

## IS MARKETING LOSING ITS IDENTITY? A BIBLIOMETRIC REVIEW

### ABSTRACT

Marketing researchers have the responsibility to promote their field of study, developing models and tools, and suggesting best practices that favour marketing practitioners as well. In this sense, both current practices and consumer behavior are investigated. However, consumer behavior should not be seen as a whole on itself. Based on this issue, we investigated the publication in marketing in Brazil. Through a desk research using bibliometric analysis techniques over 520 journal issues and 28 conference proceedings were analyzed. In order to evaluate the evolution of the publication in marketing, we selected the two oldest management journals (RAUSP of FEA/USP and RAE of EAESP/FGV) and the three main national events in the area (SEMEAD, EnANPAD and EMA). Papers published between 1947 and 1976 in RAUSP were analyzed in printed editions. The others were obtained through the website of the events and of the journals. In all, 2,715 marketing articles were identified. We noticed that there is a growing concentration of studies on consumer behavior. Other authors point to this situation, stressing that excessive focus on consumer behavior might reduce studies on strategy and decision making. Thus, the results suggest that marketing scholars rethink the scope of the field and their research activities, strengthening more applied studies to the reality of managers.

**Keywords:** Marketing research; Marketing publication; Bibliometric analysis; Brazil.

## MARKETING ESTÁ PERDENDO SUA IDENTIDADE? UMA REVISÃO BIBLIOMÉTRICA

### RESUMO

Os pesquisadores de marketing têm a responsabilidade de promover sua área de estudo, desenvolvendo modelos e ferramentas, e sugerindo melhores práticas. Neste sentido, é esperado que tanto as atividades de mercado quanto o comportamento do consumidor sejam investigados. No entanto, o comportamento do consumidor não deve ser visto como um fim em si mesmo. Com base nesta questão, investigamos a publicação em marketing no Brasil. Por meio de uma pesquisa bibliográfica, utilizando técnicas de análise bibliométrica, mais de 520 edições de periódicos e 28 anais de eventos foram analisados. Afim de se avaliar a evolução da publicação em marketing, foram selecionadas as duas revistas mais antigas na área de administração (RAUSP da FEA/USP e RAE da EAESP/FGV) e os três principais eventos nacionais na área (SEMEAD, EnANPAD e EMA). Os artigos publicados entre 1947 e 1976 na RAUSP foram analisados em suas edições impressas. Os demais foram obtidos por meio do site dos próprios eventos e dos periódicos. Ao todo, foram identificados 2.715 artigos de marketing. Percebe-se que há uma crescente concentração de estudos sobre o comportamento do consumidor. Em contrapartida, há uma redução de estudos sobre estratégia e tomada de decisão. Este estudo sugere que estudiosos e pesquisadores em marketing reflitam sobre o escopo do marketing e de suas atividades de pesquisa, fortalecendo estudos mais aplicados à realidade dos gestores.

**Palavras-chave:** Pesquisa em marketing; Publicação em marketing; Análise bibliométrica; Brasil.

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## 1 INTRODUCTION

The constant transformation of the cultural, political, natural and socioeconomic environments has inflicted dramatic changes of the business setting over the last decades. To survive in the marketplace and remain competitive, organizations need to analyze and understand the variables that can affect their business. The use of tools, models and theories that help in this analytical process and strategy formulation becomes increasingly relevant. In this sense, the role of academia should gain prominence, since it is the cradle of most researchers, the place where studies that advance the frontiers of knowledge are developed. Within the academic environment, new models and theories are proposed, and common sense is constantly challenged with appropriate methodological rigor. However, the gap between the market and academia does not seem to decrease in Brazil. Worlds and realities that barely interact are being created. Researchers contribute little to the development of businesses and these are little explored for the definition of new and existing research subjects. Faria (2007) weaves a criticism about the academic marketing publication, arguing that scholars and management practitioners are living on different planets and that the distance between them, must be reduced so that academic knowledge in the area of business and management has relevance and practical value. Vieira (2013) shares this opinion.

In his speech at ESPM's 11th International Business Congress, Jeffrey R. Parker, Professor of consumer behavior at the J. Mack Robinson College of Business at Georgia State University, also criticized the issue. According to Professor Parker, more and more research is required with counter-intuitive findings, which has three consequences: 1. papers tend to stand alone and are not revisited, impairing incremental knowledge; 2. the focus of most researches is too narrow – despite high internal validity, they are seldom replicable; 3. some articles present questionable data collection and analysis in terms of reliability and ethical aspects.

In parallel, the analysis of a set of marketing papers of the two leading academic journals on business and administration from Brazil, shows a growing concentration of papers on consumer behavior over other areas of investigation such as marketing planning, market segmentation and positioning, the marketing environment, marketing information systems and even on the more practical issues such as decisions about the 4 P's. There is more and more research on the reactions and attitudes of individuals, but few studies advance to explore how such behavior can be shaped or modified by companies.

The findings of a study by Cassundé, Cassundé Jr., De Farias and De Mendonça (2014) reinforce this situation. Their research shows that the state of the art about internal marketing management is quite poor in Brazil and, in some cases, surprisingly lacking. For the discipline of marketing, consumer behavior should not be investigated as if it had an end in itself. For management academics and practitioners, it should be understood as an instrument to the administrative activity. It might have an end in itself in areas such psychology.

In this context, the present research intends to investigate the focus of the recent marketing publication in Brazil, evaluating if the discipline is losing its identity. By means of a bibliometric research, our study analyzes the two journals with the longest historical series of papers on administration and marketing and the leading national academic events. Events currently represent the main platform for the dissemination of research in administration and marketing in Brazil. Large historical series offer a more comprehensive view of the evolution of studies in the area.

Our criticism concerns the apparent shift in the focus of marketing research and the concentration of studies on only one side of the coin. It does not regard the fact that marketing is becoming fragmented (Siegler, Biazzin & Fernandes, 2014). What seems to weaken marketing is the fact that consumer behavior is gaining all the attention from students, researchers and professors, and other areas are becoming less investigated. Papers are mostly focusing strictly on quantitative aspects and internal validity seems to override all other concerns. Theoretical papers and essays have lost space in most journals (Faria, Giuliani, Pizzinatto & Spers, 2014). Mathematics and statistics tend to determine the chances of publication (Faria, 2006; Belk, 2013; Caldas, 2003; Mazzon & Hernandez, 2013; Vieira, 2013).

