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

José M. Merigó [a,*], Alicia Mas-Tur [b], Norat Roig-Tierno [c], Domingo Ribeiro-Soriano [d]

[a] Department of Management Control and Information Systems, University of Chile, Av. Diagonal Paraguay 257, 8330015 Santiago, Chile
[b] Department of Business Administration, University of Valencia, Av. Tarongers S/N, 46022 Valencia, Spain
[c] Department of Economics and Social Sciences, Polytechnic University of Valencia, Camino Vera s/n, 46022, València, Spain
[d] Department of Business Administration, University of Valencia, Av. Tarongers S/N, 46022 Valencia, Spain

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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.

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

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* Corresponding author.
E-mail addresses: jmerigo@fen.uchile.cl (J.M. Merigó), alicia.mas.tur@gmail.com (A. Mas-Tur), noratroig@gmail.com (N. Roig-Tierno), Domingo.Ribeiro@uv.es (D. Ribeiro-Soriano).

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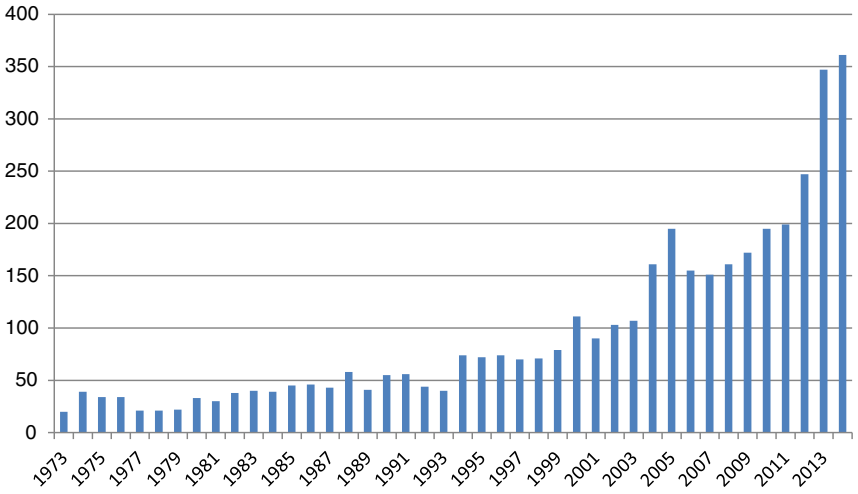

Fig. 1. Number of studies published in JBR each year.

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%		

bibliometric method. The main advantage of this method is that it enables an objective study of the research published in JBR by considering only the statistical results obtained in the Web of Science (WoS). However, the material in WoS is not constant in many topics, thus hindering the quantification of those topics through general rankings. This study presents some rankings to provide readers of the journal with a general overview of the elements that have affected the journal the most. This study (1) considers the evolution of the publication and citation structure of the journal, (2) provides a list with the 50 most cited articles in JBR of all time, and (3) studies a ranking with the most productive authors, institutions, and countries in JBR. The results are more or less consistent with the common knowledge; however, knowing the elements that lead the journal may be of interest to the general audience.

The rest of the study as follows. Section 2 presents the method. Section 3 analyzes the results of the bibliometric analysis. Section 4 summarizes the conclusions and limitations of the study.

2. Method

The study focuses on JBR publications between 1973 and 2014 using the WoS database. Scholars consider WoS as one of the main academic databases for studying research contributions. WoS covers more than 15,000 journals and 50,000,000 articles. In general, expectations are that the material included in WoS holds the highest quality standards. However, many other databases exist, some of them internationally known (e.g., Scopus, Econ Lit, and Google Scholar).

Bibliometric studies use a wide range of methods. The most popular methods are those that take into account the number of publications and the number of citations. Recently, Hirsch (2005) suggests the *h*-index to integrate publications and citations into one single measure. Although in general terms the *h*-index works well, sometimes, this index fails in evaluating authors because of the specific characteristics of their contributions. The literature offers many other measures including the *g*-index (Egghe, 2006) and the *hg*-index (Alonso, Cabrerizo, Herrera-Viedma, & Herrera, 2009). A controversy exists regarding which measure describes better the profile of a researcher (Podsakoff et al., 2008). From a general perspective, the number of publications usually correlates with the productivity of an author while the number of citations correlates with his or her influence in the scientific community. The method in this study, tries to include the most influential indicators in the analysis to provide a wide picture of a set of JBR articles. Usually, the method ranks material according to the number of publications including also the number of citations and the *h*-index, thus showing the influence in other indicators of the set of articles. The tables allow the analysis of different perspectives including productivity and influence.

This study also considers some other indicators to provide a better representation of the articles under study. For example, the ratio (cites / articles) measures the impact of each article. The indicator of the number of articles above a citation threshold (Merigó, Gil-Lafuente, & Yager, 2015) permits to identify the number of articles that have a certain level of influence. In some specific cases, the study includes other measures to define the material clearly. Many other indicators were available. The study uses the most significant indicators for this study.

The study uses material available in WoS in January and February 2015. Therefore, results give a picture of the current situation, but may change over time, especially for the newest publications that still have to grow considerably.

