

# Marketing Themes and Topic: A Content Analysis of the Articles Published in the Top Marketing Journals from 2015 to 2020

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## ABSTRACT

The purpose of this study is to investigate the most important themes and topics in the marketing field in the top of three published marketing journals: *Journal of Marketing Research*, *Marketing Science*, and *Journal of Marketing*, between 2015–2020, in order to identifying the marketing researchers' interest and topics in each theme.

With a reviewing a number of (1027) published articles in the selected articles between 2015 - 2020, the study found that the *Journal of Marketing Research* has got a share of 40% (420 articles) of the total published articles compared to 31% (318 articles) for the *Marketing Science Journal*, and 29% (289 articles) for the *Journal of Marketing*.

The study resulted that the E- Marketing, advertising, consumer behavior, product development and pricing themes have got a share of 35% (363 articles) of the total published articles of those three journals (1027) published articles.

E-Marketing has got the highest interest of the three top journals interest with a total of 97 published articles. Then advertising theme has got the second interest with 81 published articles each, and finally, consumer behavior and product development themes have got around 60 published articles.

However, the study showed that green marketing and international marketing themes had very week interest in the three journals with a total of five articles published in the selected journals between 2015–2020.

**Keywords:** analysis, articles, content, content analysis approach, marketing, marketing journals, research, themes, topics, trend.

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## I. INTRODUCTION

The huge number of new articles published daily in tens of marketing journals makes the marketing researchers necessary to filter out unimportant ones and detect groundbreaking new articles that bring new trends.

In discussing fruitful directions for future marketing research, it is important to study the nature of developments of basic research in marketing over the past years in order to develop the system that involves methodologies, databases, analytical and conceptual frameworks for further marketing development. The tremendous growth of marketing data has had a major impact on marketing practice by providing information about particular issues, however, the long run it is the development of a knowledge base that will yield the greatest returns to the investment made in marketing science [1].

The trends of marketing research are changing rapidly with the change of today business and economic environment so, it is very necessary for the marketing researchers to have a continuous overall content analysis of the published articles

on the top marketing journals by following up the chain of marketing development in theory and practice, and the interrelationship between them in order to recognize what is going on in the marketing field concerning the business and economic world [2].

Diversity among research designs contributes to the understanding of marketing phenomena and the development of marketing theories and studies. Variety in research strategies, metrics, and methods introduces the chance to marketing researchers to qualify and improve theoretical relationships and to refine marketing theory. It is important for marketing researchers to examine trends in the research strategies, metrics, and methods employed in marketing research in order to present a conceptual framework that underscores benefits and limitations inherent to alternative research design [3].

The reviewing of marketing articles presents how marketing research has unfolded and developed over the last years, therefore it would be tempting and intellectually interesting to review the literature which intends to explore the main research themes and trends in the marketing field. It

is highly important for marketing academics and researchers reviewing the marketing articles to know which marketing themes are most likely to be the winners and losers in terms of publication potential, significance, and academic standing, and the major trends in the future direction [4].

The current study reviewed the articles that been published in three top marketing journals which are: Journal of Marketing Research, Marketing Science, and Journal of Marketing. The study is an extension of previous research done by [2] who studied the themes and topics of marketing research by analyzing the articles published in the same three journals between 2010 and 2014.

The current study is important to marketing academics and researchers to get awareness to what are the major themes of marketing were focused on by the marketing researchers during the period of 2015-2020 in the top marketing journals in order to have a clear statement of the most important topics as well as neglected topics that marketing authors focused on during these years which may unveil the required marketing themes and topics that must be studied for future research.

The current study aimed to analyze articles that been published in the top three marketing journals to figure out what the major marketing topics were focused on by marketing researchers during the period between 2015 to 2020 for three reasons:

- The result of the study will be measured with the previous two studies that been done by [1] who investigated the themes and topics in the same selected three marketing journals from 2010 to 2014 and [4] who did a study that focused on marketing research themes and trends between 2000 and 2009.
- It gives marketing researchers a view of the trends marketing topics and which topics get more interest.
- A chance for marketing researchers to be focused more on these neglected marketing topics .

This study tried to answer questions that regarding what and how many topics were published in three top marketing journals by introducing the main topics that the researchers have given the interest in during the period from 2015 to 2020?