From the above, we argue that marketing might be suffering some kind of identity crises once again. Further, taking into account the latest definition of marketing, proposed by the American Marketing Association in 2013: "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large" (American Marketing Association). It is evident that there is a misalignment between the central concept of marketing and the research being undertaken at academia in Brazil.

This study suggests that marketing scholars rethink the scope of the field and their research activities, preventing the loss of identity of the discipline, strengthening more applied studies to the reality of managers, providing more credibility to the

marketing publication in Brazil and increasing maturity of the marketing academic community within the country.

## 2 THE BRAZILIAN CONTEXT

According to Sampaio and Perin (2006), marketing scholars have been researching on the scientific production in the area, demonstrating a great effort to discuss the identity and the scope of marketing, and the direction of this discipline in the national context. However, the result of the research conducted by Vieira and Gava (2006) are alarming. The authors analyzed the scientific literature published in the Proceedings of EnANPAD (Encontro da Associação Nacional de Pós-Graduação e Pesquisa em Administração) – one of the most important conferences in Brazil – between 1990 and 1997. They concluded that the event has not been used as a reference for Brazilian researchers themselves. According to paper, in 1999 a study conducted by a group of researchers from Universidade Federal do Rio Grande do Sul (UFRGS) questioned the quality of the empirical research published in the 90s in the proceedings of EnANPAD.

This same matter was the research problem of an article by Kovacks, Leão, Vieira, Barbosa and Dias (2004) “Can We Trust the Results of Our Research? An Assessment of the Methodological Procedures in Marketing Articles of EnANPAD” (The original title is “Podemos confiar nos resultados de nossas pesquisas? Uma avaliação dos procedimentos metodológicos nos artigos de marketing do EnANPAD”). Vieira (2003) also highlights this phenomenon.

According to his research, national authors use 4.5 times more international studies than Brazilian investigations – 9.1 international references in comparison to 2 national references per article. He concludes that Brazilian academics keep an eye abroad and neglect our local specificities and needs in terms of research. Although they research the objective and most immediate reality of Brazil, Brazilian marketing researchers use predominantly international theoretical reference in the construction of his or her theoretical and methodological framework of analysis. Curiously, no other studies have been published recently on marketing research and publication in Brazil. It seems to be a delicate issue that is being neglected by most marketing scholars.

In 2016, a group of researchers attempted to diagnose who the marketing researchers working in Brazil are and what their thematic and methodological interests are. As stated in their final report, in Brazil there is little tradition to establish

academic exchange between management schools and other courses (Brei, Mazzon, de Farias, & de Matos, 2016). This might lead to some frailties, mainly because of biased or weak empirical processes by not mastering fields such as psychology, sociology or even neuroscience. Brei et al. (2016) also pointed out other issues regarding the marketing scientific community in Brazil: i. Most study groups have a strong endogeneity, which tends to maintain inertia in terms of the research tradition, and may increase research biases; ii. Researchers, for the most part, do not participate in international associations, which restricts the exchange and raises the risk of a domestic/narrow view of the discipline and of research possibilities; iii. The authors point to a low maturity of the scientific community, indicating that few have projects funded by development agencies or scholarships due to their productivity.

This is a possible explanation for the result of a survey conducted with 76 academics (Brazilian marketing professors and researchers). Vieira (2000) found that 79% of respondents evaluated Brazilian marketing congresses and meetings as regular or good at the most. Along the same lines, Sauerbronn (2013) comments that graduate students in Brazil are led to regard academic papers as an end in themselves. Although this approach may produce better government evaluations of the programs, in general, the result is superficial research and flawed training of new scholars. Furthermore, the author regrets the apparent accommodation Brazilian academics as he states that in recent years, Brazilian researchers have just followed the directions of research of other countries, notably of the USA (Quintão, Veludo-de-Oliveira, Urdan & Gonçalves, 2011; Sauerbronn, 2013).

As a consequence of this position, Mazzon and Hernandez (2013) believe that many typical Brazilian contexts are poorly studied from the standpoint of marketing, such as poverty and consumption, the development of products and services for the lower class and the emerging middle class, particular types of channels (free markets, bakeries, bars, warehouses, home delivery) and credit modalities more frequent in Brazil than in other countries (installments, postdated checks, sold on credit). Brazil currently suffers a lack of critical reflection as part of the education of new marketing researchers (Veludo-de-Oliveira, Quintão & Urdan, 2014). Few scholars are aware of the significance of a consistent perspective of the reality of the country during the shaping of their students.

There is another aspect that merits attention with regard to the training of researchers in Brazil: a survey developed by Quintão et al. (2011) pointed out that in Brazil, unlike what happens in the United States, for example, the emphasis of bibliographic

references used in graduate courses rests in books. In his article, the author calls attention to the fact that the literature indicated in doctoral programs in Brazil consists of 55% of books, whereas journals represent only 39%. According to the study, in the United States the ratio is 11% of books and 88% of academic articles. Also regarding the literature indicated in graduate courses in Brazil, the study shows that the number of references reaches 27 items while in the US the volume reaches 67 publications per course. These facts indicate that the content covered in the training of academic researchers in Brazil probably does not reflect the state-of-the-art in marketing and hinders fuller understanding of the scholarly publishing within the country. Without such understanding, it is unlikely that any discussion or questions about the content, the quality, the methodological rigor or the relevance of the topics researched in academia emerge.

Finally, Vieira and Gava (2006) pointed out to a concentration of research in the area of consumer behavior. Over the past years, papers on marketing strategy have lost publication space in top Brazilian journals for studies on consumers, most of them using experiments. Faria (2006) introduces a comment that also meets this concentration that might represent a potential loss of marketing's identity in Brazil. Besides the increasing agglomeration around the thematic area of consumer behavior, the publication in marketing has increasingly become concentrated around a quantitative approach, with emphasis on modeling and structural equations in a clear effort to legitimate marketing as a science (Vieira, 2000). In his article, the author comments that part of the low relevance of the dominant knowledge in marketing in Brazil is due to the dominance of statistical positivism in the area and argues that the recent publication of marketing in Brazil, as a rule, does not challenge the *status quo* of the area.

This can be justified by Huy's (2012) argument for whom the contributions made by qualitative research are often considered insufficient by editors and reviewers. According to the author, there is the idea that a contribution exists only when a theory or a model is presented, which is simpler and more common in quantitative studies. However, qualitative research, because of the immersion process and the use of triangulation of data, presents a unique condition to grasp and understand issues that are difficult to be revealed (Vieira, 2013; Siegler, Biazzin & Fernandes, 2014).