3. Results

This section presents the main bibliometric results found in WoS for the JBR articles dating between 1973 and 2014. JBR has published 3999 studies until 2014, which includes 3736 articles, 177 editorial material, 43 review articles, 34 book reviews, 3 notes, 3 corrections, 2 correction

Table 2
Number of studies citing JBR.

R	Journal	Total studies	Year	Total studies	University	Total studies	Country	Total studies
1	*J. Business Research*	1917	2014	3668	U North Carolina	420	USA	11164
2	*Industrial Marketing Management*	893	2013	3353	HK Polytechnic U	360	UK	3032
3	*J. Business Ethics*	724	2012	3063	Michigan State U	334	Taiwan	2207
4	*European J. Marketing*	478	2011	2893	Penn State U	306	PR China	1979
5	*Psychology & Marketing*	398	2010	2416	City U HK	245	Australia	1828
6	*Service Industries J.*	396	2009	2066	Texas AM U Col Station	243	Spain	1673
7	*J. Marketing*	318	2008	1560	Georgia State U	227	Canada	1566
8	*Tourism Management*	303	2007	1189	National Cheng Kung U	220	Germany	1233
9	*J. Academy Marketing Science*	301	2006	905	U Manchester	218	Netherlands	1179
10	*Int. J. Hospitality Management*	295	2005	770	Monash U	208	South Korea	1089
11	*J. Retailing*	270	2004	607	Erasmus U Rotterdam	205	France	645
12	*Int. Marketing Review*	243	2003	565	Cardiff U	204	Finland	558
13	*J. Business & Industrial Marketing*	242	2002	447	Florida State U	198	Sweden	531
14	*J. Product Innovation Management*	223	2001	443	U Montreal	196	Italy	507
15	*Expert Systems with Applications*	218	2000	402	Arizona State U	196	Turkey	494
16	*Computers Human Behavior*	200	1999	356	U Minnesota Twin Cities	180	Belgium	427
17	*J. Int. Business Studies*	199	1998	318	Purdue U	177	New Zealand	402
18	*J. Int. Marketing*	192	1997	286	Indiana U Bloomington	175	Denmark	401
19	*J. Services Marketing*	189	1996	251	Ghent U	175	Norway	372
20	*Int. Business Review*	187	1995	229	U New South Wales	174	Switzerland	364
21	*J. Advertising*	181	1994	182	Virginia Polytechnic Inst	171	Singapore	293
22	*Int. J. Human Resource Management*	179	1993	157	U Georgia	170	Israel	275
23	*Management Decision*	172	1992	143	Griffith U	169	Greece	267
24	*Int. J. Production Economics*	164	1991	113	U Groningen	168	Austria	261
25	*J. Marketing Research*	163	1990	112	U Nottingham	166	Malaysia	238
26	*J. Service Research*	163	1987	106	U Queensland	164	Portugal	236
27	*J. Consumer Research*	162	1989	99	U Texas Austin	163	Brazil	209
28	*J. Advertising Research*	157	1988	89	U Tennessee Knoxville	163	India	198
29	*Total Quality Management Bus. Exc.*	156	1986	75	U Alabama Tuscaloosa	163	South Africa	187
30	*J. Management*	154	1985	75	U Michigan	162	Japan	175

additions, and 1 meeting abstract. All these studies have received 52 900 citations making a ratio (cites / studies) approximately of 13 cites per study. The *h*-index is 84. That is, of the 3999 studies, 84 have received 84 citations or more.

3.1. Evolution of the publication and citation structure of JBR

In its first year — 1973– JBR published only 20 studies. During the seventies and eighties, the annual volume of studies was under 50 with

Table 3
The 50 most cited studies in JBR according to WoS.

