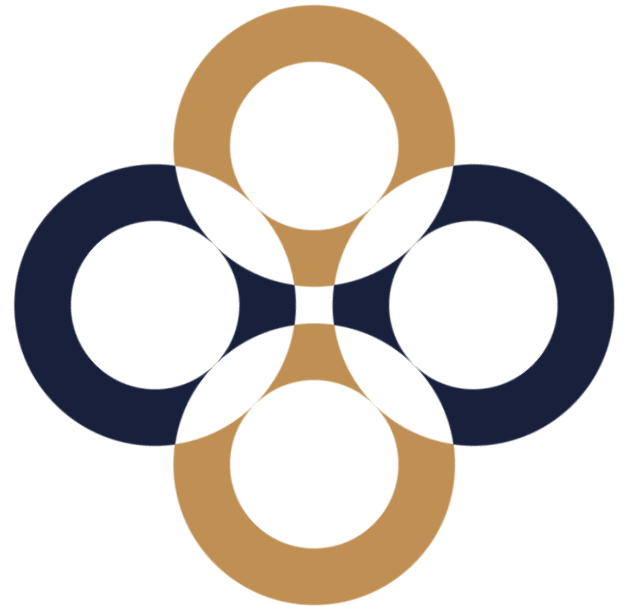


# Szakirodalmat keresek



## KÖNYVTÁRI ADATBÁZISOK

- Tudományos folyóiratcikkek, népszerű magazincikkek, újságcikkek
- Referenz művek (pl. szótárak, lexikonok)
- Könyvek
- Nincsenek szponzorok és hirdetések

## GOOGLE

- Néhány ingyenes tudományos folyóiratcikk népszerű magazincikk, újságcikk, könyv
- Népszerű weboldalak (pl. Facebook, Wiki)
- Kereskedelmi weboldalak (pl. Amazon)
- Aktuális hírek és információk
- Sok hirdetés

## MIKOR HASZNÁLJUK?

- Egyetemi kutatásokhoz
- Hiteles információk gyors megtalálásához
- Személyes információs igényekhez
- Ha van elegendő idő a forrásértékelésre

## Forrásértékelés

### **Aktualitás – (Currency)**

Publikálás időpontja? Javított? Frissített? Működnek a linkek?

### **Relevancia – (Relevance)**

Választ ad a témára? Megcélzott közönség?

### **Hitelesség – (Authority)**

Ki a szerző, kiadó? Szerző affiliációja? Elérhetőségek fel vannak-e tüntetve?

### **Pontosság – (Accuracy)**

Honnan származik az információ? Lektorált? Más forrásokban megtalálható?

### **Cél – (Purpose)**

Mi a célja? Tanít? Meggyőz? Szórakoztat? Objektív?

*CRAAP Test: <https://academic-englishuk.com/evaluating-sources/>*

Cím

Szerzők és  
affiliációk

Absztrakt

Bevezetés

JOURNAL OF BUSINESS-TO-BUSINESS MARKETING  
2023, VOL. 30, NO. 1, 63–85  
<https://doi.org/10.1080/1051712X.2023.2188134>

 Routledge  
Taylor & Francis Group

 Check for updates

## Sustainable Marketing Management: Using Bibliographic Coupling to Review the State-Of-The-Art and Identify Future Research Prospects

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### ABSTRACT

**Purpose:** The abundance of research in the field of sustainable marketing management necessitates a comprehensively integrated knowledge about the topic. This study aims to map all scientific publications related to sustainability marketing from a firm perspective as collected from the Web of Science database (1900–2021), and subsequently identify potential future research directions.

**Design/methodology/approach:** The bibliometric method, particularly bibliographic coupling, is used to describe the evolution over time of research on the topic. Also, the networks and intellectual structures of sustainability marketing management research are visualized and analyzed by VOS viewer algorithm/software.

**Findings:** Based on a final list of 606 selected journal articles extracted from the initial 777,577 retrieved items, the bibliographic coupling analysis reveals six clusters within the research field: “sustainable green marketing and design: system perspective,” “sustainability assessment and firm performance,” “social sustainability in the dynamic model and mechanism,” “strategic CSR, corporate sustainability integration and performance,” “impacts of social and environmental sustainability on economic sustainability,” and “environmental sustainability and green management for multinational enterprises.”

