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- يزود الباحث المجلة بثلاث نسخ من البحث مطبوعة بالكمبيوتر.. ونسخة على CD، على أن يكتب اسم الباحث وعنوان بحثه على غلاف مستقل ويشار إلى المراجع والهوامش في المتن بأرقام وترد قائمتها في نهاية البحث لا في أسفل الصفحة.
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- تنشر الأبحاث بأسبقية قبولها للنشر.
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● **A Bibliometric Analysis of Social Media Marketing  
Research: Insights From Scopus**

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● **تحليل بيبليوميترى لأبحاث التسويق عبر وسائل التواصل الاجتماعي:  
رؤى مستخلصة من قاعدة بيانات سكوبس**

● د/ هبة جمال شاهين

مدرس العلاقات العامة والإعلان بكلية الآداب- جامعة المنصورة

## Abstract

The purpose of this review is to provide a comprehensive bibliometric overview to enhance understanding of the academic landscape of social media and marketing in the last decade, inform future research directions, and identify impactful contributors and themes within the field.

A complete keyword search on Scopus database yielded 18,844 publications linking social media platforms to marketing. Applying inclusion and exclusion criteria narrowed the findings to 1,872 relevant articles.

This bibliometric analysis is based on PRISMA framework. VosViewer was used for the purpose of data visualization.

The results indicate that social media is becoming increasingly significant in marketing, as shown by a thorough review of the leading countries, educational institutions, top journals, most prolific authors, and prevalent trends and key words in this research area. Furthermore, the analysis highlights primary research topics and disciplinaries connecting social media to marketing. A visual representation of the relationships between the most prominent research clusters was also developed, offering valuable insights for both researchers and practitioners on the influence of social media in marketing and identifying key research gaps requiring further research like: AI-driven marketing, mobile marketing, self-branding.

Keywords: Social media, Marketing, Social Media Marketing, Digital Marketing, Internet Marketing, Bibliometric analysis, Scopus database.

### ملخص الدراسة

هدف هذا البحث إلى تقديم تحليل للدراسات الأكاديمية التي تربط بين مواقع التواصل الاجتماعي والتسويق خلال العقد الماضي، حيث أدى تنامي استخدام وسائل التواصل الاجتماعي في عملية التسويق خلال العقد الماضي إلى بروزها كمجال بحثي مهم في إطار الدراسات الإعلامية. وباستخدام منهجية التحليل البليوميترى للدراسات المنشورة على قاعدة بيانات سكوبس، تم تحديد 18,844 بحثاً من خلال البحث بالكلمات المفتاحية، تم تصفيتها ليستقر البحث على تحليل 1,872 بحثاً تم تحليلها باستخدام الـ PRISMA Framework وبرنامج VOSviewer بالتركيز على الاتجاه الزمني للنشر، والمؤسسات الأكاديمية، والمجلات، والباحثين والدول الأكثر تأثيراً في هذا المجال، بالإضافة إلى الموضوعات البحثية الرئيسية، والتخصصات البحثية التي تربط بين مواقع التواصل الاجتماعي والتسويق، وتقديم تصوير بصري للعلاقات بين أبرز المجموعات والمجالات البحثية في هذا المجال؛ مما يقدم رؤية علمية لكل من الباحثين والممارسين حول تأثير وسائل التواصل الاجتماعي على عملية التسويق، ويسلط الضوء على الفجوات البحثية التي لا تزال بحاجة إلى دراسة، مثل: التسويق المدفوع بالذكاء الاصطناعي، وتسويق المؤثرين، والعلامة التجارية الشخصية.

الكلمات المفتاحية: وسائل التواصل الاجتماعي، التسويق، التسويق عبر وسائل التواصل الاجتماعي، التسويق الرقمي، التسويق عبر الإنترنت، التحليل البليوميترى، قاعدة بيانات سكوبس.



## Introduction

Marketers now have unparalleled access to extensive consumer data, allowing them to customize their messaging, personalize their outreach efforts, and build meaningful connections with their audience segments. Many businesses have already started to consider utilizing online community websites to expand their communications and interactions with users to create a feeling of intimate and friendly connections and from virtual brand communities in response to the fast growth of online community websites. Most notably in recent years, marketing managers have increasingly drawn on social media marketing strategies to increase product sales <sup>(1)</sup>.

The current trends of the marketing research in the social media domain predicts that the traditional marketing is going to be entirely disrupted by the adoption of social media-based marketing. The marketing activities such as advertising, promotional programmes and branding seem to be entirely designed and applied using social media tools. Social media adoption is on rise because of its wide presence in the masses and its easiness of access and operate. Therefore, social media became the first choice of the marketers to promote their products and services to reach their target audience. <sup>(2)</sup>

Thus, commercial marketing events or processes that utilize social media to impact customer's behavior favorably are referred to as social media marketing <sup>(3)</sup>.

A large body of research has emerged in response to these trends, dedicated to gauging in which ways and to which degree the use of social media marketing can positively affect the performance of companies and brands<sup>(4)</sup>. In fact, social media marketing researches hasn't stopped at examining the economic effects of using social media in marketing, but also the social, medical, technical influence of this use. Social media marketing has attracted attention from researchers in various fields.

The growing number of studies exploring the correlation between social media and marketing underscores the increasing significance of this area of research in academia. In response to this expanding interest, this

bibliometric analysis seeks to consolidate and assess existing scholarly work in this field to provide a comprehensive overview of the research trends concerning social media and marketing over the past decade, thereby facilitating the identification of emerging trends, theoretical frameworks, and research gaps. Moreover, the interdisciplinary nature of social media research necessitates a bibliometric approach capable of capturing the breadth and depth of scholarly contributions from diverse disciplinary perspectives. Additionally, due to the interdisciplinary nature of social media research, a bibliometric approach is essential for capturing the diverse range of scholarly contributions from various disciplinary perspectives. Furthermore, by uncovering research gaps and trends in the literature, this analysis aims to shape future research agendas, directing researchers towards promising areas of inquiry and theoretical advancement. This comprehensive analysis will provide valuable insights for researchers and practitioners alike, helping to shape the future direction of social media marketing research.

### Literature Review

1- The study of (Abu Bashar, et al. 2024)<sup>(5)</sup> conducted a comprehensive retrospective analysis of the social media marketing literature along with text mining and bibliometric analysis using data obtained from the Scopus database. The analysis is conducted for the literature published during 2007–2022 using VOSviewer application and Biblioshiny. The analysis revealed the publication trend and emerging themes in the research landscape of social media marketing. The study identified the best journal, authors, country, documents, most occurred words, social and intellectual structure, and emerging research trends. The results revealed that social media marketing research is at the focal point of the researchers throughout the word. This study found that there is lack of studies from firm perspective especially small retailers; adoption of disruptive technologies such as AI, ML and block chain and its impact need more exploration.

2- The study of (Olufunke Ajibade, et al. 2024)<sup>(6)</sup> examined the research climate on Social Media Marketing on Consumer Behavior (SMM-CB) based on the documents published and indexed in Scopus between 2010 and 2021. Hence, the publication trends, benchmark publications, and the most

prolific stakeholders and funding organizations on SMM-CB research were examined. Bibliometric analysis examined the network of co-authorships, keywords, and citations on SMM-CB research. The Scopus search recovered 594 published documents on SMM-CBA, whereas trends analysis showed an increase in publications from 2010-2021. The study indicated the preferred document type, the benchmark publication, the most prolific author, and the top affiliations. Keywords co-occurrence analysis revealed 5 major research hotspots that describe the basic tools, theories, methodologies, and socioeconomic, and financial dynamics of SMM on CB. The study also highlighted the new themes needed to be studied on SMM-CB which include the application of deep/machine learning or neural network algorithms to map CB for improved online sales of products and services.

3- The study of (Subhajit Pahari, et.al 2024)<sup>(7)</sup> provided a comprehensive bibliometric analysis of social media digital advertising, examining 474 journal articles published between 2000 and 2023. Utilizing R programming and VOSviewer software, it uncovered a rapidly expanding field centered on consumer behavior and brand engagement. The analysis highlighted influential works that demonstrated the strong connection between social media ads and consumer behavior. Key journals and conferences known for high-quality research are identified, with dominant keywords including 'consumer behavior,' 'brand engagement,' and 'marketing strategy.' The study noted a growing application of data analytics, artificial intelligence (AI), and augmented reality (AR) to enhance advertising effectiveness. It also addressed the social implications of advertising, acknowledging its capacity to shape behavior and raise ethical concerns. The findings emphasized the increasing role of data analytics, AI, and AR, providing practical guidance for businesses looking to refine their digital advertising strategies in a dynamic social media environment.