## II. PREVIOUS STUDY

Back in 1994, Bush and Grant did the first study that analyzed 358 articles published in four marketing journals between 1980-1992 with 18 themes. The paper was analyzed to identify the direction in which researchers are interesting in the field of force management [5].

In 2008, Dahlstorm *et al* examined presented diversity as a procedure to examine the likelihood that research in marketing contributes to the practice and theory by reviewing around 844 marketing articles that were published in two-period times between 1986 and 1990, and between 1996 and 2000 in two marketing journals: Journal of Marketing and Journal of Marketing research. The study showed the diversity were week among strategies, measures, and methods employed in marketing research [3].

Later on, 2010, Yadav investigated the articles published over 30 years between 1978 and 2007 in four marketing journals: Journal of Marketing Research, Journal of

Consumer Research, Marketing Science, and Journal of the Academy of Marketing Science. The researcher indicated that conceptual articles in marketing journals are sharply decreasing especially in the Journal of Marketing (JM) [6].

Collesei *et al* analyzed 250 articles published between 2007 and 2009 from three marketing journals (Marketing Science, Journal of Marketing, European Journal of Marketing). The Study identified 12 marketing themes which are: branding, retail and distribution, consumer behavior, marketing research, sales, Internet, marketing strategy, communication, customer satisfaction, product services [7].

Haji-Basri did a study that been focusing on marketing themes and trends. The purpose of the study was to identify the marketing themes by analyzing a number of 1322 research published in three marketing journals: The Journal of Marketing, Marketing Science Journal, and Journal of Marketing Research in a period of nine years between 2000 and 2009. The study used the content analysis method and classified the marketing themes into 21 themes: consumer behavior, management and planning, pricing, marketing function and strategy, new product development, branding, electronic marketing and information technology, research methodology, theory and philosophy of science, advertising, sales (promotion/management), distribution, customer satisfaction; legal, political, and economic issues; ethics and social responsibility, services, loyalty, value creation, retailing, international and comparative. The study resulted that consumer behavior, management, and planning, pricing, market function/strategy, and new product development were the most popular research themes within these year [4].

Hamid Salih investigated the themes of marketing in articles published in three marketing journals: Journal of Marketing Research, Marketing Science journal, and Journal of Marketing from 2010 to 2014 in order to identifying the researchers' interests and topics in each theme. The study noted that the Journal of Marketing Research has got a share of 39% of the total published articles and 35% for the Marketing Science journal, and 26% for the Journal of Marketing .By analyzing a total of 22 marketing themes, the study showed that extensive interest has been given to consumer behavior at 22%, e-marketing at 10%, advertising at 7%, promotion and pricing at 7% each, product development at 5%, and marketing management at 4% [2].

Pe ´rez-Villarreal *et al* analyzed a number of 1169 articles that been published in two main marketing journals: Journal of Marketing Research and the Journal of Marketing for a period of nine years from the year of 2005 to 2014 .The article used statistical methods to find out the most relevant themes of these two journals as well as the most influential articles. With a number of 24 themes that been used in the study, the study found that topics been focusing on consumers and customers are the main topics of these marketing research journals, which underlines the increasing attention in consumers and consumer behavior [6].

To conclude a list for research theme the previous similar studies were reviewed as shown in Table I.

TABLE I: SUMMARY OF SIMILAR PREVIOUS STUDIES

Sir	Study	The Year	Time Period	Number of themes	Number of covered articles	Articles covered	Major Finding
1	Bush and Grant [5]	1994	1980-1992	18	4	358	More rigorous and scientific research on sales field.
2	Dahlstorm <i>et al.</i> [3]	2008	1986-1990 1996-2000	12	2	884	the diversity among strategies, measures, and methods employed were limited.
3	Collesei <i>et al.</i> , [7]	2010	2007-2009	12	250	250	-
4	Yadav [6]	2010	1978-2007	22	4	-	Conceptual articles in marketing journals are sharply decreasing especially in the Journal of Marketing.
5	Myongjee <i>et al</i> [8]	2011	2000-2009	18	4	570	Decrease in conceptual articles. High percentage of conceptual articles on management, planning, and strategy.
6	Haji-Basri [4]	2012	2000-2009	21	3	1322	Consumer behavior, management, and planning, pricing, market function/strategy, and new product development were the five most popular research themes within these years.
7	Abdel Hamid, [2]	2016	2010-2014	22	3	-	Journal of Marketing Research has got a share of 39% compared to 35% for the Marketing Science journal, and 26% for the Journal of Marketing. Extensive interest has been given to consumer behavior at 22.
8	Barahona, Igor, <i>et al</i> [9]	2018	2005-2014	24	2	1069	Consumers and customers topics are the main topics of these marketing research journals. There is increasing attention in consumers and consumer behavior.