R	TC	Title	Author/s	Year	Citations/Year
1	349	Systematic combining: An abductive approach to case research	Dubois, A; Gadde, LE	2002	29.1
2	346	An empirical-assessment of the servqual scale	Babakus, E; Boller, GW	1992	15.7
3	273	How should companies interact in business networks?	Hakansson, H; Ford, D	2002	22.8
4	271	Why we buy what we buy: A theory of consumption values	Sheth, JN; Newman, BI; Gross, BL	1991	11.8
5	216	Atmospheric effects on shopping behavior: A review of the experimental evidence	Turley, LW; Milliman, RE	2000	15.4
6	199	Market orientation and innovation	Atuahenegima, K	1996	11.1
7	197	Ethics and marketing management: An empirical-examination	Chonko, LB; Hunt, SD	1985	6.8
8	194	The entrepreneur's business model: Toward a unified perspective	Morris, M; Schindehutte, M; Allen, J	2005	21.6
9	192	Advancing formative measurement models	Diamantopoulos, A; Riefler, P; Roth, KP	2008	32.0
10	191	The management of resources and the resource of management	Mahoney, JT	1995	10.1
11	191	Relationship approach to marketing in service contexts: The marketing and organizational behavior interface	Gronroos, C	1990	8.0
12	188	Organizational innovation adoption: A multi-level framework of determinants and opportunities for future research	Frambach, RT; Schillewaert, N	2002	15.7
13	186	Evaluating the potential of interactive media through new lens: Search versus experience goods	Klein, LR	1998	11.6
14	182	Developing and validating a multidimensional consumer-based brand equity scale	Yoo, B; Donthu, N	2001	14.0
15	178	Service encounters and service relationships: Implications for research	Czepiel, JA	1990	7.4
16	169	The impact of perceived corporate social responsibility on consumer behavior	Becker-Olsen, KL; Cudmore, BA; Hill, RP	2006	21.1
17	166	Consumer responses to service failures: Influence of procedural and interactional fairness perceptions	Goodwin, C; Ross, I	1992	7.6
18	164	Explaining consumer acceptance of handheld Internet devices	Bruner, GC; Kumar, A	2005	18.2
19	162	Green consumers in the 1990s: Profile and implications for advertising	Roberts, JA	1996	9.0
20	162	Measuring performance in entrepreneurship research	Murphy, GB; Trailer, JW; Hill, RC	1996	9.0
21	161	Differences among exporting firms based on their degree of internationalization	Cavusgil, ST	1984	5.4
22	155	Benefits associated with supplier integration into new product development under conditions of technology uncertainty	Ragatz, GL; Handfield, RB; Petersen, KJ	2002	12.9
23	153	Tourism, competitiveness, and societal prosperity	Crouch, GI; Ritchie, JRB	1999	10.2
24	152	Using case methods in the study of contemporary business networks	Halinen, A; Tomroos, JA	2005	16.9
25	152	Network competence: Its impact on innovation success and its antecedents	Ritter, T; Gemunden, HG	2003	13.8
26	143	Can socio-demographics still play a role in profiling green consumers? A review of the evidence and an empirical investigation	Diamantopoulos, A; Schlegelmilch, BB; Sinkovics, RR; Bohlen, GM	2003	13.0
27	140	Why customers stay: Measuring the underlying dimensions of services switching costs and managing their differential strategic outcomes	Jones, MA; Mothersbaugh, DL; Beatty, SE	2002	11.7
28	139	Service recovery's influence on consumer satisfaction, positive word-of-mouth, and purchase intentions	Maxham, JG	2001	10.7
29	138	Does customer interaction enhance new product success?	Gruner, KE; Homburg, C	2000	9.9
30	136	Analyzing ethical decision-making in marketing	Dubinsky, AJ; Loken, B	1989	5.4
31	134	Adding value in the information age: Uses and gratifications of sites on the World Wide Web	Eighmey, J; McCord, L	1998	8.4
32	132	Consumer patronage and risk perceptions in Internet shopping	Forsythe, SM; Shi, B	2003	12.0
33	132	Measuring the performance of industrial salespersons	Behrman, DN; Perreault, WD	1982	4.1
34	130	Word-of-mouth effects on short-term and long-term product judgments	Bone, PF	1995	6.8
35	130	The role of employee effort in satisfaction with service transactions	Mohr, LA; Bitner, MJ	1995	6.8
36	128	Beyond valence in customer dissatisfaction: A review and new findings on behavioral responses to regret and disappointment in failed services	Zeelenberg, M; Pieters, R	2004	12.8
37	128	Performance-only measurement of service quality: A replication and extension	Brady, MK; Cronin, JJ; Brand, RR	2002	10.7
38	127	The influence of technology anxiety on consumer use and experiences with self-service technologies	Meuter, ML; Ostrom, AL; Bitner, MJ; Roundtree, R	2003	11.6
39	125	Cognitive and affective trust in service relationships	Johnson, D; Grayson, K	2005	13.9
40	124	Consumer ethics: An investigation of the ethical beliefs of the final consumer	Muncy, JA; Vitell, SJ	1992	5.6
41	123	Marketing strategy determinants of export performance: A meta-analysis	Leonidou, LC; Katsikeas, CS; Samiee, S	2002	10.3
42	123	Conceptual-model of the quality perception process	Steenkamp, JBEM	1990	5.1
43	118	Atmospheric qualities of online retailing: A conceptual model and implications	Eroglu, SA; Machleit, KA; Davis, LM	2001	9.1
44	116	The positive effect of a market orientation on business profitability: A balanced replication	Slater, SF; Narver, JC	2000	8.3
45	115	Relationship quality as a predictor of B2B customer loyalty	Rauyruen, Papassapa; Miller, Kenneth E.	2007	16.4
46	115	Moral intensity and ethical decision-making of marketing professionals	Singhapakdi, A; Vitell, SJ; Kraft, KL	1996	6.4
47	113	How emotions mediate the effects of perceived justice on loyalty in service recovery situations: An empirical study	Chebat, JC; Slusarczyk, W	2005	12.6
48	113	Gender differences in the perceived risk of buying online and the effects of receiving a site recommendation	Garbarino, E; Strahilevitz, M	2004	11.3
49	112	On cooperating: Firms, relations and networks	Wilkinson, I; Young, L	2002	9.3
50	110	Etransqual: A transaction process-based approach for capturing service quality in online shopping	Bauer, HH; Falk, T; Hammerschmidt, M	2006	13.8

the exception of 1988 (58). During the nineties, JBR reached an annual volume of 70 studies. Since 2000, this expansion is growing even more significant with an annual volume of 100 studies and a record of 361 in 2014. Two main factors explain this increase (Merigó et al., 2015). First, the number of researchers worldwide has increased exponentially, increasing also the number of submissions to the journal. Second, the development of computers and Internet facilitates gathering information and connecting more rapidly to the newest trends in the field. Fig. 1 presents the number of studies published in JBR since 1973.