It is noteworthy that the preference for quantitative methods at the academia is, to some extent, an influencer for research in the field of consumer behavior, one of the most fertile and conducive areas of marketing to the use of this research approach.

Also concerned about this issue, Caldas (2003) reports that in a recent study he insisted on the thesis that the continuity of the quantitative increase in production of marketing does not guarantee support of the field if there is not a significant qualitative improvement of the research developed. Although this aspect falls outside the scope of the present paper, both topics are closely related and it had to be mentioned here.

### 3 METHOD

To map the evolution of a given topic, one can apply a bibliometric method. The term was suggested by Pritchard (1969) and refers to the application of mathematical and statistical methods to books and other forms of communication. More recently, Vanti (2002) suggested that it was considered all existing production of books, documents and periodicals. In bibliometric studies, there are two methods that allow the exploration of a research field: performance analysis and scientific mapping (Cunha, Spers & Rocha, 2015). The first method allows us to evaluate the impact of citations in productions involved. The second, provides a dynamic assessment of developments in the research field (Noyons, Moed & Luwel, 1999; Araújo, 2006; Murgado-Armenteiros, Gutierrez-Salcedo, Torres-Ruiz & Cobo, 2015).

In this study we decided to evaluate only the production in periodicals – top journals or proceedings from important marketing events. And the approach was a scientific mapping. We used a qualitative exploratory approach, through literature research and a bibliometric study. Although bibliometric analysis produces quantitative data from the encoding of textual data, the analysis itself is qualitative (Flick, 2004; Strauss & Corbin, 2008).

#### 3.1 Data Collection

We surveyed marketing articles published in the two oldest management journals in Brazil. A thorough investigation of the summary of all issues of RAE – Revista de Administração de Empresas from Fundação Getúlio Vargas (FGV) since 1961 and of RAUSP – Revista de Administração da Universidade de São Paulo (USP) since 1947 was carried out. Both journals were analyzed until their December, 2015 issues. The issues of RAUSP between 1947 and 1976 were analyzed in the printed version of the journal available at the library of the business school of USP, Faculdade de Economia, Administração e Contabilidade. The other articles of the journal, as well as those of the FGV publication were analyzed in their online version. Altogether, approximately 520 issues were analyzed. 388

marketing articles were identified: 159 in RAUSP and 229 in RAE. It should be noted that the RAUSP journal has two major gaps in its publication: the first occurred between the years 1954 and 1961, and the second, a suspension of its issue between the years 1967 and 1976.

The decision to assess only the RAE and RAUSP journals was taken because both present a

more robust time series for analysis. Despite the fact pointed out by Mazzon and Hernandez (2013) that in the 2000s three other journals published more marketing articles (RAC, READ and RAM), a more remote analysis becomes unfeasible due to the greenness of the journals. Table 1 presents the year of the first edition of the main journals in management and marketing from Brasil:

**Table 1** – Main management and marketing journals from Brazil

JOURNAL	FIRST ISSUE
RAEP – Administração: Ensino & Pesquisa (ANGRAD)	2009
PMKT – Revista Brasileira de Pesquisas de Marketing, Opinião e Mídia (ABEP)	2008
REA UFSM – Revista de Administração da UFSM (UFSM)	2008
RBGN – Revista Brasileira de Gestão e Negócios (FECAP)	2004
BASE – Revista de Administração e Contabilidade da Unisinos (UNISINOS)	2004
BAR – Brazilian Administration Review (ANPAD)	2004
REMark – Revista Brasileira de Marketing	2002
Revista de Administração FACES (FUMEC)	2002
RACE – Revista de Administração, Contabilidade e Economia (UNOESC)	2002
RAM – Revista de Administração Mackenzie (Mackenzie)	2000
RAC – Revista de Administração Contemporânea (RAC)	1997
READ – Revista Eletrônica de Administração (UFRGS)	1995
ReGe – Revista de Gestão (FEA/USP)	1994
RAE – Revista de Administração de Empresas (FGV)	1961
RAUSP – Revista de Administração da USP (FEA/USP)	1947

The analysis of the journals took three steps:

1. The articles were first classified as being marketing papers or not. To do so, the abstracts were read. Every time it did not allow the definition of the thematic area of the paper, the full text was read.
2. All marketing papers were then classified into one of the following topics: Marketing Environment and System; Retail and Wholesale; Consumer Behavior; Communication and Advertising; Product Decisions, Product Development and Pricing; Distribution and Logistics; Marketing Education and Research; Marketing Planning and Control, Marketing Strategies; Sales Management; Marketing Fundamentals, New Paradigms, Conceptual and Theoretical Models, Marketing History; Segmentation and Positioning; Services Marketing; Marketing Information Systems and Market Research; Other issues.
3. From these analyzes, a table for each journal was structured. To facilitate the visualization, the publications were grouped into decades. The distribution of the topics in each decade, as well as their totals, averages and standard deviations are presented as well.
4. All papers were also assessed in terms of research method. Considering the evolution of the academic publication within a specific domain, it is important to evaluate how research is being carried out. Each study was classified into 4 groups: consultancy projects, essays, qualitative studies, quantitative studies or other methods.

Once the evolution of the concentration of publications on consumer behavior was detected, in order to verify if the phenomenon also occurred in the proceedings of Brazilian events, major marketing conferences and meetings in Brazil were selected. According to Mazzon and Hernandez (2013), the proceedings of the EnANPAD, as well as the

proceedings of the EMA are extremely relevant vehicles for the national production. In addition to both events, a third one was selected because of its growing importance among business scholars, the SEMEAD.

Thus, more than 2,300 articles, distributed in the proceedings of the three events were analyzed, as shown below:

1. EMA (Event of the Division of Marketing Research of the ANPAD) was created in 2004 and attests to the consolidation, advancement and fertility of the studies in Marketing in Brazil. The meeting opens opportunity for scholars in the field to disseminate and discuss items more specifically. From this event, all proceedings were analyzed, six in all, and 707 articles were identified.
2. EnANPAD (National Meeting of the Association of Graduate Programs in Business Administration) is held annually since 1997 and is now the largest event of the scientific and academic community of management in Brazil. Its last 10 editions were analyzed and 1,045 marketing articles were identified.
3. SEMEAD (Seminars in Business Administration) was created in 1998 and represents an opportunity for students, researchers and business professionals to exchange experiences about scientific research and case reports. Its last eight editions were analyzed; 575 articles were identified in the area of marketing. The option to select only a portion of the editions of SEMEAD occurred in order to maintain similar sample basis, limited by the fact that the EMA has only six editions.