### III. METHODOLOGY

The current study is an extension of previous study done by Abdel Hamid [2] who studied the marketing themes and topics between 2010 and 2014 in the same selected three marketing journals. The main data of the current study were relied on the three top marketing journals: Journal of Marketing, Journal of Marketing Research, and Marketing Science that have been published between the years of 2015 to 2020. The study used the content analysis approach to investigate the topics of marketing in the selected marketing journals.

The current study was depended on the selected published articles by browsing the title, abstract and keywords of each article to identify the article topic in order to figure out which theme should the topic be included. The marketing topics in the study was classified into 25 themes which are near the classification of Abdel Hamid [1] and Haji-Basri [4]. The 25 themes that been used in the current study were: consumer behavior, E-Marketing, Advertising, Branding, Research methods, Promotion, Pricing, Product Development, Marketing Management, Sales Management, Retailing, Channels of Distribution, Value Creation, Customer Satisfaction, Service Quality, Competitive Analysis, Customer Relationship, International Marketing, Social Responsibility, Customer Loyalty, Green Marketing, Consumer Performance, Marketing communication and Marketing Ethics. The study used classification "others" as a theme number 25 to be named to the topics that are not related to the previous themes.

The study counted the rates of each theme in the three journals by identifying the topics in each theme and presented the results in four parts .

1. The overall numbers of the journal's publications in each theme (Table II).

2. The overall percentage of the journal's share of publications in each theme (Table III).

3. Compared to the current study result with previous studies, especially the studies that been don by Abdel Hamid [2] and Haji-Basri [4] (Table IV and Table V).

4. The study finally has set a table that presented the main marketing topics that been published in the articles in each theme which give the marketing researchers to have a quick knowledge on the main marketing topics that have been investigated more or less in order to be as a base for future research (Table VI).

### IV. DISCUSSION

Table II represents the number of 25 majors marketing themes that have been focused on the three Marketing Journals between 2015 and 2020. And Table III shows the percentage of articles that have been written in each theme.

The Table I and Table II show Some important findings as follows :

1. Firstly, between 2015 to 2020, a number of 709 articles have been published in the three marketing journals. The Journal of Marketing got the lowest share of the total articles that have been published between 2015 and 2020 at a percentage of 29% (289 articles), then, the journal of Marketing Science at 31%, (318 articles) and the Journal of Marketing research got the highest share at 40%. (420 articles).

2. In general, **comparing between the three journals**, journal of marketing research has got more attention in E-Marketing, consumer behavior, customer relationship and sales management with a number of (117) articles which represent 28% form the all publish articles in the same journal. The researchers in the journal of marketing science have got more attention in E- Marketing, advertising and pricing with a number of (105) articles which represent 33% form the all publish articles in the same journal. However, journal of marketing has got more attention in E- Marketing,

product development, branding, customer relationship and marketing management with a number of (115) articles which represent 39% form all publish articles in the same journal.

