure was used to identify the set of articles included in this study:

1. We first identified all articles with “price” and/or “pricing” in the title, abstract or as one of the keywords. The main authors and an independent evaluator (PhD student) reviewed all of these articles to verify each article investigated some aspect of pricing. If an article investigated price in any way and made any inference and/or reached any conclusions about price it was included. Therefore, marketing mix articles that included price as one of the variables or promotions articles that investigated price are included in the set of articles if any statements or conclusions about price were made/reached in the article. We did not include editorials, commentaries, replies or book reviews. This process produced 2372 articles.
2. Each of the 2372 articles was reviewed by two fourth year marketing PhD students. After reviewing each article, if both students agreed the articles dealt with some aspect of pricing, the article was included. If they both agreed that the article really did not study some aspect of pricing the article was removed. This led to 336 articles being removed from the initial set of 2372. If there was disagreement between the two students, the authors read the article to verify that it studied some aspect of pricing. This required further review of 141 of the 2036 articles. Out of this group of 141 articles, 50 articles were kept and 91 were removed. This review process produced a final set of 1945 pricing articles (2036 – 91 = 1945).
3. The top 100 articles (based on citation counts) were then sent to three (3) leading scholars in the pricing area. They were each asked to review the list of articles and to let us know whether they were aware of any pricing articles that were not on the list that they believed were highly cited. These three scholars brought two (2) articles to our attention that they believed should be included in the top 100 based on citation count. Upon further investigation, these articles were in our data base, but SSCI had multiple spellings for the first named authors of these papers. We then went through every listing to check the spelling of the first name of every author (primary and secondary) to make sure our data included all citations for each author under ALL spellings of the primary author's name. We then gave the same citation credit earned by the primary author to any secondary authors for each article.

For each of the 1945 pricing articles we created a database with:
i) article title; ii) author(s) and if multiple authors, whether they were the primary or secondary author of the article; iii) the author's

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