The number of citations to the journal shows a high increase in the last years because of the strong worldwide expansion of research. The strong increase of WoS incorporating many new journals during the last years has positively affected JBR. Table 1 presents the annual number of citations to JBR studies and the number of studies reaching a certain citation threshold.

The number of citations has increased throughout time. Until 1987, the annual citations were below 100. During the nineties, citations increased significantly, overcoming the 1000 threshold in 2005. During the last years, the increase has been even more significant obtaining a record of 7360 in 2014. Table 1 shows that only 1.5% of the articles obtain more than 100 cites, 5% more than 50, almost 20% more than 20, and half of the papers receive more than five. Only 20% of the articles do not receive any citation. Note that the articles published during the last 10 years still do not show their maximum citation level. Therefore, the high volume of citations concentrates on the nineties and the first decade of the new millennium. The studies of the seventies and eighties have a lower citation level because many of them are old studies with old research perspectives that are uncommon today. Access to these studies is not always available to everybody, so they have a limited readership.

Table 1 also presents the impact factor (IF) of the journal according to WoS' measure. The IF considers the number of citations in a year X to papers published in years X – 1 and X – 2. This number is divided by the number of studies published in year X – 1 and X – 2. Note that

Table 4
The most productive and influential authors in JBR.

				JBR				Total			
R	Name	University*	Country	TS	TC	TC/TS	H	TS	TC	C/S	H
1	BJ Babin	Louisiana Tech U	USA	22	624	28.36	12	57	1773	31.11	18
2	N Donthu	Georgia State U	USA	12	521	43.42	9	62	1759	28.37	19
3	JC Chebat	HEC Montreal	Canada	40	514	12.85	12	113	1127	9.97	18
4	ST Cavusgil	Georgia State U	USA	12	509	42.42	9	134	4188	31.25	33
5	SE Beatty	U Alabama	USA	17	497	29.24	10	67	2410	35.97	22
6	A Diamantopoulos	U Vienna	Austria	10	476	47.6	7	40	902	22.55	14
7	JN Sheth	Emory U	USA	9	407	45.22	7	80	1712	21.4	21
8	MJ Sirgy	Virginia Tech	USA	18	367	20.39	8	110	1971	17.92	24
9	RE Goldsmith	Florida State U	USA	8	363	36.3	8	84	1485	17.68	20
10	OC Ferrell	U New Mexico	USA	11	340	30.91	10	55	2838	51.6	23
11	M Laroche	Concordia U	Canada	32	320	10	9	95	942	9.92	17
12	B Menguc	Brock U	Canada	10	299	29.9	7	39	943	24.18	17
13	SD Hunt	Texas Tech U	USA	7	296	42.29	6	83	6819	82.16	30
14	WJ Johnston	Georgia State U	USA	16	284	17.75	8	70	1333	19.04	18
15	S Samiee	U Tulsa	USA	8	278	34.75	7	37	865	23.38	15
16	KA Machleit	U Cincinnati	USA	6	277	46.17	6	22	810	36.82	12
17	D Grewal	Babson College	USA	9	273	30.33	8	52	1170	22.5	14
18	AJ Dubinsky	Midwestern State U	USA	12	257	21.42	9	68	1421	20.9	21
19	C Homburg	U Mannheim	Germany	8	247	30.88	4	44	708	16.09	14
20	RP Hill	Villanova U	USA	9	239	26.56	6	76	1056	13.89	16
21	WR Darden	Louisiana State U	USA	12	228	19	7	53	1509	28.47	19
22	WO Bearden	U South Carolina	USA	14	223	15.93	9	119	3861	32.45	28
23	JE Lewin	U North Texas	USA	9	207	23	6	16	274	17.12	9
24	KE Reynolds	U Alabama	USA	6	199	33.17	5	25	1187	47.48	14
25	MB Holbrook	Columbia U	USA	9	184	20.44	5	146	5566	38.12	35
26	GTM Hult	Michigan State U	USA	6	182	30.33	5	97	4759	49.06	31
27	A Singhapakdi	Old Dominion U	USA	7	163	23.29	3	39	678	17.38	16
28	DC Bello	Georgia State U	USA	7	159	22.71	6	11	170	15.45	5
29	SN Bhuian	Qatar U	Qatar	6	157	26.17	5	10	165	15.5	6
30	TL Baker	U Alabama	USA	6	157	26.17	4	19	802	42.21	9
31	AG Woodside	Boston College	USA	29	156	5.38	8	136	1254	9.22	17
32	KZ Zhou	U Hong Kong	China	8	154	19.25	5	32	804	25.12	16
33	FW Kellermanns	U North Carolina	USA	7	150	21.43	4	46	1007	21.89	18
34	EJ Wilson	Suffolk U	USA	8	147	18.38	4	37	328	8.86	11
35	JE Swan	U Alabama	USA	6	146	24.33	3	34	1388	40.82	14
36	JR McColl-Kennedy	U Queensland	Australia	6	146	24.33	4	28	480	14.14	11
37	GW Marshall	Rollins College	USA	6	144	24.00	4	22	267	12.14	10
38	LR Kahle	U Oregon	USA	6	142	23.67	4	68	1558	22.91	19
39	S Auh	Yonsei U	S. Korea	6	140	23.33	4	39	648	16.62	13
40	BA Lukas	U Melbourne	Australia	7	137	19.57	6	26	573	22.04	13
41	MT Ewing	Monash U	Australia	9	131	14.56	6	31	167	5.39	7
42	GM Rose	U Washington	USA	10	122	12.2	5	29	261	9	7
43	MO Richard	Concordia U	Canada	8	121	15.12	5	20	154	7.7	6
44	CM Futrell	Texas A&M U	USA	8	120	15	6	33	501	15.18	12
45	JS Armstrong	U Penn	USA	7	118	16.86	4	49	317	6.47	9
46	JB Deconinck	Western Carolina U	USA	6	117	19.5	6	11	197	17.91	9
47	A Biswas	Wayne State U	USA	6	117	19.5	6	32	631	19.72	16
48	GM Zinkhan	U Georgia	USA	13	115	8.85	7	145	2000	13.79	25
49	DJ Lee	Yonsei U	S. Korea	6	115	19.17	3	30	452	15.07	10
50	A O'Cass	U Tasmania	Australia	8	101	12.62	4	30	222	7.4	10