4- The study of (Bhavika Paliwal & Disha Mathur 2023)<sup>(8)</sup> aimed to present a bibliometric analysis of social media as a marketing platform based on Scopus database for a limited time period. This study unpacked the most influential articles and top contributing journals, authors, institutions, and countries, as well as the methodological choices and research contexts for social media as a marketing platform.

5- The study of (Rahma Dafitri, Arianis Chan & Ratih Purbasari 2023) <sup>(9)</sup> aimed to determine the development of research on social media marketing articles and find out how VOSviewer visualization is based on keywords and author collaboration on Scopus indexed journal articles. A systematic mapping with quantitative descriptive method with social media marketing based on bibliometric analysis was applied. Based on the results of the VOSviewer visualization, 6 clusters and 42 keywords were found with 891 authors. Research on social media marketing written by authors from the United States is the most research published on Scopus. The keywords that often appear are social media marketing, Facebook and digital marketing research.

6- The study of (Selvia Praja, Frans Sudirjo & Syamsu Rijal 2023)<sup>(10)</sup> presented a bibliometric analysis of the term "social media marketing" to explore the growing trends, key contributors, and thematic focus in the academic literature. This research examined 980 articles with themes related to marketing management. In the context of this study, the researchers concluded that marketing management articles were classified into twelve clusters. Marketing management research trends related to social media are of great interest to research on the marketing side. There are several topics that frequently appear in publications, such as the social media marketing perspective of one variable against another.

7- The study of (Vivi Herlina 2022)<sup>(11)</sup> aimed to map research trends of social media marketing on marketing performance and to know research productivity in terms of researchers, publishers, and citations. The bibliometric analysis method by using VOSviewer was used in this research. There were 493 articles from 2000 until 2021 of Google Scholar to be reviewed. The results showed that most social media marketing research development took SMEs as the object. Whereas most articles were written by Eunju Ko. Network Visualizations showed there were seven clusters. Furthermore, Density Visualization indicates some related research to social media marketing, were medium, firm, social structure, advertising, digital marketing, and measurement. Meanwhile, the rare research consists of

consumer behavior, ROI, digital marketing, performance, the fast fashion industry, and luxury fashion brand.

8- The study of (Zahra Ghorbani et al 2021)<sup>(12)</sup> investigated trends and patterns in the area of digital marketing research from 1979 to June 2020 through a bibliometric analysis technique. A total of 924 articles published were obtained from the Scopus database for the analysis. The study examined variant bar charts including the year of publication, writer, publication, keyword, and country to provide more insights. Results indicated that digital marketing research steadily increased during the study period and the maximum publications occurred in the year 2019 that reach to 163 documents. The trend of publications is still growing. The top 20 documents based on the times cited per year were qualitatively analyzed. The largest number of multiple and single publications was from the USA, followed by the UK and China. The top 20 most repeated authors' keywords out of 1909 with their trends illustrated. The "real-time bidding", "machine learning", "big data", "social media marketing", and "influencer marketing" are the emerging keywords in the digital Marketing area.

9- The study of (Cheng Pang, et. al 2020)<sup>(13)</sup> which analyzed 477 articles using a bibliometric approach by VOSviewer Software. Authors first traced back the development of social media marketing from 2009 to the first half of 2020. Having an overview of articles related to the area, this article then revealed the most influential authors, journals and articles, and highlights how more extended studies were required beyond business and marketing categories, as the unearthed gap indicating current research is unbalanced in its focus. In particular, it was found that most research was developed from the perspective of consumer-brand relationship. Grounded in three key questions, this study finally gave a comprehensive analysis and critical profiling and called for distinct directions for future studies in the field of social media marketing research.

Overall, these studies offer valuable insights into the rapid evolution of social media marketing research. They also use diverse methodologies such as **bibliometric analysis**, **text mining**, and **visualization techniques**.

These studies focus on various facets of social media marketing including consumer behavior, technological integration (like prominence of **AI**, **ML**, and **blockchain** as emerging technologies), and the growing influence of social media platforms in marketing strategies. They also represent, through the bibliometric methodology, the topics require more attention from future research.

**This research contributes to the existing body of knowledge in the field of social media marketing by focusing on a time frame, 2013–2023, that has not been extensively covered in previous studies. By providing an in-depth and up-to-date bibliometric analysis of Scopus-indexed publications during this period, the study identifies and analyzes the trends, methodologies, and emerging themes that have shaped the last decade. Additionally, it addresses an important gap by presenting a valuable addition to Arab media studies, particularly in the areas of bibliometric analysis and the intersection of social media and marketing, a perspective that is often underrepresented in Arab media studies.**

### **Problem Statement**

Over the past decade, the rapid integration of social media into marketing has transformed traditional approaches, emphasizing content virality, influencer marketing, and data-driven strategies. This growing influence of social media on marketing has led to an increasing volume of academic publications exploring its impact and effectiveness. However, despite the vast body of research on this intersection, a systematic analysis of the trends, influential contributors, and key thematic areas shaping the discourse on social media and marketing literature remains underdeveloped.

Since bibliometric analysis is used as a method to measure and evaluate various aspects of the scholarly literature, this research comes as detailed examination of global contributions, thematic clusters, and the evolution of research published in Scopus database over the past decade about social media and marketing. Specifically, this research seeks to address the following gaps:

- Temporal Trends in publication output in the last decade.
- Geographic impact and contributions by countries in the last decade.

- Influence and relevance of academic journals in the last decade.
- Institutional contributions to the field in the last decade.
- Leading authors and their impact in the last decade.
- Prominent research keywords in the last decade.
- Core subject areas shaping the field in the last decade.

### **Significance of the Research:**

1- This research provides an overview of the evolution of research in the field of social media marketing over time, helping to identify prevailing trends and future directions in the field.

2- This bibliometric research can pinpoint the leading contributors, researchers, and institutions that play a central role in publishing studies related to social media marketing, offering insights into their influence and impact in this domain.

3- This Bibliometric analysis uncovers the relationships between different research papers, researchers, and related areas of knowledge, aiding in the understanding of how knowledge domains intersect.

4- The research provides an in-depth understanding of impactful keywords and themes, helping marketers and businesses in leveraging social media effectively.

5- The findings illuminate areas requiring further exploration, paving the way for future interdisciplinary studies.

### **Aims and Objectives**

This research aimed to provide a comprehensive bibliometric overview to enhance understanding of the academic landscape of social media and marketing in the last decade, inform future research directions, and identify impactful contributors and themes within the field. As follow:

1- To analyze the distribution of publications on social media and marketing over the last decade (2013–2023).

2- To identify the most impactful countries, institutions, and journals in the field.

3- To highlight key authors contributing significantly to this domain.

4- To map emerging research trends, keywords, and thematic clusters.

5- To uncover the most influential subject areas and potential gaps in social media marketing research.

## Research Questions

1. What is the distribution of social media and marketing publications from 2013 to 2023?
2. Which countries have the most impact on social media and marketing research within the last decade?
3. What are the most relevant journals in social media and marketing research area in the years 2013- 2023?
4. Which educational institutions have made the most notable contributions to the study of social media and marketing within the last decade?
5. Which Authors have produced the most substantial contributions to the field of social media and marketing research area the last decade?
6. What have been the most prominent research keywords for the last decade concerning social media and marketing research area?
7. Over the last decade, what is the most important subject area involving of social media and marketing?

## Materials and Methods

### 1- Research Methodology

As the primary goal of this study is to evaluate the current knowledge structure of social media's effect on marketing, bibliometric methodology was applied.

