

Bibliometric Analysis of the Relationship Between Digital Culture and Digital Marketing (2010-2024)

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Abstract:

This study has been conducted with the major aim of comprehensively reviewing the relationship between digital culture and digital marketing through a bibliometric analysis of documents published in the Scopus database between 2010 and 2024. The analysis is based on tracking trends and developments, identifying countries and research organizations, monitoring the evolution of concepts and terms, and uncovering the most influential authors and institutions up to the present and future using R Studio and VOSviewer software tools to assess the volume and scope of published research. According to the review of 320 research papers, the relationship between digital culture and digital marketing has grown, reflecting the importance of digital technology in marketing.

The study results also included implications for technology and sustainability research, highlighting the importance of digital technology in commerce and business. Furthermore, the findings define the creation of knowledge maps for citation analysis groups and prominent publications and the analysis of current and future research trends for digital culture and digital marketing

Keywords: digital culture, digital marketing, bibliometric analysis

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I- Introduction:

Over the past two decades, the evolution of digital technology worldwide has been of significant importance, leading to a profound change in how we interact and communicate. The emergence of digital culture, a concept widely embraced, mirrors the patterns and technologies individuals and societies adopt in their daily utilization of digital technology. This cultural shift, which encompasses various aspects such as internet usage, social media engagement, smart device integration, and the utilization of diverse digital applications, is a key area of study in the fields of digital culture and digital marketing (Creeber, 2009). In the realm of marketing, digital marketing involves the strategic application of digital technology and online tools to promote products and services. It encompasses a range of tactics like search engine optimization (SEO), email marketing, digital advertising, and social media marketing. These digital tools empower organizations to effectively reach a broader audience compared to traditional marketing methods (Afrina Yasmin, Sadia Tasneem, Kaniz Fatema, 2015, p. 69)

The advent of digital transformation has catalyzed a new mindset in terms of interactions with the digital realm. This shift necessitates the acquisition of new skills, a more profound comprehension of technology, and the ability to leverage it more effectively. It fosters a dynamic environment for digital culture, enhancing individuals' and organizations' adaptability to rapidly changing global market dynamics. Digital culture extends beyond mere technological aspects ; it also encompasses social and cultural dimensions that evolve with technological advancements. For instance, widespread communication through social media has become an integral component of daily life, influencing the construction and management of social and professional networks. These social changes play a pivotal role in shaping consumer behavior and influencing digital marketing strategies (Bonnell,Victoria & Hunt,Lynn, 1999)

Despite the existing body of research in digital culture, a comprehensive understanding of the current application of digital marketing strategies in this domain and their strategic employment in the future remains necessary. This underscores the importance of conducting bibliometric analyses on integrating digital culture within digital marketing across a spectrum of published articles.

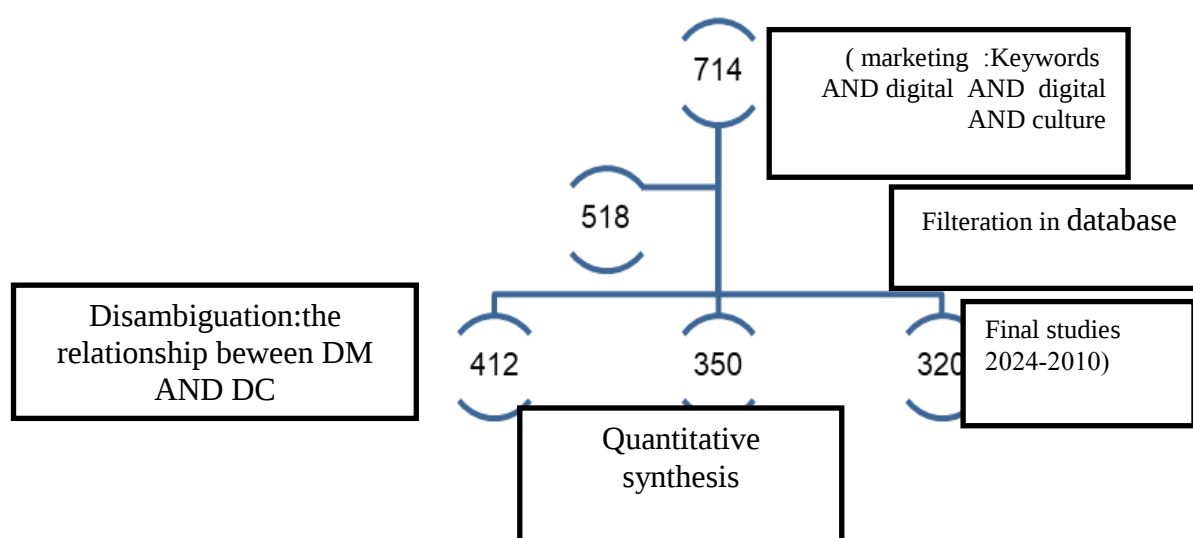
Therefore, we can address a range of relevant questions:

