

Marketing Research Trends and the Top 100 Research-Active Scholars in Asia During 2011~2016*

Editor's Research Note

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This study introduces research trends in Asia by analyzing the publications of scholars in major universities in Asia, which can provide Asian researchers with what topics Asian researchers have been conducting the last six years. In addition, this study provides information on who have been active in research with the list of top one hundred scholars according to their H index scores.

For this analysis, we have collected academic publications of all the professors in major universities from twelve Asian countries, analyzed what topics they have been studying along with which topics are most popular by country and geographical area, evaluated scholars' academic performances in terms of their impacts on academic society, and finally selected the top one hundred scholars among them.

This study makes some unique contributions to the academic societies in Asia at least in two ways. Firstly, this study provides Asian researchers with information on what Asian researchers have been studying for the last six years, which is expected to help Asian researchers to understand research trends in Asia. Secondly, this study introduces who has been active in academic research in what countries or universities in Asia, which has never been addressed in the academic societies in Asia. This study hopefully generates some positive competition among Asian scholars and acknowledges their contribution to academic societies.

Key words: Marketing journals, Research Trends in Asia, Ranking, Management School, Publication, Scholar, h-index

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I. Introduction

Researchers in the US and many European countries can easily communicate with other western researchers and share their research findings across borders without any difficulty, thanks to a variety of international research networks and well-established marketing journals, such as the Journal of Consumer Research (JCR), Journal of Market Research (JMR), Marketing Science (MS), Journal of Marketing (JM), International Journal of Research in Marketing (IJRM), European Journal of Marketing (EJM), along with so many other uniquely positioned journals. As a result, western scholars can easily access the most recent academic findings in marketing and find knowledgeable researchers who are in the same research fields for collaboration or simply to contact other researchers to get needed information.

In contrast, Asian scholars do not have much information about research-active scholars in neighboring countries. Particularly, Asian academics do not know who have been active in their research and about which topics those academics are researching. This is due to the fact that there has been no such well-organized academic conferences nor international journals which help Asian researchers to access other Asian researchers' academic outputs and communicate across country borders (2016 Chung). Most research journals in Asia publish research papers written

in local languages. For instance, there have been no international journals in China and Japan until now. JSMD (Japan Society of Marketing and Distribution) and CMAU (China Marketing Association of University) plan to launch their first international journals this year. Given the lack of proper research networks for Asian researchers, it is very likely that many academics have been working on the same or similar research questions that have already been addressed in other research publications, and that Asian journals have accepted those papers for publication, thereby violating ethical rules of academic research. This situation can potentially have a critical damage on both the reputations of the corresponding journals and scholars. In order to prevent this type of mistake, to better facilitate academic collaboration among Asian researchers, and to accelerate the diffusion of academic findings across Asian countries, it is essential to provide scholars and journals alike with information on information on what topics other researchers in Asia have been working on recently and who have been active in academic research in Asia.

Some studies have attempted to evaluate the academic performances of researchers (Mort, McColl-Kennedy, and Soutar 2004) and of universities (Cheng, Chan, and Chan 2003), and of journals (Easton and Easton 2003, Hawes and Keiller 2002) in marketing and other areas in management. However, most of their research are not for Asian scholars and academic societies. The main objective of this study is to provide

academic researchers in Asia with information about which topics are most popular among Asian researchers over the past six years, which researchers have been more active in research, and also from which major Asian universities they come from and in which countries.

In order to fulfill the objectives, we collected academic publications of all the professors in major universities from twelve Asian countries, analyzed what topics they have been studying along with which topics are most popular by country and geographical area. Furthermore we evaluated scholars academic performances in terms of their academic impact on academic society, and finally introduce the most research-active 100 scholars among them according to their academic impacts measured by H index.

This research is expected to make a contribution to the academic societies in Asia by diffusing information on the research of academics in Asia, accelerating the intellectual exchange among them, and reducing the chance of the overlapping of research projects on the same research topics.

II. Data Collection and Measure of Researchers' Academic Performances

In order to obtain information on what academics have been researching in Asia, all published

research papers of Asian scholars for the last six years after 2010 (from 2011 to 2016) were collected according to the following procedure: Firstly, we selected a maximum of 10 major business schools in each of twelve chosen Asian countries (China, Hong Kong, Japan, Indonesia, Mongolia, Malaysia, Russia, Taiwan, Singapore, South Korea, Thailand, and Vietnam) that are either accredited by AACSB, EQUIS or AMBA, or are ranked in at least one of two major university ranking studies: QS Global 200 MBA Rankings Asia Pacific (<http://www.topmba.com/mba-rankings/region/asia>) in 2015 and the Eduniversal Business School Ranking (<http://www.eduniversal-ranking.com>). In total, 61 universities were selected for the analysis. The list of the selected universities is listed in Appendix A and also available on our journal website (<http://amj.kr>).

Secondly, we obtained lists for 435 marketing faculty members in the selected universities. Information on journal names, the titles and years of the published research papers for all the marketing faculty members in the selected universities was obtained from the following three sources: the official websites for each of the business schools in our study, ResearchGate (<https://www.researchgate.net>) which is the most popular social networking site for academic researchers, and Google Scholar (<https://scholar.google.com>). Only papers written in English and published in international journals were collected. Among them, we excluded the four types of

publications: case studies, research papers in local journals, research papers in proceedings and research papers in journals that are not considered to be related to the field of marketing research, such as system engineering and finance. Six scholars in our dataset have no papers published in marketing journals. Local publications were not considered because of the difficulties of evaluating the quality of those journals, as well as the problem of not easily being able to discriminate between marketing and non-marketing topics in such journals. In fact, the exclusion of local journal publications has no impact on our results since the H-Indexes of most local journals are zero. In total, 4,815 research papers made by 435 Asian researchers from 96 universities in twelve countries were collected. Among them, Vietnam and Mongolia, were excluded from analysis because most of them are not available online. Please refer to Appendix A on the journal website for the list of all Asian Universities considered in the study.

In order to find the active researchers in Asian universities and analyze how active they are, we, first, collected the academic publications of researchers in major Asia universities. This study limits the research publications of Asian researchers to all the academic research papers on marketing topics written by academic faculties in major Asian universities in each country, but not limit the research publications to those published by Asian journals but any qualified international journals. The research papers published

by Asian scholars for the last six years (from 2011 to 2016) were collected as described below: Firstly, maximum ten management schools in twelve Asian countries (China, Hongkong, Japan, Indonesia, Mongolia, Malaysia, Russia, Taiwan, Singapore, South Korea, Thailand, Vietnam), which are ranked by university ranking studies such as QS Global 200 MBA Rankings Asia Pacific (<http://www.topmba.com/mba-rankings/region/asia>) in 2015 or Eduniversal Business School Ranging (<http://www.eduniversal-ranking.com>), or which have been accredited by AACSB, EQUIS, or AMBA. Secondly, all the information on published research papers of faculty members in those universities, including publication year, and journal titles, were obtained from the following three sources: the websites of the corresponding business schools, ResearchGate (<https://www.researchgate.net>) which is the most popular social networking site for academic researchers, or the faculties' personal websites via google. All the publications published in international journals were collected. In total, information on 4,815 research papers written by 435 Asian researchers from 96 universities in twelve countries. Among them, some countries such as Vietnam and Mongolia were excluded for analysis due to the lack of information. Please refer to Appendix A for the lists of selected Asian Universities.