TABLE II: THE NUMBER OF MARKETING THEMES THAT BEEN FOCUSED IN THE THREE MARKETING JOURNALS

Ser	Themes	Journal of Marketing	Journal of Marketing Science	Journal of Marketing Research	Total
1	E-Marketing	26	39	32	97
2	Advertising	13	41	27	81
3	Product Development	23	20	24	67
4	Consumer Behavior	11	8	41	60
5	Pricing	11	25	22	58
6	Research Methods	14	15	20	49
7	Branding	22	11	16	49
8	Customer Relationship	23	12	5	40
9	Sales Management	12	5	21	38
10	Promotion	4	10	23	37
11	Consumer Performance	2	9	24	35
12	Competitive Analysis	7	17	10	34
13	Marketing Management	21	6	6	33
14	Social Responsibility	9	6	5	20
15	Customer Satisfaction	14	2	1	17
16	Channels of Distribution	5	10	2	17
17	Retailing	3	5	5	13
18	Value Creation	1	2	0	3
19	Service Quality	4	1	5	10
20	Customer Loyalty	4	2	4	10
21	Marketing Ethics	4	5	1	10
22	Marketing Communication	3	0	3	6
23	Green Marketing	3	0	2	5
24	International Marketing	0	0	0	0
25	Others	50	67	121	238
-	Total	289	318	420	1027

TABLE III: OVERALL PERCENTAGES OF MARKETING THEMES THAT BEEN FOCUSED IN THE THREE MARKETING JOURNALS

Ser	Themes	Journal of Marketing	Journal of Marketing Science	Journal of Marketing Research	Total
1	E-Marketing	26%	40%	34%	9%
2	Advertising	16%	51%	33%	8%
3	Product Development	34%	30%	36%	6%
4	Consumer Behavior	18%	13%	69%	6%
5	Pricing	19%	43%	38%	6%
6	Research Methods	28%	31%	41%	5%
7	Branding	45%	22%	33%	4%
8	Customer Relationship	57%	30%	13%	4%
9	Sales Management	32%	13%	55%	4%
10	Promotion	11%	27%	62%	4%
11	Consumer Performance	6%	26%	68%	3%
12	Competitive Analysis	21%	50%	29%	3%
13	Marketing Management	63%	18%	19%	3%
14	Social Responsibility	45%	30%	25%	2%
15	Customer Satisfaction	83%	12%	5%	2%
16	Channels of Distribution	29%	59%	12%	2%
17	Retailing	23%	39%	38%	1%
18	Value Creation	33%	67%	0%	1%
19	Service Quality	40%	10%	50%	1%
20	Customer Loyalty	40%	20%	40%	1%
21	Marketing Ethics	40%	50%	10%	1%
22	Marketing Communication	50%	0%	50%	1%
23	Green Marketing	60%	0%	40%	0.5%
24	International Marketing	0%	0%	100%	0.5%
25	Others	21%	28%	51%	23%
-	Total	29%	31%	40%	100%

TABLE IV: COMPARISON BETWEEN HAJI-BASRI [3], HAMID SALIH [1] AND THE CURRENT STUDY

Ser	Study	Time Period	Number of themes	Number of covered articles
1	Haji-Basri [4]	2000-2009	21	3
2	Hamid Salih [2]	2010-2014	22	3
3	Current Study	2015-2020	25	3

TABLE V: THE TOP THREE THEMES COMPARISON BETWEEN HAJI-BASRI [3], HAMID SALIH [1] AND THE CURRENT STUDY

The Rank	Haji-Basri [3]	Abdel Hamid [1]	Current Study
1	Consumer Behavior	Consumer Behavior	Advertising
2	Management and planning	E-Marketing	E-Marketing and Customer Relationship Product
3	Pricing	Advertising	Development and Pricing

3. **E- Marketing** theme has got the highest percentage of researchers' attention, which representing 9% of the marketing articles on all the marketing themes. In details, the researchers in journal of Marketing Science were interested more in the E- Marketing topic with 40%, then the Journal of Marketing Research's share 34%, while the journal of Marketing Science accounted for 26%. E-Marketing can be viewed as a new philosophy in the last years that change the modern organization practice to be involved with the marketing of goods, services, information and ideas via the Internet and other electronic means (digital technologies) [10].

4. **Advertising** theme represented for 8% of all the published articles in the three marketing journals. In details, the Marketing Science journal has got the highest percentage which accounted for 51% of the published articles, and 33% in the Journal of Marketing Research and 16% in the Journal of Marketing.

5. Research on the **consumer behavior** was the fourth interesting theme with 6% of all the articles published in the three marketing journals. The theme has got high concentration from The Journal of Marketing Research at 69% of the published articles, then comes journal of Marketing with a little share at 18%, and the Journal of Marketing Science at 13% .

