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# A Bibliometric Review of the Special Issues of Psychology & Marketing: 1984-2020

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## Abstract

*Psychology & Marketing* (P&M), an internationally reputed journal, publishes original, peer-reviewed, empirical research on the application of psychological theories and techniques to marketing. The aim of this essay is to provide a bibliometric overview of the leading trends in the special issues of P&M over its history (1984–2020). Using bibliometric techniques, we analyze the impact of the special issues via their most cited papers, most productive authors, affiliated institutions and countries, as well as the best guest editors who contributed to the selection of the most cited special issue articles. Using network analysis VOSviewer software, we also group the special issues into four clusters to identify common themes. Further, we develop graphical visualization of coauthorships, bibliographic coupling, and cocitations. Results show that the most productive contributors are from American institutions and that P&M remains well connected to other leading journals in the marketing and psychology discipline, such as the *Journal of Marketing Research*, the *Journal of Personality and Social Psychology*, the *Journal of Consumer Research*, the *Journal of Marketing*, and the *Journal of Business Research*.

## KEYWORDS

bibliographic coupling, bibliometrics, Psychology & Marketing, Scopus, special issue, VOSviewer

## 1 | INTRODUCTION

*Psychology & Marketing* (P&M) is a leading peer-reviewed international scientific journal that publishes studies on the application of psychological theories and techniques to marketing. Established in 1984, and published by John Wiley & Sons, it started as a quarterly journal and with gradual increase, it now publishes 12 issues per year. Ronald Jay Cohen is the founding and current editor-in-chief of the journal. In its most recent classification, SCImago (2019) ranked P&M among the top 40 (first quartile) most influential sources in the “Marketing” and “Applied Psychology” categories. According to Google Scholar metrics 2019, P&M is ranked among the top 10 in the Marketing category with an h5-index of 41.

It is common a practice in academia to retrospectively evaluate the progress of a field or a journal via editorials (Barley, 2015; Shugan, 2006), and reviews (Rialp, Merigó, Cancino, & Urbano, 2019; Van Fleet et al., 2006). This essay presents a bibliometric overview of

the special issues published in P&M to highlight the importance of special issue articles (vs. regular papers) and their impact in the field of marketing. Bibliometric retrospectives are common in the literature. For instance, Hoffman and Holbrook (1993) presented an overview of the first 15 years of the *Journal of Consumer Research*, and Zinkhan and Leigh (1999) assessed the *Journal of Advertising* for the period 1980–1997. Similarly, in two studies, Malhotra, Wu, and Whitelock (2005, 2013) provided an extensive overview of the research published in the *International Marketing Review* for the period 1983–2011. In more recent examples, Martínez-López, Merigó, Valenzuela-Fernández, and Nicolás (2018) performed a 50-year bibliometric analysis for the 50th anniversary of the *European Journal of Marketing* and, Donthu, Kumar, and Pattnaik (2020) provided a comprehensive overview of 45 years of the *Journal of Business Research*. However, all these bibliometric analyses have focused on the entirety of a journal's publications. This study differs from earlier reviews, as it focuses only on the special issues of P&M to demonstrate their impact.

Our bibliometric analysis is an effort to review the history (1984–2020) of articles published in the special issues of P&M. It provides publication trends, citation structure, and identifies leading articles, authors, authors' affiliated institutions, and countries. As special issues are guest edited, this review also aims to identify leading guest editors who contributed the most to the journal by selecting highly cited articles for their special issues. Subsequently, by using network analysis, the special issue publications are grouped into four clusters to provide a “macro” perspective of the most common themes in these special issues. Finally, authors' collaborations, intellectual connections, and cocitations of journals are mapped in the form of appealing visuals using VOSviewer software (van Eck & Waltman, 2010).

The remainder of the essay proceeds as follows: Section 2 presents the milestones and achievements of P&M and an overview of its special issues between 1984 and 2020. Section 3 covers the methodology of the current study. A discussion of the results and the visual mapping are presented in Section 4. Finally, Section 5 summarizes the findings of this study and concludes the essay.

## 2 | MILESTONES AND ACHIEVEMENTS

P&M published its first regular issue in 1984. The editor-in-chief, Ronald Jay Cohen (Cohen, 1984), explained the founding goal of P&M in his first introductory note, saying “our goal is to provide our readership not only with thought-provoking insights, but also with ideas, methods, and data that can be useful and valuable in everyday work. In addition to original research and theoretical articles, P&M will publish psychological profiles of various markets, case studies in marketing, reader comments, book reviews, and brief reports on recent research” (p. 4). With this aim, from its first issue, which published seven articles and one book review, the annual scientific production grew gradually over time. Since 2000, P&M has published one volume containing 12 issues annually.

According to the Journal Citation Report 2020, P&M has a 5-year impact factor of 3.243 and is placed at 84th out of 152 journals in the “Business” category and at 31st out of 84 journals in the “Psychology, Applied” category. It also enjoys strong rankings in both the Chartered Association of Business Schools (CABS) and Australian Business Deans Council (ABDC) listings. Specifically, P&M was rated three in the CABS's Academic Journal Guide (AJG) in 2018 and “A” in ABDC's 2019 journal ranking. Table 1 presents a general perspective and some key highlights of P&M as compared to other leading marketing journals ranked by AJG 2018 ratings. It is worth noting that the progress of P&M in the last 10 years (2010–2019) certainly places it among the more prestigious journals with international reputes. During these years, P&M ranks third and ninth among the top 20 marketing journals according to the number of publications and citations, respectively.

Many journals publish special issues, themed around a topic that is of particular interest. As special issues address emerging topics, they usually attract more attention than regular issues. According to the Scopus database, during the history of special issues (1984–2020), P&M published 58 special issues with 374 documents (17,289 total

citations; average 46.23 cites per paper). The 374 documents include 332 articles, 1 conference paper, 14 editorials, and 27 reviews. This essay includes all of these documents in its analysis. It is important to mention here that to calculate the total publications of special issues, we consider issues up until the current year (i.e., seventh issue of 2020), and to calculate citations, we consider issues up until the latest complete year for which data is available (i.e., until 2019).

## 3 | BIBLIOMETRIC METHODOLOGY

Bibliometrics is a quantitative method that involves statistical analysis of a large volume of bibliographic materials such as articles, review papers, proceedings, books, and so forth. Originally from library and information sciences, it is widely used to review literature in various domains, for instance, economics (Bonilla, Merigó, & Torres-Abad, 2015), management (Podsakoff, MacKenzie, Podsakoff, & Bachrach, 2008), marketing (Martínez-López et al., 2018), entrepreneurship (Landström, Harirchi, & Åström, 2012), and innovation (Fagerberg, Fosaas, & Sappasert, 2012). The bibliographic data used in this study were accessed during the month of June 2020 from the Scopus database, widely recognized and frequently accessed for quantitative analyses (Donthu et al., 2020; Durán-Sánchez, Del Río-Rama, de la, Álvarez-García, & García-Vélez, 2019; Martínez-López et al., 2018). Moreover, it is the largest database of peer-reviewed literature in social sciences research (Bartol, Budimir, Dekleva-Smrekar, Pusnik, & Juznic, 2014; Norris & Oppenheim, 2007).

The bibliometric overview of P&M special issues is presented in a combination of descriptive and network analyses at three different levels that is (a) document, (b) authors, and (c) journals. Each of these levels are analyzed using descriptive metrics such as the number of publications, number of citations, and citation per publication. In addition, to evaluate the impact in the field of marketing we also calculate citations per cited paper, citations per cited paper per year, and the h-index. Moreover, for journal level analysis, the number of journals cited in P&M, and the journals citing P&M special issue papers are presented using the bibliographic data of the period between 1984 and 2020.

In addition to descriptive analyses, this study uses a graphical mapping for network analysis using the VOSviewer (van Eck & Waltman, 2010). Bibliographic mapping provides a network structure of (a) collaboration through coauthorship, and (b) of intellectual connections through bibliographic coupling (Kessler, 1963), and co-citation analyses (Small, 1973). The VOSviewer was used to construct and map the bibliographic data, primarily because of its superior mapping ability in handling a large set of data (Martínez-López et al., 2018), and because the output maps provide detailed information that is both easy to understand and appealing.

## 4 | RESULTS

This section presents bibliometric analysis of P&M special issue publications from the Scopus database. The analysis is performed

**TABLE 1** Psychology & Marketing ranking among the top 20 marketing journals

R	Journal title	Impact factor			Period: 2010–2019			Ranked by		
		A/J	JCR	2019	5Y	TCP	TC	C/CP	TCP	TC
1	Journal of Marketing	4*	1	5.266	9.917	462	185,047	400.53	9	1
2	Journal of Consumer Research	4*	2	6.207	7.366	675	145,253	215.19	4	3
3	JAMS	4*	3	7.959	12.500	463	73,639	159.05	8	4
4	Journal of Marketing Research	4*	4	4.626	6.542	659	146,158	221.79	5	2
5	Marketing Science	4*	8	3.019	4.039	545	49,553	90.92	6	7
6	Journal of Consumer Psychology	4*	NR	2.958	5.140	497	30,159	60.68	7	10
7	Journal of Retailing	4	6	5.873	7.373	350	50,590	144.54	12	6
8	IJRM	4	9	3.352	3.676	433	25,912	59.84	10	12
9	Journal of International Marketing	3	5	4.575	6.470	200	14,396	71.98	19	17
10	Journal of Interactive Marketing	3	7	5.097	8.008	248	19,578	78.94	17	14
11	Marketing Theory	3	10	2.815	3.971	256	10,161	39.69	16	19
12	Industrial Marketing Management	3	11	4.695	5.868	1,345	58,803	43.72	1	5
13	International Marketing Review	3	12	2.907	4.198	342	17,711	51.79	13	15
14	Journal of Advertising	3	14	6.302	5.693	325	28,199	86.77	14	11
15	<i>Psychology &amp; Marketing</i>	3	15	2.370	3.243	773	34,618	44.78	3	9
16	European Journal of Marketing	3	16	2.135	2.611	947	44,751	47.26	2	8
17	Journal of Advertising Research	3	18	2.169	3.182	319	21,206	66.48	15	13
18	QME	3	19	0.583	1.345	129	3,429	26.58	20	20
19	Marketing Letters	3	23	1.277	2.137	411	14,454	35.17	11	16
20	JPPM	3	24	2.478	3.798	246	13,525	54.98	18	18

Note: R = ranking according to the latest 2018 AJG (Academic Journal Guide) by CABS (Chartered Association of Business Schools) first sorted by AJG, then by Journal Citation Report (JCR); 5Y = five years (2015–2019); TCP = total cited publications; TC = total citations calculated from JCR 2020; C/CP = cites per cited paper; NR = not rated.

Abbreviations: IJRM, International Journal of Research in Marketing; JAMS, Journal of the Academy of Marketing Science; JPPM, Journal of Public Policy and Marketing; QME, Quantitative Marketing and Economics.

in two parts: First, descriptive analysis is used to present the publication and citations structure, and the most prolific contributors (authors, affiliations, countries, and guest editors) of P&M special issues. Second, a network analysis of special issue publications is provided, with graphical mapping of the bibliometric data in terms of collaboration and intellectual connections by using VOSviewer.