The academic performances of researchers and journals can be quantified in many ways. Most measures of researchers' academic performances

are based on the intuitive idea of "how much the researcher or the journal influences on other research publications with their publications." The most well-known measure is Impact Factor (IF), provided by Thomson Reuters' Clarivate Analytics (<http://clarivate.com>). The impact factor reflects the number of citations of a journal's material in the preceding two-year period divided by the number of citable materials (source items) published by that same journal within the same period. In short, this is a measure reflecting the yearly average number of citations to recent article. However, the use of IF scores has been criticized due to its limitations (Kura 2003, Shekhawat, Setia, Awasthi 2014). One of the most critical and controversial issues on a measure only based on the number of citation is the fact that Impact Factor does not reflect the productivity of a researcher. Only one publication which is highly cited can keep her or his performance high even if he or she does not produce any more publication. In addition, review papers are significantly more cited than other research papers, so some journals prefer review papers on purpose. Another well-known issue on Impact Factor is that research paper published on top-tier journal such as JMR (Journal of Market Research) is very likely to be regarded as less influential than a research paper on management journals that are regarded as mid-tier journals in marketing. Extension of the impact factor to the assessment of journal quality or individual authors is inappropriate

(Kurmish 2003).

There are several other alternative measures such as Immediacy Index, Aggregate Impact Factor, SCImago Journal Rank, Eigen Factor Score, and H index (Shekhawat, Setia, Awasthi 2014). Among them, h-index (Hirsch, J. E. 2005) has been recently more preferred for the evaluation of journals and scholars against Impact Factor since the H index is a measurement for not only the impact but also productivity of a researcher and more robust and less time-sensitive measure of journal impact (Harzing and Wal 2009). Therefore, our study uses H index as the quantifying measure of the qualities of journals and the individual researchers' productivity and influences.

The academic performance of a scholar are evaluated by the following procedure. Firstly, we obtain the H indexes of all the corresponding journals, as the measure of the quality of each publication, from the database of SCImago (<http://www.scimagojr.com/journalrank.php>), which is calculated based on research papers published during 2011 to 2015. Secondly, we calculate the impact of a scholar by summing up the H index scores of his/her each publication as her/his academic performance. This measure is an weighted average of the impact of each publication on other research publications, which is called adjusted H index. Each scholars' individual H index scores can be directly obtained from Google scholar but individual H indexes from google scholar were not used in this study

mainly due to two reasons: Firstly, H indexes of majority of scholars in Asia are not provided by google scholar because most of them seem not to register google scholar services, especially, many scholars in China are not registered in google scholar. So it is likely to underestimate the academic performances of researchers in mainland China and, secondly, google scholar is likely to underestimate the impact of marketing journals on “marketing” researchers, significantly, compared to general journals publishing more broad topics such as management, statistics, or psychology, targeting more viewership. For instance, JMR (Journal of Marketing Research), which is regarded as the most qualified journal by marketing scholars, are evaluated much less influential than many management journals such as Journal of Business Research.

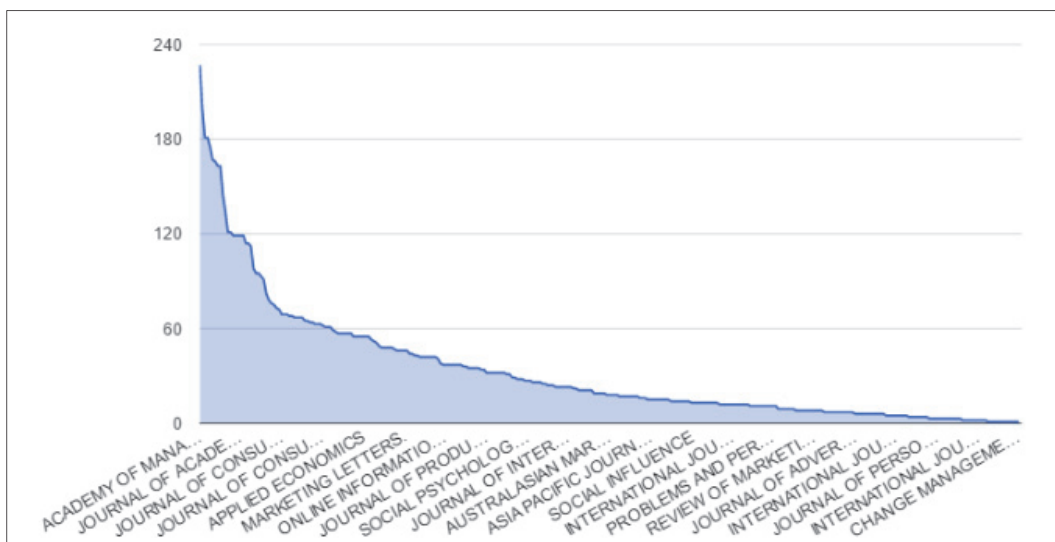
The H index distribution of journals in our

dataset, as given in <Figure 1>, shows well how heterogenous are the journals, in which Asian researchers published their research outputs. It is not reasonable to evaluate scholars’ performances with simple measures like the total number of publications nor ignore to the quality of journals. The figure shows the importance of H index for the evaluation of the qualities of journals.

III. Top 100 Research-Active Scholars in Asia

In order to select the most active research-focused scholars based on both the qualities and quantities of their publications, we evaluate the academic performances of all the researchers

<Figure 1> Distribution of Adjusted H index



via their adjusted H-Index scores in the dataset. The top one hundred scholars in Asia are listed below in <Table 1>. Despite using the adjusted H-Index values to evaluate and select scholars, we do not rank them as such due to several reasons. Firstly, one of the main objectives of this study is to introduce the most active research-focused scholars in Asia, not to compare their research performance. Secondly, ranking researchers would be irrelevant due to the limitation of the fact that all possible publications are not included in the dataset. Lastly, although the H-Index is regarded as a good measure of academic performance, the index itself, as is any measurement tool, has limitations in its ability to purely measure and evaluate researchers' qualitative performance. However, in spite of the limitations of the measure and data collection method, it is still invaluable to introduce the most influential researchers in Asia. Therefore, we provide the list of the one hundred top-selected scholars in the following table alphabetically by country and first name, with each researcher's H-Index scores and number of publications in SSCI, SCI, SCIE, and SCOPUS for reference.

To provide researchers with a way to reach other scholars working on similar topics, we provide the titles to major papers of the one hundred scholars on the journal website(www.amj.kr). In addition, we analyze the titles of their publications using text mining to provide insight into some of the research trends and topics that are most studied in Asia and in

within each major Asian country in the next section.

We also provide the distribution of the nationalities of the top one hundred scholars, as shown below.