- ⌘ How has the scholarly output regarding digital culture and digital marketing evolved ?
- ⌘ What are the most influential articles on the Scopus platform regarding digital culture and digital marketing?
- ⌘ Who are the most influential authors and key collaborative contributors to publishing research on digital culture and digital marketing on the Scopus platform ?
- ⌘ According to the Scopus platform, which journals are preferred for research on digital culture and digital marketing?
- ⌘ Which universities and countries are at the forefront of digital culture and digital marketing publications on the Scopus platform?
- ⌘ What are the main characteristics of topic modeling evident in the published research on digital culture and digital marketing displayed on the Scopus platform?

2. Materials and methods

This scientific demarche has employed the systematic literature review (S.L.R.) method to thoroughly select and reject research articles using the PRISMA statement form.. (D. Moher et al, Jul. 2009). It has been limited to a body of literature on digital culture and digital marketing. The body of literature has been extracted from the Scopus database. (Paul J. W., 2021) As of May 24, 2024, the search results have yielded 714 research papers using the search bar keywords "marketing digital" and "digital culture." In the process, the following fields have been selected: social sciences, business, management, and accounting, as well as economics, econometrics, and finance. the results have been narrowed down to 518 articles. Articles, conference papers, conference reviews, and general English, French, and Arabic reviews have been selected. The total number of articles chosen has been 350, with a restricted range of publication years and citations from 2010 to 2024. 320 studies have been obtained for review after excluding irrelevant and duplicate literature, and Figure 1 illustrates the detailed data selection process.

Fig (1): Study stages



Source: The researcher prepared the data based on data from the Scopus database

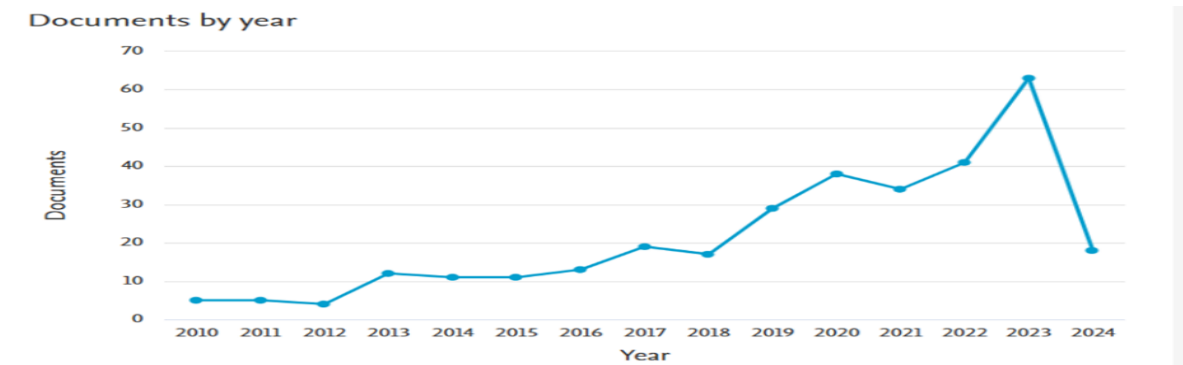
3. Presentation and Analysis of Results:

3.1 Number of Publications by Year:

To provide a better understanding of the academic field's development trend, (Elvira Ismagiloiva, 2020) shows in Figure 2 the number of publications during the specified period of study, from 2010 to 2024, which has collected publications related to our study variables in the fields of digital culture and digital marketing. Figure 2 shows a stability in the publication of research papers from 2010 to 2012 and a slight increase after 2014, with a significant increase in the number of research papers from 2020 to 2023 in Scopus databases. In 2021, which has contributed the highest number, there have been 33 research

papers, while it has been doubled to 62 research papers in 2023. There is a steady increase in the number of research papers related to digital culture and digital marketing published in the years between this period based on the graph of research papers, for example, 13 articles in 2016, 17 research papers in 2018, and an increase to 29 articles in 2019.