Bibliometric methodology is the use of quantitative approaches, such as author analysis, citation analysis, or keyword analysis, to bibliometric data. So, it is a systematic study carried out on scientific literature for the identification of patterns, trends, and impact within a certain field.<sup>(14)</sup>

In other words, This type of analysis constitutes a systematic analytical technique that helps to determine the most influential scholars, their affiliations, the keywords they choose, and, even more important, how academic works are related to one another. The bibliometric approach is appropriate when evaluating the current status of a particular discipline using different indicators such as highly cited publications, scholars, journals, academic institutions, and countries. With the use of bibliometrics, researchers are also able to assess research collaboration among scholars,



institutions, and countries. This approach offers a transparent, static, and systematic representation of research. <sup>(15)</sup>

Major steps include data collection from relevant databases (such as Google Scholar, Scopus, and Web of Science), data cleaning and refining, and subjecting data to various bibliometric methods—an ensuing step in the generation of meaningful information. Bibliometric analysis is an increasingly popular and thorough technique for examining and assessing massive amounts of scientific data, which is being used more and more in research.

The bibliometric methodology has been applied across various fields, such as accounting, operational research, sustainability, fraud, economics, mathematics, and many other fields, and its popularity is spreading to other sectors.

Bibliometric analysis can be compared with meta-analysis and systematic literature reviews. Meta-analysis estimates the overall strength and direction of effects and the variance across studies while organizing and assessing the existing literature using systematic procedures, often manually. Meta-analysis, like bibliometric analysis, handles large volumes of literature and provides a nuanced summary of a field, although it may be affected by publication bias and study heterogeneity. Systematic literature reviews, which tend to focus on narrower scopes, are better suited for confined or niche research areas and typically include fewer papers. Although both meta-analysis and bibliometric analysis are quantitative, they differ in focus. Meta-analysis summarizes empirical evidence by examining relationships among variables, often serving as a tool for theory extension. In contrast, bibliometric analysis is simpler and explores a field's bibliometric and intellectual structure by analyzing relationships among research constituents (e.g., authors, institutions, topics). The choice among bibliometric analysis, meta-analysis, and systematic literature reviews depends on the review's goals and the literature's scope. These methods are complementary, each offering unique benefits to researchers. <sup>(16)</sup>

Bibliometric analysis aims to:

Evaluate Research Productivity: Assess the contributions of countries, institutions, authors, and journals.

Track Trends: Identify emerging topics, keywords, and research clusters.

Understand Collaboration: Explore patterns of co-authorship and institutional partnerships.

Determine Influence: Analyze citation impact and identify influential works, authors, or institutions.

Visualize Knowledge Networks: Map relationships between disciplines, research topics, or geographic regions.

Bibliometric analysis is based on five basic steps: (1) determining the study topic, (2) collecting publication data, (3) processing article text and bibliometric data, (4) visualization of bibliometric data mapping, and (5) analysis of bibliometric data visualization results. <sup>(17)</sup>

## 2- Research design

By applying bibliometric analysis as mentioned above, the primary aim of this comprehensive analysis was to thoroughly examine the relationship between social media and marketing. This included a thorough review of the leading countries, educational institutions, top journals, most prolific authors, and most trends and key words in this research area.

The bibliometric analysis of this research is based on PRISMA framework<sup>(18)</sup>. In compensation with the PRISMA framework used for bibliometric analysis, VosViewer was used for the purpose of data visualization and analysis. VosViewer is a software tool developed to streamline the process of constructing and observing bibliometric networks. These networks may include Journals, Publications, researchers, or individual works. The foundation of these networks are citation, bibliographic coupling, co-citation, or co-authorship relations. VOSviewer also offers text mining functionality that can be used to construct and visualize co-occurrence networks of important terms extracted from a body of scientific literature <sup>(19)</sup>. VOSviewer used in this study to get the knowledge of the interconnections between various academic disciplines, the identification of the most influential journals, publications, and authors, and the visualization of trends. The comprehensive analysis of the data was facilitated by the software's interactive graphical user interface and capability to handle massive datasets. This aiding in the investigation led to the identification of the most relevant trends and patterns in the field of

social media marketing research. By using VOSviewer, a more comprehensive understanding of the global impact and research dynamics around social media marketing was achieved via the geographical organization of publications and collaborations between institutions and authors.

## **2-1- Identification**

- **Database selection**

Based on its comprehensive coverage and acclaimed reputation in the domain of scientific article analysis, the Scopus database was prudently chosen as the principal source for this review which took place on July 7, 2024. Scopus is considered one of the most highly valued databases in academic research. It is one of the largest abstract and citation databases, covering a wide array of disciplines, which is essential for bibliometric analysis because it allows to assess trends and patterns across a wide array of fields. In addition, Scopus database is one of the most reliable and high-quality sources for scholarly research.

- **Search Strings**

To ensure the retrieval of the studies selected, the researcher used exact key words, these keywords were “((social media and marketing”, for instance (social AND media AND marketing). Publications for the last decade were selected from 2013 to 2023. In addition, subject area was limited to social science and arts. Publication in English were selected in this review. To be more accurate exact keywords were used for example ("Social Media", "Social Media Marketing", "Digital Marketing", "Influencer Marketing", "E-marketing", "E-commerce", "Online Marketing", "Social Media Influencers", "Electronic Commerce", "Artificial Intelligence", "Social Media Platforms", "Marketing"). Publications were limited to article and conference papers. Finally, Journals were the basic source in this review.

**Table 1 inclusion and exclusion criteria**

<b>Inclusion criteria</b>	<b>exclusion criteria</b>
Research specifically on social media and marketing	Research outside the specified subject areas
Publications from the years 2013 to 2023	All publications before 2013 and those from 2024
Articles published in English	Publications in other languages
articles and conference papers	Theses, books, book chapters, blogs, Reviews, Notes, Editorials, Short surveys, Letters.
Journals	All other sources