The overall results of the nationalities of top research-focused scholars are consistent with researchers' general common perceptions on how much interest universities have for research in each country. The largest portion of top one hundred scholars, 37 out of the 100 scholars, are in universities in Hong Kong, cementing the perception that universities in Hong Kong are research-oriented. The Republic of Korea took the second echelon position with 22 researchers in the top 100 scholars. As expected, there are also many research-active scholars in Singapore. In the case of mainland China, when excluding the scholars in Hong Kong and Taiwan, not many research-active scholars are included in the list, which is contrary to our expectation. One of the main reasons for this is a lack of information on publications of mainland Chinese scholars. Even though the research environment in mainland China has been drastically changing toward publications in international journals lately, the majority of Chinese researchers still target local journals for publication. In addition, many scholars in mainland China do not post their publications on global research networks, such as ResearchGate. Researchers in Japan are active in their research, but generally stick to local Japanese journals rather than international

<Table 1> 100 Research-Active Scholars in Asia

Country	Name	University	Adjusted H-Index Score	Number of Publications in SSCI/SCI/SCIE /SCOPUS	Number of Publications in International Journal
China	Fengyun Cai	Antai MBA / Shanghai Jiao Tong University	366	3	6
China	Iris Hung	School of Management / Fudan University	484	4	5
China	Jing Xu	Guanghua School of Management / Peking University	380	2	4
China	Liangyan Wang	Antai MBA / Shanghai Jiao Tong University	341	3	4
China	Liyin Jin	School of Management / Fudan University	922	8	11
China	Xiucheng Fan	School of Management / Fudan University	486	5	8
China	Xunhua Guo	School of Economics and Management / Tsinghua University	782	6	14
China	Yanqun He	School of Management / Fudan University	703	6	8
China	Ying Zhang	Guanghua School of Management / Peking University	674	5	9
Hong Kong	Alex S.L. Tsang	HKBU School School of Business / Hong Kong Baptist University	712	9	10
Hong Kong	Allan K.K. Chan	HKBU School School of Business / Hong Kong Baptist University	334	4	4
Hong Kong	Amy N. Dalton	HKUST Business School / The Hong Kong University of Science and Technology	363	3	3
Hong Kong	Anirban Mukhopadhyay	HKUST Business School / The Hong Kong University of Science and Technology	610	5	11
Hong Kong	Chenting Su	College of Business / The City University of Hong Kong	1568	11	16
Hong Kong	Chungleung Luk	College of Business / The City University of Hong Kong	346	4	5
Hong Kong	Echo wen Wan	School of Business / The University of Hong Kong	659	5	5
Hong Kong	Flora Fang Gu	Faculty of Business / The Hong Kong Polytechnic University	378	4	6
Hong Kong	Frederick Hong-kit Yim	HKBU School School of Business / Hong Kong Baptist University	674	9	10
Hong Kong	Gerard P.J. Prendergast	HKBU School School of Business / Hong Kong Baptist University	581	12	16
Hong Kong	Hao Shen	CUHK Business School / The Chinese University of Hong Kong	562	3	8

<Table 1> 100 Research-Active Scholars in Asia (continue)

Country	Name	University	Adjusted H-Index Score	Number of Publications in SSCI/SCI/SCIE /SCOPUS	Number of Publications in International Journal
Hong Kong	Jaideep Sengupta	HKUST Business School / The Hong Kong University of Science and Technology	743	5	10
Hong Kong	Jason Shi Jia	School of Business / The University of Hong Kong	302	2	5
Hong Kong	Jeff Jianfeng Wang	College of Business / The City University of Hong Kong	637	7	9
Hong Kong	Jessica Yuk-ye Kwon	CUHK Business School / The Chinese University of Hong Kong	337	2	7
Hong Kong	Julie Juan Li	College of Business / The City University of Hong Kong	1693	13	15
Hong Kong	Jun Kim	HKUST Business School / The Hong Kong University of Science and Technology	516	4	4
Hong Kong	Junfeng Zhang	HKBU School School of Business / Hong Kong Baptist University	458	5	7
Hong Kong	Kimmy W. Chan	HKBU School School of Business / Hong Kong Baptist University	659	4	6
Hong Kong	Leilei Gao	CUHK Business School / The Chinese University of Hong Kong	555	3	5
Hong Kong	Liang Guo	CUHK Business School / The Chinese University of Hong Kong	563	5	5
Hong Kong	Maggie Chuoyan Dong	College of Business / The City University of Hong Kong	492	6	6
Hong Kong	Marc Mazodier	HKBU School School of Business / Hong Kong Baptist University	789	7	10
Hong Kong	Meng Zhang	CUHK Business School / The Chinese University of Hong Kong	449	2	5
Hong Kong	Michael King-man Hui	CUHK Business School / The Chinese University of Hong Kong	500	4	7
Hong Kong	Na Wen	College of Business / The City University of Hong Kong	372	4	6
Hong Kong	Namwoon Kim	Faculty of Business / The Hong Kong Polytechnic University	559	8	9
Hong Kong	Nan Zhou	College of Business / The City University of Hong Kong	569	7	8
Hong Kong	Noel Y.M. Siu	HKBU School School of Business / Hong Kong Baptist University	577	8	8
Hong Kong	Ralf van der Lans	HKUST Business School / The Hong Kong University of Science and Technology	378	4	5
Hong Kong	Rashmi Adaval	HKUST Business School / The Hong Kong University of Science and Technology	432	3	6

<Table 1> 100 Research-Active Scholars in Asia (continue)

Country	Name	University	Adjusted H-Index Score	Number of Publications in SSCI/SCI/SCIE /SCOPUS	Number of Publications in International Journal
Hong Kong	Ricky Yeekwong Chan	Faculty of Business / The Hong Kong Polytechnic University	579	8	13
Hong Kong	Rocky P. Chen	HKBU School School of Business / Hong Kong Baptist University	309	1	3
Hong Kong	Sara Kim	School of Business / The University of Hong Kong	363	3	4
Hong Kong	Xianchi Dai	CUHK Business School / The Chinese University of Hong Kong	349	3	7
Hong Kong	Xu Zheng	College of Business / The City University of Hong Kong	350	3	3
Hong Kong	Xubing Zhang	Faculty of Business / The Hong Kong Polytechnic University	562	6	6
Hong Kong	Yuwei Jiang	Faculty of Business / The Hong Kong Polytechnic University	859	6	9
Hong Kong	Zhilin Yang	College of Business / The City University of Hong Kong	1949	24	32
India	Sharma Dheeraj	Indian Institute of Management, Ahmedabad	423	5	11
India	Sreelata Jonnalagedda	Indian Institute of Management Bangalore	419	2	3
India	Sudhir Voleti	Indian School of Business	394	3	6
Japan	Tomoko Kawakami	Waseda Business School / Waseda University	707	7	7
Korea	Bohyeon Kang	School of Business Administration / Kyungpook National University	317	7	8
Korea	Eunju Lee	School of Business / Sungkyunkwan University	710	4	9
Korea	Hakkyun Kim	School of Business / Sungkyunkwan University	490	4	8
Korea	Jaihak Chung	Sogang Business School / Sogang University	571	5	7
Korea	Jeonghye Choi	Yonsei School of Business / Yonsei University	537	4	4
Korea	Jongho Lee	Korea University Business School / Korea University	444	6	9
Korea	Jongkuk Lee	Ewha School of Business / Ewha Womans University	1175	7	10
Korea	Kwanho Suk	Korea University Business School / Korea University	572	5	7
Korea	Sanghoon Kim	Seoul National University Business School / Seoul National University	423	3	10

<Table 1> 100 Research-Active Scholars in Asia (continue)