## 4.1 | Descriptive analyses

This section provides the publication and citations structure, the most cited articles, the most prolific authors, and the affiliated institutions and the corresponding countries, respectively. Due to the peculiar characteristics of the editorial process regarding special issues, it also presents analysis on the best guest editors whose special issues had the highest impact in the field.

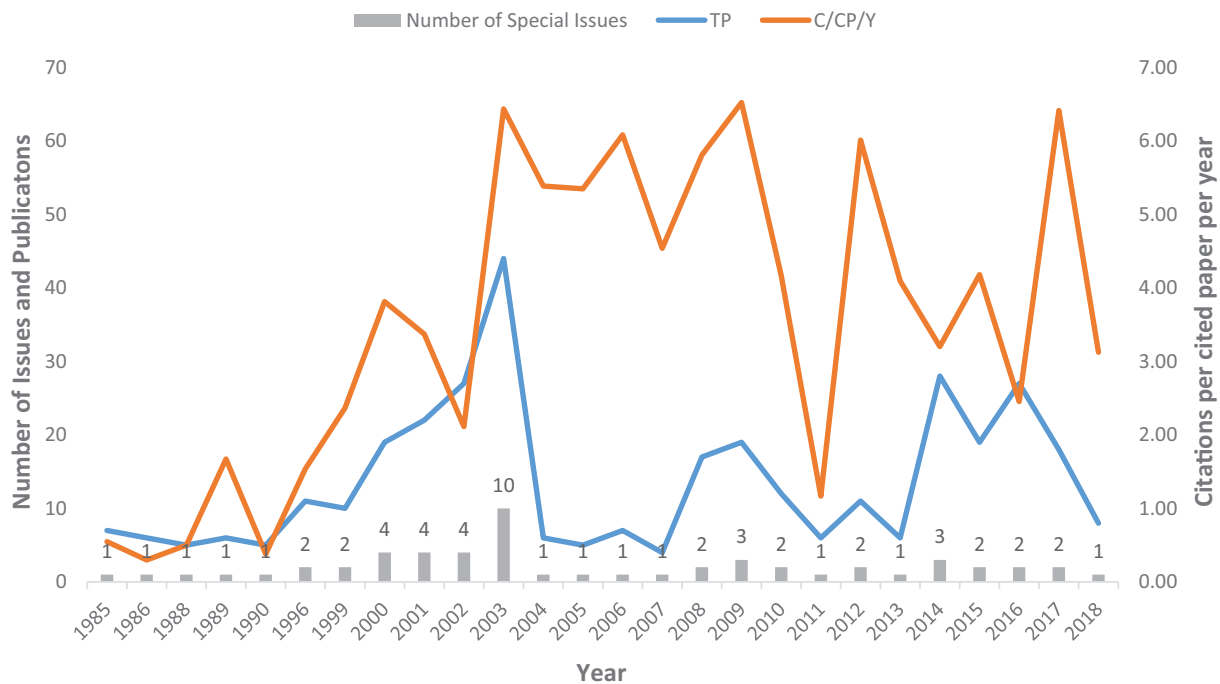
### 4.1.1 | Publications and citation structure

P&M has published 58 special issues so far, including 374 documents with 17,289 citations. Figure 1 presents the yearly trend for the number of special issues published, total number of articles, and citations per paper per year over the entire history (1984–2020) of P&M special issues. As the current year (2020) is not complete in terms of publications and citations, therefore it is not represented in

the figures. Since publishing its first special issue with seven documents in 1985, both the number of issues and articles per special issue has grown over the years. Table 2 summarizes P&M's annual number of special issues, and the number of articles along with their citations since its inception (1984–2020). It shows that 2003 remains the most productive year in terms of publications and also in terms of impact. It had the highest number of special issues (10), number of publications (44), and number of cited publications (44). Moreover, it remains the most influential year in terms of total citations (4,813), citations per cited publication (109.39) and h-index (31), that is, 31 articles from this year were cited at least 31 times. In addition, 44% (four out of nine) of the total articles in P&M special issues with more than 250 citations, and 25% approximately (10 out of 41) with more than 100 citations, are from this year. Also a declining trend in the citations for later special issues is understandable given that these special issues are newer and they are likely to receive citations in the coming years.

In terms of individual special issues (the issue-wise detail of the special issues is presented in Table A1), the second issue of 2003 (titled *Behavioral Dimensions of E-Commerce*) was the most influential in terms of total citations (1,899), citations per cited paper (316.50), and citations per cited paper per year (18.62). Anderson and Srinivasans' (2003) article *E-Satisfaction and E-Loyalty: A Contingency Framework*, published in this special issue was the most influential work (973 citations).

Table 3 provides a comparison between publications of the special issues and the regular issues of P&M during the period



**FIGURE 1** Distribution of number of issues and, publications and citations' trends in P&M special issues during the period 1984–2020. This figure shows the distribution of number of issues published per year, and provide the publications and citations trends during the period 1984–2020. Here, TP = total publications, C/CP/Y = citations per cited paper per year [Color figure can be viewed at [wileyonlinelibrary.com](https://onlinelibrary.wiley.com)]

**TABLE 2** Annual publications and citations structure of P&M special issue publications between 1984 and 2020

PY	Vol	NSI	TP	TCP	TC	C/CP	C/CP/Y	h-index	Publications with citations				
									≥250	≥100	≥50	≥25	≥1
1985	2	1	7	6	115	19.17	0.55	5	0	0	0	2	6
1986	3	1	6	6	61	10.17	0.30	4	0	0	0	0	6
1988	5	1	5	5	80	16.00	0.50	4	0	0	0	2	5
1989	6	1	6	5	259	51.80	1.67	5	0	1	2	3	5
1990	7	1	5	5	57	11.40	0.38	5	0	0	0	0	5
1996	13	2	11	11	406	36.91	1.54	8	0	1	4	6	11
1999	16	2	10	10	497	49.70	2.37	10	0	1	3	7	10
2000	17	4	19	19	1,449	76.26	3.81	15	2	3	7	13	19
2001	18	4	22	22	1,409	64.05	3.37	18	1	3	10	15	22
2002	19	4	27	26	989	38.04	2.11	18	0	2	7	13	26
2003	20	10	44	44	4,813	109.39	6.43	31	4	10	24	31	44
2004	21	1	6	6	517	86.17	5.39	5	1	1	4	5	6
2005	22	1	5	5	401	80.20	5.35	5	0	2	2	5	5
2006	23	1	7	7	596	85.14	6.08	6	0	4	4	4	7
2007	24	1	4	4	236	59.00	4.54	4	0	1	1	2	4
2008	25	2	17	17	1,185	69.71	5.81	14	0	5	10	12	17
2009	26	3	19	19	1,363	71.74	6.52	15	1	4	9	13	19
2010	27	2	12	12	500	41.67	4.17	12	0	0	4	8	12
2011	28	1	6	6	63	10.50	1.17	4	0	0	0	0	6
2012	29	2	11	11	529	48.09	6.01	8	0	2	4	5	11
2013	30	1	6	6	172	28.67	4.10	6	0	0	0	3	6
2014	31	3	28	28	538	19.21	3.20	13	0	1	1	7	28
2015	32	2	19	19	397	20.89	4.18	13	0	0	1	5	19
2016	33	2	27	27	265	9.81	2.45	8	0	0	0	2	27
2017	34	2	18	17	327	19.24	6.41	10	0	0	1	4	17
2018	35	1	8	8	50	6.25	3.13	4	0	0	0	0	8
2020 <sup>a</sup>	37	2	19	12	15	1.25	1.25	2	0	0	0	0	12
Total		58	374	363	17,289				9	41	98	167	363

Note: PY = publication year; Vol = volume; NSI = number of special issues; TP = total papers; TCP = total cited papers; TC = total citations; C/CP = citations per cited paper; C/CP/Y = citations per cited paper per year.

Abbreviation: P&M, Psychology & Marketing.

<sup>a</sup>Incomplete data for 2020.

1984–2020. The analyses show that publications in special issues outperform publications in regular issues in terms of their impact on the field. Special issue publications represent only 19.75% of total publications of P&M, but they have accumulated disproportionately higher citations that is, 25.96% of the total citations received by P&M articles. Articles published in special issues receive 43% higher citations per paper (46.23) than the articles published in regular issues (32.44). In addition, articles in special issues also fare better than

those in regular issues in terms of highly cited documents. The comparison shows that nearly 3% of special issue articles (nine of 374) have at least 250 citations as compared to only 1% of regular issue articles (15 of 1520). Similarly, 11% of special issue articles (41 of 374) have at least 100 citations as compared to 7% of regular issue articles (110 of 1520). This comparison demonstrates that P&M's special issues remain a lucrative avenue for authors who wish to have a stronger impact on the field.

**TABLE 3** Comparison between special issue and regular issue publications of P&M between 1984 and 2020

	TP	TC	TCP	C/P	C/CP	Publications with citations				
						≥250	≥100	≥50	≥25	≥1
Special issues	374	17,289	363	46.23	47.63	9	41	98	167	363
% of TP	19.75% <sup>a</sup>	25.96% <sup>a</sup>	97.06%			2.41%	10.96%	26.20%	44.65%	97.06%
Regular issues	1,520	49,313	1,368	32.44	36.05	15	110	283	567	1,368
% of TP	80.25% <sup>a</sup>	74.04% <sup>a</sup>	90.00%			0.99%	7.24%	18.62%	37.30%	90.00%
Overall	1,894	66,602	1,731	35.16	38.48	24	151	381	734	1,731
% of TP			91.39%			1.27%	7.97%	20.12%	38.75%	91.39%

Note: TP = total papers; TCP = total cited papers; TC = total citations; C/P = citations per paper; C/CP = citations per cited paper.

Abbreviation: P&M, Psychology & Marketing.

<sup>a</sup>Percentage of overall TP.

#### 4.1.2 | The most cited articles

Svensson (2010) notes that the citation count indicates the influence of a document. Table 4 presents a list of the 20 most influential documents published in P&M special issues between 1984 and 2020. These 20 papers (5% of a total of 374 special issue publications) account for 6,166 citations in total (36% of a total of 17,289 special issue citations). The leading articles presented in Table 4 address various key issues pertaining to the conceptual framework of E-commerce and online shopping, value-based segmentation, fear appeal in social marketing, understanding the sponsorship effect, herding in product choice, and endorsement effectiveness.

The highest ranked paper by Anderson and Srinivasan (2003) was published in a special issue on *Behavioral Dimensions of E-Commerce* and provided a framework of satisfaction and loyalty in the context of electronic commerce. The findings not only established the link between e-satisfaction and e-loyalty but also explored the moderating effects of consumers' individual level (convenience motivation and purchase size) and firms' business level (trust and perceived value) factors on this relationship. Similarly, the work of Eroglu, Machleit, and Davis (2003) published in the same special issue focuses on online store atmospheric cues and how these influence the emotional and cognitive states of shoppers, which later translates into shopping related behavioral outcomes. This study also highlights the importance of two individual traits (involvement and atmospheric responsiveness) as moderators of their theoretical framework. Among the other influential works, that of Wiedmann, Hennigs, and Siebels (2009) (third highest based on citations per year) on value-based segmentation of luxury consumption behavior, published in the special issue on *Scholarly Works from the Global Marketing Conference*, provides a multidimensional framework (social, individual, functional, and financial) of luxury value as a general base for identifying value-based consumer segments. The diversity in the topics published in special issues is a reflection of the broad scope of P&M in consumer behavior and marketing.