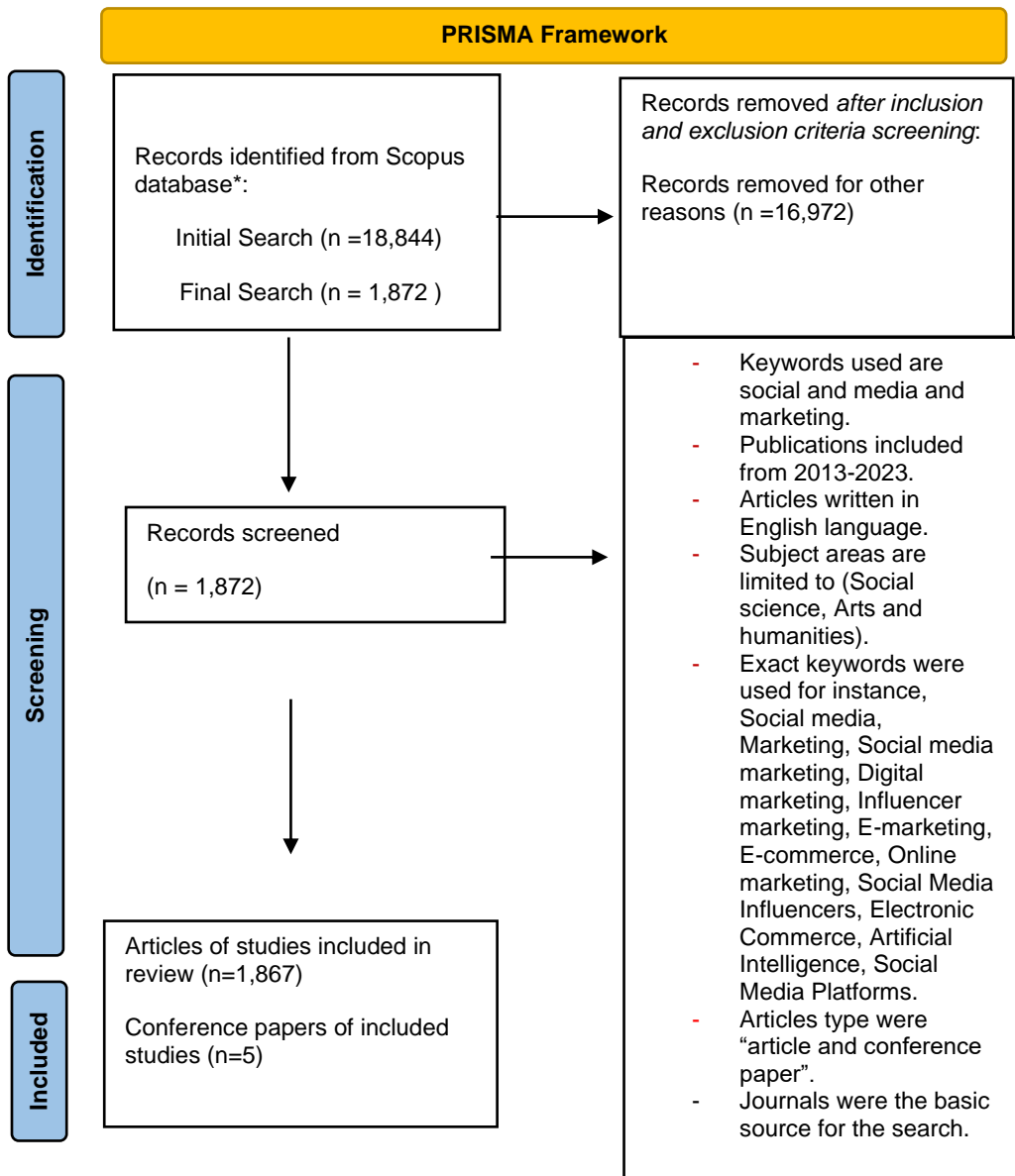
### 2-2- Screening and Selection

The main keywords used were “Social media and marketing”, thus the initial search provided 18,844 documents. After applying the inclusion and exclusion criteria as shown in Table 1, the publications were reduced to 1,872. The process of refining led to the exclusion of 16,972 papers that failed to satisfy the predetermined criteria.

### 2- 3- Inclusion and Reporting

The findings of this bibliometric analysis will be reported based on the PRISMA framework\*<sup>(20)</sup> (see Figure 1).

\*) Prisma framework is a set of guidelines designed to help authors improve the reporting of systematic reviews, bibliometric analysis and meta-analyses. It allows researchers to define search criteria, select studies based on these criteria.

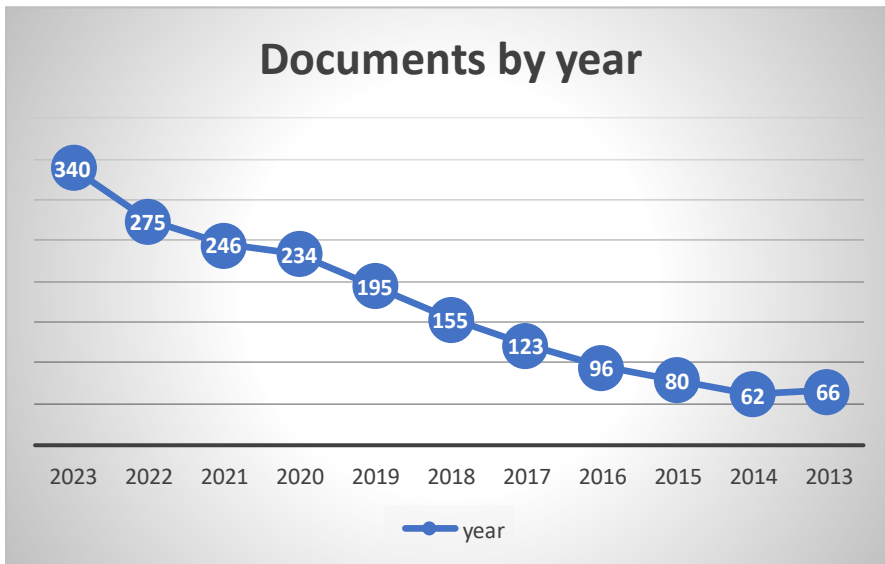


**Fig. 1 Prisma framework for this review**

## Results

### 1- The distribution of social media and marketing publications by years

This section will answer the following research question: “What is the distribution of social media and marketing publications by years for the last decade? To address the first finding, an analysis was conducted of the publication year of the articles throughout the previous decade.



**Fig. 2 Distribution by Years**

Figure 2 illustrates the distributions by years to social media and marketing between 2013- 2023. The figure illustrates an overall upward trend in the number of documents published over this period. The peak was reached in 2023, with (340) publications, compared to (275) in 2022. On the other hand, in 2014, publications were only (62) in the research area of social media and marketing.

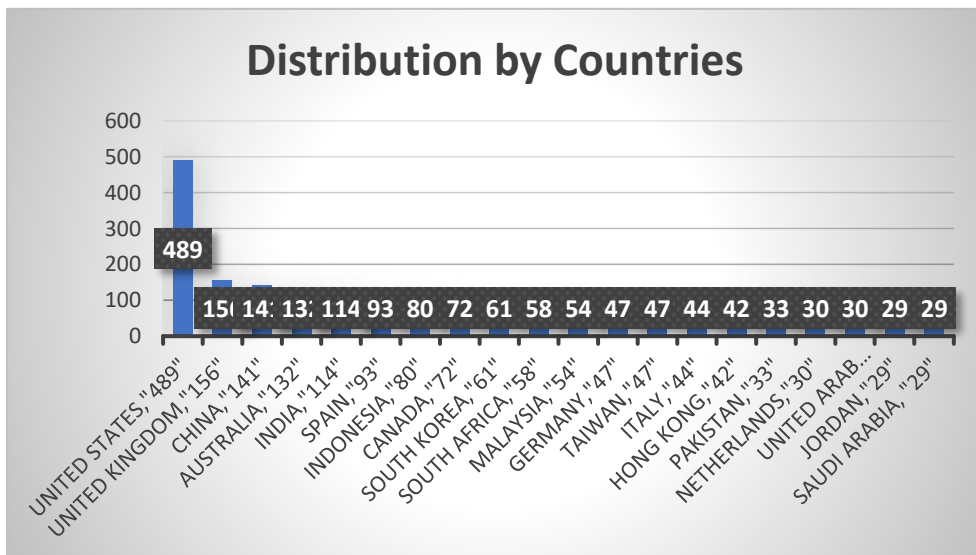
As shown in Figure 2, the number of publications decreased between 2013 and 2014 from (66) to (62). This decline may be attributed to various factors, including changes in Research Focus, publication policies and research funding.

The proliferation of publications has shown a consistent upward trend from 2015 to 2023. This can be explained by the growth of social media sites and the increase in the number of their users, as well as the

emergence of artificial intelligence technologies. The impact of the COVID-19 pandemic in 2020 also cannot be overlooked, as it compelled marketers, encompassing individuals, companies, and consumers alike, to rely heavily on social media for communication.

## 2- The most significant countries in the in social media and marketing

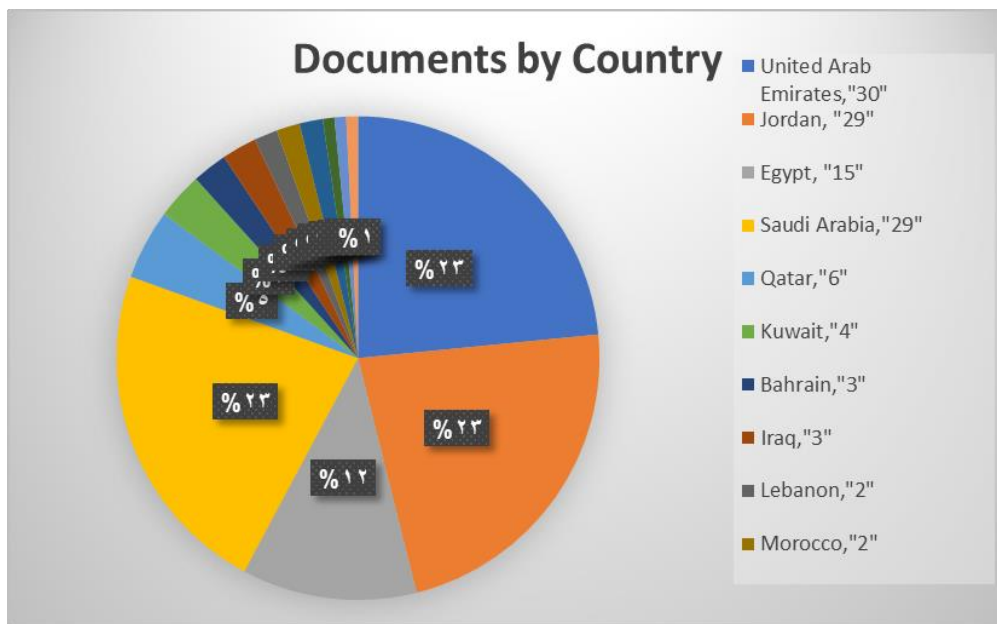
In order to examine the second study inquiry, “Which countries have the most impact on social media and marketing research within the last decade?” An analysis of the data presented reveals a diverse global impact, as illustrated in Figure 3.