All articles of each event were then organized similarly as described previously, using the same aforementioned tables created for the journals. As each event standardizes its selected articles in specific thematic domains, this paper opted for a standardization of the subjects in four areas: Consumer Behavior; Marketing activities and strategies; Services Marketing, Retail and B2B; and Other issues.

Although this standardization limits the observation of the pulverization of the subjects of the

literature on marketing, it allows the analysis of the focus of this study: the evaluation of the concentration (and its possible worsening over the years) of the marketing publishing around a single subject area - the Consumer Behavior.

All papers published in RAE or RAUSP were categorized from the reading of their abstract and, sometimes, of the whole study. With just over 500 papers, it was possible to handle each research individually and be more specific in relation to its object of study and research method. The articles published in the annals, on the other hand, were classified from the theme tracks in which they were framed by the events. It seemed more feasible and reliable to do so, considering the amount of material, over 2,300 papers. Therefore, they were not screened in terms of research method.

#### 4 FINDINGS AND DISCUSSION

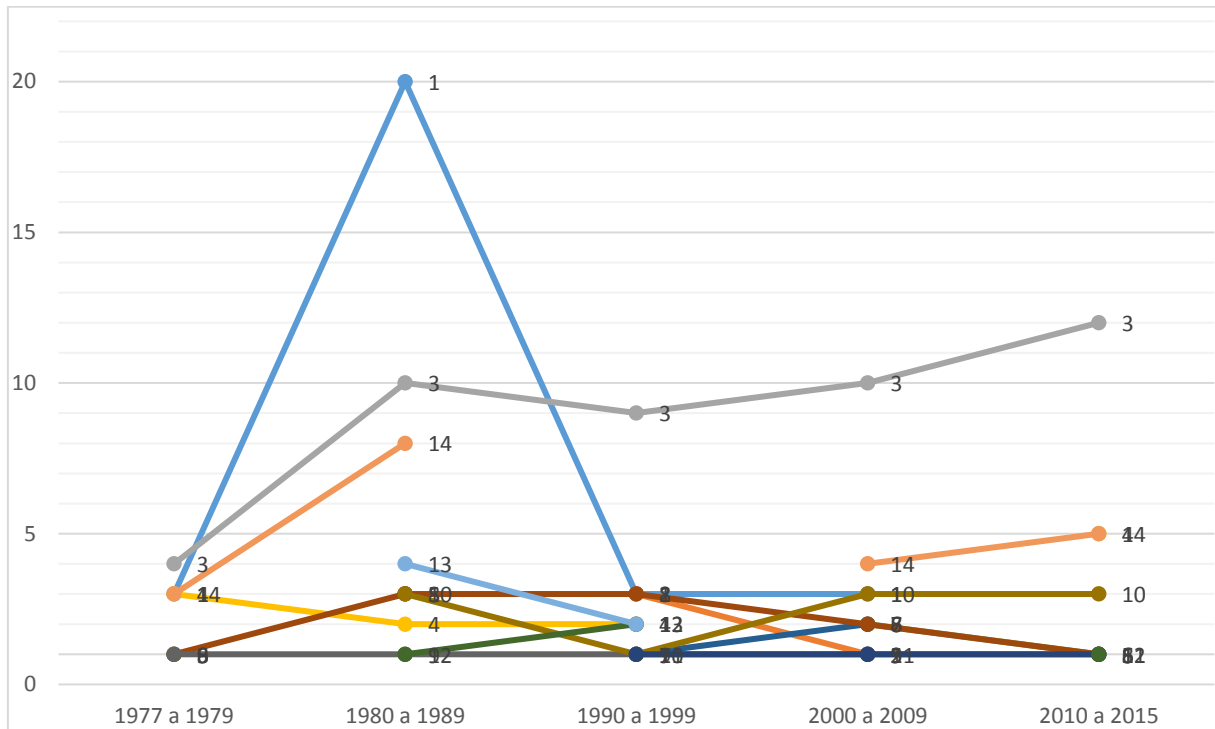
From the data collected, we summarize the most important aspects of the marketing publication in Brazil over the last few years.

##### 4.1 RAUSP Journal

The journal presented an average of 1 marketing article per issue, with 28.30% of the papers on the area of consumer behavior, with an increasing relative share over the issues. With the exception of the publication in the 1980s, consumer behavior predominates other issues. Moreover, the standard deviation for both absolute and relative amounts reinforce the variability of quantities, confirming the concentration of publications on the topic. Other subject areas, except Marketing Environment and System, have a very low representation. The table below Figure 1 highlights that both Consumer Behavior and Marketing Environment and System have the largest amount of papers published, representing an average of 28.30% and 18.24% over the period analyzed. This represents almost half of the publication in marketing. The other half is split into all other research objects, 12 different categories in total. The image also shows the rapid detachment of the publishing curve on consumer behavior in relation to the other thematic areas of the journal.

In addition, one last point deserves attention regarding RAUSP. Although the journal existed since 1947, only in 1977 the first marketing article was published.

Figure 1 – Marketing publication (RAUSP)



	1977 a 1979		1980 a 1989		1990 a 1999		2000 a 2009		2010 a 2015		TOTAL	
	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%
1 - Marketing Environment and System	3	18,75%	20	36,36%	3	10,71%	3	10,00%		0,00%	29	18,24%
2 - Retail and Wholesale		0,00%		0,00%	3	10,71%	1	3,33%		0,00%	4	2,52%
3 - Consumer Behavior	4	25,00%	10	18,18%	9	32,14%	10	33,33%	12	40,00%	45	28,30%
4 - Communication and Advertising	3	18,75%	2	3,64%	2	7,14%		0,00%	5	16,67%	12	7,55%
5 - Product Decision and Development		0,00%	3	5,45%		0,00%	1	3,33%	1	3,33%	5	3,14%
6 - Distribution and Logistics	1	6,25%		0,00%		0,00%	2	6,67%	1	3,33%	4	2,52%
7 - Marketing Education and Research		0,00%		0,00%	1	3,57%	2	6,67%		0,00%	3	1,89%
8 - Marketing Strategies	1	6,25%	3	5,45%	3	10,71%	2	6,67%	1	3,33%	10	6,29%
9 - Sales Management	1	6,25%	1	1,82%	1	3,57%	1	3,33%		0,00%	4	2,52%
10 - New Paradigms, Conceptual and Theoretical Models		0,00%	3	5,45%	1	3,57%	3	10,00%	3	10,00%	10	6,29%
11 - Segmentation and Positioning		0,00%		0,00%	1	3,57%	1	3,33%	1	3,33%	3	1,89%
12 - Services Marketing		0,00%	1	1,82%	2	7,14%		0,00%	1	3,33%	4	2,52%
13 - Marketing Information Systems and Market Research		0,00%	4	7,27%	2	7,14%		0,00%		0,00%	6	3,77%
14 - Other issues	3	18,75%	8	14,55%		0,00%	4	13,33%	5	16,67%	20	12,58%
<b>TOTAL</b>	<b>16</b>		<b>55</b>		<b>28</b>		<b>30</b>		<b>30</b>		<b>159</b>	