#### 4.1.3 | Leading authors, universities, and countries

Table 5 presents the most productive authors by their number of publications. For these authors, the table reports the number of cited publications, total citations, citations per cited publication, and the distribution of citations across their papers. The list is first sorted in terms of the number of publications in P&M special issues and then on total citations. Tony Meenaghan, affiliated with University College Dublin, is the leading author in P&M special issues with seven publications (496 citations) and highest citation per paper per year. He is followed by Dhruv Grewal, affiliated with Babson College, with four publications (260 citations). However, in terms of citations per cited publications, Nancy M. Puccinelli, affiliated with the University of Oxford, ranks second (65.33) and leads Dhruv Grewal by a fractional margin. In addition, Table 5 highlights that among the top 20 leading authors in P&M special issues between 1984 and 2020, six authors have published unique documents that received at least 100 citations, 10 authors have at least 75 citations, and 13 have at least 50 citations.

Table 6 presents the most productive authors' affiliated institutions and countries in P&M special issues between 1984 and 2020. The institutions are ranked primarily on the number of publications and secondarily on the number of citations. The University College Dublin is the most productive institution in terms of publications (seven), followed by Boston College (seven). On the other hand, the most influential institution in terms of citations per paper is Drexel University (199.60 with five papers) which is followed by the University of Cincinnati (140 with four papers) and Michigan State University (88.75 with four papers).

In the case of the most productive affiliated countries, Table 6 places USA at the top with 173 papers (based on corresponding author). This is also supported by the fact that the top 13 of 20 leading authors and universities are from USA, clearly establishing its dominance in P&M special issues. It is followed by the UK (41 papers) and Australia (18 papers). Influential countries in terms of citations per paper are Switzerland (226.50), Taiwan (65.30), and South Korea (65.07).



**TABLE 4** The most cited articles published in P&M special issues between 1984 and 2020

R	Title	Author(s)	Year	TC	C/Y	R (C/Y)
1	E-satisfaction and E-loyalty: A contingency framework	Anderson and Srinivasan	2003	973	57.24	1
2	Empirical testing of a model of online store atmospherics and shopper responses	Eroglu, Machleit, and Davis	2003	523	30.76	2
3	A conceptual model of perceived customer value in E-commerce: A preliminary investigation	Chen and Dubinsky	2003	488	28.71	4
4	Social-desirability bias: A neglected aspect of validity testing	King and Bruner	2000	422	21.10	6
5	Promoting sustainable consumption: Determinants of green purchases by Swiss consumers	Tanner and Kast	2003	413	24.29	5
6	Value-based segmentation of luxury consumption behavior	Wiedmann, Hennigs, and Siebels	2009	330	30.00	3
7	Fear appeals in social marketing: Strategic and ethical reasons for concern	Hastings, Stead, and Webb	2004	290	18.13	8
8	Understanding sponsorship effects	Meenaghan	2001	286	15.05	10
9	Consumer concern, knowledge, belief, and attitude toward renewable energy: An application of the reasoned action theory	Bang, Ellinger, Hadjimarcou, and Traichal	2000	285	14.25	13
10	Consumer information search behavior and the internet	Peterson and Merino	2003	248	14.59	12
11	Why people (don't) shop online: A lifestyle study of the internet consumer	Swinyard and Smith	2003	238	14.00	14
12	Social identity effects in a belief-attitude-intentions hierarchy: Implications for corporate sponsorship	Madrigal	2001	230	12.11	17
13	Herding in online product choice	Huang and Chen	2006	205	14.64	11
14	Social-desirability bias and the validity of self-reported values	Fisher and Katz	2000	202	10.10	19
15	Face consciousness and risk aversion: Do they affect consumer decision-making?	Bao, Zhou, and Su	2003	184	10.82	18
16	An investigation of match-up effects in sport sponsorship advertising: The implications of consumer advertising schemas	McDaniel	1999	177	8.43	20
17	Repurchase loyalty: The role of involvement and satisfaction	Olsen	2007	174	13.38	16
18	Modeling consumer adoption of mobile shopping for fashion products in Korea	Ko, Kim, and Lee	2009	167	15.18	9
19	It is a match: The impact of congruence between celebrity image and consumer ideal self on endorsement effectiveness	Choi and Rifon	2012	166	20.75	7
20	Understanding the acceptance of mobile SMS advertising among young Chinese consumers	Zhang and Mao	2008	165	13.75	15
Total				6,166		

Note: R = rank; TC = total citations; C/Y = citations per year.

Abbreviation: P&M, Psychology & Marketing.

respectively. In addition, Table 6 shows that the top 20 countries account for 345 papers (92% of the total special issue publications) and 16,460 citations (95% of the total special issue citations).

#### 4.1.4 | Leading guest editors

Special issues may be handled by the journal editor(s), but quite often they are handled by one or more guest editors. The role of editors or guest editors, as the gatekeepers of the review process, is of paramount importance. The editors and reviewers, the “unsung heroes” as

mentioned by Cohen (1995), use their expertise and good judgment for the progress of a journal by selecting high quality papers. In addition, they also contribute to the liveliness of a journal by navigating through the diversity of topics in the discipline and calling for the most impactful ones via special issues. P&M has published 58 different special issue topics between 1984 and 2020, with each selected and edited by highly qualified guest editor(s).

Table 7 shows the list of the top 10 guest editors of P&M special issues. It is ranked by citations per cited paper per year (C/CP/Y) to account for the variance in the number of articles in an issue and the recency effect of publications. Bert Rosenbloom,



**TABLE 5** Leading authors in P&M special issues between 1984 and 2020

R	Name	Affiliated institute	Country	TP	TCP	TC	C/CP	h-index	Publications with citations					Ranked by	
									≥100	≥75	≥50	≥25	≥1	TC	C/CP
1	Tony Meenaghan	University College Dublin	Ireland	7	7	496	70.86	7	1	2	2	4	7	1	1
2	Dhruv Grewal	Babson College	USA	4	4	260	65.00	4	1	1	2	3	4	2	3
3	Arch G. Woodside	Boston College	USA	4	4	154	38.50	4	0	0	1	3	4	7	10
4	Charles R. Taylor	Villanova University	USA	4	4	140	35.00	3	1	1	1	1	4	8	11
5	Rajan Natarajan	Auburn University	USA	4	4	88	22.00	3	0	1	1	1	4	13	16
6	Jeffrey S. Nevid	St. John's University	USA	4	4	65	16.25	4	0	0	0	1	4	17	18
7	Nancy M. Puccinelli	University of Oxford	UK	3	3	196	65.33	3	1	1	1	2	3	3	2
8	Ellen Garbarino	The University of Sydney	Australia	3	3	186	62.00	3	1	1	1	3	3	4	4
9	Leon G. Schiffman	St. John's University	USA	3	3	156	52.00	3	0	1	2	2	3	5	5
10	Elaine Sherman	Hofstra University	USA	3	3	156	52.00	3	0	1	2	2	3	6	6
11	Doo-Hee Lee	Korea University	South Korea	3	3	130	43.33	3	1	1	1	1	3	9	7
12	Donald A. Hantula	Temple University	USA	3	3	118	39.33	3	0	0	1	2	3	10	8
13	Peter M. Todd	Indiana University Bloomington	USA	3	3	117	39.00	2	0	1	1	1	3	11	9
14	Robert A. Reeves	Augusta State University	USA	3	3	90	30.00	2	0	0	1	1	3	12	12
15	Ben Lowe	University of Kent	UK	3	3	79	26.33	3	0	0	0	1	3	14	13
16	Youjae Yi	Seoul National University	South Korea	3	3	71	23.67	3	0	0	0	1	3	15	14
17	Laura A. Peracchio	Lubar School of Business	USA	3	3	67	22.33	3	0	0	0	1	3	16	15
18	Robert E. Pitts	College of Charleston	USA	3	3	56	18.67	2	0	0	0	1	3	18	17
19	Nelson O. Ndubisi	King Fahd University of Petroleum and Minerals	Saudi Arabia	3	3	28	9.33	2	0	0	0	0	3	19	19
20	Rajneesh Suri	Drexel University	USA	3	3	17	5.67	2	0	0	0	0	3	20	20
Total (number of authors contributing in citations)									6	10	13	18	20		

Note: R = rank according to TP; TP = total papers; TCP = total cited papers; TC = total citations; C/P = citation per paper; C/CP = citations per cited paper.  
Abbreviation: P&M, Psychology & Marketing.

**TABLE 6** Leading universities and countries in P&M special issues between 1984 and 2020

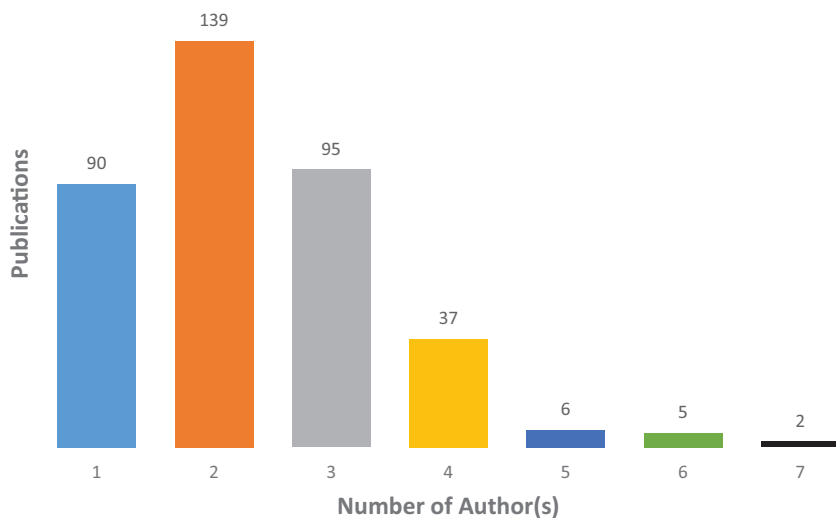
R	Universities	Country	Ranked by					Ranked by					SCP/ P (%)			
			TP	TC	C/P	TC	C/P	Countries	TP	TC	C/P	TC		SCP	MCP	
1	University College Dublin	Ireland	7	496	70.86	3	7	USA	173	9,043	52.27	1	9	161	12	93
2	Boston College	USA	7	271	38.71	10	15	UK	41	1,472	35.90	2	14	31	10	76
3	University of Valencia	Spain	7	42	6.00	20	20	Australia	18	618	34.33	5	15	16	2	89
4	Villanova University	USA	6	445	74.17	4	5	South Korea	14	911	65.07	3	3	10	4	71
5	Case Western Reserve University	USA	6	290	48.33	9	13	Canada	14	608	43.43	6	11	11	3	79
6	St. John's University	USA	6	194	32.33	16	18	Spain	12	254	21.17	10	17	11	1	92
7	Drexel University	USA	5	998	199.60	1	1	Ireland	11	567	51.55	7	10	9	2	82
8	University of Oregon	USA	5	386	77.20	5	4	Taiwan	10	653	65.30	4	2	10	0	100
9	Babson College	USA	5	291	58.20	8	8	Germany	7	413	59.00	9	5	6	1	86
10	University of Oxford	UK	5	243	48.60	11	12	China	7	163	23.29	15	16	4	3	57
11	Griffith University	Australia	5	216	43.20	13	14	Italy	7	94	13.43	19	20	5	2	71
12	HEC Montréal	Canada	5	193	38.60	17	16	Austria	6	120	20.00	18	18	4	2	67
13	Indiana University Bloomington	USA	5	186	37.20	18	17	Finland	4	241	60.25	11	4	3	1	75
14	Auburn University	USA	5	119	23.80	19	19	France	4	173	43.25	12	12	3	1	75
15	University of Cincinnati	USA	4	560	140.00	2	2	Belgium	4	146	36.50	17	13	3	1	75
16	Michigan State University	USA	4	355	88.75	6	3	Sweden	3	168	56.00	13	6	3	0	100
17	Korea University	South Korea	4	296	74.00	7	6	New Zealand	3	167	55.67	14	7	2	1	67
18	University of Wisconsin-Milwaukee	USA	4	232	58.00	12	9	Denmark	3	160	53.33	16	8	2	1	67
19	Hofstra University	USA	4	216	54.00	14	10	Switzerland	2	453	226.50	8	1	1	1	50
20	City University of Hong Kong	Hong Kong	4	207	51.75	15	11	Hong Kong	2	36	18.00	20	19	2	0	100
Total			103	6,236					345	16,460				297	48	