**Fig. 3 top 20 countries regarding social media and marketing**

Figure 3 shows the top 20 most productive countries that contribute to the growth of social media and marketing research area. We can see the dominance of the United States with (489) publications. United Kingdom, China, and Australia rank 2nd, 3rd, and 4th with (156), (141), and (132) publications respectively. Spain (93), Indonesia (80) and Canada (72) can be classified as moderate contributors to the global publishing of social media and marketing. While Jordan and Saudi Arabia was found to have the least publications with (29) publications for each counting only 2%.

Figure 4 introduces more detailed information about where Arab countries stand in this area of research.



**Fig. 4 Arab countries contributions regarding social media and marketing**

From Scopus database only 14 Arab countries produced international scientific research in social media and marketing in the years (2013-2023). United Arab Emirates led this scientific research area with (30) publications, followed closely by Jordan and Saudi Arabia with (29) publications for each, which suggests a growing interest in digital marketing and social media research and investing heavily in higher education and research initiatives. Collaboration with international institutions could also play a role. Egypt shows moderate contributions with (15) publications, reflecting its long history of higher education and scientific research, being home to some of the oldest universities in the Arab world. While both Syrian Arab republic, Algeria and Oman came last with only (1) publication for each.

### 3- The most relevant journals in social media and marketing

This section will address the third research question: “What are the most relevant journals in social media and marketing research area in the years 2013- 2023?” Table 2 provides a wide array of publications that



provide substantial contributions to this topic, according to the data supplied for the years 2013 through 2023.

**Table 2 summary of the top ten journals in social media and marketing research**

Journal	TP (2013-2023)	TC (2013-2023)	Cite Score (2023)	The Most Cited article	Times cited	Publisher
Sustainability Switzerland	55.991	381.357	6.8	Chatbots in Education and Research: A Critical Examination of Ethical Implications and Solutions	128	Multidisciplinary Digital Publishing Institute (MDPI)
Computers in Human Behavior	1.511	28.811	19.1	Social benefits of living in the metaverse: The relationships among social presence, supportive interaction, social self-efficacy, and feelings of loneliness	112	Elsevier
Journal of Digital and Social Media Marketing	121	112	0.9	Does it pay to polarise? The impact of brand activism on brand perceptions and purchase intentions in entrepreneurial marketing	1	Henry Stewart Publications
International Journal Of Data And Network Science	486	2.815	5.8	A fuzzy based model for rainfall prediction	56	Growing Science
Tourism Management	611	14.722	24.1	Metaverse as a disruptive technology revolutionising tourism management and marketing	212	Elsevier

Journal	TP (2013- 2023)	TC (2013- 2023)	Cite Score (2023)	The Most Cited article	Times cited	Publisher
International Journal Of Information Management	532	28.245	53.1	“So what if ChatGPT wrote it?” Multidisciplinary perspectives on opportunities, challenges and implications of generative conversational AI for research, practice and policy	938	Elsevier
Tobacco Control	655	5.985	9.1	E-cigarette brands and social media influencers on Instagram: a social network analysis	48	BMJ Publishing Group
International Journal Of Advertising	243	3.373	13.9	The rosy world of influencer marketing? Its bright and dark sides, and future research recommendations	28	Taylor & Francis
Current Issues In Tourism	795	12.291	15.5	Metaverse tourism: conceptual framework and research propositions	80	Taylor & Francis
Online Information Review	282	1.943	6.9	Exploring the associations of youth Facebook addiction with social capital perceptions	25	Emerald Publishing

**TP= Total publications, TC= Total citations**

As (Table 2) shows that the most 5 prolific journal in the field of social media and marketing research in 2013 respectively were “International Journal Of Information Management” with (53.1) cite score, “Tourism Management” with (24.1) cite score, “Computers in Human Behavior” with (19.1) cite score, “Current Issues In Tourism” with (15.1) cite

score, and "International Journal Of Advertising" with (13.9) cite score. In contrast, "Journal of Digital and Social Media Marketing" came as the least prolific journal with (0.9) cite score.

Based on the most prolific journal in accordance with the most total publication (TP), "Sustainability Switzerland" has the most amount of publications with (55.991) publications in the area of the research, followed by "Computers in Human Behavior" with (1.511) publications. Then, "Current Issues In Tourism" with (795) publications. On the other hand, "Journal of Digital and Social Media Marketing" produced the least amount of publications with (121) publications.

From the total citation (TC) view, "Sustainability Switzerland" journal was the first with (381.357), followed by "Computers in Human Behavior" with (28.811) total citation. While ranked in the sixth place in the number of total publications (532), "International Journal Of Information Management" obtained (28.245) total citation. In contrast, "Journal of Digital and Social Media Marketing" journal came with the least citation of (112).

From the publisher's view, "Elsevier" appears multiple times, indicating its strong presence in this field. "Taylor & Francis" and "Emerald Publishing" also have significant contributions.

Journals like Tobacco Control and International Journal of Advertising cater to niche areas within the broader media influencers and the nuances of influencer marketing. These specific foci suggest that social media's impact is being studied in highly specialized contexts as well as broader ones.

In general, the analysis shows that the domain of "social media and marketing" research exhibits considerable diversity, encompassing a multitude of journals with substantial contributions from prominent publishers such as Elsevier, MDPI, and Taylor & Francis. Key topics include the impact of AI, virtual environments, and brand activism. This field continues to evolve with emerging technologies like the metaverse influencing research trends. Furthermore, this implies that research within social media and marketing is progressively concentrating on the amalgamation of virtual and augmented reality technologies across various sectors.

#### 4- The most significant educational institutions

The data presented in answer to the fourth research question: "Which educational institutions have made the most notable contributions to the study of social media and marketing within the last decade?" emphasizes several of such institutions. As seen in Table 3.

**Table 3 Top 20 educational institutions in the area of social media and marketing**

Rank	Educational institution	TP	Country
1	The Hong Kong Polytechnic University	15	Hong Kong
2	University of Johannesburg	14	South Africa
3	University of Florida	14	United States
4	Bina Nusantara University	14	Indonesia
5	The University of Texas at Austin	13	United States
6	University of Central Florida	11	United States
7	The University of Queensland	11	Australia
8	Cape Peninsula University of Technology	10	South Africa
9	The University of Newcastle	10	Australia
10	University of Melbourne	10	Australia
11	Universiteit Gent	10	Belgium
12	University of Pennsylvania	9	United States
13	City University of Hong Kong	9	Hong Kong
14	New York University	9	United States
15	The University of Sydney	9	Australia
16	The University of Western Australia	9	Australia
17	Griffith University	9	Australia
18	Middle East University	9	Jordan
19	International Hellenic University	9	Greece
20	Universiti Sains Malaysia	8	Sains Malaysia

**TP= Total publications**

As shown in table 3, "The Hong Kong Polytechnic University" in Hong Kong came as the most prolific education institutions in the social media and marketing in the last decade by (15) publications, which demonstrates the institution's commitment to social media and Marketing research. Hong Kong appeared onca again throw "City University of Hong Kong" ranked as number 13 with (9) publications. The United States also dominated large part of social media and marketing research area in the last decade as (5) institutions based on, such as "University of Florida" (14), "The University of Texas at Austin" (13), "University of Central Florida" (11), "University of Pennsylvania" and "New York University" with (9) publications for each.

From the table above, we can see that 6 institutions based on Australia, for instance, "The University of Queensland", "The University of Newcastle", and "University of Melbourne". These institutions total Publications (TP) were as follow, (11), (10), (10). This indicates a robust research environment in Australia focused on social media and marketing. South Africa's presence showcases its growing academic contributions in this field. As it came in second rank via "University of Johannesburg" which produced (14) publications, and once again via "Cape Peninsula University of Technology" with (10) publications. In the last rank came "Universiti Sains Malaysia" with (8) publications.

"Middle East University" in Jordan also appeared within the top 20 institutions in social media and marketing with (9) publications, which refers to the Arab countries international publishing interest in this field of research.

In general, table 3 shows prominent presence of institutions from the US, Australia, and Hong Kong, which indicates strong regional hubs of research activity. The regional distributions of publications are shown in Figure 5.