4.2 RAE Journal

RAE has a very similar behavior to RAUSP in terms of the distribution of marketing research objects. However, its average concentration on consumer behavior is somewhat lower, at around 20.96%. Yet, it is the topic with the greatest volume of published articles and Figure 2 makes the same phenomenon observed in RAUSP evident. From the 1990s, the curve of the articles on consumer behavior detaches quickly from the other, clearly emerging as the area with the greatest volume of publications.

Marketing Environment and System is the second most published topic – 19.21% over the years. Considering that RAE had 229 marketing papers in comparison to 159 from RAUSP, its relative concentration is considerably lower. It is

also worth mentioning that RAE has a greater amount of research on strategy. Since the 1970s, it published 24 papers and RAUSP, 10.

One aspect that catches the eye in the analysis of the amount of articles in marketing over time is a dramatic reduction over the decade of 1980. The reason was not identified and merits further investigation.

From all the research and review of the literature, it can be stated with respect to marketing academic publication in Brazil, that the amount of academic journals in the country, newspapers and magazines, with exclusive focus on marketing, is still very small. For this reason, all the research within the area must compete with all other research in the areas of business and administration, whether quantitative or qualitative studies.

This fact leads many studies (including dissertations and theses) to finish their ‘career’ in events and conferences, without a publication in indexed journals. Mazzon and Hernandez (2013) believe that this reinforces the importance of graduate and postgraduate programs to invest more in the quality of the dissertation and theses that are completed and defended, and link the obtainment of the titles to a publication of the research in top journals.

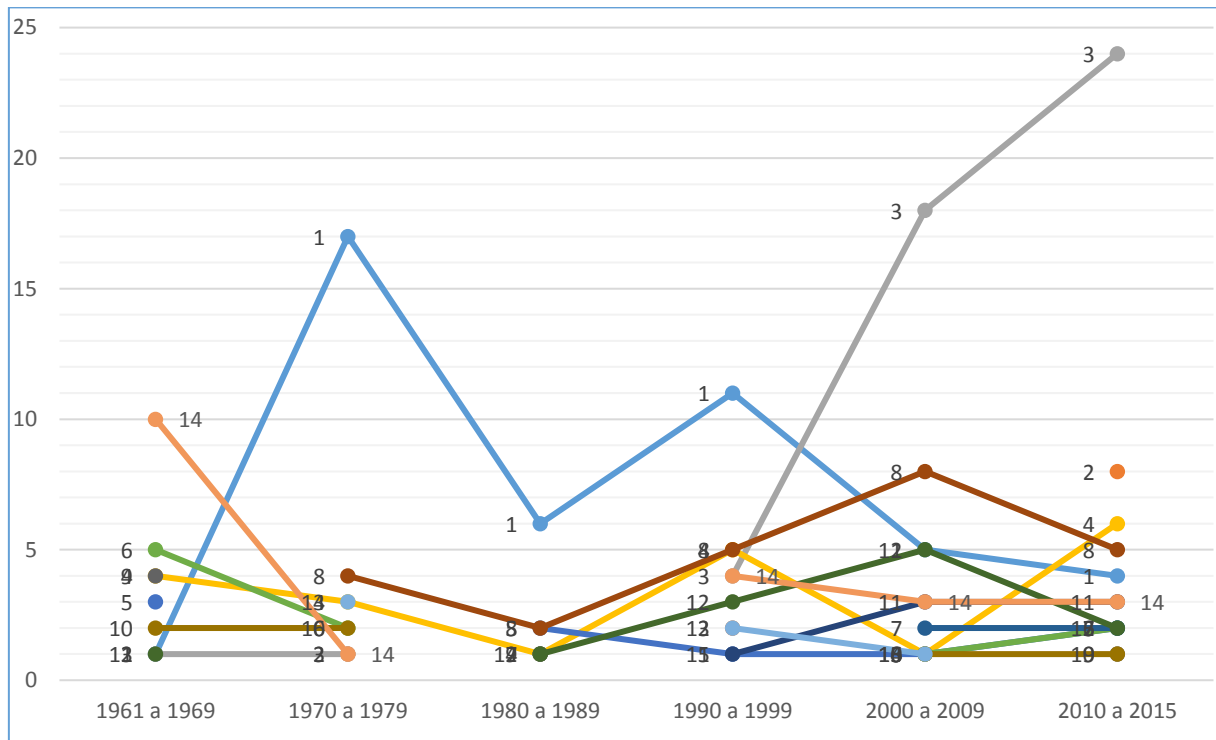
The authors also point to this issue by claiming that it is necessary to create more space for marketing papers in national journals. The launch of journals that publish exclusively marketing papers is a priority and should be encouraged both by the research funding agencies as by educational institutions and even by ANPAD. A study by

Martins and Pucci (2002) corroborates this argument. During the decade of 1990, 266 articles were published in RAUSP. Of this total, only 19 (7%) were marketing papers. The rest was pulverized among the other 18 thematic areas of the journal.

Surely this is a major obstacle that academia needs to overcome so that marketing papers can be more widely disseminated and have greater penetration among market professionals.

Based on the analysis, during the period examined, the RAUSP published an average of one marketing article to every 10 papers, what represents a ratio of one marketing paper for every 1.7 issues of the journal. RAE has similar numbers regarding this aspect: an average of 14% of its content is occupied by marketing texts.

