

A Bibliometric Analysis of the First 25 Years of the Journal of Business-to-Business Marketing

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Purpose: As part of the recognition of the 25th anniversary of the Journal of Business-to-Business Marketing (JBBM), this paper presents an overview of the JBBM through a bibliometric analysis (BA) of its content from 1992 to 2016. The analysis focuses on the most cited articles and authors, h-index, publications per year, among others that typically are conducted for BAs.

Design/Methodology/Approach: This paper begins with an introduction to the JBBM, showing its characteristics, its history as well as the editorial development and subsequent journal positioning. This information is followed by an analysis based on bibliometric methodology (BM) which considers the h-index, total citations (TCs), total papers (TPs), TC/TP ratio and other similar measures. To display this information, investigation was done to determine the most cited journals, articles, authors, universities and countries, ergo with the greatest incidence within JBBM. Analyzed