6. **Pricing** articles represented 6% of all the published articles in the three journals. The Journal of Marketing has had the highest share at 43%, then, the Journal of Marketing Research and the journal of Marketing Science have got similar attention with around 40%, and the Journal of Marketing was a little attention on the theme with only 19% .

7. The articles that were interested in **research methods** theme represented for 5% of published articles in the three journals. The Journal of Marketing Research has the largest percentage of 41%, then comes the Journal of Marketing Science at 31%, and finally the Journal of Marketing at 28% .

8. **Branding, Customer relationship, sales management and promotion** themes have been paid a similarity balanced attention for 5% of published articles in the three journals. The articles on these themes ranged between 11% and 57%. In details, promotion and sales management themes have been paying more attention in the Journal of Marketing Research at 62% and 55%, and the customer relationship



were more focused in the journal of Marketing at 57% and While branding theme accounted 45% in the Journal of Marketing .

9. **Consumer performance, competitive analysis and marketing management** themes have been paid a similarity balanced attention for 3% of published articles in the three journals. Consumer performance theme have bas paying more attention in the Journal of Marketing Research at 68%, and the marketing management was more focused in the journal of Marketing at 63%, while competitive analysis theme accounted 63% in the Journal of Marketing .

10. **The rest of themes** represented weak percentage such as: retailing, value creation, service quality, customer loyalty, marketing ethics, marketing communication. Each of these themes has got a share of 1% only. However, other themes have got a slightly better share of 2% per each, which are: social responsibility, customer satisfaction and channels of distribution.

11. **In summary**, the three journals published (709) articles between 2015–2020. It can be clearly seen that, the journal of Marketing research has published more articles on

consumer behavior, product development, sales management, promotion, consumer performance and service quality. The Journal of marketing science has published more articles on E- Marketing, pricing, competitive analysis, channels of distribution and value creation. However, the Journal of Marketing has published more articles on branding, customer relationship, marketing management and customer satisfaction.

Compared to previous studies, especially a studied that been don by Abdel Hamid [2] and Haji-Basri [4] who investigated the same articles that the current study did with different period as shown below in Table IV, and interesting results that been presented in the Table V.

Table VI shows that Consumer behavior were the most interested theme in Haji-Basri study [4] and Abdel Hamid study [2] for almost 14 years between 2000 to 2014. However, the theme is not been interested in the current study because Advertising theme were the most interested theme. E- Marketing themes were still the second interested theme in Abdel Hamid study [2] and the current study.