Fig (2): Number of Publications on Digital Culture and Digital Marketing Articles 2010-2024



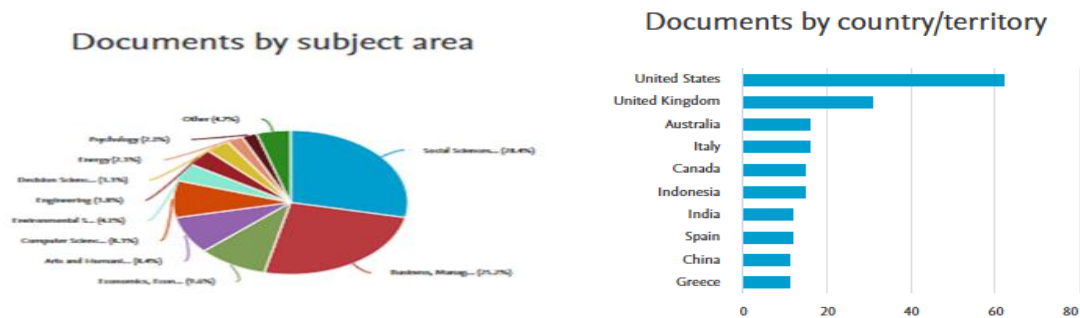
Source: Outputs from "analyse research results" on Scopus.com, accessed in May 2024

3.2 Analysis of Countries and Fields of Scientific Publishing:

Figure 3 shows the countries and fields involved in publishing. The literature includes three groups of countries with the highest number of published papers. The first group consists of the top studies in the United States with 62 articles; the second group is the United Kingdom with 31 articles; and the third group includes Australia and Italy, ranking third with 16 articles each. The fourth group includes Canada and Indonesia, each with 15 published articles. The fifth group consists of India and Spain with 12 articles, and finally, China and Greece with 11 articles each.

Regarding the classification of research fields, the fields of Social Sciences and Business, Management, and Accounting attracted the majority of papers. Social Sciences have received the highest number with 189 articles (28.4%), followed by Business, Management, and Accounting with 168 articles (25.2%), and Economics, Econometrics, and Finance with 64 articles (9.6%). The results indicate that digital culture and digital marketing represent a general trend in both developed and developing countries.

Fig (3): Countries and Key Fields of Scientific Publishing



Source: analyse research results Scopus.com, accessed in May 2024

3.3 Analysis of the Most Referenced Journals

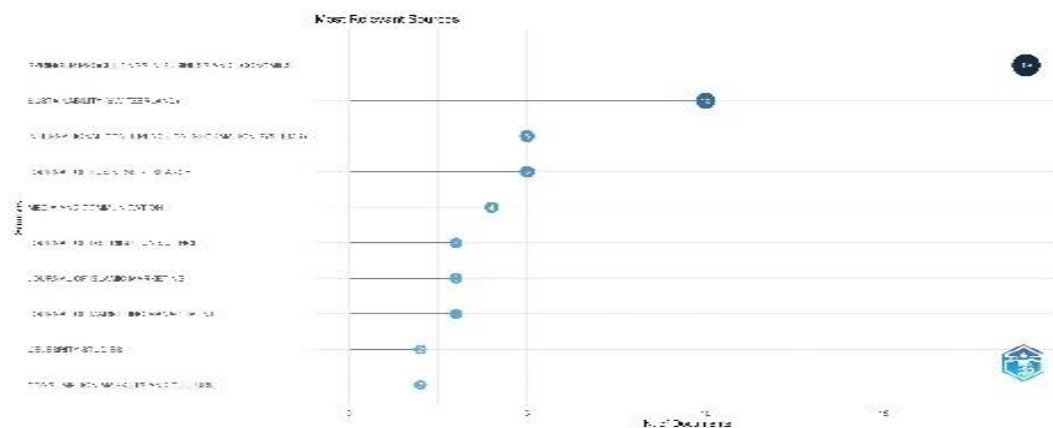
Figure 4 illustrates the distribution of published articles across a wide range of journals. The journal "Springer Proceedings in Business and Economics" demonstrates the significance of digital culture and digital marketing across various fields, contributing 19 articles. It is followed by "Sustainability" (Switzerland) with ten articles, then the "International Conference on Information Systems (ICIS 2013): Reshaping Society Through Information Systems Design" and the "Journal of Business Research," each contributing five articles. "Media and Communication" has contributed four articles. Next, the journals "Journal of Distribution Science," "Journal of Islamic Marketing," and "Journal of Marketing Management" each have contributed three articles. Finally, "Celebrity Studies" and "Consumption Markets and Culture" each have contributed two articles highlighting the importance of digital culture and digital marketing in their respective fields.