Country	Name	University	Adjusted H-Index Score	Number of Publications in SSCI/SCI/SCIE /SCOPUS	Number of Publications in International Journal
Korea	Sangyong Kim	Korea University Business School / Korea University	346	3	16
Korea	Sebum Park	Yonsei School of Business / Yonsei University	368	2	5
Korea	Seongyeon Park	Ewha School of Business / Ewha Womans University	456	4	12
Korea	Shijin Yoo	Korea University Business School / Korea University	359	2	7
Korea	Songoh Yoon	Korea University Business School / Korea University	473	2	7
Korea	Subin Im	Yonsei School of Business / Yonsei University	638	7	10
Korea	Tony C. Garrett	Korea University Business School / Korea University	422	3	5
Korea	Woojung Chang	School of Business Administration / University of Seoul	433	5	7
Korea	Youjae Yi	Seoul National University Business School / Seoul National University	1034	12	16
Korea	Youngchan Kim	Yonsei School of Business / Yonsei University	346	3	9
Macau	Cheris Wing Chi Chow	Faculty of Business Administration / University of Macau	373	4	7
Macau	Matthew Liu	Faculty of Business Administration / University of Macau	577	14	19
Russia	Johanna Pia Maria Frösén	Graduate School of Management / St. Petersburg University	500	7	7
Singapore	Ali Faraji Rad	Division of Marketing and International Business / Nanyang Business School	297	2	3
Singapore	Ernst Christiaan Osinga	Lee Kong Chian School of Business / Singapore Management University	402	2	2
Singapore	Huang Xun	Division of Marketing and International Business / Nanyang Business School	380	2	6
Singapore	Jochen Wirtz	Department of Marketing / National University of Singapore Business School	886	11	18
Singapore	Julien Cayla	Division of Marketing and International Business / Nanyang Business School	452	3	3
Singapore	Junhong Chu	Department of Marketing / National University of Singapore Business School	612	6	7
Singapore	Kapil Tuli	Lee Kong Chian School of Business / Singapore Management University	813	3	5

<Table 1> 100 Research-Active Scholars in Asia (continue)

Country	Name	University	Adjusted H-Index Score	Number of Publications in SSCI/SCI/SCIE /SCOPUS	Number of Publications in International Journal
Singapore	Leonard Lee	Department of Marketing / National University of Singapore Business School	833	5	10
Singapore	Lim Ai Ching	Division of Marketing and International Business / Nanyang Business School	308	1	4
Singapore	Ping Xiao	Department of Marketing / National University of Singapore Business School	490	4	4
Singapore	Sandeep R. Chandukala	Lee Kong Chian School of Business / Singapore Management University	628	4	7
Singapore	Teck Hua Ho	Department of Marketing / National University of Singapore Business School	622	5	8
Singapore	Vishal Narayan	Department of Marketing / National University of Singapore Business School	460	4	4
Singapore	Wei Shi Lim	Department of Marketing / National University of Singapore Business School	349	3	3
Singapore	Xiuping Li	Department of Marketing / National University of Singapore Business School	546	4	5
Taiwan	Ai-Hwa Chang	NCCU College of Commerce / National Chengchi University	330	4	8
Taiwan	Chi Cheng Wu	College of Management / National Sun Yat-sen University	352	4	7
Taiwan	Chun-Tuan Chang	College of Management / National Sun Yat-sen University	482	10	15
Taiwan	Chunyao Huang	College of Management / National Taiwan University	310	4	5
Taiwan	Hsin Hsin Chang	Department of Business Administration and Graduate Institute of International Business / National Cheng Kung University	573	9	25
Taiwan	Jyh-Shen Chiou	NCCU College of Commerce / National Chengchi University	819	8	15
Taiwan	Lei-Yu Wu	NCCU College of Commerce / National Chengchi University	640	9	9
Taiwan	Lien-Ti Bei	NCCU College of Commerce / National Chengchi University	313	1	7
Taiwan	Nai-Hwa Lien	College of Management / National Taiwan University	529	9	11
Taiwan	Pei-Yu Pai	NCCU College of Commerce / National Chengchi University	332	3	7
Taiwan	Ruey-Jer Jean	NCCU College of Commerce / National Chengchi University	882	11	16

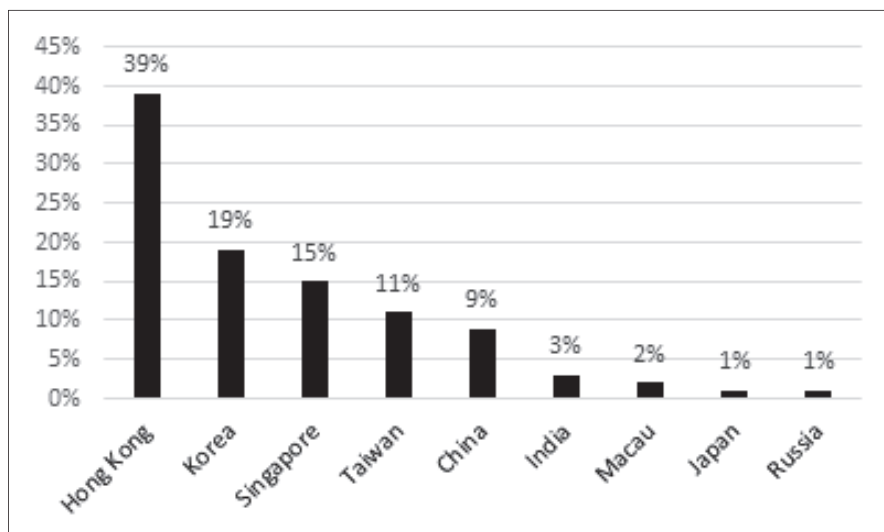
journals. Recently, universities in Macau have strengthened their faculty by aggressively hiring accomplished researchers. Most of ASEAN countries including India do not have many research-active academics who are interested in international journals. Unfortunately, there are no top 100 scholars from ASEAN countries such as Indonesia, Malaysia, Thailand, and the Philippines. Most researchers in Mongolia, Vietnam, and Russia do not post their faculty’s academic publications online.

The number of research-active scholars in a business school can be a good proxy measure of how much the school values their faculty’s research. In order to provide information on which schools are more research-oriented in Asia, we provide the list of business schools along with the number of their research-active scholars selected in this study, as given in Table 2.