Note: R = rank according to TP; TP = total papers; TC = total citations; C/P = citation per paper; MCP = multiple-country paper; SCP/P = intracountry publication percentage. Abbreviation: P&M, Psychology & Marketing.

**TABLE 7** Top guest editors of P&M special issues between 1984 and 2020

R	PY	Issue	Issue title	Guest editor(s)	TP	TCP	TC	C/CP	C/CP/Y	h-index	Publications with citations				
											≥250	≥100	≥50	≥25	≥1
1	2003	2	Behavioral Dimensions of E-Commerce	Bert Rosenbloom	6	6	1,899	316.50	18.62	6	2	3	5	5	6
2	2009	7	Scholarly Works from the GMC	Eunju Ko	6	6	791	131.83	11.98	6	1	3	5	5	6
3	2003	4	Nostalgia for Early Experience as a Determinant of Consumer Preferences	Robert M. Schindler and Morris B. Holbrook	4	4	700	175.00	10.29	4	1	2	3	3	4
4	2012	9	Psychology, Marketing, and Celebrities	Robert A. Reeves	7	7	496	70.86	8.86	6	0	2	4	5	7
5	2001	2	Commercial Sponsorship	Tony Meenaghan and Paul O'Sullivan	5	5	795	159.00	8.37	5	1	3	5	5	5
6	2003	10	Cross-cultural Consumer Socialization	Nitish Singh, Ik-Whan Kwon, and Arun Pereira	4	4	540	135.00	7.94	4	1	1	2	4	4
7	2017	2	Broadening the Perspective on Mobile Marketing: An Introduction	Wolfgang Fritz, Stefanie Sohn, and Barbara Seegebarth	8	8	172	21.50	7.17	8	0	0	1	2	8
8	2008	8	New Media: Mobile Advertising and Marketing	Charles R. Taylor and Doo-Hee Lee	8	8	637	79.63	6.64	8	0	3	5	6	8
9	2000	2	Social Disability Bias	Robert J. Fisher	6	6	757	126.17	6.31	6	1	2	3	5	6
10	2006	5	Marketing and E-commerce	Ming-Hui Huang	7	7	596	85.14	6.08	6	0	4	4	4	7
Total					61	61	7,383				7	23	37	44	61

Note: R = ranked by C/CP/Y; C/CP/Y = cites per cited paper per year; PY = publication year; TP = total papers; TCP = total cited papers; TC = total citations; C/CP = cites per cited paper. Abbreviation: P&M, Psychology & Marketing.

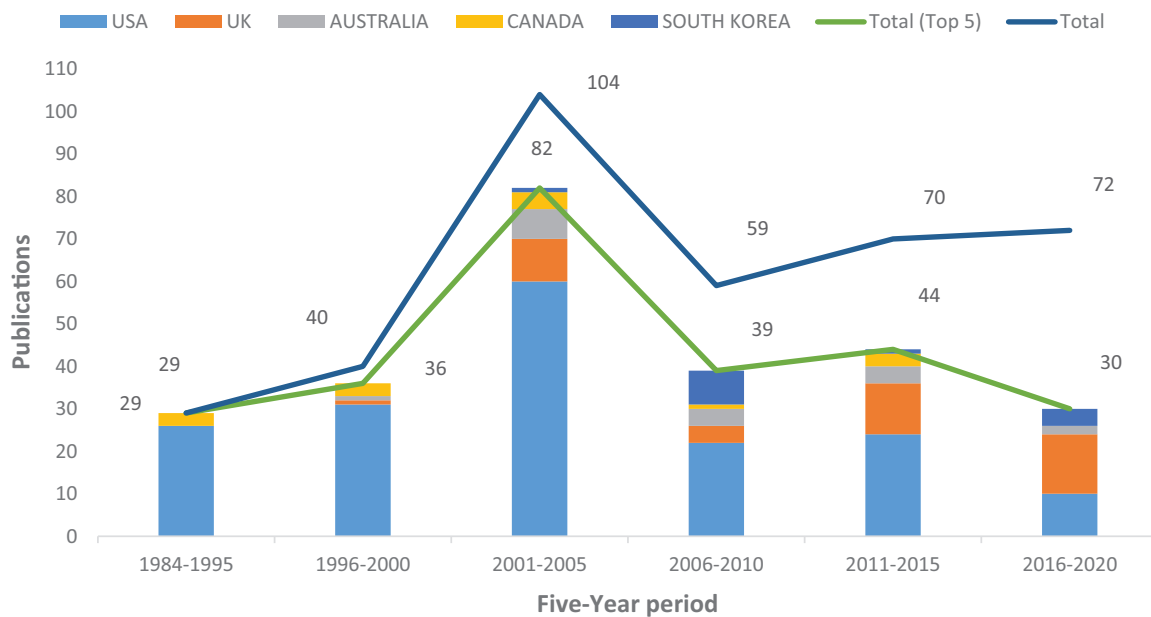


**FIGURE 2** Distribution of publications based on the number of contributing authors in P&M special issues during the period 1984–2020. This figure shows the number publications written by one to seven authors in P&M special issues during the period 1984–2020 [Color figure can be viewed at [wileyonlinelibrary.com](http://wileyonlinelibrary.com)]

affiliated with Drexel University, is the top guest editor in the list with 316.50 citations per cited paper for the special issue *Behavioral Dimensions of E-Commerce* in 2003. Eunju Ko, affiliated with Yonsei University, follows in the list with 131.83 citations per cited paper for the special issue wherein she selected only six articles from a total of 200 plus papers that were presented at the 2008 Global Marketing Conference. Table 7 also highlights their contribution in selecting highly cited papers, 78% of papers (seven out of nine) with more than 250 citations (see Table 2) and 56% of papers (23 out of 41) with more than 100 citations that appeared in the special issues of P&M were edited by these 10 guest editors.

#### 4.1.5 | Collaborations and internationalization of P&M special issues

Academic research is largely dependent upon collaboration and typically involves interactions among scholars, universities, and countries (Acedo, Barroso, Casanueva, & Galán, 2006; Finardi & Buratti, 2016). The productivity of authors and their affiliated universities and countries increases significantly, both in terms of publications and citations, with higher degrees of collaboration. Figure 2 depicts the distribution of P&M special issue publications according to the number of contributing authors. It shows that 24% (90 out of 374) of publications are by a single author, while 76% (284 out of 374) publications are coauthored



**FIGURE 3** Distribution of the top five affiliated countries' publications in P&M special issues during the period 1984–2020. This figure shows the distribution of the top five affiliated countries' publications and the trend of their total contributions along with the trend of total P&M special issue publications during the period 1984–2020 [Color figure can be viewed at [wileyonlinelibrary.com](http://wileyonlinelibrary.com)]

by two to seven authors, such that 37% articles are by two, 25% are by three, 10% are by four, and so on.

Table 6 shows single-country (SCPs: intracountry), and multiple-country collaboration papers (MCPs: intercountry) for the top 20 countries. Overall, it shows a higher rate of intracountry collaborations such that nearly 80% of papers from these top 20 countries (297 out of 374) are the result of intracountry collaborations. As the top five countries in the list account for approximately 70% of the total special issue publications (260 out of 374), the evolution of their contribution to P&M special issues over successive 5-year periods is presented in Figure 3. Results show a gradual declining trend in their contributions to special issue publications such that between 1984 and 1995, they had 100% share of publications which successively declined to 90%, 79%, 66%, and 42%, respectively in successive 5-year periods. The decreasing trend for the top five countries is a reflection that P&M special issues are no longer dominated by these top five countries and that over the years it has developed as a truly global journal for authors from all over the world.

Another interesting aspect to analyze relates to the profile of journals which are often cited in P&M special issues. Table 8 shows

the journals that are most often cited in the P&M special issues. Results show that the *Journal of Consumer Research* is the most-cited journal (1333 cited papers), followed by the *Journal of Marketing* (693), then P&M itself (684), and the *Journal of Marketing Research* (632). About 90% of the journals listed in the table are rated as three or above in ABS's AJG 2018 ranking (Tüselmann, Sinkovics, & Pishchulov, 2016) and 95% are rated as either "A" or "A\*" as per ABDC 2019 ranking. This demonstrates that P&M special issue publications rely on high quality reference sources for their manuscripts.

#### 4.1.6 | Citation impact of P&M special issues

Table 9 presents the list of authors, affiliated universities and countries, and the journals that most often cite P&M special issue articles. Gordon R. Foxall cites special issue papers the most frequently (37), followed by Arch G. Woodside (31) and T. Bettina Cornwell (25). Moreover, authors from the University of Valencia cite special issue papers the most often (123), followed by Hong Kong Polytechnic University (122), and Griffith University (105).