Another critical index used is Bradford's Law to analyze the leading journals and their importance in the field. This law allows researchers to identify journals that provide the most information on a particular topic, reducing search times (Bradford, 1976). (Figure 5).

Another key index, "source growth," has been also used to analyze the main journals and their importance in the field. These figures allow researchers to understand the development of these journals (see Figure 6). Journals such as "Springer Proceedings in Business and Economics" and "Sustainability" (Switzerland) show significant growth trends.

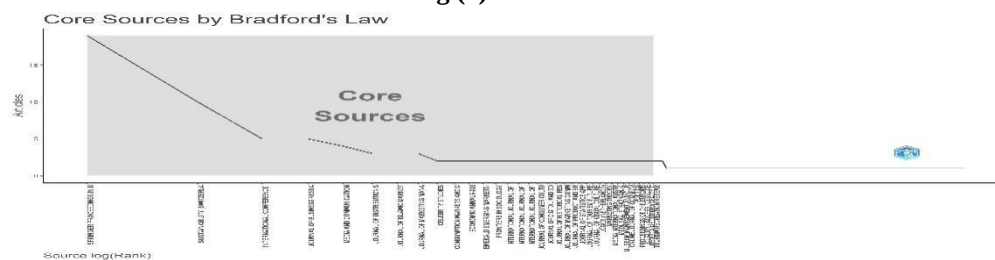
The most cited journals have been the Journal of Business Research, with 549 citations; the Journal of Islamic Marketing, with 151 citations; Sustainability (Switzerland), with 91 citations; and the International Journal of Communication, with 61 citations.

Fig (4): Top 10 Journals Producing Research on Digital Culture and Digital Marketing



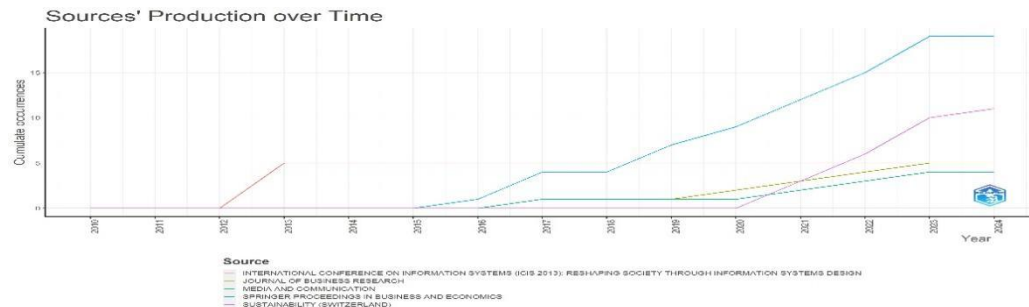
Source: Prepared by the researchers based on outputs from R Studio

Fig (5): Bradford's Law



Source: Prepared by the researchers based on outputs from R Studio

Fig (6): Source Growth



Source: Prepared by the researchers based on outputs from R Studio

3.4 Analysis of the Most Referenced Universities

Figure 7 shows publication trends across universities. Research on digital culture and digital marketing comes from three geographical regions centered in Europe, the United States, and Asia. Dominating these regions are Università della Svizzera Italiana, Università Cattolica del Sacro Cuore, and the University of Melbourne, each has contributing 3 articles. They are followed by Chiang Mai University in Thailand, Karlstad University in Sweden, HEC Montréal in Canada, Universidad de Málaga in Spain, The New School in New York, and NC State University in the United States, each contributing 2 articles.

Fig (7): Top 10 Universities Producing Research on Digital Culture and Digital Marketing



Source: Prepared by the researchers based on outputs from R Studio

3.4 Analysis of the Top 10 Most Published and Cited Authors

Table 1 presents a list of prominent authors based on the number of published articles, total citations, and citation indices such as the h-index and g-index. NORIS A tops this list with three published articles. Other researchers, such as Cantonsi L., Kalbaska N., Noble TH, and Mishra A., have shown interest in digital culture and digital marketing by publishing two articles. We evaluate each author's impact using total citations (TC), number of published articles (NP), years of publication (PY_start), and citation indices g and h. NORIS A stands out with an h-index of 3 and a total of 68 citations (TC), while CANTONI L has an h-index of 2 with the same number of citations (68 TC). As shown in Table 1, citation records and the h-index can be independent. Research on a specific topic can have a significant impact, even if it receives fewer citations.