Figure 2 – Marketing publication (RAE)



	1961 a 1969		1970 a 1979		1980 a 1989		1990 a 1999		2000 a 2009		2010 a 2015		TOTAL	
	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%
1 - Marketing Environment and System	1	3,23%	17	50,00%	6	42,86%	11	28,95%	5	10,20%	4	6,35%	44	19,21%
2 - Retail and Wholesale		0,00%	1	2,94%		0,00%	2	5,26%		0,00%	8	12,70%	11	4,80%
3 - Consumer Behavior	1	3,23%	1	2,94%		0,00%	4	10,53%	18	36,73%	24	38,10%	48	20,96%
4 - Communication and Advertising	4	12,90%	3	8,82%	1	7,14%	5	13,16%	1	2,04%	6	9,52%	20	8,73%
5 - Product Decision and Development	3	9,68%		0,00%	2	14,29%	1	2,63%	1	2,04%	2	3,17%	9	3,93%
6 - Distribution and Logistics	5	16,13%	2	5,88%		0,00%		0,00%	1	2,04%	2	3,17%	10	4,37%
7 - Marketing Education and Research		0,00%		0,00%	1	7,14%		0,00%	2	4,08%	2	3,17%	5	2,18%
8 - Marketing Strategies		0,00%	4	11,76%	2	14,29%	5	13,16%	8	16,33%	5	7,94%	24	10,48%
9 - Sales Management	4	12,90%		0,00%	1	7,14%		0,00%		0,00%	1	1,59%	6	2,62%
10 - New Paradigms, Conceptual and Theoretical Models	2	6,45%	2	5,88%		0,00%		0,00%	1	2,04%	1	1,59%	6	2,62%
11 - Segmentation and Positioning		0,00%		0,00%		0,00%	1	2,63%	3	6,12%	3	4,76%	7	3,06%
12 - Services Marketing	1	3,23%		0,00%	1	7,14%	3	7,89%	5	10,20%	2	3,17%	12	5,24%
13 - Marketing Information Systems and Market Research		0,00%	3	8,82%		0,00%	2	5,26%	1	2,04%		0,00%	6	2,62%
14 - Other issues	10	32,26%	1	2,94%		0,00%	4	10,53%	3	6,12%	3	4,76%	21	9,17%
<b>TOTAL</b>	<b>31</b>		<b>34</b>		<b>14</b>		<b>38</b>		<b>49</b>		<b>63</b>		<b>229</b>	



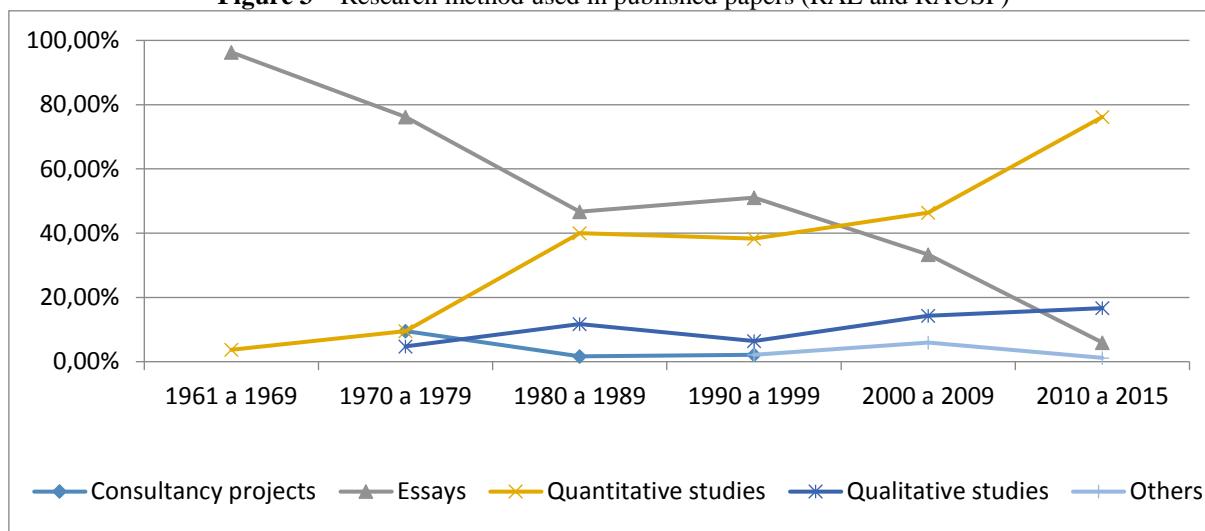
Our evaluation of the research reveals that since 2010 no paper on Marketing Information System and Market Research was published. It is astonishing since most organizations are facing new paradigms in terms of data collection, data retrieval and decision making. Big data, cognitive systems, cloud computing and many other new technologies (at the front and the back end) are redesigning retail stores, creating new forms of relationship between organizations and consumers, forging new positions within many companies (data scientists and data curators, for example) and reshaping information systems. This fact should at least cause some discomfort in editors and lead to a call for papers.

Finally, as far as the analysis of the articles in both journals is concerned, it is intriguing that little material has been published about management and marketing education. Only 8 papers were identified over the decades – a ratio of 1 article to every 65 issues of the journals. It seems to be a topic that does not catch the attention of researchers or has little appeal to editors. Irrespective of the motive, it is an issue that deserves further investigation. The

findings of Brei et al. (2016) – high endogeneity of research groups and low maturity of the researchers – may justify this fact. Faria's (2006) comment that the marketing publication in Brazil does not challenge the status quo of the area also throws light on the subject, since maintaining the research traditions of each group/institution seems to be the standard among Brazilian marketing researchers.

In terms of research method, Figure 3 reinforces what we previously pointed out: quantitative studies are dominating the publication in both journals, RAE from Fundação Getúlio Vargas and RAUSP from the University of Sao Paulo. In the early years, essays prevailed, reflecting the construction of a new academic field in Brazil. Over the years, papers with a quantitative approach outshined, representing 75% of the marketing publication in RAE and RAUSP from 2010 to 2015. Mazzon and Hernandez (2013) analyzed all papers from 6 Brazilian journals between 2000 and 2009. Their research shows that 60% of the publication had a quantitative approach, which was already high.

**Figure 3 – Research method used in published papers (RAE and RAUSP)**



	1961 a 1969	1970 a 1979	1980 a 1989	1990 a 1999	2000 a 2009	2010 a 2015
Consultancy projects		9,52%	1,67%	2,13%		
Essays	96,30%	76,19%	46,67%	51,06%	33,33%	5,95%
Quantitative studies	3,70%	9,52%	40,00%	38,30%	46,43%	76,19%
Qualitative studies		4,76%	11,67%	6,38%	14,29%	16,67%
Others				2,13%	5,95%	1,19%

Some authors, such as Vieira (2000), believe that there is a clear effort to legitimize marketing as a science and that the contributions offered by qualitative research are often considered insufficient by editors and reviewers. Vieira (2013) suggests that qualitative research is still seen as a

strange process for the production of knowledge within business schools; it is more associated with anthropology, sociology, history and psychology.