TABLE VI: RESEARCH TOPICS IN MARKETING THEMES THAT BEEN DISCUSSED INT THE THREE ARTICLES

Ser	Themes	Journal of Marketing	Journal of Marketing Science	Journal of Marketing Research
1	Consumer Behavior	<ul style="list-style-type: none"> <li>• Consumer Preferences</li> <li>• Planned Purchase Behavior</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer Complaining Behavior</li> </ul>	<ul style="list-style-type: none"> <li>• Behavioral Experiments</li> <li>• Innovation Behavior</li> <li>• Encourage Desired Behaviors</li> <li>• present behaviors</li> <li>• Purchase Intention</li> <li>• Purchase Behavior</li> <li>• Attention, Information Processing</li> <li>• Online Community Environment</li> <li>• Mobile Phone Coupons</li> <li>• The Effect of Electronic Word of Mouth</li> <li>• Social Media, and Mobile Marketing.</li> <li>• Online Grocery Shopping</li> <li>• Online Consumer Discussions</li> <li>• Email Marketing Program</li> </ul>
2	E-Marketing	<ul style="list-style-type: none"> <li>• Online Searching</li> <li>• Electronic Word-of-Mouth Elasticity</li> <li>• Online Idea</li> <li>• Online Shopping Behavior</li> <li>• Online Relationship</li> <li>• Mobile Apps</li> <li>• Online Purchasing</li> <li>• Online Customers</li> </ul>	<ul style="list-style-type: none"> <li>• Value of Online Reviews</li> <li>• Mobile Ad Effectiveness</li> <li>• Social Network Data</li> <li>• Twitter Social Networks</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising Effectiveness</li> <li>• Planned Advertising</li> <li>• Advertising Reform</li> </ul>
3	Advertising	<ul style="list-style-type: none"> <li>• National Advertising</li> <li>• Ad-Supported Media Platforms</li> <li>• Mobile Advertising</li> <li>• Tv Advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising Exposures</li> <li>• Keyword Search Advertising</li> <li>• Paid Search Advertising</li> <li>• Advertising Content</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising Effectiveness</li> <li>• Planned Advertising</li> <li>• Advertising Reform</li> </ul>
4	Research Methods	<ul style="list-style-type: none"> <li>• Marketing Research</li> <li>• Marketing Analytics</li> <li>• A Meta-Analytic Test of a Theoretical Framework</li> <li>• An Empirical Investigation in the Automobile Industry.</li> <li>• Integrating Theory and Practice in Marketing</li> <li>• A Theory of Customer Valuation</li> <li>• A Theories-in-Use Approach to Building Marketing Theory</li> </ul>		<ul style="list-style-type: none"> <li>• Qualitative Marketing Research</li> </ul>
5	Promotion	<ul style="list-style-type: none"> <li>• Process Promotional Messages</li> <li>• Price Promotions</li> <li>• Word-of-Mouth</li> </ul>	<ul style="list-style-type: none"> <li>• Exchange Promotions</li> <li>• Marketing Campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Word-of-Mouth Recommendations</li> <li>• Word of Mouth’s Impact</li> <li>• Promoting Similarity</li> <li>• Word-of-Mouth Dynamics</li> </ul>
6	Pricing	<ul style="list-style-type: none"> <li>• Price Discount</li> <li>• Perceived Price Fairness</li> <li>• Price Sensitivity</li> </ul>	<ul style="list-style-type: none"> <li>• New Product Pricing</li> <li>• Price Reactions</li> <li>• Promotion Spillovers</li> <li>• Behavioral Price Discrimination</li> </ul>	<ul style="list-style-type: none"> <li>• Price War</li> <li>• Price transparency</li> <li>• retail prices</li> <li>• Price Memory</li> <li>• Price Sensitivity</li> </ul>