**TABLE 8** Most frequently cited journals in P&M special issues between 1984 and 2020

R	Journal	AJG rating	ABDC ranking	TCP	TLS
1	Journal of Consumer Research	4*	A*	1,333	28,692
2	Journal of Marketing	4*	A*	693	19,845
3	Psychology & Marketing	3	A	684	18,092
4	Journal of Marketing Research	4*	A*	632	17,810
5	Journal of Personality and Social Psychology	4	A*	471	10,576
6	Journal of Business Research	3	A	309	10,078
7	Journal of Retailing	4	A*	281	8,434
8	Journal of the Academy Of Marketing Science	4*	A*	268	9,336
9	Advances in Consumer Research	2	B	261	6,455
10	Journal of Advertising	3	A	245	6,687
11	Journal of Advertising Research	3	A	208	4,659
12	Journal of Consumer Psychology	4*	A*	193	5,229
13	Psychological Bulletin	4	A*	150	3,690
14	Psychological Review	4	A*	132	2,564
15	European Journal Of Marketing	3	A*	122	4,097
16	American Psychologist	NR	A*	111	1,931
17	Industrial Marketing Management	3	A*	103	3,310
18	Journal of Experimental Social Psychology	4	A*	98	2,215
19	Journal of Applied Psychology	4*	A*	96	2,734
20	Journal of Interactive Marketing	3	A	89	2,952

Note: R = ranked by TCP; TCP = total cited papers; TLS = total link strength; AJG (Academic Journal Guide) rating-2018 by CABS (Chartered Association of Business Schools); ABDC (Australian Business Deans Council) rating-2019; NR = not rated.

Abbreviation: P&M, Psychology & Marketing.

**TABLE 9** Top authors, affiliated universities and countries, and journals citing P&M special issues between 1984 and 2020

R	Authors	TCP	Universities	TCP	Countries	TCP	Journals	AUG	ABDC	TCP
1	Gordon R. Foxall	37	University of Valencia	123	USA	4,636	Psychology & Marketing	3	A	573
2	Arch G. Woodside	31	Hong Kong Polytechnic University	122	UK	1,534	Journal of Business Research	3	A	379
3	T. Bettina Cornwell	25	Griffith University	105	Australia	1,113	Journal of Retailing and Consumer Services	2	A	307
4	Klaus-Peter Wiedmann	24	Queensland University of Technology QUT	103	China	985	European Journal of Marketing	3	A*	183
5	Patrick De Pelsmacker	23	The University of Georgia	95	Taiwan	777	Computers in Human Behavior	3	A	152
6	Nedine Hennigs	23	The University of Queensland	91	Germany	763	Sustainability Switzerland	NR	NR	119
7	Sandra Loureiro	23	University of Manchester	90	South Korea	694	Journal of Consumer Marketing	1	A	111
8	Dhruv Grewal	22	Florida State University	89	Spain	655	International Journal of Retail and Distribution Management	2	A	109
9	Anna S. Mattila	22	Curtin University	89	Canada	634	Journal of Product and Brand Management	1	A	109
10	Heesup Han	21	University of Florida	86	India	539	International Journal of Advertising	2	A	107
11	Yogesh K. Dwivedi	20	Monash University	85	France	495	Journal of Marketing Management	2	A	107
12	Sunghyup Hyun	20	The Ohio State University	83	Netherlands	383	Journal of Advertising	3	A	99
13	Ian Phau	20	University of North Texas	82	Malaysia	361	Internet Research	NR	A	96
14	Jeremy J. Sierra	20	Universiteit Gent	80	Italy	347	Journal of Business Ethics	3	A	96
15	Francois A. Carrillat	19	Yonsei University	78	Hong Kong	298	Journal of Services Marketing	2	A	95
16	Gad Saad	19	The University of Texas at Austin	77	New Zealand	238	Asia Pacific Journal of Marketing and Logistics	NR	A	94
17	Adwait Khare	18	Michigan State University	75	Finland	231	International Journal of Hospitality Management	3	A*	86
18	Sharron J. Lennon	18	Purdue University	74	Sweden	202	Journal of Cleaner Production	2	A	80
19	Bao Nguyen	18	City University of Hong Kong	74	Belgium	180	Journal of Consumer Behaviour	2	A	79
20	Rebekah Russell-Bennett	18	Seoul National University	73	Switzerland	175	International Journal of Sports Marketing and Sponsorship	2	A	77

Note: R = ranked by TCP; TCP = total cited papers; AUG (Academic Journal Guide) rating-2018 by CABS (Chartered Association of Business Schools); ABDC (Australian Business Deans Council) rating-2019; NR = not rated.

Abbreviation: P&M, Psychology & Marketing.

Among the countries, the USA leads the list citing special issue papers (4,636 times), followed by the UK (1,534), and Australia (1,113).

Among the citing sources of P&M special issues, P&M itself leads the table (573 papers), followed by the *Journal of Business Research* (379), and the *Journal of Retailing and Consumer Services* (307). Overall, 75% (15 of the 20) are rated two or above in ABS's AJG 2018, and 95% (19 out of 20) of the journals that frequently cite P&M special issue publications are rated as either "A" or "A\*" as per ABDC 2019 ranking. Being cited in such highly rated sources reflects the quality of intellectual output in P&M special issues.

## 4.2 | Network analysis

In addition to descriptive analysis, this study also uses graphical mapping for network analysis of bibliometric materials. A network analysis demonstrates how a set of items (e.g. authors, affiliations, countries, journals, and so forth) relate with each other. This section first presents network analysis with graphical mapping of bibliometric data using VOSviewer software, and then it discusses the clustering of P&M special issues based on bibliographic coupling.

### 4.2.1 | Graphical mapping of bibliometric data

Graphical mapping provides a network structure of (a) collaboration through coauthorship, and (b) intellectual connections through bibliographic coupling, and cocitation analyses. Coauthorship is one of the well-documented forms of scientific collaboration (Glänzel & Schubert, 2004). This approach focuses on the actual authorship structure of the published documents. It is constructed with the nodes representing authors and the links indicating coauthorship. The strength of the linkages between two nodes indicate the number of publications coauthored by the two researchers (van Eck & Waltman, 2020). This approach can be applied to authors, university affiliations, and countries.

Another way to construct a network structure is by analyzing intellectual connections between articles. For example, bibliographic coupling analyzes the reference list of all the articles and indicates similarity between documents based on a count of their shared references (e.g., "A" being cited by both "B" and "C"). Two articles are bibliographically coupled if they cite at least one common source together (Kessler, 1963). The strength of the link indicates the number of cited references two publications have in common (van Eck & Waltman, 2020). This approach can also be applied to authors, university affiliations, and countries, wherein the network structure represents the intellectual similarity between these items based on commonalities in their citation sources.

While bibliographic coupling is source based, cocitation analysis focuses on the impact of the articles by analyzing the number of times they are cited together (Cancino, Merig, Coronado, Dessouky, & Dessouky, 2017; Martínez-López et al., 2018). Two articles are said to be co-cited if both of them are used as a reference by a third

article (e.g., "B" and "C" cited together in "D"). The strength of the cocitation link indicates the number of times the two articles are cited together. This approach can also be applied to journals in VOSviewer.

#### *Graphical mapping of coauthorship*

Coauthorship network of authors who have published at least two articles with 100 plus citations in P&M special issues shows that Tony Meenaghan; Charles R. Taylor and Doo-Hee Lee; and Elaine Sherman, Lean Schiffman, and Anil Mathur's collaborations have produced at least two articles with more than 100 citations in P&M special issues (see Figure A1). In general, results show either a set of micronetworks among scholars with weak cross-linkages or single author publications. This is not surprising because special issues address emerging topics which are rarely addressed again in a second call of special issues, and thus coauthorships are limited to a low number of special issue publications. It is likely that these collaborations translate into publications in regular issues of the journal, as they publish emerging topics over the years.

Coauthorship of author-affiliated institutions and countries are another important facet of coauthorship networks. The coauthorship network of the authors' affiliated institutions shows a series of micronetworks (see Figure A2). For instance, a cluster (red) led by the main node of the University of Alabama comprises of six affiliated universities. Similarly, two other clusters (green) led by Babson college and (blue) led by Michigan State University consist of three affiliated universities each, producing collaborative work of at least two documents with more than 100 citations in P&M special issues. Generally, it can be inferred that coauthorship flourishes among institutions within the same geographical vicinity.

The map among authors' affiliated countries shows four clusters, where the main node of the USA (green) has strong coauthorship connections with Canada, Australia, and South Korea. Similarly, England (blue) has strong connections with Germany, Austria, and Italy; New Zealand (red) has strong coauthorship connections with Spain, Sweden, and Finland. Whereas, in the fourth cluster, France (yellow) has strong coauthorship connections with Ireland and Belgium (see Figure A3).

#### *Graphical mapping of intellectual connections*

Recall that bibliographic coupling occurs when two documents share common references. Bibliographic coupling of the authors in P&M special issues, with a threshold of two papers with at least 100 citations shows six clusters including most of the leading authors of P&M special issues (see Figure A4). The first cluster (red), including Donald A. Hantula, consists of 11 authors. Similarly, the second cluster (green), including Arch G. Woodside, consists of four authors, and the third (blue), including Elaine Sherman, Lean Schiffman, and Anil Mathur, share the same research interests in P&M special issue publications. Whereas, Dhruv Grewal, Nancy Puccinelli, Charles Spence and Anne Roggeveen, referring to the highest number of common sources, work in the same research areas. Tony Meenaghan, the author with highest number of P&M special issue publications, shares common research sources with T. Bettina Cornwell.



**TABLE 10** Overview of the four P&M special issue clusters between 1984 and 2020

Cluster	Central focus	Major topics explored	TP	TC	Most cited articles		
					Titles	Author(s)	Year TC C/N
1	Emerging trends in consumer behavior	Social dynamics, E-commerce, Sustainable consumption, E-technology acceptance, market-based relationships	120	8,095	E-satisfaction and E-loyalty: A contingency framework	Anderson and Srinivasan	2003 973 57.24
					A conceptual model of perceived customer value in E-commerce: A preliminary investigation	Chen and Dubinsky	2003 488 28.71
					Social-desirability bias: A neglected aspect of validity testing	King and Bruner	2000 422 21.10
					Promoting sustainable consumption: determinants of green purchases by Swiss consumers	Tanner and Kast	2003 413 24.29
					Consumer concern, knowledge, belief, and attitude toward renewable energy: An application of the reasoned action theory	Bang, Ellinger, Hadjimarcou, and Traichal	2000 285 14.25
2	Consumer behavior	Consumption & identity expression, branding, emotions, online communities	99	3,045	Value-based segmentation of luxury consumption behavior	Wiedmann, Hennigs, and Siebels	2009 330 30.00
					Nostalgia for early experience as a determinant of consumer preferences	Schindler and Holbrook	2003 145 8.53
					In the mood to buy: Differences in the mood states experienced by compulsive buyers and other consumers	Faber and Christenson	1996 126 5.25
					A scale for measuring store personality	D'Astous and Levesque	2003 120 7.06
					Voluntary self-disclosure of information on the internet: A multimethod study of the motivations and consequences of disclosing information on blogs	Lee, Im, and Taylor	2008 119 9.92
3	Advertising & promotion	Sponsorships and celebrities & advertising, web evaluations, consumer involvement	77	3,985	Fear appeals in social marketing: Strategic and ethical reasons for concern	Hastings, Stead, and Webb	2004 290 18.13
					Understanding sponsorship effects	Meenaghan	2001 286 15.05
					An investigation of match-up effects in sport sponsorship advertising: The implications of consumer advertising schemas	McDaniel	1999 177 8.43
					It is a match: The impact of congruence between celebrity image and consumer ideal self on endorsement effectiveness	Choi and Rifon	2012 166 20.75
					Investigating initial trust toward E-tailers from the elaboration likelihood model perspective	Yang, Hung, Sung, and Farn	2006 135 9.64

**TABLE 10** (Continued)

Cluster	Central focus	Major topics explored	Most cited articles			
			Titles	TP	TC	C/Y
4	Physical environment & choice complexity	Choice complexity, product design, retail & store atmospherics, consumer well-being	Empirical testing of a model of online store atmospherics and shopper responses	54	2,104	2003 523 30.76
			Consumer information search behavior and the internet			2003 248 14.59
			Store atmospherics: A multisensory perspective			2014 150 25.00
			Satisfaction in choice as a function of the number of alternatives: When "goods satiate"			2009 112 10.18
			What moderates the too-much-choice effect?			2009 98 8.91

Note: This table lists the four clusters formed by 350 P&M special issue articles published between 1984 and 2020, their central focus, and major topics explored by the publications in each cluster. TP = total papers; TC = total citations; C/Y = citations per year. Abbreviation: P&M, Psychology & Marketing.