This might explain the low relevance of the dominant knowledge in marketing and the dominance of statistic positivism within the

discipline (Faria, 2006), of a one-sided approach, based on positivism (Sauerbronn, 2013). However, this does not seem healthy since “the goal of a social science research is to understand complexity of human behavior and experience” (Morse, 2003, p. 189). Further, Rocha-Pinto, Freitas and Maisonnave (2010) argue that the great theories arising in the social sciences are not the fruit of quantitative data analysis, but of abstractions of their creators.

**4.3 Conference Proceedings**

SEMEAD is the event that has the highest relative share of articles on consumer behavior with 48.17% of the papers within the marketing track. Second is the EnANPAD, with 41.24% and thirdly, the EMA, with 38.05%.

Figures 4 and 5 highlight both the concentration of the articles published in the area of consumer behavior and the fact that this concentration has increased over the last few years, mostly in regards to SEMEAD. In 2009, SEMEAD created areas within each track. Two major areas devoted to the topic of consumer behavior were introduced: one focusing quantitative studies and the other, qualitative research. Since 2014, a third area was implemented to organize all consumer behavior studies: quantitative experiments. Even though the

consumer behavior track faced a relative reduction of papers in 2014 and 2015, it still concentrated 52.70% and 55.00% of all papers accepted.

Figure 6 presents the results regarding EMA. Similarly to what happened in 2015 in EnANPAD, the 2016 conference of EMA obtained a substantial increase within the ‘other issues’ track. It jumped from 20 (22.47%) to 35 (33.02%) articles. However, the area with most papers was consumer behavior, concentrating 35.85% of all studies. Over its editions, the consumer behavior track gathers 38.19% of all papers.

The three events still have a low volume of research in terms of marketing activities and strategy. In the analyzed period, the average of research within this track was of: 27.13% in SEMEAD, 18.85% in EnANPAD and 22.21% in EMA.

Finally, regarding Brazilian conferences, it is important to point out the broad bibliometric study by Rossi, Bortoli and Castilhos (2012) which identified that among the most influential marketing articles in EnANPAD are the consumer behavior ones. Faria, Giuliani, Pizzinatto and Spers (2014) also highlight the importance of the EnANPAD proceedings as an important disseminator of scientific knowledge in Brazil.

**Figure 4 – Marketing publication (SEMEAD)**

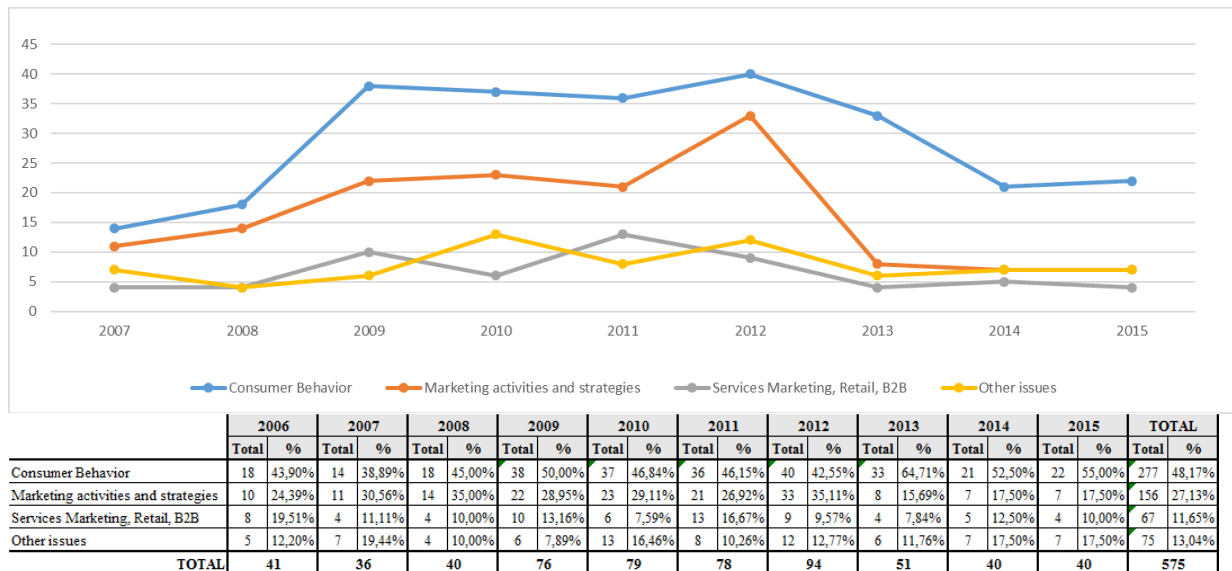


Figure 5 – Marketing publication (EnANPAD)