Tab(1):Top 10 Most Published and Cited Authors in Digital Culture and Digital Marketing

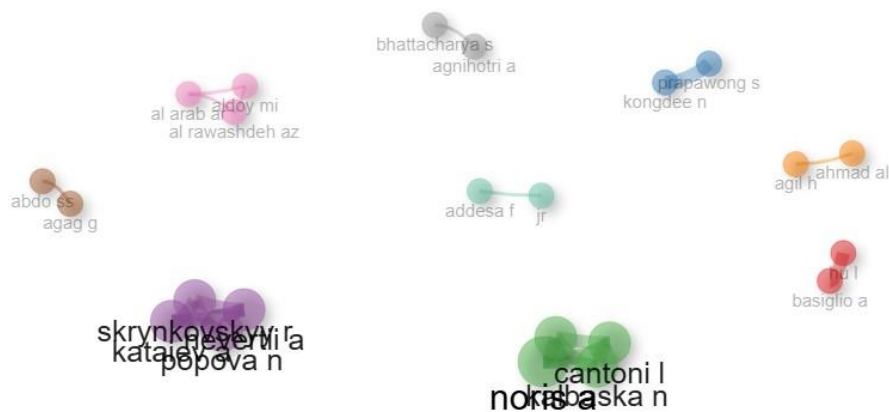
Author	h index	g_index	m_index	TC	NP	PY_start
NORIS A	2	3	0,5	68	3	2021
CANTONI L	2	2	0,5	68	2	2021
KALBASKA N	2	2	0,5	68	2	2021
NOBILE TH	2	2	0,5	68	2	2021
MISHRA A	2	2	0,286	63	2	2018
PUTRA AHPK	2	2	0,333	50	2	2019
ABAZOV R	1	1	0,2	45	1	2020
NEVERTII a	2	2	0,333	25	2	2019
POPOVA N	2	2	0,333	25	2	2019
KATAIEV A	2	2	0,333	25	2	2019

Source: Prepared by the researchers based on outputs from R Studio

3.5 Collaboration Network of Authors

Figure 8 illustrates the collaboration among authors, showing 9 groups in different colors, indicating the presence of several research teams working together. This is evident from the size of the circles, which reflect the overall collaboration relationships between authors. Additionally, the lines connecting the authors and their proximity indicate the strength of the connections. These groupings provide insights into the key authors who may have a significant impact in this field, either through fostering collaboration among other researchers or through their own academic influence (Lutfi, 2021)

Fig (8): Collaboration Network of Authors



Source: Prepared by the researchers using biblioshiny based on data from Scopus

4. Analysis of Topic Modeling

Topic modeling is a technique for summarizing subjects where research is distributed into topics, grouping works, and organizing their relevant frequencies in a structured manner to find correlations between terms and research. Given the complexity of processing and analyzing current information, topic modeling is a valuable tool for identifying, classifying, and revealing a large number of latent topics using machine learning algorithms (Moro, 2019). Topic modeling was adopted to summarize results through significant terms into a few topics by intensifying co-occurrence and deducing prominent trends in the field, helping to uncover gaps (Mustak, 2021) in research on digital culture and digital marketing. Topic modeling has been performed on 320 articles using biblioshiny R and VOSviewer. This aspect can be addressed through a word cloud, a co-occurrence network visualization map, a tree field chart, and thematic mapping techniques.

4.1 Word Cloud Technique

The word cloud technique is an essential tool for analyzing and summarizing content in bibliometric analysis, identifying key distinctive words in the research field. This technique involves extracting words from texts and documents, displaying them in sizes proportional to their frequency in the text, making it easier to distinguish the most prominent and interesting words. A visual representation is used to show the different appearances and arrangements of words, facilitating the understanding of patterns and correlations in published research (ATENSTAEDT, 2017). Below is the presentation of Figure 9, which represents the word cloud for the studied research.