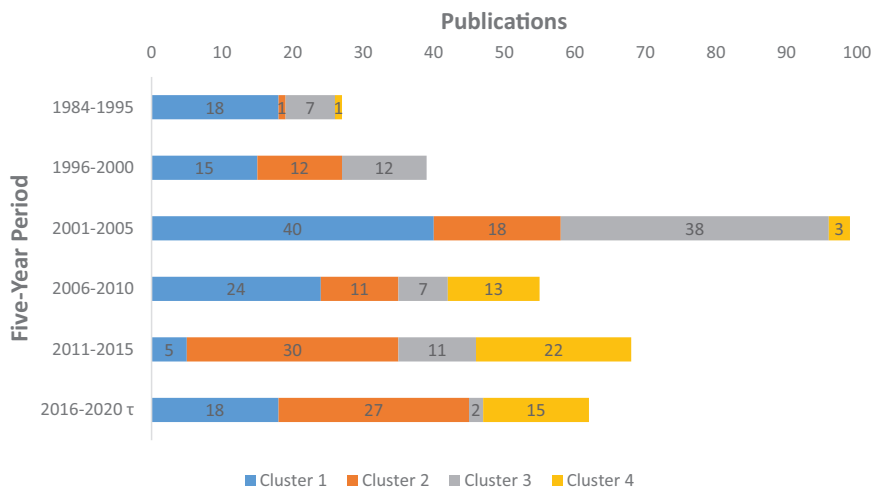
Bibliographic coupling of the authors' affiliated universities in P&M special issues, with a threshold of four documents with at least 200 citations shows that Korea University shares research interests with Michigan State University, and Villanova University. Similarly, other prominent networks are represented by the University of Oregon with the University College Dublin, Drexel University and Babson College, while Griffith University relates with Boston College. These coupling networks indicate that these institutions have similar reference sources and research interests (see Figure A5).

Bibliographic coupling of the authors' affiliated countries in P&M special issues, with the threshold chosen to be at least two publications with 200 citations shows four clusters addressing same school of thought based upon common sources. The first cluster (red), including South Korea, consists of five countries. The second (green) shows that the USA, Canada, and Australia are strongly coupled. Similarly, the third (blue), including England, Ireland, and France, and the fourth (yellow), consisting of New Zealand, Spain, and Switzerland, share common research areas based upon common cited sources. Overall, it shows that American authors share common research interests with authors from around the world (see Figure A6).

Cocitation is another important facet of network analysis provided by VOSviewer. Recall that cocitation occurs when two articles (journals) are cited together in a third article (journal). The cocitations network of sources cited in P&M special issues, with at least 50 citations shows two main clusters consisting of 11 journals each; P&M special issues (green) have strong cocitation connections with the *Journal of Marketing Research* and the *Journal of Personality and Social Psychology*, and the other cluster (red) shows cocitation connections between the *Journal of Marketing*, the *Journal of Academy of Marketing Science*, and the *Journal of Business Research*. The third cluster (blue) consists of seven journals, including *Computers in Human Behavior*, and the fourth (yellow) consists of six journals, including the *Journal of Consumer Research*, the most cited journal in P&M special issues (see Figure A7). These results are consistent with Table 8 and show that leading marketing and psychology journals are often cited in P&M special issues.

#### 4.2.2 | Clustering of P&M special issue articles

Scientific works exhibit intellectual connections and resemblance through their pattern of referencing (Kessler, 1963). Recall that bibliographic coupling occurs when two articles cite a common third article, it shows that both articles deliberate on similar discussions. Bibliographic coupling demonstrates that 94% (350 of the 374) of the total P&M special issue articles can be coupled. These are then categorized into four thematic clusters. Figure 4 depicts the evolution of the four P&M special issue clusters in terms of publications with at least one common citation for each five successive 5-year periods between 1984 and 2020. Moreover, Table 10 provides an overview of each individual cluster, including the central focus and the most cited publication in each cluster.



**FIGURE 4** Evolution of P&M special issue clusters during the period 1984–2020. Using VOSviewer bibliographic coupling of documents with at least one common citation, this figure shows the evolution of P&M special issue clusters in terms of publications during the period 1984–2020. <sup>†</sup>Incomplete data for 2020 [Color figure can be viewed at [wileyonlinelibrary.com](http://wileyonlinelibrary.com)]

Cluster 1 (Emerging trends in consumer behavior) consists of 120 P&M special issue publications with 8,095 citations (nearly 68 citations per paper). It ranks first in terms of all the metrics (number of publications, total citations, and citations per paper). Table 10 shows major topics explored in this cluster revolve around e-commerce, e-technology acceptance, sustainable consumption, social dynamics, and market-based relationships. Anderson and Srinivasan's (2003) article is the most influential in this cluster, with 973 citations. Their work provides a framework of satisfaction and loyalty in the context of electronic commerce. The findings not only established the link between e-satisfaction and e-loyalty but also explored the moderating effects of consumers' individual level (convenience motivation and purchase size) and firms' business level (trust and perceived value) factors on this relationship. Chen and Dubinsky's (2003) article ranks second, with 488 citations. Their study presents an exploratory work and proposes a conceptual model of business-to-customer e-commerce including online shopping experience, perceived product quality, perceived risk, and product price as key precursors. King and Bruner's (2000) article occupies the third slot with 422 citations in the cluster. The authors reviewed nearly 20 years of marketing research on scale validity to identify the nature, methods for testing, and prevention of social-desirability response bias. Other important studies in the cluster include Tanner and Kast's (2003) article with 413 citations and Bang, Ellinger, Hadjimarcou, and Traichal (2000) article with 285 citations.

Cluster 2 (Consumer behavior) consists of 99 P&M special issue publications with 3,045 citations (nearly 34 citations per paper). It ranks second in number of publications and third in citations. Major topics covered include consumption, identity expression, branding, emotions, and online communities. Wiedmann et al.'s (2009) article is the most cited work with 330 citations. Their study provides a multidimensional framework of luxury value as a general base for identifying value-based consumer segments and exploring social, individual, functional, and financial aspects. Schindler and Holbrook's (2003) article ranks second in the cluster, with 145 citations.

They investigated the effects of early youth experiences on consumer preferences for automobile styles. Their results show that men do show nostalgic attachment to their youth experiences more than women. Further, individual personality level differences in nostalgia proneness moderates these effects. Faber and Christenson's (1996) article in which they examine the causal mechanisms of compulsive buying is the third most influential article with 126 citation. They demonstrate that in comparison to a control group, compulsive buyers have a more negative mood state before shopping, experience more extreme mood swings during shopping, and are more likely to have a positive mood state after shopping. Their findings demonstrate that compulsive buyers use shopping as a mood therapeutic means. Other influential works subsumed in the cluster include D'Astous and Lévesque (2003) with 120, and Lee, Im, and Taylor (2008) with 119 citations.

Cluster 3 (Advertising and promotion) consists of 77 P&M special issue publications cited 3,985 times (nearly 52 citations per paper), thus ranking third in numbers and second in citations and citations per paper. Key research topics reflected in this cluster include sponsorships, celebrity and advertising, consumer involvement, and web evaluations. Hastings, Stead, and Webb (2004) article ranks first in the cluster, with 290 citations. They criticize the predominant use of fear appeal in social marketing from an ethical perspective and propose alternatives such as reinforcement appeals that aim for good behavior and humor in social campaigns. Meenaghan's (2001) article, cited 286 times, holds the second influential place in the cluster. Their work offers a framework for understanding the effects goodwill, image transfer, and fan involvement of commercial sponsorship on consumers. McDaniel's (1999), cited 177 times, is the third influential article in the cluster. His experimental work examines how brand-event similarities influence consumers' information processing for sports sponsorships. He finds that the similarities between brand-event, the type of media used, and gender, all significantly influence consumers' attitudes and behavioral responses. Other important works include Choi and Rifon's (2012), cited 166 times, and Yang, Hung, Sung, and Farn (2006) cited 135 times.

Cluster 4 (Physical environment and choice complexity) ranks fourth in numbers of publications (54) and citations (2,104), but third in citations per paper (nearly 39). Major research themes emerging from the cluster are retail and store atmospherics, product design, choice complexity, and consumer well-being. Eroglu et al.'s (2003) article is the most influential in this cluster with 523 citations. It focuses on online store atmospheric cues and their influence on shoppers' emotional and cognitive states which later translate into shopping outcomes. This study also highlights the importance of two individual traits (involvement and atmospheric responsiveness) that play a moderating role. Peterson and Merino (2003) article ranks next with 248 citations. In their conceptual article, they debate the influence of internet on consumer's information search behavior by offering 14 propositions that examines different boundary conditions for this behavior. Spence, Puccinelli, Grewal, and Roggeveen (2014) article ranks third with 150 citations. Their work reviews the scientific evidence related to visual, auditory, tactile, olfactory, and gustatory aspects of the store environment and their influence on the consumers' shopping behavior. Among the other influential works are Reutskaja and Hogarth's (2009), cited 112 times, and Scheibehenne, Greifeneder, and Todd (2009), cited 98 times.

## 5 | SUMMARY AND CONCLUSIONS

The inaugural special issue of P&M in 1985 consisted of seven research articles; the gradual increase in the number of special issues over the years have made P&M special issues a comprehensive repository of academic excellence. This essay presented a bibliometric overview of P&M special issues, published over its entire history of special issues (1984–2020). It permits us to identify articles with the highest impact, the most prolific authors, affiliated universities and countries, and guest editors who contributed the most to the profile of the journal by selecting impactful work. In addition, it also presents graphical network maps of authors and affiliated universities and countries, to demonstrate collaborations and intellectual connections among them.

This study finds that 2003 remains the most productive year for special issues across all metrics, that is, number of publications, total citations, highest cited special issue, highest cited article, and the most impactful guest editor. This year had 10 special issues (44 articles) and 4,813 citations. In the list of successful guest editors, Bert Rosenbloom, affiliated with Drexel University, is the most successful guest editor of P&M special issues. He selected six highly cited publications (316.50 citations per cited paper) for the special issue on *Behavioral Dimensions of E-Commerce* in 2003.