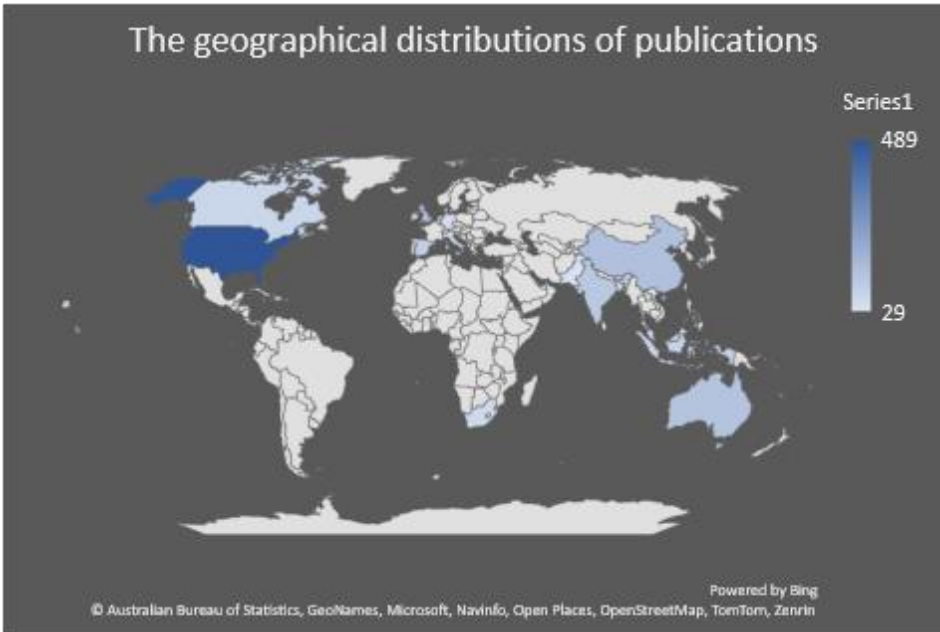


Fig. 5 The geographical distributions of publications

The VosViewer software-based examination of the geographical distribution is shown in Figure 6:

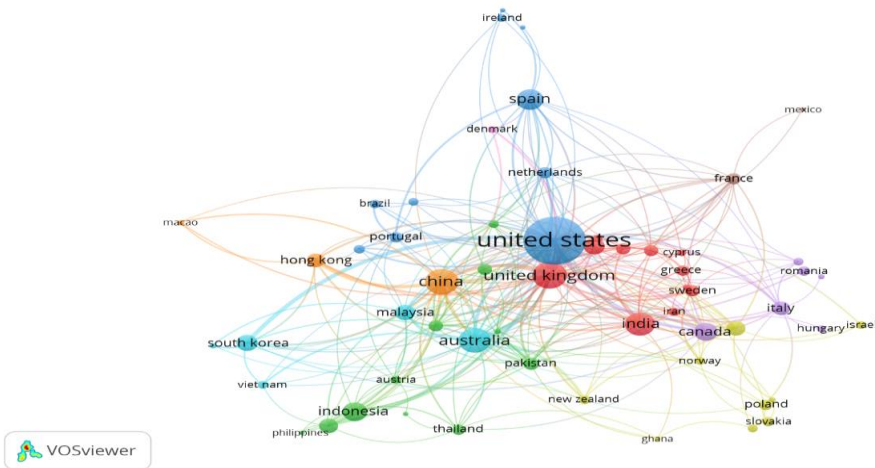


Fig. 6 The geographical distribution map created based on co-authorship

Figure 6 seems to depict the relationships between various countries based on their collaborative research activities, as inferred from co-authorship or shared research output. The size of the nodes and the connecting lines between them offer valuable insights into the global distribution and intensity of research collaborations.

The United States, United Kingdom, China, and Australia came as central players in the global academic network of social media and marketing in the last decade. The figure also shows significant research collaboration between the United States and many countries, including the United Kingdom, Canada, Australia, and China, indicating strong collaborative networks with these regions. China and India also have significant collaborative links, which could indicate their growing influence in academic research, particularly in digital marketing, e-commerce, and technology-related fields.

Countries such as Malaysia, Indonesia, and South Korea (in green) are increasingly active in collaborative research efforts, indicating the rise of research activities in Southeast Asia. The strong presence of these countries in collaborative research aligns with recent trends showing that Asian markets are becoming central to global marketing strategies, especially as digital penetration and social media use increase in the region.

In general, figure 6 shows global scope of social media and marketing research. Their noteworthy contributions exemplify the diverse array of methodologies and viewpoints that are integrated into the analysis of social media platforms and their impact on marketing practices.

In table 4, the research highlights the most significant educational institutions in social media and marketing research in Arab countries in the last decade as shown in Scopus data.

**Table 4 Top 5 educational institutions in the area of social media and marketing in Arab countries**

<b>Educational institution</b>	<b>TP</b>	<b>Country</b>
Middle East University	9	Jordan
The University of Jordan	7	Jordan
Zayed University	7	United Arab Emirates
Princess Sumaya University	6	Jordan
Jinan University	5	Lebanon

**TP: Total publications**

“Middle East University” in Jordan has topped the Arab educational institutions in the international publications of the field of social media and marketing in the last decade with (9) publications. Both “The University of Jordan” and “Zayed University” from the United Arab Emirates follow closely with significant contributions to the field with (7) publications for both. “Jinan University” from Lebanon is also notable, contributing to the broader regional academic discourse on social media and marketing.

### **5- The most prolific authors**

Regarding the fifth research question, "Which Authors have produced the most substantial contributions to the field of social media and marketing research area the last decade?" The data shown in Table 5 presents several authors who have made noteworthy contributions in this field.



**Table 5 summary of the top 10 authors in social media and marketing research area**

Author	Year of first publication	TP	h-index	TC	Current Affiliation	country
Hudders, Liselot	2012	137	35	5,519	Universiteit Gent	Belgium
Dwivedi, Yogesh K.	2003	700	108	45,289	Swansea University	United Kingdom
Emery, Sherry L.	1998	159	40	5,911	National Opinion Research Center	United States
Allem, Jon Patrick	2012	110	28	2,657	Keck School of Medicine of USC	United States
Cruz, Tess Boley	1999	103	35	3,931	Keck School of Medicine of USC	United States
Freeman, Becky	2004	156	30	3,724	The University of Sydney School of Public Health	Australia
Harrigan, Paul	2008	66	30	3,149	The UWA Business School	Australia
Kim, Yoonsang	2011	59	22	1,943	National Opinion Research Center	United States
Kostygina, Ganna	2014	28	10	534	National Opinion Research Center,	United States
Marder, Ben	2012	56	18	1,261	University of Edinburgh Business School	United Kingdom

**TP: Total publications, TC: Total citations**

Table 5 shows that “Yogesh K. Dwivedi” not only has the highest number of publications but also the highest h-index (108) and total citations (45,289), underscoring his significant influence in the field. In contrast, Kostygina, Ganna has a lower h-index (10) and fewer total citations (534),

suggesting that either earlier in career or working in more specialized areas with fewer overall publications.

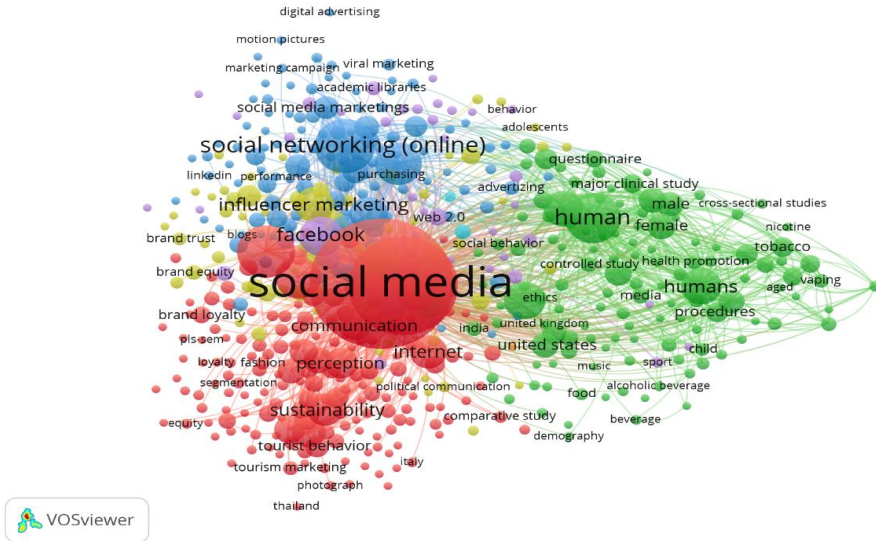
The authors are affiliated with a diverse range of institutions across the globe. This geographic diversity reflects the global nature of research in social media and marketing, with significant contributions from Europe, the United States, and Australia as previously mentioned in table 3.