				<ul style="list-style-type: none"> <li>• Price Discount</li> <li>• Price Negotiations</li> </ul>
7	Product Development	<ul style="list-style-type: none"> <li>• New Product Development</li> <li>• New Product Outcomes</li> <li>• New Product Design</li> <li>• New Product Creativity</li> <li>• New Product Development</li> <li>• Product Concept</li> <li>• Product Innovation</li> <li>• New Product Releases</li> <li>• New Product Performance</li> </ul>	<ul style="list-style-type: none"> <li>• New Product Category</li> <li>• New Product Launches</li> </ul>	
8	Marketing Management	<ul style="list-style-type: none"> <li>• Evolution of Marketing</li> <li>• Marketing Department Power</li> <li>• Marketing Assessing Performance</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Instruments</li> </ul>	
9	Sales Management	<ul style="list-style-type: none"> <li>• Sales Organization</li> <li>• Motivating Sales</li> <li>• Sales Success</li> <li>• Sales Performance</li> </ul>	<ul style="list-style-type: none"> <li>• Product Sales</li> </ul>	<ul style="list-style-type: none"> <li>• Salespeople</li> <li>• Sales Executives in B-2-B Markets</li> <li>• Sales Force</li> </ul>
10	Retailing	<ul style="list-style-type: none"> <li>• Conflict between Retailer and Manufacturer</li> <li>• Supplier Shareholder Value</li> </ul>		
11	Value Creation			
12	Customer Satisfaction	<ul style="list-style-type: none"> <li>• Consumers Appreciation</li> <li>• customer matters</li> <li>• Consumer Preferences</li> </ul>		
13	Service Quality	<ul style="list-style-type: none"> <li>• Service Encounters</li> </ul>		<ul style="list-style-type: none"> <li>• Service Amenities</li> <li>• Service Robots</li> </ul>
14	Competitive Analysis	<ul style="list-style-type: none"> <li>• Competitive Disadvantages</li> </ul>	<ul style="list-style-type: none"> <li>• Competitive Markets</li> <li>• Product Competition</li> </ul>	<ul style="list-style-type: none"> <li>• Competitive Advantage</li> <li>• Competitive Intelligence:</li> </ul>
15	Customer Relationship	<ul style="list-style-type: none"> <li>• Customer Relationship Quality</li> <li>• Consumers' Adoption</li> <li>• Consumers' Response</li> <li>• Regaining "Lost" Customers</li> <li>• Customer Orientation</li> <li>• Engaging Customers</li> <li>• Consumer Response</li> <li>• Business Customers</li> <li>• Dynamic Relationship Marketing</li> <li>• Customer Journey</li> <li>• Creating Customer Value</li> <li>• New Customer Acquisition</li> </ul>		<ul style="list-style-type: none"> <li>• Customer Relationship Management</li> </ul>
17	Channels of Distribution	<ul style="list-style-type: none"> <li>• Franchised Marketing Channels</li> <li>• Channel Partner Management</li> </ul>		
18	International Marketing			
19	Social Responsibility	<ul style="list-style-type: none"> <li>• Social networks</li> </ul>		<ul style="list-style-type: none"> <li>• Social Effects</li> <li>• Social Interactions</li> </ul>
20	Customer Loyalty	<ul style="list-style-type: none"> <li>• Trust and Persuasiveness</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Loyalty Programs</li> </ul>	<ul style="list-style-type: none"> <li>• Loyalty Program</li> </ul>
21	Marketing Ethics	<ul style="list-style-type: none"> <li>• Moral and Social Resources</li> <li>• Moral and Competent Service Providers</li> <li>• Ethical Company Production Practices</li> </ul>		<ul style="list-style-type: none"> <li>• Ethics Committees and Consultation</li> </ul>
22	Green Marketing	<ul style="list-style-type: none"> <li>• Greenness of Products</li> <li>• Shopping Bags</li> <li>• Green Programs</li> </ul>		
23	Marketing Communication			<ul style="list-style-type: none"> <li>• Persuasive Communication</li> <li>• Fitness Branding</li> </ul>
24	Branding	<ul style="list-style-type: none"> <li>• Strategic Brand Management</li> <li>• Branding Strategies</li> <li>• Brand Sabotage</li> <li>• Brand Consistency</li> <li>• Brand Information</li> <li>• Brand Alliances</li> <li>• Customer-Brand Relationships</li> <li>• Customer Data</li> </ul>	<ul style="list-style-type: none"> <li>• Building Entertainment Brands</li> <li>• Luxury Brands</li> <li>• Brand Image</li> </ul>	<ul style="list-style-type: none"> <li>• Brand Name</li> <li>• Brand Image</li> <li>• Brand Improvement</li> <li>• Bodied Brand</li> <li>• Brand Equity</li> <li>• Luxury Brands</li> </ul>
25	Consumer Performance			<ul style="list-style-type: none"> <li>• Consumer Reviews</li> <li>• Consumer Choice</li> <li>• Customer Participation</li> </ul>
26	Others	<ul style="list-style-type: none"> <li>• Strategic Orientation</li> </ul>	<ul style="list-style-type: none"> <li>• Business Cycles</li> </ul>	<ul style="list-style-type: none"> <li>• Willingness to Donate</li> </ul>

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- Emerging-Market Firms
  - Marketing Officer
  - Performance in Salesperson–Customer Interactions
  - Developing Donor Relationships
  - The Handmade Effect
  - Transformational Relationship Events
  - Marketing Finance
  - Buying Groups
  - Agency Relationships
  - Marketing Performance Measurement
  - marketing excellence
  - Value of Marketing
  - B2B Market
  - Group Marketing
  - “Transformative Marketing
  - Business-to-Government Relationships
- Community Participation
- Investment Decisions
  - Pressed for Time
  - Harbingers of Failure
  - Sport Sponsorship
  - Survey
  - Compromise Effect
  - Personal Finances
  - Marketing Practices
  - Task Data
  - Investment Risk
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#### V. LIMITATION

- The study is limited to the publication of three marketing journals: Journal of Marketing Research, Marketing Science, and Journal of Marketing between 2015 - 2020. Adding other marketing journals may give a different result.

- The study was classifying the article topics on the selected articles based on the research personal decision who tried to be more attention on the main topic in each article by carefully reading each article to use the topic to be selected in accurate theme.

- The study used the main idea of the articles to select the accurate topic specially to some topic may use tow themes such as Promotional Price, Commercial, Online advertising and so on.

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