

# Emerging Research Trends in Marketing: A Review of Australasian Marketing Journal

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## Abstract

This article reviews papers published in the Australasian Marketing Journal (AMJ) from 2015 to 2022 (Issue 2). About 276 papers were considered in our analysis. Adopting text mining, we reveal the key terms associated with research published in AMJ over the last 6 years. We employ a topic modeling procedure to find 15 topics that have been featured in the journal and to depict the trends in topics over time. For example, in 2021 and 2022, there has been a big increase in “Digital,” “Artificial Intelligence,” “Sustainability,” “Online Engagement,” and “Purchase Intention” topics, in line with the AMJ’s desire to capture the current industry and academic trends. A citation analysis shows the growth of articles and citations of papers published in AMJ and reveals some of the most cited papers. It is demonstrated that methodological articles are more likely to receive a high number of citations. We conclude by suggesting emerging topics and future research directions.

## Keywords

emerging, research, trend, marketing, Australasian Marketing Journal, Australian and New Zealand Marketing Academy

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## Overview

The *Australasian Marketing Journal (AMJ)* is the official journal of the *Australian and New Zealand Marketing Academy (ANZMAC)*. It is an academic, international peer-reviewed journal aiming to disseminate leading studies in marketing among researchers, students, educators, scholars, and practitioners. It has been almost 30 years since AMJ publish its first issue in 1993 (AMJ, 2021). We take this opportunity to reflect on recent trends and changes that have been occurring. On this basis, this paper aims to identify some meaningful future research directions.

We reviewed articles published within the AMJ from 2015 to 2022 (Issue 2). We chose this period to pinpoint and showcase the latest trends of new research in the AMJ. We adopted a Latent Dirichlet allocation (LDA) approach to uncover similar topics in published papers and map the distribution of topics over time (X. Wang et al., 2015). We have divided and identified 15 topics and associated keywords that reflect the latest research trends since 2015. The current paper will showcase (1) the growth and citations of articles of the AMJ, (2) key topics and associated key phrases, and (3) changes in topic popularity over time. These combined insights thus provide in-depth research trends and ideas for both academics and practitioners.

## Growth of articles and citations of the Australasian Marketing Journal

This section reviews the growth of articles and citations in the *Australasian Marketing Journal (AMJ)*. In particular, this section captures the historical perspective of articles published per year and their citations. The data used in this analysis include all articles published in AMJ from 2015 to 2022 (Issue 2) and were collected from the Thomson Reuters *Web of Science* database. After removing

editorials and early access articles that have not been paginated to an issue, a total of 276 papers remained for the final analysis.

The citations from the articles published in 2015 have grown rapidly since 2017 or approximately 2 years after they first became available online (Harrigan et al., 2015; Jarratt and Ceric, 2015; Woodside, 2015). The number of papers published over the years with an average of approximately 50 papers per year within four issues. Similarly, a high level of demand for research can be reflected in the number of citations. For example, Vahdat et al. (2021) at 81 citations, Bu et al. (2021) at 49 citations, Steinhoff and Palmatier (2021), as well as Quach et al. (2021) at 10 citations. The number of citations may not seem high at first, but this is a good start considering these papers have just been published in Issue 2 of 2022 and have been available for less than a few months. This is evidence of timely and relevant topics from the academic and practitioner perspective.

On the other hand, commentary papers, especially those about methodology, also attracted a high level of interest. For example, Hayes et al. (2017) received over 700 citations for their commentary article on *PROCESS versus structural equation modeling*. A few recent papers with more than 500 citations are such as Sarstedt et al. (2019) who explain how to evaluate the results of higher-order constructs in PLS-SEM using the repeated indicators and the two-stage approaches. Others high recent articles with approximately 100 citations are such as Buyuok et al. (2016), Lee and Lee (2015), McCarthy and Liu (2017), Pomeroy (2017), and Tan et al. (2016).

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# Marketing Trends In Australasia



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comprehensive analysis of the major social economic cultural environmental and political trends and policy challenges facing this state

The Routledge Companion to Marketing History D.G. Brian Jones, Mark Tadajewski, 2016-01-29 The Routledge Companion to Marketing History is the first collection of readings that surveys the broader field of marketing history including the key activities and practices in the marketing process With contributors from leading international scholars working in marketing history this companion provides nine country specific histories of marketing practice as well as a broad analysis of the field including the histories of advertising retailing channels of distribution product design and branding pricing strategies and consumption behavior While other collections have provided an overview of the history of marketing thought this is the first of its kind to do so from the perspective of companies industries and even whole economies The Routledge Companion to Marketing History ranges across many countries and industries engaging in substantive detail with marketing practices as they were performed in a variety of historical periods extending back to ancient times It is not to be missed by any historian or student of business

*Babies and Bosses - Reconciling Work and Family Life (Volume 1)* Australia, Denmark and the Netherlands OECD, 2002-10-24 This first OECD review of the reconciliation of work and family life looks at the challenges parents of young children confront when trying to square their work and care commitments and the implications for social and labour market trends

**Ageing and Social Policy in Australia** Allan Borowski, Sol Encel, Elizabeth Ozanne, 1997-11-17 Industrialised countries worldwide have for years been confronting the prospect of a steadily ageing population This book first published in 1997 reflects the breadth of research into gerontology and analyses the major themes and issues in the area of ageing and social policy in both an Australian context and from an international comparative perspective Topics discussed include unemployment education and housing for the aged Added to this is the contemporary influence of multiculturalism and the challenge it poses to policies and programs that must cater for a growing diversity in the ageing population A special focus is given to the situation of women and Aboriginal Australians and the specific structural disadvantages they face This book is essential reading for students and policy makers in sociology social and public policy gerontology and public health

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### **Table of Contents Marketing Trends In Australasia**

1. Understanding the eBook Marketing Trends In Australasia
  - The Rise of Digital Reading Marketing Trends In Australasia
  - Advantages of eBooks Over Traditional Books
2. Identifying Marketing Trends In Australasia
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Marketing Trends In Australasia
  - User-Friendly Interface
4. Exploring eBook Recommendations from Marketing Trends In Australasia
  - Personalized Recommendations

- Marketing Trends In Australasia User Reviews and Ratings
- Marketing Trends In Australasia and Bestseller Lists
- 5. Accessing Marketing Trends In Australasia Free and Paid eBooks
  - Marketing Trends In Australasia Public Domain eBooks
  - Marketing Trends In Australasia eBook Subscription Services
  - Marketing Trends In Australasia Budget-Friendly Options
- 6. Navigating Marketing Trends In Australasia eBook Formats
  - ePub, PDF, MOBI, and More
  - Marketing Trends In Australasia Compatibility with Devices
  - Marketing Trends In Australasia Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Marketing Trends In Australasia
  - Highlighting and Note-Taking Marketing Trends In Australasia
  - Interactive Elements Marketing Trends In Australasia
- 8. Staying Engaged with Marketing Trends In Australasia
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Marketing Trends In Australasia
- 9. Balancing eBooks and Physical Books Marketing Trends In Australasia
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Marketing Trends In Australasia
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Marketing Trends In Australasia
  - Setting Reading Goals Marketing Trends In Australasia
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Marketing Trends In Australasia
  - Fact-Checking eBook Content of Marketing Trends In Australasia

- Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
- 14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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