Several of these authors, such as "Allem, Jon Patrick", "Cruz, Tess Boley" and "Freeman, Becky" are affiliated with medical schools or public health departments. This highlights the intersection between social media, marketing, and health, particularly in areas such as tobacco control and health communication. Their work is likely to focus on how marketing and social media influence public health behaviors. While authors like "Harrigan, Paul" and "Marder, Ben" are based in business schools, which suggests their research may focus more on the commercial and strategic aspects of social media marketing.

The year of the first publication offers insight into the career trajectory of these authors. While "Emery, Sherry L." and "Cruz, Tess Boley" began publishing in the 1990s, they didn't have the same influence as "Dwivedi" who began publishing in 2003 and has since established a dominant presence in the field. Others, like Kostygina, Ganna and Marder, Ben, who started publishing in the 2010s, represent newer voices in the research community, potentially bringing new approaches or methodologies to the field.

## 6- The primary research keywords and trends

Regarding the sixth research question, "What have been the most prominent research keywords for the last decade concerning social media and marketing research area?" Figure 7 illustrates the principal research terms and their frequency of occurrence.



**Fig. 7 The primary research keywords and their occurrences**

Figure 7 illustrates the frequency of core research terms. A wide range of key research keywords related to social media and marketing have emerged over the last decade, reflecting the diverse interests in this field. The term "social media" emerged as the most frequently used keyword, appearing 1,322 times, signifying its crucial significance in the field of marketing research. Similarly, the term "marketing" also featured prominently, being used 768 times, highlighting the primary focus of the research. The term "social media marketing" was also often occurring, being used 214 times. Social media sites like "Facebook", "Instagram", "twitter" and "YouTube" appeared in the keywords 125, 92, 97, and 26 times, respectively, which point out to the importance of these mediums in marketing especially "Facebook" and "twitter".

From figure 7, each related topic consists of a unique group of that exhibit different research domains within the broader field of social media and marketing. For instance, red cluster which includes terms like "social media," "communication," and "internet," appears to focus on the core aspects of social media, its role in communication, and its relationship with online platforms. Green cluster contains terms such as "human," "female," "tobacco," and "health promotion" which suggests that this cluster is related to health and human behavior studies, particularly in the context of social media. This cluster may include research on how social media influences

health behaviors, public health communication, and demographic studies. Blue Cluster: This cluster includes terms like "social networking (online)," "influencer marketing," and "Facebook," indicating a focus on online social networks, digital marketing strategies, and the role of influencers in shaping consumer behavior. There are smaller clusters with specific focuses, such as "sustainability," "tourism marketing," and "brand loyalty." These clusters likely represent niche areas of research within the broader field.

### 7- The most important subject area

To explore the seventh research question, "Over the last decade, what is the most important subject area involving of social media and marketing?" According to the presented data, "Social Science" is the most significant field of study, with a substantial collection of 1754 articles. This result indicates that most of the research related to social media and marketing falls within the social sciences, which could include areas like sociology, psychology, and communication studies.

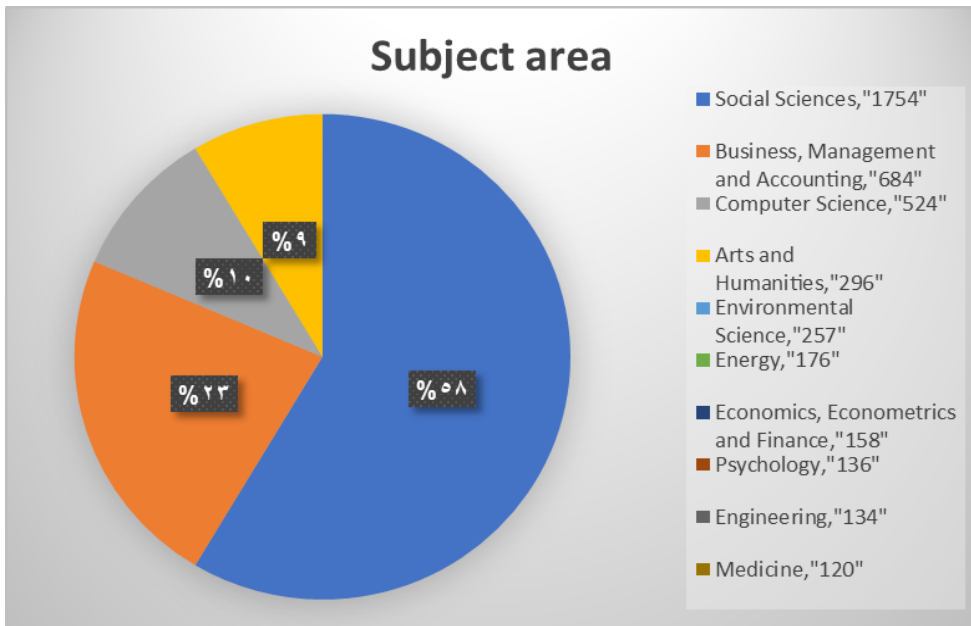


Fig. 8 The most important subject area

"Business, Management and Accounting" is the second-largest segment, with 684 publications, showing significant interest from the

business sector. This likely includes research on social media marketing strategies, consumer behavior, and brand management.

With 524 publications, “Computer science” segment reflects the technical and analytical aspects of social media, such as data analytics, algorithm development, and information systems.

“Arts and Humanities” with its small segment (296 publications) provide important contributions to social media and marketing research, which involve research on digital culture, media studies, and the impact of social media on art and human expression.

“Environmental Science” and “Energy” also appeared as a subject area in social media and marketing research with 257, 176 papers, respectively. This could involve studies on how social media influences environmental awareness and sustainability campaigns or the role of social media in promoting energy efficiency and renewable energy initiatives.

“Medicine” is found to be the smallest segment, with 120 publications, which possibly focusing on the influence of social media marketing in healthcare, public health campaigns, and the spread of medical information.

In general, figure 8 emphasizes the interdisciplinary nature of social media and marketing research, demonstrating its significance in diverse fields.

## **Discussion**

This article tried to provide a comprehensive viewpoint for the relationship between social media and marketing through a bibliometric analysis for 1,872 Scopus publications from 2013- 2023, with several interesting trends identified. The findings demonstrate the evolution and advancement of an academic field characterized by diverse contributions from various nations and organizations, alongside increasing attention from scholars.

### **1- Trends in Publications and Geographic Distribution**

The research results show a general upward trend of publications distribution from 2013 to 2023 which reflects the field’s growing relevance in both academic and practical contexts. This surge in publications in recent years, particularly in 2020, might be related to the COVID-19 pandemic. As businesses, and communication in general, worldwide shifted their focus to

online platforms, academic research may have intensified to explore new marketing techniques, consumer behavior, and the efficacy of social media as a marketing tool.

Another explanation could be the proliferation of AI tools and data analytics which has likely fueled research interest, as these technologies offer new ways to understand and leverage social media for marketing purposes such as technological advancements in content creation, targeted advertising, and customer engagement through AI may have driven researchers to explore these areas extensively.

The steady increase in publications from 2015 onwards, culminating in significant peaks in 2022 and 2023 coincides also with the rise of new social media platforms. As new social media platforms like Instagram, Snapchat, and TikTok emerged and provided fresh opportunities and challenges for marketers, leading to a corresponding increase in academic interest. This transformation has necessitated a deeper understanding of how social media can be effectively used for brand promotion, customer engagement, and sales conversion. The steady rise can also be explained by the academic community's growing interest in new trends and tools, such as influencer marketing, real-time data analytics, and personalized marketing strategies.

The distribution of publications by country in the last decade reflects the global nature of research in social media and marketing. The United States accounts for the largest proportion of publications. This can be attributed to advanced Research Infrastructure with numerous leading universities and research institutions that prioritize digital marketing and social media research, large and diverse market making it a fertile ground for studying various aspects of social media and marketing and tech industry hub as the U.S is at the forefront of social media innovation and is home of major social media platforms like Facebook Twitter and LinkedIn.