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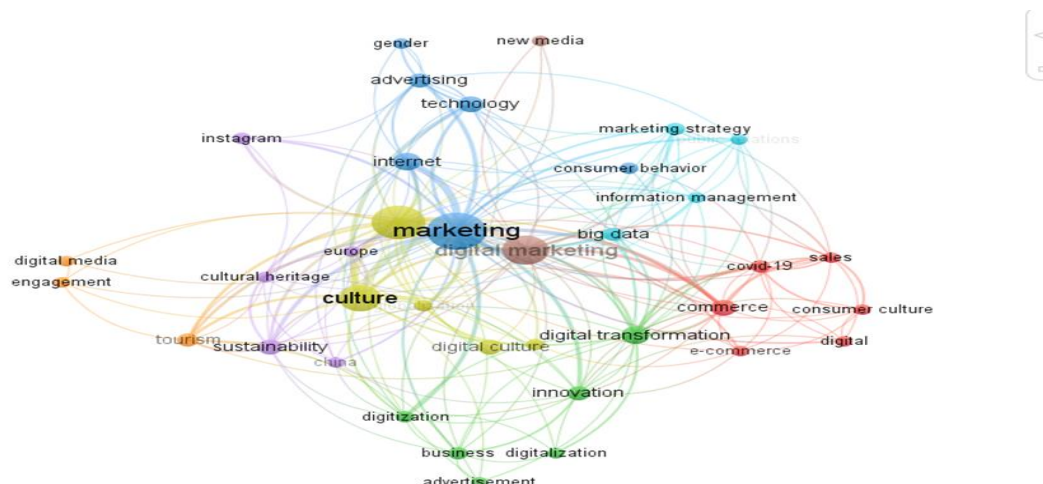
Figure 10's keyword-based word cloud shows dominant phrases in the study landscape. Research field phrases often give a synopsis of the most critical areas of focus and the most popular methods used, shedding light on the breadth and depth of the studies considered. (Ionescu, 2024, p. 28)) The most notable terms are as follows:

- Other significant and recurring terms include "commerce and e-commerce," sales, consumer behavior, and "sustainability." The prevalence of the term "marketing" is particularly noteworthy, as it reflects the focus of many researchers on understanding the relationship between digital culture and marketing in general and its various types. This emphasis on marketing provides a clear picture of the main research trends. The term "commerce" underscores the outcomes of technology applications in e-commerce. These terms frequently appear due to the intertwined relationship between digital culture and digital marketing, providing a glimpse into ongoing research on the interaction between the two variables.

The treemap technique, chosen for its high-quality representation, has been used to create a network of keyword co-occurrence and visualize the density (Sinkovics, 2016). This analysis of the frequency of keywords is central as it not only shows trending research topics and directions in the field (Xu, 2021) but also provides intriguing insights. The results of the tree map show the frequency of keywords generating 47 keyword, as shown in Figure 11, which are divided into groups with different colors. The analysis of the high-frequency keyword map is summarized in Table 2, indicating the number of occurrences of the most important keywords.

Words	Occurrences
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Fig (11): Visualization Map of the Co-occurrence Network of Keyword



Source: VOS Viewer outputs

As shown in Figure 1, 8 main groups have been created and displayed with different colors. These are detailed in Table 3.

Tab (3): Research Trends Revealed by Key Terms

The eighth group - Brown color	The seventh group - Orange color	The sixth group - Light blue color	The fifth group - Purple color	The fourth group - Yellow color	The third group - Blue color	The second group - Green color	The first group - Red color
<u>Digital marketing</u>	<u>Digital media</u>	<u>Big data</u>	<u>China</u>	<u>Consumer behavior</u>	<u>Advertising</u>	<u>Advertisement</u>	<u>Commerce</u>
<u>New media</u>	<u>Engagement</u>	<u>Information Management</u>	<u>Culture heritage</u>	<u>Culture</u>	<u>Consumer behavior</u>	<u>Businesses</u>	<u>Consumer culture</u>
	<u>Tourism</u>	<u>Marketing strategy</u>	<u>Europe</u>	<u>Digital culture</u>	<u>Gender</u>	<u>Digitalization</u>	<u>Covid19</u>
		<u>Public relation</u>	<u>Instagram</u>	<u>Globalisation</u>	<u>Internet</u>	<u>Innovation</u>	<u>e-commerce</u>
			<u>Sustainability</u>	<u>Social media</u>	<u>Marketing</u>	<u>Digital transformation</u>	<u>Sales</u>
					<u>Technology</u>	<u>Digitization</u>	<u>Digital</u>

Source: Based on the outputs from VOSviewer software

4-4- Density Mapping of Keywords:

Figure 13 illustrates the density mapping that reveals and visualizes the prevalent words and concepts in the density analysis map. The results indicate that the articles reviewed focus on general and digital marketing, with a notable concentration on cultural topics. The analysis resulted in several dense areas spread across the research map, indicating the prevalence and distribution of keywords such as innovation, digital culture, digitalization, and digital business. On the bottom of the map, keywords like innovation, digital culture, digitalization, and digital business appear. Keywords such as sales, trade, business culture, and e-commerce appear on the right side of the map. words like digital media and tourism are found on the left side of the map. At the top of the map, there has been an apparent spread of words, and an apparent density of words like internet, technology, and advertising has been found. The focus of the research has been scattered between 2010 and 2024, and "marketing in general, digital marketing, and culture" have been central to the research in the studies.

Fig (12): Density Mapping of Keyword



Source: outputs from VOSviewer software.