IV. Research Trends in Asia

We provide several research topics and basic trends on what Asian academics have studied over the last six years by analyzing the text from the titles of publications in our dataset. Based on the assumption that the titles of research papers are likely to consist of words reflecting the key research topics of their publications, we firstly counted the frequencies of all words in the titles of Asian researchers’ articles in our dataset that were published in qualified international journals from 2011 to 2016 utilizing the ‘tm’ package in R. Please refer to Meyer, Hornik, and Feinerer (2008) for specific details on the methodology of counting the word frequency. As a second step, irrelevant words were screened out, such as prepositions,

〈Figure 2〉 Top 100 Scholars in Asia by Nationality



〈Table 2〉 Research-oriented Universities in Asia

University	Country	Number of Selected Scholars
College of Business / The City University of Hong Kong	Hong Kong	9
HKBU School School of Business / Hong Kong Baptist University	Hong Kong	9
Department of Marketing / National University of Singapore Business School	Singapore	8
CUHK Business School / The Chinese University of Hong Kong	Hong Kong	7
HKUST Business School / The Hong Kong University of Science and Technology	Hong Kong	6
Korea University Business School / Korea University	Korea	6
NCCU College of Commerce / National Chengchi University	Taiwan	6
Faculty of Business / The Hong Kong Polytechnic University	Hong Kong	5
Division of Marketing and International Business / Nanyang Business School	Singapore	4
School of Management / Fudan University	China	4
Yonsei School of Business / Yonsei University	Korea	4
Lee Kong Chian School of Business / Singapore Management University	Singapore	3
School of Business / The University of Hong Kong	Hong Kong	3
Antai MBA / Shanghai Jiao Tong University	China	2
College of Management / National Sun Yat-sen University	Taiwan	2
College of Management / National Taiwan University	Taiwan	2
Ewha School of Business / Ewha Womans University	Korea	2
Faculty of Business Administration / University of Macau	Macau	2
Guanghua School of Management / Peking University	China	2
School of Business / Sungkyunkwan University	Korea	2
Department of Business Administration and Graduate Institute of International Business / National Cheng Kung University	Taiwan	1
Graduate School of Business / Hankuk University of Foreign Studies	Korea	1
Graduate School of Management / St. Petersburg University	Russia	1
Indian Institute of Management Bangalore	India	1
Indian Institute of Management, Ahmedabad	India	1
Indian School of Business	India	1
School of Business Administration / Kyungpook National University	Korea	1
School of Business Administration / University of Seoul	Korea	1
School of Economics and Management / Tsinghua University	China	1
Seoul National University Business School / Seoul National University	Korea	1
Sogang Business School / Sogang University	Korea	1
Waseda Business School / Waseda University	Japan	1
In total 32 schools		100

<Figure 5> Top 50 Marketing Topics in Zone HS
(Hong Kong, Macau, Singapore, Taiwan)



<Figure 6> Top 50 Marketing Topics in Zone SA
(Indonesia, Malaysia, India, Philippines, Thailand)



The comparison of the area-level word clouds provides some interesting findings on research

trends across nations. Firstly, researchers in East Asian countries are interested in Chinese consumers, regardless of their nationalities. It is not surprising at all that Chinese researchers prefer understanding their domestic consumers and markets, but it is more surprising that even researchers in Japan and Korea are also interested in Chinese consumers. Most of the research done by academics in Korea and Japan on the Chinese market addresses Chinese consumers' shopping behavior, presumably in order to better understand them as target customers abroad or to understand them as tourists visiting Korea and Japan. However, there were no research publications on Japanese consumers in China. Contrariwise, there were no studies by ASEAN researchers on Chinese consumers. Secondly, luxury goods have been an important topic for research in East Asia but not in the other areas. Furthermore, brand, which has been one of the most popular topics in developed Asian countries, is a relatively less attractive topic to researchers in ASEAN countries (Zone SA). However, we expect that brand will be the next hot topic in the South East Asian area in the near future. Thirdly, ASEAN researchers, compared to scholars in the other zones, are significantly more interested in service, customer satisfaction, and loyalty, which may be due in large part to the impact that the tourism industry has on ASEAN economies, thus making researchers pay more attention to those topics. The studies on service,

customer satisfaction and loyalty were major topics in developed countries in the past, but are no longer as popular anymore. Lastly, while innovation is not a popular topic in developed countries, many research on innovation has been conducted in ASEAN countries, which may be driven by the fast growth of their economies.

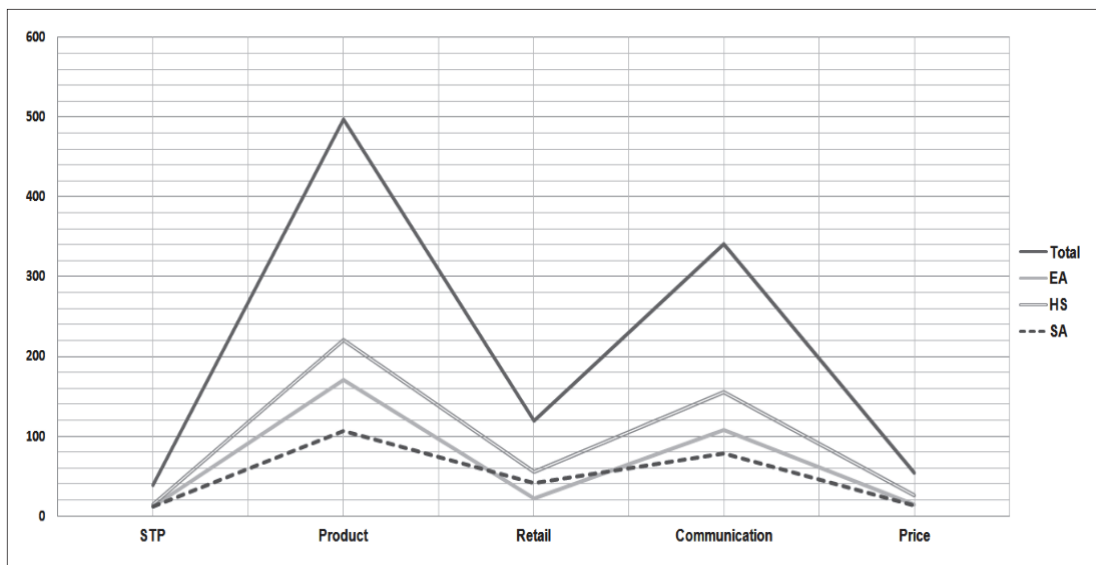
Furthermore, we grouped the frequently mentioned terms in the dataset according to major research areas and developed a keyword dictionary consisting of 21 categories by marketing topics. With the regrouped terms for the major research areas, we counted the number of publications on each research areas by allocating all the publications into the appropriate research topics according to whether any corresponding terms in the keyword dictionary for a research topic is included in the titles of each publication

or not.

We grouped terms related to marketing strategy into five categories: STP, Product, Communication, Retail, and Price. Based on the keyword dictionary, some of the publications were allocated to these categories as shown in <Figure 7> below.

Asian researchers have similar preferences on marketing strategy areas regardless of their geographical differences. Segmentation, targeting and positioning are now outdated research areas to researchers. Product and c. Research on marketing strategy has been skewed to some areas such as product and communication. More research on price and retail is needed for the future research in Asia. Finally, it is noteworthy that ASEAN researchers (Zone SA) have conducted research on retails more relatively,

<Figure 7> Distribution of Publications on STP & 4Ps



compare to researchers in East Asia. Even though there has been many research publications on retail in Japan, researchers in China and Korea have not many publications on retails.

We grouped terms related to consumer behavior areas into four categories as usual: attention, interpretation, decision, and retention. Some of the publications were allocated to these categories as shown in <Figure 8>.

While researchers show relatively similar preferences on marketing strategy areas, their research interests on consumer behavior are somewhat different. Especially, Researchers in East Asia and in East South Asia show very opposite tastes in their research. Researchers in East Asia have more publications on attention area but much fewer on retention area such as customer satisfaction, loyalty, and so on, while

researchers in East South Asia concentrate on retention area, especially loyalty but much fewer on attention area. Researchers in Hongkong and Singapore show interests in all the four areas evenly.