H = H-index. A distinction exists between the studies in "JBR" and the "Total" of each author. The ranking is ordered by number of citations and more than five papers in JBR.
* Note that the study considers the last affiliation of the author according to his or her publications in JBR.

the IF has received many criticisms because it is easy to manipulate. Therefore, WoS uses a 5 year IF which seems more robust against potential manipulations. WoS is developing other measures to represent better the influence of a journal. When the IF of the Journal Citation Reports started in 1997, JBR had an IF of 0.41. During the first years, the IF remained stable, and started to increase in 2003. In 2009, the IF reached 1.293 obtaining a record of 1.872 in 2011. Today, the IF of JBR is 1.306. Note that this result is for 2013 because the IF of 2014 appears at the end of June 2015 when all the material from 2014 is available in the database.

3.2. Analysis of articles that cite the JBR

Another interesting topic is who cites JBR. This element indicates the sources of JBR's influence. Table 2 presents the 30 journals, years, universities, and countries that have more articles citing JBR.

As expected from the results in Table 1, the higher rate of citations occurs during the last years. This result reflects a steep increase of publications worldwide during these last years. JBR is the journal with the highest number of articles citing JBR. This finding is quite logical because the material appearing in JBR tends to influence future research in the same journal. *Industrial Marketing Management* and the *Journal of Business Ethics* cite JBR frequently, with 893 and 724 articles, respectively. In general, marketing journals are those that cite more JBR, although some other general management journals have also considerable figures.

Regarding countries, the USA and the UK are unsurprisingly the countries that cite JBR the most. However, some unexpected countries appear in very good positions including Taiwan in the third position and Spain in the sixth one. The other countries obtain results more or less in accordance with the usual standards, with the exception of Malaysia that enters the top 30 in the twenty-fifth position. Regarding universities, the University of North Carolina is the one with the highest

Table 5
The most productive and influential institutions.