4-5 The Tree Field Plot

Figure (14) is a wireframe plot of significant importance, as it vividly illustrates the intricate relationship between authors (AU), references (CR), and critical terms or disciplines (DE). This visualization is a powerful tool for understanding how academic research in a specific field interconnects over time across various disciplines. It effectively reveals the relationship between previous and current research, thereby highlighting the main research areas around these studies (Radu C. , Ciocoiu, Veith, & et Dobrea, 2024)

The left column displays references (CR), including a collection of research papers and articles cited in the studies. This list encompasses research papers, books, and prominent articles in multiple fields. For example, Belk R.W. discussed "Extended self in a digital world," examining self-expansion in the digital realm. Authors Harrigan P, Evers U,

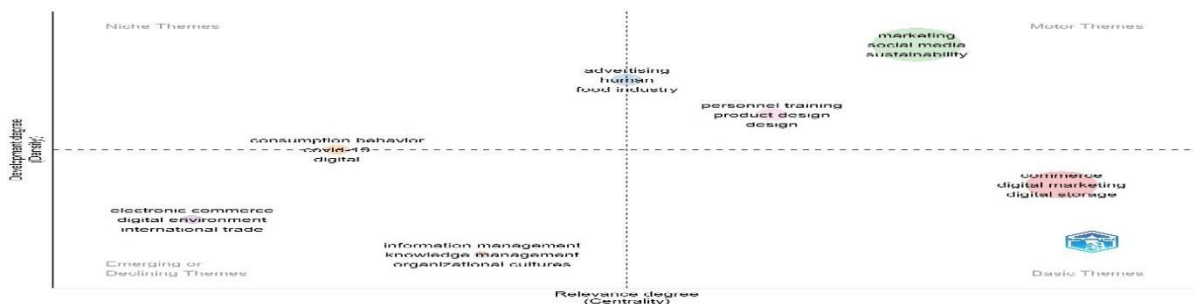
mutual connection. The 'Fast Greedy' algorithm, a key determinant, affects the number and method of grouping in the four areas of the thematic map (Vanhala, 2020).

The map contains seven thematic groups based on density and centrality. Each of these groups consists of several main topics (Figure 15). The results show that in the bottom quadrant containing "Key Topics," there are two well-organized and essential groups for the research field: digital marketing, information management, knowledge management, and organizational culture, focusing on integrating and embedding digital culture with digital marketing.

The upper part of the map contains topics related to marketing (advertising, product design), social media, and personal training. The dividing line between the lower and upper parts on the left features a group focused on consumer behavior, digitalization, and COVID-related topics. Additionally, the map demonstrated increasing interest in marketing in general through the frequent appearance of terms like "consumer behavior," "advertising," and "product design."

The core topics of the research field have been less developed and dominated by marketing-related terms, while the second focused on applying culture in the enterprise. Notably, topics associated with keywords such as information management, knowledge management, and organizational culture have been emerging, less developed, and marginal compared to digital domains, but their relevance is growing.

Fig (14): Thematic Map



Source: BiblioshinyR Program Outputs

5- Discussion and Interpretation of Results

The study's findings have shed light on how digital marketing and culture interact. The digital culture and digital marketing field have undergone bibliometric investigations on geographical distribution, citations and collaboration, and chronological progression. The current state of research has been examined, how it has evolved, trends and variations over time, variety in the field, journals' interdisciplinary nature, the dominance of certain nations, and regional collaboration regarding scientific output. This section presents a discussion and analysis of the findings.