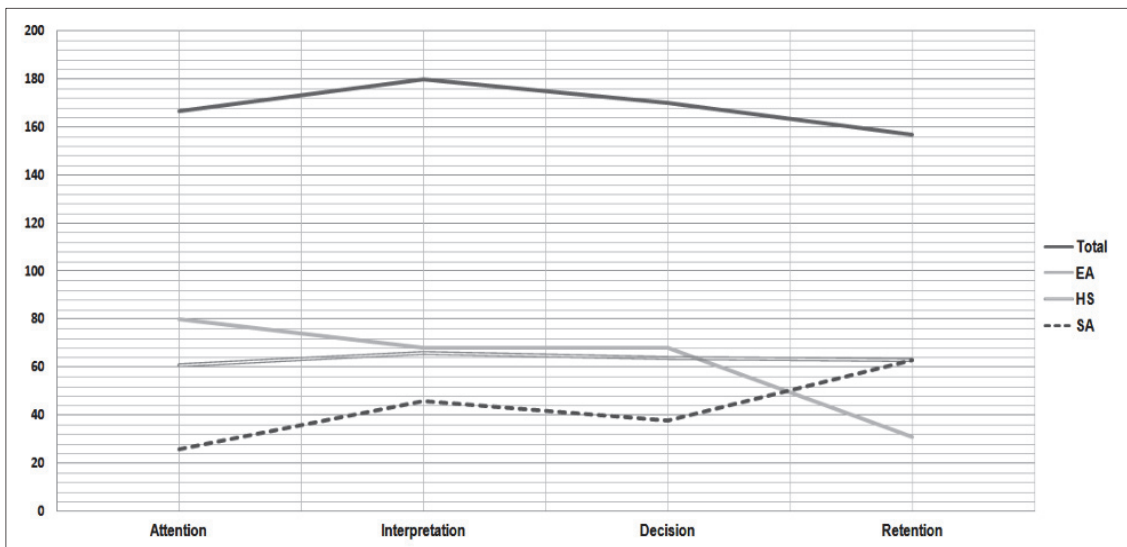
<Figure 9> shows researchers' publications with some terms that are allocated to the categories previously used.

Social network and online are the most popular subjects for their research, which is not surprising. It is notable that culture has been one of the major subjects in Asia, especially in East Asia.

<Figure 10> shows that researchers in Asia what industry researchers are interested in.

Overall, mobile, hotel, tour, and food markets have been more studied in their research. East South Asian researchers have more publications on tour-related industries such as hotel, tour,

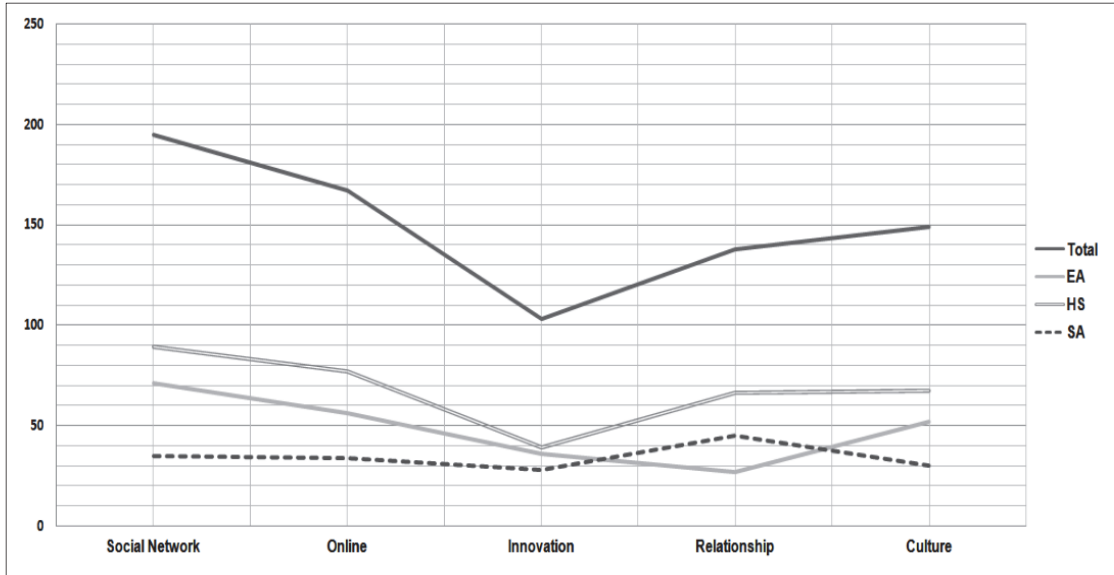
<Figure 8> Distribution of Publications on Consumer Behavior



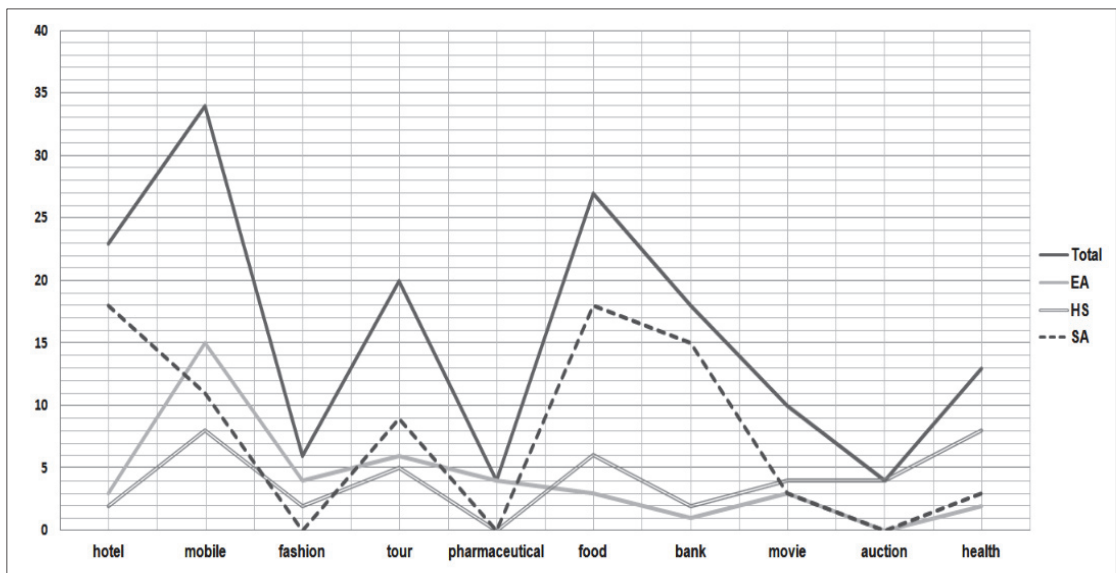
and food. It is also noteworthy that they consider industry issues more than researchers in the other areas. Researchers in Zone HS

have more interest in health and auction industries. East Asian researchers have more publications on mobile and fashion industries.

<Figure 9> Distribution of Publications on New Research Areas



<Figure 10> Distribution of Publications on Industry



V. Academic Performances of Countries in Asia

With the dataset of publications, we evaluate the academic performances by countries in Asia. The academic performances of scholars by countries are summarized in Table 3 below. Table 3 provides the adjusted H index scores and the numbers of publications in each countries on journals listed in major publication databases by countries: SSCI, SCI, SCIE, and SCOPUS.