R	Institution	Country	TS	TC	H	TC/TS	≥100	≥50	≥20	ARWU	QS
1	Georgia State U	USA	65	1825	25	28.08	4	13	25	–	701
2	U North Carolina	USA	73	1214	19	16.63	2	5	17	36	62
3	U Alabama Tuscaloosa	USA	46	1005	14	21.85	2	7	13	–	501–550
4	Florida State U	USA	36	955	16	26.53	2	7	15	201–300	451–460
5	Baylor U	USA	38	890	14	23.42	2	4	11	–	701
6	U Memphis	USA	31	846	14	27.29	1	4	8	–	N/A
7	Louisiana State U	USA	52	845	17	16.25	0	4	16	201–300	501–550
8	U Montreal	CAN	54	799	16	14.80	1	3	13	101–150	83
9	Concordia U Canada	CAN	49	717	14	14.63	0	2	13	–	461–470
10	U Houston	USA	42	693	12	16.50	1	4	10	201–300	551–600
11	Virginia Polytechnic Institute	USA	51	676	15	13.25	0	5	13	201–300	355
12	Michigan State U	USA	37	675	14	18.24	1	2	11	101–150	195
13	U Mississippi	USA	34	666	13	19.59	2	4	10	–	375
14	Mississippi State U	USA	37	650	14	17.57	0	4	13	–	375
15	U South Carolina	USA	55	617	15	11.22	0	5	10	201–300	501–550
16	Cardiff U	UK	30	604	12	20.13	1	4	9	101–150	123
17	Penn State U	USA	43	597	13	13.88	0	3	11	58	112
18	Arizona State U	USA	28	576	12	20.57	1	4	9	88	215
19	Boston College	USA	42	559	11	13.31	1	4	5	401–500	341
20	U South Florida	USA	30	547	12	18.23	1	2	10	201–300	481–490
21	Oklahoma State U Stillwater	USA	40	545	14	13.63	0	2	9	401–500	701
22	Purdue U	USA	38	540	12	14.21	0	3	10	60	102
23	Northeastern U	USA	27	525	10	19.44	0	3	9	201–300	399
24	U New South Wales	AUS	31	512	10	16.52	1	3	8	101–150	48
25	Aston U	UK	32	506	12	15.81	0	2	11	–	390
26	U Queensland	AUS	29	473	13	16.31	0	3	9	85	N/A
27	U Manchester	UK	25	463	11	18.52	1	3	6	38	30
28	City U Hong Kong	CHN	34	460	10	13.53	1	1	6	201–300	108
29	U Illinois Urbana Champaign	USA	34	456	10	13.41	1	1	7	28	63
30	Texas A&M U College Station	USA	33	442	12	13.39	0	1	8	96	165
31	Washington State U	USA	25	437	11	17.48	0	3	10	201–300	65
32	U Texas Austin	USA	39	434	12	11.13	0	1	6	39	79
33	Columbia U	USA	37	411	12	11.11	0	1	7	8	24
34	Ohio State U	USA	28	408	11	14.57	0	2	5	64	109
35	Louisiana Technical U	USA	37	400	10	10.81	0	3	7	–	N/A
36	U Kentucky	USA	28	399	12	14.25	0	1	8	201–300	501–550
37	U Wisconsin Madison	USA	26	399	10	15.35	1	1	7	24	41
38	Yonsei U	S.K.	32	383	11	11.97	0	2	7	201–300	106
39	Monash U	AUS	33	341	10	10.33	0	2	5	101–150	70
40	Rutgers State U	USA	26	341	10	13.12	1	1	6	52	279
41	U Melbourne	AUS	25	336	11	13.44	0	2	5	44	33
42	Old Dominion U	USA	26	334	9	12.85	1	1	5	–	N/A
43	U Tennessee Knoxville	USA	28	321	10	11.46	0	1	5	201–300	431–440
44	Hong Kong Polytechnic U	CHN	25	288	10	11.52	0	1	4	301–400	162
45	U Alabama Birmingham	USA	32	280	8	8.75	0	2	4	201–300	501–550
46	York U Canada	CAN	25	279	10	11.16	0	1	5	401–500	421–430
47	U Georgia	USA	35	254	9	7.26	0	0	3	151–200	431–440
48	Indiana U Bloomington	USA	34	242	9	7.12	0	0	3	101–150	272
49	U Michigan	USA	27	242	10	8.96	0	0	4	22	23
50	U Texas Arlington	USA	29	240	10	8.28	0	0	4	–	N/A

ARWU = World ranking of the university according to ARWU (only the top 500); QS = World ranking according to QS (only the top 800). The universities are ranked by the total number of citations and a minimum of twenty-five papers in JBR.

Table 6
The most productive countries in JBR.

R	Country	TS	TC	H	C/S	Pop	TS/Pop	TC/Pop	≥100	≥50	≥20
1	USA	2404	33663	71	14	319020	7.54	105.52	59	169	562
2	UK	320	4246	32	13.27	64066	4.99	66.28	4	16	44
3	Canada	286	4042	33	33	35307	8.10	114.48	3	14	49
4	Australia	279	3117	29	11.17	23182	12.04	134.46	3	10	40
5	China	166	1584	20	9.54	1369811	0.12	1.16	0	4	16
6	South Korea	149	1431	22	9.6	25027	5.95	57.18	0	8	16
7	Germany	138	1861	24	13.49	81254	1.70	22.90	4	9	15
8	Taiwan	137	842	15	6.15	23425	5.85	35.95	0	1	12
9	Spain	133	1116	18	8.39	47220	2.82	23.63	0	4	12
10	France	116	710	14	6.12	66201	1.75	10.72	0	2	9
11	Netherlands	90	1576	22	17.51	16775	5.37	93.95	4	3	15
12	New Zealand	72	623	17	8.65	4543	15.85	137.13	0	2	11
13	Austria	46	689	11	14.98	8502	5.41	81.04	2	2	5
14	Belgium	46	574	11	12.48	11081	4.15	51.80	1	1	6
15	Sweden	45	725	13	16.11	9621	4.68	75.36	1	0	6
16	Finland	38	687	11	18.08	5427	7.00	126.59	2	1	5
17	Chile	38	206	8	5.42	17773	2.14	11.59	0	0	3
18	Costa Rica	38	128	6	3.37	4938	7.70	25.92	0	0	1
19	Brazil	34	65	5	1.91	202034	0.17	0.32	0	0	0
20	Denmark	32	713	14	22.28	5629	5.68	126.67	1	4	7
21	Singapore	32	487	12	15.22	5498	5.82	88.58	0	2	8
22	Switzerland	31	316	8	10.19	8123	3.82	38.90	0	3	3
23	Italy	31	150	7	4.84	59574	0.52	2.52	0	0	2
24	Norway	30	614	10	20.47	5086	5.90	120.72	1	2	5
25	Turkey	28	297	9	10.61	75837	0.37	3.92	0	1	3
26	Israel	27	407	9	15.07	8009	3.37	50.82	0	2	3
27	Portugal	25	263	9	10.52	10568	2.37	24.89	0	2	2
28	Japan	22	184	7	8.36	126125	0.17	1.46	0	0	4
29	Greece	21	444	9	21.14	11126	1.89	39.91	2	1	4
30	Ireland	20	267	7	13.35	4765	4.20	56.03	0	2	1
31	Poland	20	85	3	4.25	38118	0.52	2.23	0	1	0
32	Malaysia	14	164	5	9.57	30188	0.46	5.43	0	1	2
33	Colombia	14	25	3	1.79	48930	0.29	0.51	0	0	0
34	Mexico	13	83	5	6.38	123799	0.11	0.67	0	0	2
35	Nicaragua	12	14	2	1.17	6169	1.95	2.27	0	0	0
36	India	10	86	7	8.6	1267402	0.01	0.07	0	0	0
37	S. Arabia	8	107	5	13.38	29369	0.27	3.64	0	0	2
38	UAE	8	23	3	2.88	9446	0.85	2.43	0	0	0
39	Cyprus	6	153	4	25.5	1153	5.20	132.70	1	0	0
40	Thailand	6	68	3	11.33	67223	0.09	1.01	0	1	0
41	South Africa	5	40	4	8	52518	0.10	0.76	0	0	0
42	Venezuela	5	16	2	3.2	30851	0.16	0.52	0	0	0
43	Slovenia	4	66	2	16.5	2062	1.94	32.01	0	1	0
44	Russia	4	36	3	9	141049	0.03	0.26	0	0	0
45	Peru	4	6	1	1.5	30769	0.13	0.20	0	0	0
46	Jamaica	4	3	1	0.75	2744	1.46	1.09	0	0	0
47	Croatia	3	25	3	8.33	4340	0.69	5.76	0	0	0
48	Vietnam	3	21	2	7	90179	0.03	0.23	0	0	0
49	Argentina	3	7	1	2.33	41803	0.07	0.17	0	0	0
50	Qatar	2	1	1	0.5	2268	0.88	0.44	0	0	0