- Regarding the temporal development of research, the results reveal a significant increase in scientific output, especially after 2018. The peak in the years 2020-2023 indicates a surge in interest in the topic. However, there have been periods of fluctuations, raising questions about the influencing factors, which could include potential reasons such as technological advancements, global events, or shifts in research focus.
- In terms of research field classification, there has been a dominance of social sciences, business, management, and accounting. This reflects the importance of studying human interactions and behaviors in educational and work environments. The focus on these fields underscores the need for a better understanding of how to enhance academic engagement and its impact on academic and administrative performance. Regarding countries, the results indicate a significant focus on research in English-speaking countries, demonstrating the academic and cultural dominance of these countries in publishing research. The United States has ranked first as the main hub, with interest in the topic in both developed and developing countries, highlighting a global shift towards digitization. This underscores the importance of keeping up with technological developments worldwide and the need to update curricula and academic research to align with modern digital trends.
- Concerning the most referenced journals, certain journals have stood out in the top positions, such as *Springer Proceedings in Business and Economics*, covering various topics in business and economics, reflecting the intersection of these fields with digital technologies. The prominence of *Sustainability (Switzerland)* indicates the growing interest in sustainability issues and how to integrate them with digital culture and digital marketing. Additionally, the *International Conference on Information Systems (ICIS 2013)* and the *Journal of Business Research* highlight their roles in publishing research on the design of information systems and their impact on society and business. *Media and Communication* reflects the role of media and communication in studying digital culture.
- Bradford's law has helped identify the most important journals providing the most information on the topic. The growth of sources also demonstrated this, with key journals such as *Springer Proceedings in Business and Economics* and *Sustainability (Switzerland)* trending towards continuous growth. This indicates the increasing interest in research in these fields. The *Journal of Business Research* has been the most cited, confirming its significant impact on the fields of business and marketing, making it a primary source for researchers.
- Among the most publishing universities, *Università della Svizzera Italiana*, *Cattolica del Sacro Cuore Università*, and *University of Melbourne* have been ranked first. This shows that research on digital culture and digital marketing is widespread across the world, particularly concentrated in Europe, North America, and Asia. This geographic diversity of research and global interest in the topic plays a significant role in producing research in this field. Regarding authors, several prominent researchers in the study field have been noted, with *NORIS A* leading with a high citation index. The influence of these researchers can help guide future research and develop the field of digital culture and digital marketing. There has

been also diversity and plurality in research and subfields among the authors, resulting in two main groups of influential authors based on the size of their circles and the number of connections they have with others. The first group includes *Cantani I*, *Kalbaska N*, *Nobile*, and the second group includes *Kataiva*, *Popova*, *Skrynkovsky*, making them leaders in their field and enhancing their role in shaping and directing future research.

- The word cloud results indicate a wide interest in understanding the relationship between digital culture and digital marketing and how to apply technology in e-commerce. Key terms dominate the research field, such as marketing, which includes subterms like "social media," "advertising," "sales," and "digital marketing." The frequent occurrence of these words suggests a significant focus on studying marketing strategies and the impact of digital technology on it. The term culture includes other subterms like "internet," "innovation," and "personal training," indicating a trend towards studying the impact of digital culture on various aspects of life and social interaction. The terms trade and e-commerce point to the interest in how to apply technology to improve business processes.
- In the co-occurrence map and network, the most frequent terms relate to marketing, social media, trade, sustainability, and culture. This indicates a focus on these topics in published research, highlighting the interest in understanding how to use social media platforms to enhance marketing strategies, the impact of technology on trade, researchers' tendency towards sustainability in business, and the effect of digital technology on culture and social behavior.
- The density map visualization of words showed a diverse research focus between 2010 and 2024, with a notable focus on digital marketing and culture. The topic maps technique revealed that digital marketing and digital culture are the main focuses of current research, with increasing interest in marketing in general and consumer behavior. The published research indicates ongoing interest in the topic with branching into other topics such as innovation, e-commerce, and consumer behavior. These trends highlight recent technological developments and their impact on marketing and culture, with a sustained interest in understanding consumer interactions and applying technology in various businesses.

6- Conclusion :

This research Has shed light on the relationship between digital culture and digital marketing through bibliometric analyses, confirming the significant increase in interest and activity in these fields and the various published research. This comprehensive approach has revealed temporal trends and sustainability of impact, demonstrating the applicability of bibliometric analysis and topic modeling in analyzing business research and the multidisciplinary nature of concerned journals, as well as the dominance of specific countries and regional cooperation in scientific production, by reviewing 320 articles published between 2010 and May 2024.

6-1 Study Results :

The following conclusions have been through this research :

- Researchers continue to increase the number of publications per year, researchers continuously increase the number of publications in the fields of digital culture and digital marketing, reflecting the ongoing development in the research field and indicating the continuity and strength of interest in related topics.
- The findings highlight the profound impact of specific research on digital culture and digital marketing. *NORIS A*, the most influential and highest-ranked among all researchers, has contributed three research papers, followed by *Cantoni L* and *Kalbaska N*, each contributing two. This underscores that research on a specific topic or sector can have a more significant impact, inspiring further exploration and innovation. It was noted that prominent economic, business, communication, and sustainability journals substantially influence this study's analysis of papers published in Scopus journals regarding the relationship between digital culture and digital marketing.
- Topic modeling has shown that from 2010 to 2024, attention deepened on topics such as marketing, digital marketing, culture, trade, e-commerce, consumer behavior, and digital technologies. These topics have remained at the forefront of research interests. Digital culture and marketing issues maintained their position as prominent research topics during this period.

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