VI. Limitations and Future Research

This study introduces research trends in Asia

by analyzing the publications of scholars in major universities in Asia, which can provide Asian researchers with what topics Asian researchers have been conducting the last six years. In addition, this study provided information on who have been active in research with the list of top 100 scholars by ranking them according to their H index scores.

This study makes some unique contributions to the academic societies in Asia at least in two ways. Firstly, this research propagates among researchers in Asia information on research trends in Asia, which are helpful for researchers to pay their attention to Asian researchers done by Asian scholars and which countries or universities in Asia are more active in research, which has never been addressed in the academic societies in Asia. In addition, it is also first

<Table 3> Summary of Academic Performances by Countries

Country	SSCI	SCI	SCIE	SCOPUS	SSCI/SCI/ SCIE/ SCOPUS	H-Index
Thailand	3	0	0	8	10	731
China	55	3	9	36	86	9076
Hong Kong & Macau	207	0	16	161	307	30562
Korea	92	0	3	60	70	11883
Japan	15	0	4	3	18	2100
The Philippines	0	0	0	1	1	93
Taiwan	55	0	5	64	78	7074
Russia	6	0	0	9	15	783
India	39	0	54	45	138	3577
Malaysia	11	0	17	43	33	1828
Singapore	75	0	12	33	142	12401
Indonesia	1	0	0	6	7	359

time to evaluate Asian scholars in their academic publications, which hopefully generates some positive competition among Asian scholars and acknowledges their contribution to academic societies.

However, this study does not address all the research active scholars due to the limitations of the data set and the measure of academic performances. Firstly, the selection of the top 100 scholars in Asia is based on the availability of the data. Not all the scholars post information on their current publications on their school websites nor ResearchGate. For example, most of universities in some underdeveloped countries such as Mongolia, Vietnam, and Russia do not provide websites for their faculties' academic publications. Therefore, we also searched their information through a search engine, google, but it is clear that still many scholars are not that much interested in posting their academic performances on the internet. However, our data is not that much limited because active researchers who are interested in international journals are very likely to register the international research networks and also active to update their information on their websites. Secondly, the way of calculating h-index scores for scholars in this study is not an original but tweaked one. The adjusted H index in our study is not a straightforward measure of H index as explained in the methodology section. The more appropriate measure is the H index provided by Google scholars but the google scholar H

index are not available for most researchers in our study because not many Asian researchers have not registered google scholars service. The measure used in our study, called adjusted H index, is limited in their use for the evaluation of individual researchers. Lastly, this study does not consider their publications in local journals due to the difficulty of evaluating the quality of each local journal and classifying the research publications written in local languages. Therefore, this study does not introduce scholars who are active in their publications in local journals, which is probably the biggest limitation of this study.

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〈Appendix Table〉

Appendix A: Major Asian Universities

Country	University	Accrediation	Websites
Australia	Australian National University	-	programsandcourses.anu.edu.au/
Australia	La Trobe University	-	latrobe.edu.au/
Australia	Macquarie University	AACSB	mngsm.edu.au/
Australia	Monash University	Triple	business.monash.edu/
Australia	Queensland University Of Technology	Triple	qut.edu.au/
Australia	The University Of Adelaide	AACSB	business.adelaide.edu.au/
Australia	The University Of Western Australia	AACSB / EQUIS	business.uwa.edu.au/
Australia	University Of Melbourne	AACSB / EQUIS	mbs.edu/home
Australia	University Of New South Wales	AACSB / EQUIS	business.unsw.edu.au/
Australia	University Of Queensland	AACSB / EQUIS	uq.edu.au/
Australia	University Of Sydney	AACSB / EQUIS	http://sydney.edu.au/
China	China Europe International Business School	AACSB / EQUIS	en.ceibs.edu/
China	Fudan University	AACSB / EQUIS	fdsm.fudan.edu.cn/En/
China	Lingnan (University) College, Sun Yat-Sen University	Triple	lingnan.sysu.edu.cn/en/
China	Nanjing University	AACSB	nju.edu.cn/english/
China	Peking University, BIMBA	AACSB / EQUIS	en.bimba.edu.cn/
China	Peking University, Guanghua MBA	AACSB / EQUIS	gsm.pku.edu.cn/mba/en/
China	Renmin University Of China	AACSB / EQUIS	mbaen.rbs.org.cn/
China	Shanghai Jiao Tong University, Antai MBA	Triple	mba.sjtu.edu.cn/en/
China	Sun Yat-Sen University	Triple	sysu.edu.cn/
China	Tsinghua University	AACSB	mba.sem.tsinghua.edu.cn/mbaen/
China	University Of Science And Technology Of China	AACSB / AMBA	sem.ustb.edu.cn/
China	Zhejiang University	Triple	zju.edu.cn/english/
Hong Kong	City University Of Hong Kong	EQUIS	cb.cityu.edu.hk/
Hong Kong	Hong Kong Baptist University	Triple	buhkbu.edu.hk/eng/main/
Hong Kong	Hong Kong University Of Science And Technology	AACSB	mba.ust.hk/
Hong Kong	Lingnan University	AACSB	ln.edu.hk/
Hong Kong	The Chinese University Of Hong Kong	AACSB	mba.cuhk.edu.hk/
Hong Kong	The Hong Kong Polytechnic University	AACSB / EQUIS	polyu.edu.hk/fb/
Hong Kong	The University Of Hong Kong	AACSB / EQUIS	mba.hku.hk/
India	Great Lakes Institute Of Management	-	greatlakes.edu.in/
India	Indian Institute Of Management, Ahmedabad	EQUIS	iimahd.ernet.in/
India	Indian Institute Of Management, Bangalore	EQUIS	iimb.ernet.in/

Appendix A: Major Asian Universities (continue)