United Kingdom and Australia also showed significant contributions. As key players in global markets, these countries have a vested interest in understanding and advancing social media marketing strategies, leading to higher research output.

Countries like China and India are emerging as significant contributors to social media and marketing research at the last decade. This could be due to rapid digitalization, growing academic investment and global market integration which creates a growing need to understand

international marketing trends and adapt social media strategies accordingly.

## 2- Influential Journals and Educational Institutions

The study shows the interdisciplinary nature of the field and the diverse range of topics being explored. Articles are being published in journals that span various fields such as tourism, sustainability, advertising, and information management. This diversity reflects the broad applicability of social media and marketing theories and practices across different industries and research areas.

High Impact Journals like *Computers in Human Behavior*, *Tourism Management*, and *International Journal of Information Management* stand out with high citation scores (19.1, 24.1, and 53.1 respectively). These journals are known for their broad interdisciplinary focus, attracting research that intersects technology, psychology, and management. Their high citation scores suggest that articles published here have a significant impact on the academic community, influencing subsequent research across various domains. The most cited articles in several journals focus on emerging technologies like the metaverse and AI tools such as chatbots. This reflects a growing interest in how these technologies are reshaping marketing strategies and consumer engagement.

The study highlights the diversity of publishers, from well-known academic publishers like Elsevier and Taylor & Francis to more specialized ones like the Multidisciplinary Digital Publishing Institute (MDPI). This diversity reflects the wide range of disciplines and specializations that contribute to the research on social media and marketing.

Asian educational institutions, particularly Hong Kong and Indonesia, reflects the rapid growth and importance of social media and digital marketing in Asia, and reflects a strong focus on technology, innovation, and business studies, areas closely related to social media and marketing. Australia is particularly well-represented, with six institutions in the top 20. This strong presence suggests that Australian universities are investing heavily in research on social media and marketing, likely driven by the country's advanced digital economy and high social media usage rates.

The U.S. remains a powerhouse in academic research across disciplines, and its universities continue to produce influential work in the rapidly evolving field of social media and marketing. Universities from South Africa, such as University of Johannesburg and Cape Peninsula University of

Technology, are noteworthy for their presence in the top ranks. This suggests an emerging focus on digital marketing and social media research in Africa, likely driven by increasing digital connectivity and the expansion of e-commerce on the continent.

The publication counts for the top institutions are relatively modest, with the highest being 15 publications over a decade. This suggests that, while these institutions are leaders in the field, social media and marketing research is still a developing area of study that is integrated into broader academic programs rather than being the primary focus. The data likely reflects a trend towards collaborative and interdisciplinary research, where social media and marketing are studied in conjunction with other fields like information technology, psychology, and business. This interdisciplinary approach is crucial for addressing the complex and dynamic nature of social media and its impact on marketing practices.

The leading institutions in the article are likely to be influential in shaping the curriculum and research agenda in social media and marketing.

### **3- Prolific Authors and Research Keywords**

Knowing prolific authors and their contributions in the field of social media and marketing offers insights into the academic landscape, the diversity of research approaches, and the impact these researchers have had on the field. The presence of authors from diverse academic backgrounds indicates that social media and marketing research is multidisciplinary, involving insights from business, psychology, public health, and technology. The prolific nature of these authors suggests they have made substantial contributions to the theoretical and empirical understanding of social media and marketing. Their work covers a range of topics from consumer behavior to digital marketing strategies, and from the psychological impact of social media to its role in public health. The research produced by these authors is not only of academic interest but also has significant practical applications. For example, their insights into consumer behavior on social media can inform marketing strategies for businesses, while their research into health communication can guide public health campaigns.

Furthermore, an analysis of keyword extracts obtained from primary sources indicates that the term "social media" is the most frequently occurring term in the dataset and serves as the central focus of the research landscape. It is connected to a wide array of other terms, reflecting its



interdisciplinary nature and relevance across various fields of study. Other terms like "communication," "internet," and "sustainability" likely represent major sub-themes within social media research. Their proximity to "social media" suggests that much of the research in this area focuses on understanding communication processes, the role of the internet, and the intersection of social media with sustainability issues. The inclusion of terms related to sustainability and tourism indicates that these are emerging areas of research within the field of social media and marketing. These topics may be gaining attention due to increasing concerns about environmental impact and the role of social media in shaping consumer attitudes towards sustainable practices.

**The bibliometric map in (figure 7) also highlights existing potential gaps within the domain of social media marketing:**

**1- Influencer Marketing and Consumer Behavior:** The term *influencer marketing* appears closely linked with keywords such as *social networking* and *brand loyalty*. However, there is limited research that explores the nuanced impact of influencer marketing strategies on consumer behavior across diverse platforms, such as *Facebook* and *Instagram*. Future studies could investigate these dynamics, focusing on comparative analyses of platform-specific behaviors.

**2- Sustainability and Social Media:** The connection between *social media* and *sustainability* suggests an emerging interest in this area. Nonetheless, there remains a gap in understanding how social media can be leveraged to promote sustainable practices and support green branding. Research could focus on the effectiveness of social media campaigns in raising environmental awareness and fostering consumer trust in sustainable brands.

**3- Virtual and Augmented Reality in Marketing:** Keywords like *virtual marketing* and *digital advertising* indicate growing attention toward advanced technologies. However, the relatively sparse connections suggest that research into the use of virtual and augmented reality in social media marketing is still underdeveloped. Studies could explore how these technologies enhance consumer engagement and brand loyalty.

**4- Social Media's Impact on Human Studies:** The green cluster, anchored by the term *human*, reflects interest in the social and psychological dimensions of social media. There is, however, room for more focused research on the psychological and social implications of social media usage, particularly in areas such as work-life balance, mental health, and digital well-being.

5- **Role of Social Media in Tourism:** The keyword *tourism* is relatively isolated within the network, indicating an underexplored area. Research could investigate the role of social media in promoting sustainable tourism, crisis communication, and tourist engagement during global events or regional challenges.

6- **Emerging Social Media Platforms:** While *Facebook* dominates the discourse, other platforms like *TikTok* and *Snapchat* are noticeably absent. This highlights a significant research gap in understanding the marketing potential of these newer platforms and their influence on consumer behavior. Comparative studies between traditional and emerging platforms would be valuable.

7- **Geographical and Cultural Variations in Social Media Marketing:** The prominence of *United States* in the keyword network suggests a geographic concentration of research. Other regions, particularly those in the Global South, are underrepresented. Future research could focus on cross-cultural analyses of social media marketing strategies to address regional variations and culturally specific consumer behaviors.

#### 4- Subject Areas and Their Implications

The distribution of subject areas in social media and marketing research at the last decade confirms the multidisciplinary nature of the field. Social Sciences and Business dominate, indicating a strong focus on understanding human behavior and developing effective marketing strategies. However, the contributions from Computer Science, Arts and Humanities, Environmental Science, and other disciplines are also critical, as they provide the technological, cultural, ethical, and sustainability perspectives that are essential for a holistic understanding of social media and marketing. This multidisciplinary approach allows for more innovative and effective solutions to the challenges and opportunities presented by social media in the marketing landscape.

#### Conclusions

The bibliometric analysis conducted in this study presents a comprehensive and inclusive examination of the dynamic relationship between social media and marketing research. It highlights a significant increase in research in this field, indicating the growing importance of social media in modern marketing. The global and interdisciplinary nature of this research field is emphasized by the prevalence of specific topics and

keywords, as well as the diversity of contributing countries and institutions. Continuous research is essential for shaping social media marketing in an era where digital platforms are becoming increasingly prevalent. Future research might increasingly focus on the unique social media marketing challenges and opportunities in emerging markets, given the presence of institutions from developing regions like Africa and Southeast Asia. This could include topics such as mobile marketing, e-commerce, and the role of social media in socio-economic development. Topics like AI-driven marketing, big data analytics, self-branding, virtual influencer, Influencer marketing, online advertising, behavior change, understanding how social media campaigns promote sustainability and the integration of virtual reality in social media campaigns need to be more studied. Additionally, methods and tools like “empirical studies”, “thematic analysis” for instance should be more employed in future research.

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