Pop = Population in thousands; TS/Pop = Total studies by person multiplied by one million; TC/Pop = Total citations by person multiplied by one million. Note that China includes Hong Kong.

number of studies citing JBR. Two universities from Hong Kong are found in the top five while the first European university is Manchester in the ninth position.

3.3. The most cited papers published in JBR of all time

Since its creation, JBR has published many important contributions with a high influence on business research. Table 3 presents a list with the 50 most cited studies of all time appearing in JBR and according to the results found in WoS.

The two most cited articles have received almost 350 citations. The first one is Dubois and Gadde's study (2002) and the second is Babakus and Boller's study (1992). Diamantopoulos et al.'s study (2008) appears in the ninth position and receives more than 30 citations per year. Most studies in this list are from the nineties and 2000s although some studies from the eighties also appear in the list. An important proportion of the highly cited articles involve marketing topics although many other topics also appear in the list, including organization theory and entrepreneurship.

3.4. Influential authors and institutions in JBR

Many authors from a wide range of origins publish in JBR. Table 4 presents a list with the 50 authors with the highest number of articles in the journal. Additionally, some other indicators also appear to provide more details about the author. The citations, the *h*-index and the ratio (cites / studies) in JBR also appear in the ranking. Likewise, the ranking list these authors' studies in any journal to see the full profile and influence of the authors that publish in JBR. The ranking also includes the university and country where the author is currently working.

Some of the leading authors currently lead the journal from an editorial perspective, like Laroche and Woodside, the main editors of the journal. Most of the authors work in the USA although an important number of researchers work in other countries including Canada,

Australia and Germany. The institution with more top authors is Georgia State University, with four authors in the list: Johnston, Donthu, Cavusgil, and Bello.

Regarding the universities, Table 5 shows the 50 most productive universities in JBR. Similar to the author analysis, additional indicators are the total citations, the *h*-index, and the ratio (cites / studies), as well as the number of studies reaching the citation threshold of 100, 50, and 20. Table 5 also presents the current global ranking of these institutions according to the Academic Ranking of World Universities (ARWU) and the Quacquarelli Symonds (QS) World University Rankings. The aim of the last two indicators is to see the world ranking of the leading universities in JBR.

The University of North Carolina and Georgia State University are the leading universities in JBR. Most of the top 50 universities are from the USA although other institutions from Canada, the UK and Australia, do also appear in the ranking. Only three institutions from non-English speaking countries appear in the ranking: City University of Hong Kong (China), Yonsei University (South Korea) and Hong Kong Polytechnic University (China). Usually, only fifteen universities of the top 50 appear in the top 100 of the world university rankings and only Columbia University in the top 20. About eleven universities are usually not in the top 500. From this perspective, JBR is quite diverse and has influences other than the world leading universities.

3.5. The most productive and influential countries in JBR

JBR is an international journal that has published studies from many countries. Table 6 presents the 50 most productive countries in JBR. Note that country refers to the country where an author is working at the moment of publication. This study uses similar indicators to those in the university analysis- for the country analysis. However, this analysis considers the total population of the country to see the productivity per million of inhabitants.

The USA is clearly the leading country in JBR. This is quite reasonable taking into account the USA's size. The UK and Canada appear in the second and third position with similar results. Australia obtains the fourth position and shows a high productivity per inhabitant. Three Asian countries appear in the top 10: China, South Korea, and Taiwan. Many European countries appear in the top 50 although none of them in the top five, with the exception of the UK. The most productive country per person is New Zealand although this result is less significant because of the country's small size. Regarding citations per person, again New Zealand and Australia obtain the most remarkable results, although Cyprus, Denmark, and Finland obtain similar results. The citation thresholds show that the USA has published most of the journal's leading articles.