Country	University	Accreditation	Websites
India	Indian Institute Of Management, Calcutta	AACSB / AMBA	iimcal.ac.in/
India	Indian Institute Of Management, Kozhikode	AMBA	iimk.ac.in/
India	Indian Institute Of Management, Lucknow	AMBA	iiml.ac.in/
India	Indian School Of Business	AACSB	isb.edu/
India	International Management Institute, Delhi	AMBA	imi.edu/
India	Management Development Institute	AMBA	mdi.ac.in/login.html
India	Sp Jain Institute Of Management And Research	AMBA	spjimr.org/
India	SVKM's NMIMS, Bangalore	AMBA	nmimsbangaluru.org/
India	T. A. Pai Management Institute	AACSB	tapmi.edu.in/
Indonesia	Airlangga University, Faculty Of Economy	-	unair.ac.id/
Indonesia	Institut Teknologi Bandung	-	sbm.itb.ac.id/mba
Indonesia	IPMI International Business School	-	ipmi.ac.id/index/en
Indonesia	Prasetiya Mulya Business School	-	pmbs.ac.id/
Indonesia	Universitas Gadjah Mada	AACSB	mm.feb.ugm.ac.id/
Indonesia	University Of Indonesia Faculty Of Economics	-	feb.ui.ac.id/
Japan	Keio University	AACSB / EQUIS	kbs.keio.ac.jp/en/
Japan	Kyoto University	-	gsm.kyoto-u.ac.jp/en/
Japan	Mcgill University Japan	-	mcgillmbajapan.com/
Japan	Meiji University, School Of Business Administration	-	meiji.ac.jp/cip/english/undergraduate/ business/
Japan	Meiji University, School Of Commerce	-	meiji.ac.jp/cip/english/undergraduate/ commerce/
Japan	Meiji University, School Of Global Business	-	meiji.ac.jp/cip/english/graduate/ business/
Japan	Nagoya University Of Commerce And Business	AACSB / AMBA	nucba.ac.jp/en/
Japan	Temple University, Japan Campus	-	tuj.ac.jp/index.html
Japan	Waseda University	-	waseda.jp/fcom/wbs/en
Malaysia	Universiti Utara Malaysia	AMBA	oyagsb.uum.edu.my/
Malaysia	Putra Business School	AACSB	putrabusinessschool.edu.my/
Malaysia	Universiti Kebangsaan Malaysia	-	ukm.my/gsbukm/
Malaysia	Universiti Malaya	AMBA	um.edu.my/
Malaysia	Universiti Putra Malaysia	AACSB	putrabusinessschool.edu.my/
Malaysia	Universiti Sains Malaysia	-	gsb.usm.my/v2/
Mongolia	Ider University	-	ider.edu.mn/
Mongolia	Institute Of Finance And Economics	-	ife.edu.mn/
Mongolia	Mongolia International University	-	miu.edu.mn/miu/cbah.php
Mongolia	Mongolian National University	-	mnu.edu.mn/
Mongolia	Mongolian University Of Science And Technology	-	must.edu.mn/mn/

Appendix A: Major Asian Universities (continue)

Country	University	Accreditation	Websites
Mongolia	National University Of Mongolia	-	num.edu.mn/en/
Mongolia	Orkhon University	-	orkhon.edu.mn/
Mongolia	Ulaanbaatar University	-	ulaanbaatar.edu.mn/
New Zealand	Auckland University Of Technology	AACSB	aut.ac.nz/study-at-aut/
New Zealand	Massey University	AACSB / AMBA	business.massey.ac.nz/
New Zealand	The University Of Auckland	Triple	mba.auckland.ac.nz/
New Zealand	University Of Canterbury	AACSB / AMBA	mba.canterbury.ac.nz/
New Zealand	University Of Otago	AACSB / EQUIS	otagomba.com/
New Zealand	University Of Waikato	Triple	waikato.ac.nz/
New Zealand	Victoria University Of Wellington	Triple	victoria.ac.nz/som/study/
Russia	International Management Institute St. Petersburg	AMBA	imisp.ru/
Russia	Lomonosov Moscow State University	-	en.mgubs.ru/
Russia	MBA Higher School, Kazan Federal University	AMBA	mba-kazan.ru/
Russia	MIRBIS Moscow International Higher Business School	AMBA	mirbis.ru/
Russia	Moscow School Of Social And Economic Sciences	AMBA	kingston.ane.ru/
Russia	Plekhanov Business School Integral, Plekhanov Russian University Of Economics	AMBA	rea.ru/
Russia	Saint Petersburg University	EQUIS / AMBA	gsom.spbu.ru/en/
Russia	State University Of Management, School Of Business	AMBA	hbs-guu.ru/
Russia	Synergy Business School	-	synergy.ru/
Russia	The Russian Presidential Academy of National Economy And Public Administration	AMBA	emba.rane.ru/en
Singapore	Insead Singapore	Triple	insead.edu/home/
Singapore	Nanyang Business School	AACSB / EQUIS	nbs.ntu.edu.sg/
Singapore	National University of Singapore	AACSB / EQUIS	mba.nus.edu/
Singapore	Singapore Institute of Management	-	sim.edu.sg/
Singapore	Singapore Management University	AACSB / EQUIS	business.smu.edu.sg/
Korea	Chung Ang University	-	biz.cau.ac.kr/
Korea	Dongguk University	AACSB	mba.dongguk.edu/
Korea	Ewha Womans University	AACSB	biz.ewha.ac.kr/
Korea	Hankuk University Of Foreign Studies	-	bizeng.hufs.ac.kr/
Korea	Hanyang University	AACSB	biz.hanyang.ac.kr/
Korea	Konkuk University	AACSB	mba.konkuk.ac.kr/
Korea	Korea University	AACSB / EQUIS	biz1.korea.ac.kr/en/
Korea	Kyung Hee University	-	ekbiz.khu.ac.kr/

Appendix A: Major Asian Universities (continue)

Country	University	Accreditation	Websites
Korea	Seoul National University	AACSB	gsb.snu.ac.kr/en/
Korea	Sogang University	AACSB	sbs.ac.kr/en/
Korea	Sungkyunkwan University	AACSB	gsb.skku.edu/en/
Korea	Yonsei University	AACSB / EQUIS	mba.yonsei.ac.kr/
Taiwan	Feng Chia University	AACSB	en.fcu.edu.tw/wSite/mp?mp=3
Taiwan	Fu Jen Catholic University	AACSB	management.fju.edu.tw/
Taiwan	National Central University	AACSB	mgt.ncu.edu.tw/index/main.php
Taiwan	National Cheng Kung University	AACSB	imba.ncku.edu.tw/main.php
Taiwan	National Chengchi University	AACSB / EQUIS	imba.nccu.edu.tw/
Taiwan	National Chiao Tung University	-	com.nctu.edu.tw/
Taiwan	National Sun Yat-Sen University	AACSB	mbaen.bssysu.com/
Taiwan	National Taiwan University	AACSB	management.ntu.edu.tw/en/GMBA
Taiwan	National Taiwan University of Science And Technology	AACSB	management.ntust.edu.tw/
Taiwan	National Tsing Hua University	-	nthu.edu.tw/
Thailand	Assumption University	-	graduate.au.edu/
Thailand	Chulalongkorn University	AACSB / EQUIS	mבחchula.info/mba-english-program
Thailand	National Institute Of Development Administration	AACSB	mba.nida.ac.th/en/
Thailand	Stamford International University	-	stamford.edu/
Thailand	Thammasat Business School	-	tbs.tu.ac.th/14/en/
The Philippines	Asian Institute Of Management	-	aim.edu/
The Philippines	Ateneo De Manila University	-	gsb.ateneo.edu/
The Philippines	De La Salle University	-	dlsu.edu.ph/academics/
The Philippines	University Of San Carlos School Of Business and Economics	-	usc.edu.ph/sbe/
The Philippines	University Of Santo Tomas Ust Graduate School	-	ust.edu.ph/
The Philippines	University Of The Philippines, Cesar E. A. Virata School Of Business	-	upd.edu.ph/~cba/
Vietnam	Centre Franco-Vietnamien De Formation À La Gestion	-	cfvg.org/
Vietnam	FPT School Of Business, FPT University	-	fsb.edu.vn/
Vietnam	Ho Chi Minh City University of Technology	-	mba-mci.edu.vn/en/
Vietnam	RMIT University Vietnam	-	rmit.edu.vn/
Vietnam	University of Economics, HCMC	-	ueh.edu.vn/
Vietnam	Vietnam National University	-	hsb.edu.vn/