**Practical Implications:** This study provides insight into the most substantive up-to-date contributions to the field, herein referred to as state-of-the-art thematic topics in sustainability marketing management. Thus, it outlines fruitful future research avenues for a more developed research

### KEYWORDS

Sustainable marketing management; bibliographic coupling; bibliometric analysis

### Introduction

Sustainability is a ubiquitous topic that both researchers and practitioners have been discussing regularly for several decades; humanity has always been concerned about the increasing social problems, environmental problems and the planet’s limited natural resources to “meet the needs of the present without compromising the ability of future generations to meet their own needs” (Kemper and Ballantine 2019). Marketing has been considered the dominant function of business (Rossiter and Smith 2018), while sustainability marketing represents an evolution in the marketing field that combines economic perspectives of traditional marketing with newer concepts of environmental and social aspects such as social equality, ecological protection, environmental-friendly

/green practices, ethical responsibilities, and inter-generational balance/long-term concerns (Seretny and Gaur 2020).

The evolution of sustainability marketing begins with the ecological marketing concept introduced by Kasrajian (1971). Along with the ecological marketing concept, the social and societal marketing concepts are also quite closely related to sustainability marketing. Kotler and Lee (2005) classify social marketing into six categories: corporate social marketing, cause marketing, cause-related marketing, corporate philanthropy, community volunteering, and socially responsible business practices. The concept of ecological marketing itself is entirely based on a societal marketing approach and deals with factors affecting ecology and pollution. Ecological marketing mainly focuses on the desire of producers to be environmentally

Table 1. Searching protocol/procedure and data procurement results.

| No | Searching and selecting rules   | Result  | Filter rules and scope   |
|----|---|---------|--|
| 1. | TI= (green OR social OR environment* OR sustainab*)   | 777,577 | Refined by:  |
| 2. | TS= ((marketing OR product*OR pricing* OR advertising OR promotion) AND (company* OR firm* OR enterprise* OR corporate*)) | 127,415 | Document types: Article or Review.<br>Indexes: SCI-Expanded, SSCI, ESCI<br>Timespan: All years (1900–2021)   |
| 3. | Combining 1 and 2   | 10,771  | Language: English  |
| 4. | The initial-stage inclusions regarding relevant field areas   | 6,228   | Field areas: Management, Economics, Business, Ethics, Business Finance, and Operations and Management Science, Operations Research and Engineering, Business Economics |
| 5. | Filtration of top management journals   | 1,297   | Top journals in the latest edition of the Association of Business Schools list   |

of sustainable entrepreneurship and sustainable innovation in nonprofit and non-governmental organizations?; (2) How are sustainability agency in stakeholder management (Romestant 2020), strategic formulation and decision-making (Haffar and Searcy 2019), and environmental management, and innovation strategy executed in emerging countries?; and (3) How can corporate sustainability, strategic approach, sustainable approach/sustainability be adapted into new markets, emerging nations with collective cultures, and different institutions, laws, or market development variables?.

The fifth promising future research avenue concerns the impacts of social and environmental sustainability on economic sustainability. The prior studies indicate that background theories such as the resource-based view, the natural resource-based view, and stakeholder perspectives have

### Conclusion

This comprehensive bibliographic coupling study (1990–2021) acts as the “one-stop shop” for current and future trends of sustainable marketing strategy from a corporate perspective based on comprehensive citation references concerning total citations and citations per year and for emerging studies from the past three years within each sub-themes. By recognizing essential contributions to the contemporary reviews, this study demonstrates a new comprehension of sustainable marketing. The bibliographic coupling analysis accommodates a forward-looking outlook, since it highlights current and emerging trends. The dynamic bibliographic coupling focuses on the influential literature from comprehensive citation references and emerging literature from recent times that has documented thematic changes and evolutions. The

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Táblázatok,  
grafikonok

Következtetés

Hivatkozások

## EGYETEMI KÖNYVTÁR

Szuperkereső

Katalógus

Folyóiratok és E-könyvek



Témakereséshez egy felületen teszi kereshetővé a könyvtáron keresztül hozzáférhető tudományos adatbázisok többségét, könyveinket



A könyvtár állománya kereshető szerző, cím, tárgyszó alapján



A könyvtár állományában lévő előfizetett vagy ingyenesen elérhető e-könyvek, folyóiratok



ADATBÁZISOK

REPOZITÓRIUMOK