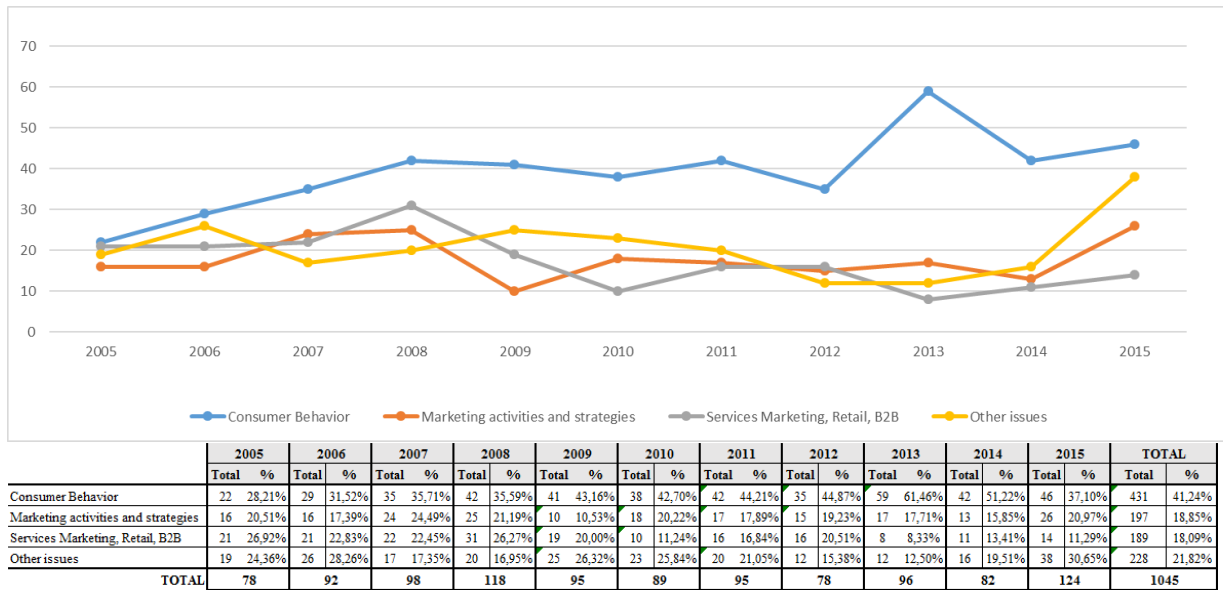
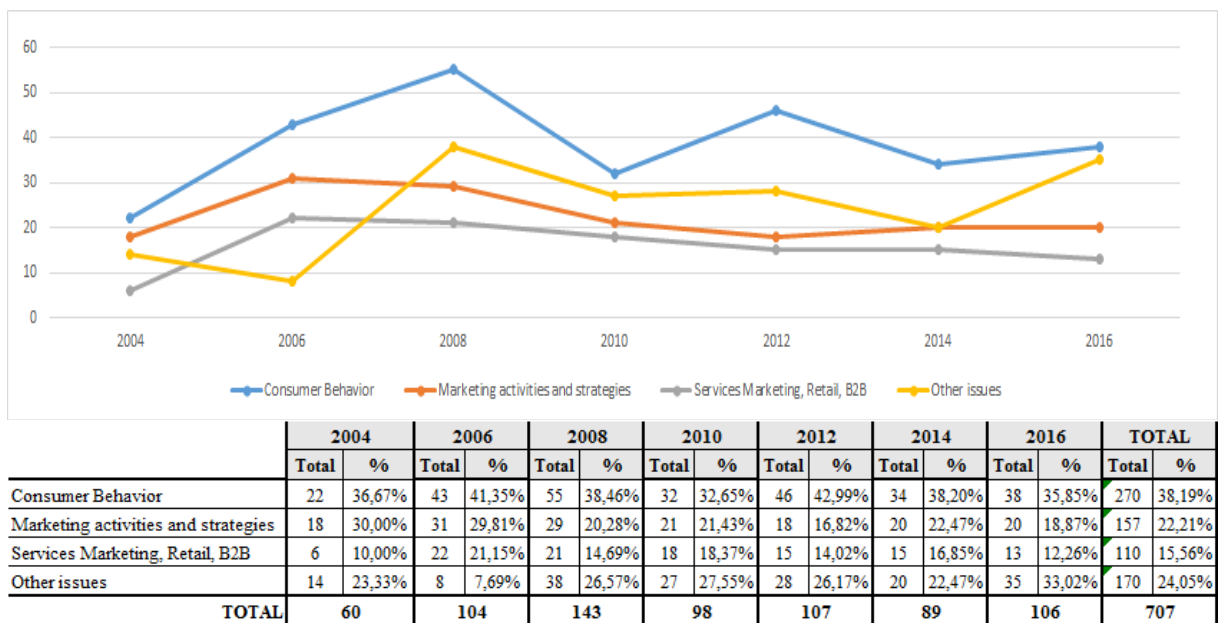


Figure 6 – Marketing publication (EMA)



5 FINAL COMMENTS

In line with the objective of this study, we sought to identify what is being discussed and published in academia in relation to marketing. From the survey of the academic publishing in marketing in Brazil, either through the analysis of the two leading business journals, as by the examination of the three key area events in the country, evidence of a rampant concentration of articles on consumer behavior over other thematic areas was identified.

As mentioned before, this fact reflects historical issues and the current posture of many Brazilian scholars, weakening the already fragile identity of marketing in Brazil. As highlighted, this identity has never been completely established – including the arrival of marketing in Brazil that occurred accidentally.

It is natural that a field of knowledge becomes fragmented and that a specific area of investigation within it becomes highly relevant. There is no harm in that. The problem is the loss of

importance of other areas, the apparent lack of interest from academia to research on them and advance their models and theories. In other words, the fact that consumer behavior is being increasingly separated from marketing, forming its own body and academic autonomy is not the alarming aspect. The core claim that this research has raised is the loss of relevance of other thematic areas of marketing and their diminishing capacity to stimulate academic interest.

In this sense, in search of greater specialization of its subareas, the whole loses a little sense. Its parts do not seem to compose a larger area, undermining the marketing identity in Brazil. The discipline, in a holistic view, seems to face a certain schizophrenia still seeking to consecrate itself as science. Better than saying that marketing is losing its identity, we should say that marketing, as a field of knowledge and object of study, is still in search of an identity in Brazil. Its borders are still very fluid and gray, which leads the academic community itself to question the credibility of the published research.

It is also important to highlight a predominance of mathematics and statistics in most marketing investigations. A quantitative approach seems to dominate the publication within the field, separating it from other human and applied social sciences. Although RAE and RAUSP represent the state of the art in terms of studies on Administration in Brazil, future research, including other academic publications, is relevant. The fact that only two Brazilian journals were investigated represents a limitation of this paper. Advancing the investigation whether marketing studies are becoming consumer behavior studies represents an opportunity for future studies. Professors and researchers may rethink and reshape their classes, investigations and restructure the way they are building new researchers. For the sake of marketing, as a discipline and a set of marketing practices, we suggest that broader studies and more applied research is carried out. One possibility is to gather people with different backgrounds, multidisciplinary teams working together to avoid short-sighted work with low external validity or even with little effective applicability.

Finally, it might be important to think over a particular characteristic of the academic research in Brazil. Most research funding is primarily and almost exclusively governmental. The private sector is not used to funding academic research in Brazil. For this reason, as there is no greater orientation or pressure for results, many research projects get lost, adrift. In this sense, observing the example of other countries, like the United States, and taking simple and local actions can cause positive results with rapid and beneficial effects.

In terms of future research, it is important to understand why so little investigation on marketing education has been published. It would also be useful to investigate other countries and better understand the worldwide picture of marketing. It might be helpful as well to perform a Delphi and verify with professors and experts what they think of this phenomenon and of marketing in the future. Lastly, to increase knowledge on the gap between academia and the market might indicate possible actions to bring both closer and strengthen marketing.

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