Next, Table 7 shows the results of the evolution of the number of studies that each of the top 10 countries has published since 1973.

The USA has always been the main leader of the journal. During the seventies and the eighties, almost all the articles published in JBR where from the USA. In the nineties, the UK and Canada started to publish regularly in the journal. However, the rest of the countries have not published regularly in JBR until the last decade. During the last five years, many countries around the globe are expanding. Expectations are that JBR will continue growing and many other countries will become more relevant in the journal.

Table 7
Publication evolution of ten leading countries in JBR.

Year	USA	UK	CAN	AUS	CHN	SK	GER	TWN	SPA	FRA
1973	19	0	1	0	0	0	0	0	0	0
1974	38	0	0	0	0	0	0	0	0	0
1975	33	2	1	0	0	0	0	0	0	0
1976	33	0	1	0	0	0	0	0	0	0
1977	30	1	0	0	0	0	0	0	0	0
1978	20	0	0	0	0	0	0	0	0	0
1979	21	0	1	0	0	0	1	0	0	0
1980	20	1	1	0	0	1	0	0	0	0
1981	29	0	2	0	0	0	0	0	0	0
1982	29	0	0	0	0	0	7	0	0	0
1983	30	0	1	0	0	0	0	0	0	0
1984	39	1	4	0	0	1	0	0	0	1
1985	34	2	3	1	0	0	6	0	0	0
1986	29	0	5	0	0	0	0	0	0	0
1987	34	1	1	2	0	0	0	0	0	1
1988	38	1	2	1	0	0	5	0	0	0
1989	45	2	1	0	0	0	0	0	0	0
1990	36	0	2	0	1	0	1	1	0	0
1991	48	0	3	1	0	0	0	0	0	0
1992	50	0	3	0	0	0	0	1	0	0
1993	33	1	3	0	0	0	0	1	0	0
1994	35	2	9	0	0	2	0	0	0	2
1995	68	0	7	0	0	2	0	0	0	0
1996	60	2	7	1	0	0	0	0	0	2
1997	60	2	1	0	0	3	0	0	0	0
1998	58	6	3	4	0	2	1	0	0	1
1999	53	16	9	5	1	1	3	0	1	3
2000	39	10	5	7	0	1	1	1	0	0
2001	52	10	9	9	9	1	3	0	0	3
2002	61	9	4	11	5	3	2	1	0	0
2003	70	15	13	3	5	3	3	1	1	0
2004	91	12	11	10	4	6	8	1	3	4
2005	124	14	28	16	10	3	0	2	5	3
2006	91	16	12	14	10	5	5	7	3	2
2007	62	13	17	12	4	5	8	6	13	4
2008	98	14	6	16	4	11	4	3	6	5
2009	92	20	21	15	7	8	4	12	4	3
2010	88	13	17	18	9	9	8	22	12	6
2011	92	11	15	20	13	14	14	17	11	12
2012	119	33	5	20	19	23	9	15	12	18
2013	134	45	33	51	40	26	18	22	24	22
2014	123	45	19	42	20	19	27	24	38	24

4. Conclusions

This study gives a general overview of the studies appearing in JBR by using bibliometric indicators and the WoS. The results show a high increase in JBR during the last years because of the rapid development of science around the world with an increasing number of submissions every year. JBR publishes research in any area of business, although it strongly focuses on marketing. These publications have received the widest attention by the scientific community. The USA is the leading country in the journal, because it hosts most leading universities and authors. However, JBR is more diverse than many other business and management journals (Podsakoff et al., 2008) in which the USA has a much stronger position. Other English speaking countries are also very relevant according to their size including the UK, Canada, and Australia. Continental Europe has a reasonably good position in the field although it still needs to improve to become a leader in the journal. Asian countries obtain very good results in comparison to other management journals in which their position is almost insignificant. Especially, noteworthy are the results of Taiwan, which show a strong potential and growth during the last years. Developing countries are still far away from the leading positions but start to grow and expectations are that these countries will increase their presence in JBR.

Although the study gives a complete picture of the leading trends of JBR, it has some limitations. First, business research is very interdisciplinary within business topics. Therefore, some topics may receive more attention than others do regardless of their importance. These topics tend to receive more citations, thus making them more relevant than others when performing bibliometric analyses. The objective of the study is to identify leading trends but some of them may be absent. Second, this study gives each member of the article one unit as WoS usually does. Therefore, a study with more authors receives a higher result. This trait incentivizes co-authorship. For example, three studies with three authors give three units for each of the authors making a total result of nine units. In general, this issue does not seem to bring

significant deviations to the results; therefore, co-authorship is a positive element. Finally, recent research obtains higher results because it is easier to be influential and receive citations in the scientific community today than before. A look into the most cited articles shows that most of them are from the nineties and the beginning of the century. However, none of the studies published in the seventies appeared in the ranking. Although researchers should consider these limitations, in general, this bibliometric analysis identifies the most significant and influential trends occurring in the journal.

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