

Mapping retailing research with bibliometric indicators

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Our study aims to give a global perspective regarding scientific research on retailing for the 1990-2014 period. The research shows a knowledge-domain-map that identifies the collaboration networks between authors and the links between journals. This was conducted through a bibliometric study that can be viewed with Visualization of similarities (VOS) viewer software. The results show that the Journal of Retailing and Management Science is the current leader in the field. In addition, Morgan and Hunt's (1994) article in the Journal of Marketing is the most cited source to date.