In terms of authors' contributions, Tony Meenaghan has the most P&M special issue publications (seven articles), followed by Dhruv Grewal, and Arch G. Woodside, with four articles each. Additional graphical mapping enables readers to visualize the coauthorships network and contributors' intellectual connections. The coauthorship analysis shows unique micronetworks among authors of special issues.

The University College Dublin, Babson College, and Boston College, respectively, are the most prolific author-affiliated institutions in P&M special issues. Contributions from the USA dominate by a large margin over contributions from the UK, Australia, South Korea, and Canada, which rank successively in the contribution ranking. It is worth noting that 13 out of 20 leading authors and productive institutions in P&M special issues are linked with the USA.

In reference to linkages between P&M and other marketing journals, the results confirm the focus of P&M special issues, by demonstrating strong connections with the world's leading marketing and psychology journals: The *Journal of Marketing Research*, the *Journal of Personality and Social Psychology*, the *Journal of Consumer Research*, and the *Journal of Marketing*. These are the most commonly cited journals in P&M special issues between 1984 and 2020. Whereas, the *Journal of Business Research*, the *Journal of Retailing and Consumer Services*, and the *European Journal of Marketing*, are the leading journals citing P&M special issue articles published between 1984 and 2020.

While looking forward into the future of special issues at P&M, it is noted that the journal has announced five calls for special issues to be published in 2020. Using the identified clusters of special issues, it can be inferred that these special issues address domains with high impact. For example, four calls *Beyond the hype: Psychological mechanisms enabling the acceptance, adoption, and engagement with artificial intelligence technology in marketing*; *How can marketing expertise be applied to stop crime against wildlife? Digital gaming and marketing*; and *Psychology, marketing, digital technologies and privacy*, relate to cluster 1 (emerging trends in consumer behavior), which is the most influential cluster of P&M special issues with an average citation per paper of 68. Similarly, the fifth call *Marketing & free speech* relates to the second biggest cluster of P&M special issues with an average citation per paper of 34. As these call for papers relate to the most prolific clusters of P&M special issues, they represent formidable avenues for authors who aim to have a stronger impact on the field of marketing.

Finally, it should be noted that the data is collected from the Scopus database. Therefore, the limitations of this database may also apply to this essay. Data from other sources could alter the results, thus meriting additional study.

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## CONFLICT OF INTERESTS

The authors declare that there are no conflict of interests.

## DATA AVAILABILITY STATEMENT

The data that support the findings of this study are available in Scopus (<https://www.scopus.com>).

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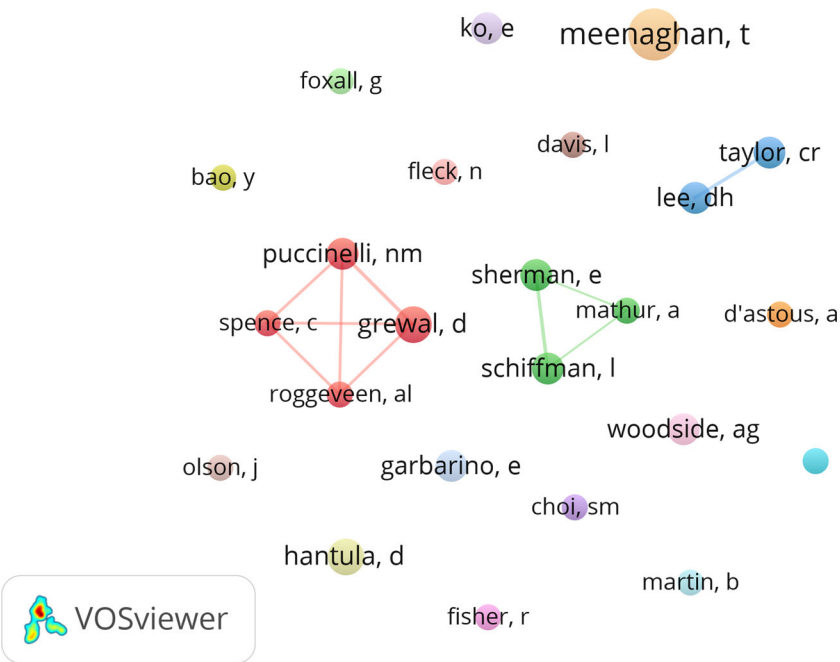
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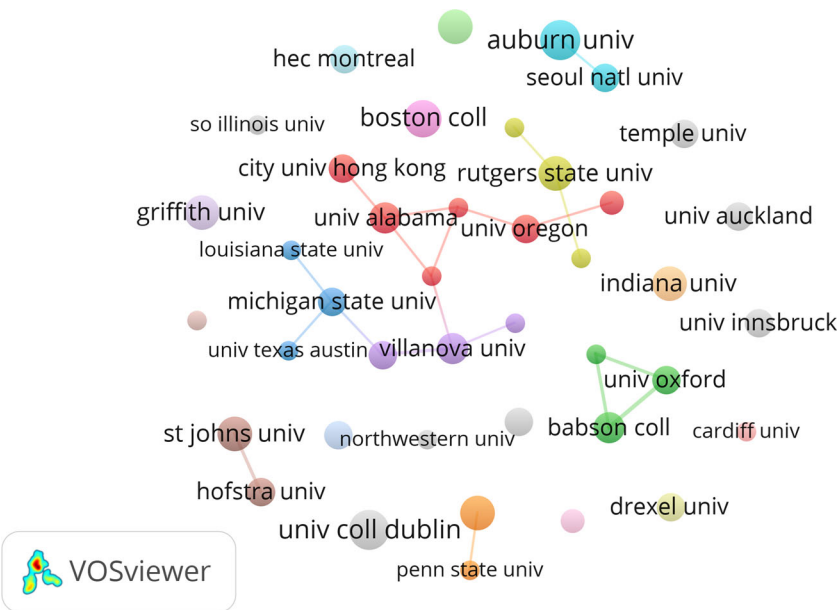


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APPENDIX A



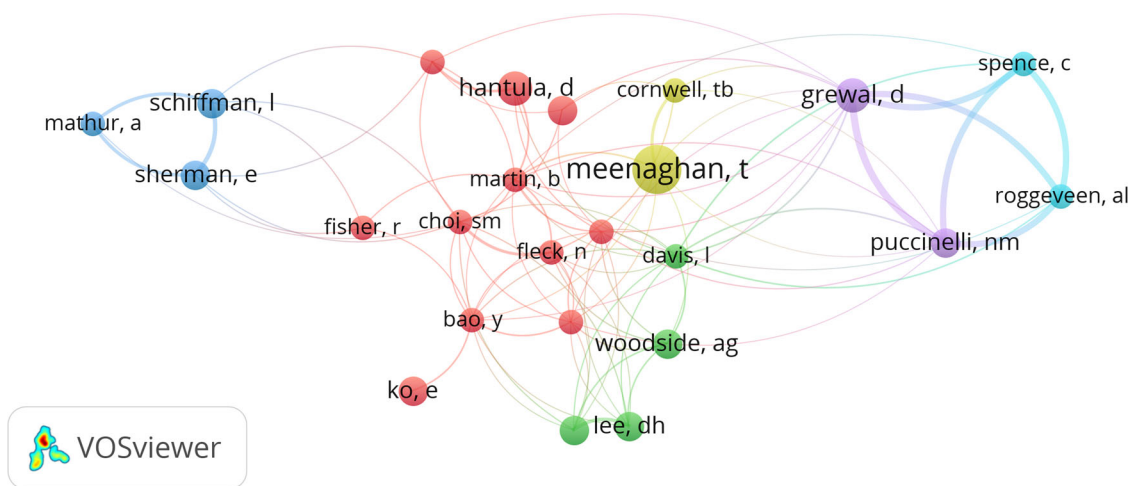
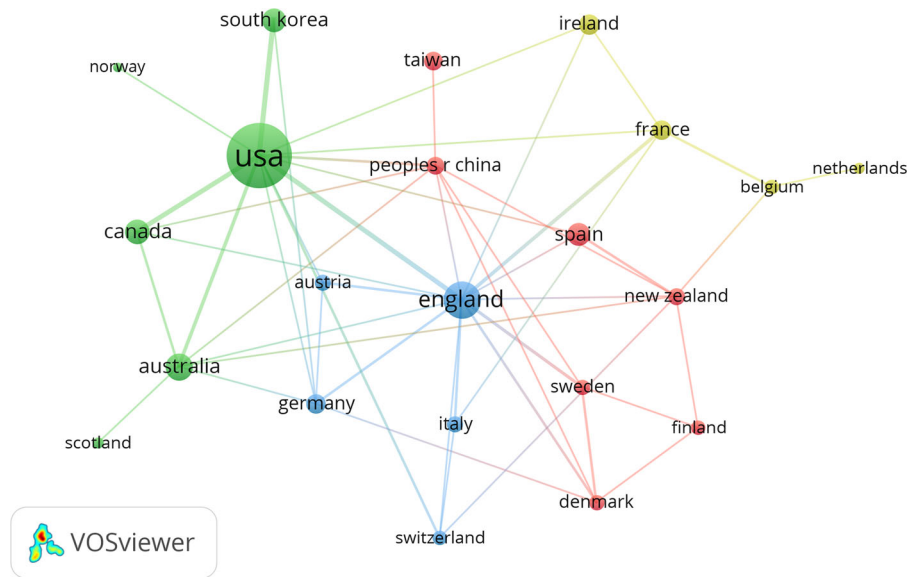
**FIGURE A1** Coauthorship of authors in Psychology & Marketing (P&M) special issues during the period 1984–2020. Using VOSviewer, this figure shows the coauthorship network of authors, publishing minimum two documents with at least 100 citations, in P&M special issues during the period 1984–2020



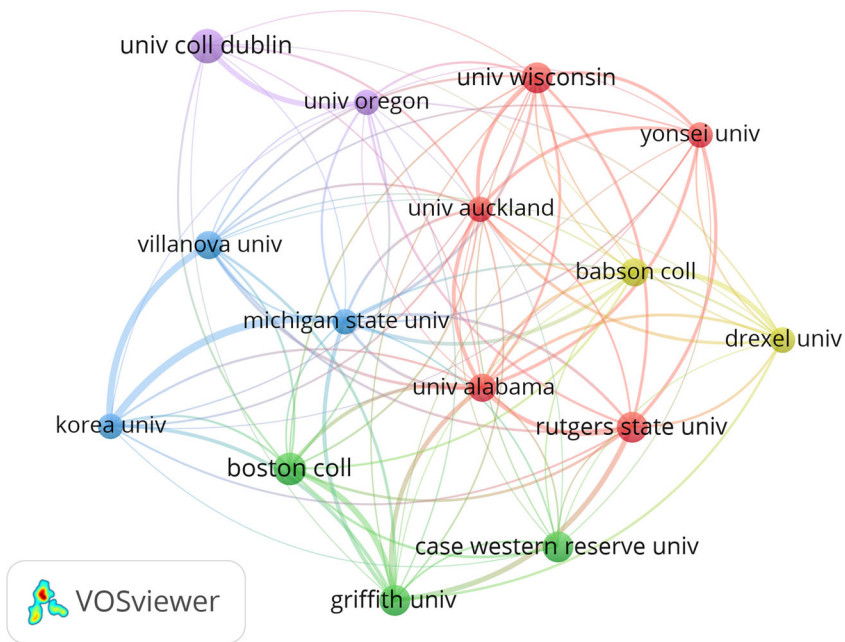
**FIGURE A2** Coauthorship of author-affiliated universities in P&M special issues during the period 1984–2020. Using VOSviewer, this figure shows the coauthorship network of authors-affiliated universities, publishing minimum two documents with at least 100 citations, in P&M special issues during the period 1984–2020. P&M, Psychology & Marketing



