

# Fifty years of the European Journal of Marketing: a bibliometric analysis

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© 2018, Emerald Publishing Limited. Purpose: The European Journal of Marketing was created in 1967. In 2017, the journal celebrates its 50th anniversary. Therefore, the purpose of this study is to present a bibliometric overview of the leading trends of the journal during this period.

Design/methodology/approach: This work uses the Scopus database to analyse the most productive authors, institutions and countries, as well as the most cited papers and the citing articles. The investigation uses bibliometric indicators to represent the bibliographic data, including the total number of publications and citations between 1967 and 2017. Additionally, the article also develops a graphical visualization of the bibliographic material by using the visualization of similarities viewer software to map journals, keywords and institutions with bibliographic coupling and co-citation analysis. Findings: British authors and institutions are the most productive in the journal, although Australians? are