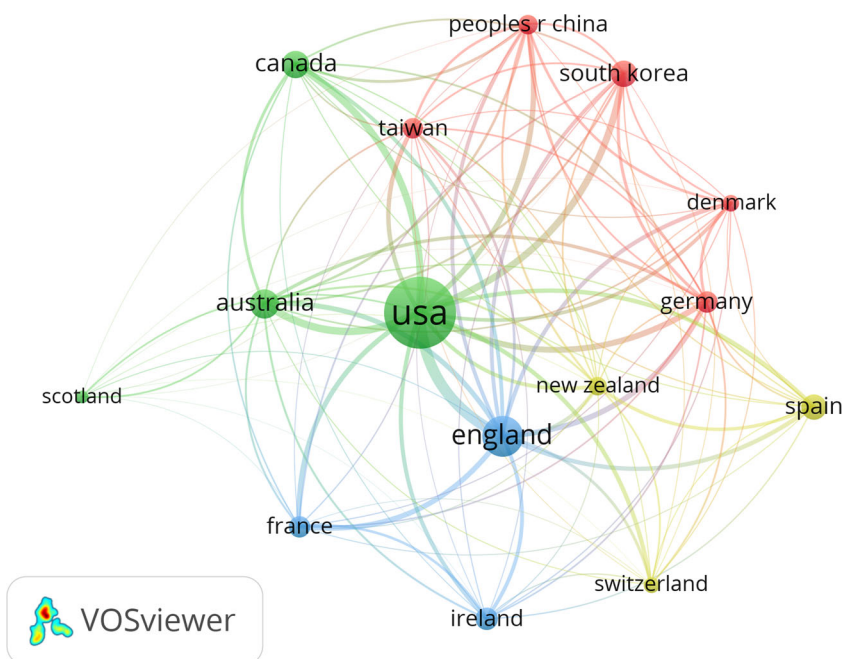
**FIGURE A3** Coauthorship of authors-affiliated countries in P&M special issues during the period 1984–2020. Using VOSviewer, this figure shows the coauthorship network of author-affiliated countries, publishing minimum two documents with at least 100 citations, in P&M special issues during the period 1984–2020. P&M, Psychology & Marketing



**FIGURE A4** Bibliographic coupling of authors in P&M special issues during the period 1984–2020. Using VOSviewer, this figure shows the bibliographic coupling of authors, publishing minimum two documents with at least 100 citations, in P&M special issues during the period 1984–2020. P&M, Psychology & Marketing

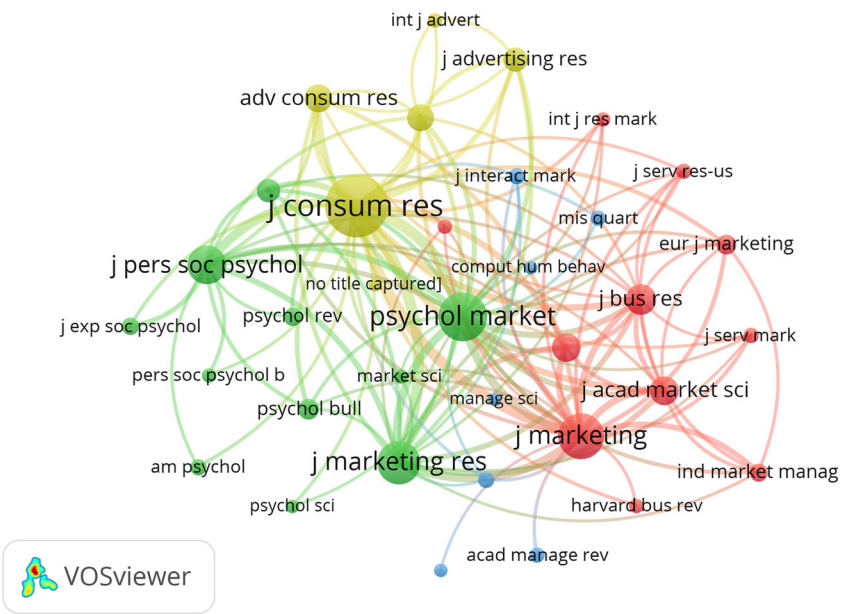


**FIGURE A5** Bibliographic coupling of author-affiliated universities in P&M special issues during the period 1984–2020. Using VOSviewer, this figure shows the bibliographic coupling of author-affiliated universities, publishing minimum four documents with at least 200 citations, in P&M special issues during the period 1984–2020. P&M, Psychology & Marketing



**FIGURE A6** Bibliographic coupling of authors-affiliated countries in P&M special issues during the period 1984–2020. Using VOSviewer, this figure shows the bibliographic coupling of author-affiliated countries, publishing minimum two documents with at least 200 citations, in P&M special issues during the period 1984–2020. P&M, Psychology & Marketing

**FIGURE A7** Cocitations of journals in P&M special issues during the period 1984–2020. Using VOSviewer, this figure shows the cocitations of journals, with at least 50 citations, in P&M special issues during the period 1984–2020. P&M, Psychology & Marketing



**TABLE A1** Issue-wise publications and citations structure of P&M special issues between 1984 and 2020

PY	Vol	Issue	TP	TCP	TC	C/CP	C/CP/Y	h-index	Publications with citations				
									≥250	≥100	≥50	≥25	≥1
1985	2	4	7	6	115	19.17	0.55	5	0	0	0	2	6
1986	3	4	6	6	61	10.17	0.30	4	0	0	0	0	6
1988	5	4	5	5	80	16.00	0.50	4	0	0	0	2	5
1989	6	4	6	5	259	51.80	1.67	5	0	1	2	3	5
1990	7	4	5	5	57	11.40	0.38	5	0	0	0	0	5
1996	13	4	5	5	87	17.40	0.73	3	0	0	1	1	5
1996	13	8	6	6	319	53.17	2.22	6	0	1	3	5	6
1999	16	2	6	6	353	58.83	2.80	6	0	1	2	4	6
1999	16	4	4	4	144	36.00	1.71	4	0	0	1	3	4
2000	17	2	6	6	757	126.17	6.31	6	1	2	3	5	6
2000	17	4	4	4	122	30.50	1.53	4	0	0	1	2	4
2000	17	6	5	5	448	89.60	4.48	5	1	1	3	3	5
2000	17	8	4	4	122	30.50	1.53	4	0	0	0	3	4
2001	18	2	5	5	795	159.00	8.37	5	1	3	5	5	5
2001	18	5	5	5	130	26.00	1.37	5	0	0	1	1	5
2001	18	7	6	6	216	36.00	1.89	6	0	0	2	3	6
2001	18	10	6	6	268	44.67	2.35	6	0	0	2	6	6
2002	19	6	6	6	309	51.50	2.86	6	0	1	2	3	6
2002	19	7-8	7	7	219	31.29	1.74	6	0	0	1	5	7
2002	19	10	6	6	370	61.67	3.43	5	0	1	4	4	6
2002	19	12	8	7	91	13.00	0.72	5	0	0	0	1	7
2003	20	2	6	6	1,899	316.50	18.62	6	2	3	5	5	6
2003	20	3	4	4	177	44.25	2.60	4	0	0	2	4	4
2003	20	4	4	4	700	175.00	10.29	4	1	2	3	3	4
2003	20	5	4	4	184	46.00	2.71	4	0	1	1	2	4
2003	20	6	5	5	296	59.20	3.48	5	0	1	3	3	5
2003	20	7	4	4	351	87.75	5.16	4	0	1	2	3	4

TABLE A1 (Continued)

PY	Vol	Issue	TP	TCP	TC	C/CP	C/CP/Y	h-index	Publications with citations				
									≥250	≥100	≥50	≥25	≥1
2003	20	8	4	4	289	72.25	4.25	4	0	1	2	2	4
2003	20	9	5	5	234	46.80	2.75	5	0	0	3	4	5
2003	20	10	4	4	540	135.00	7.94	4	1	1	2	4	4
2003	20	11	4	4	143	35.75	2.10	4	0	0	1	1	4
2004	21	11	6	6	517	86.17	5.39	5	1	1	4	5	6
2005	22	2	5	5	401	80.20	5.35	5	0	2	2	5	5
2006	23	5	7	7	596	85.14	6.08	6	0	4	4	4	7
2007	24	4	4	4	236	59.00	4.54	4	0	1	1	2	4
2008	25	7	9	9	548	60.89	5.07	8	0	2	5	6	9
2008	25	8	8	8	637	79.63	6.64	8	0	3	5	6	8
2009	26	3	8	8	455	56.88	5.17	7	0	1	3	6	8
2009	26	5	5	5	117	23.40	2.13	4	0	0	1	2	5
2009	26	7	6	6	791	131.83	11.98	6	1	3	5	5	6
2010	27	6	7	7	343	49.00	4.90	7	0	0	3	5	7
2010	27	10	5	5	157	31.40	3.14	5	0	0	1	3	5
2011	28	10	6	6	63	10.50	1.17	4	0	0	0	0	6
2012	29	7	4	4	33	8.25	1.03	4	0	0	0	0	4
2012	29	9	7	7	496	70.86	8.86	6	0	2	4	5	7
2013	30	5	6	6	172	28.67	4.10	6	0	0	0	3	6
2014	31	1	8	8	153	19.13	3.19	6	0	0	0	4	8
2014	31	7	9	9	246	27.33	4.56	6	0	1	1	2	9
2014	31	8	11	11	139	12.64	2.11	6	0	0	0	1	11
2015	32	3	9	9	165	18.33	3.67	8	0	0	0	2	9
2015	32	5	10	10	232	23.20	4.64	9	0	0	1	3	10
2016	33	4	6	6	68	11.33	2.83	5	0	0	0	0	6
2016	33	12	21	21	197	9.38	2.35	7	0	0	0	2	21
2017	34	2	8	8	172	21.50	7.17	8	0	0	1	2	8

(Continues)

**TABLE A1** (Continued)

PY	Vol	Issue	TP	TCP	TC	C/CP	C/CP/Y	h-index	Publications with citations				
									≥250	≥100	≥50	≥25	≥1
2017	34	4	10	9	155	17.22	5.74	7	0	0	0	2	9
2018	35	6	8	8	50	6.25	3.13	4	0	0	0	0	8
2020	37	5	9	6	7	1.17	1.17	1	0	0	0	0	6
2020	37	7	10	6	8	1.33	1.33	2	0	0	0	0	6
Total			374	363	17,289				9	41	98	167	363
% of TP				97.06					2.41	10.96	26.20	44.65	97.06

Note: PY = publication year; Vol = volume; TP = total papers; TCP = total cited papers; TC = total citations; C/CP = citations per cited paper; C/CP/Y = citations per cited paper per year.