

Emerging trends and research patterns in international branding strategies: A bibliometric analysis

Nor Amira Mohd Ali¹, Muhammad Hanif Abdul Gafar^{2*}

^{1,2}Faculty of Business Management, Universiti Teknologi MARA
08400 Merbok, Sungai Petani, Malaysia

ARTICLE INFO

Article history:

Received 16 July 2023
Revised 14 August 2023
Accepted 16 August 2022
Online first 7 October 2023
Published 31 October 2023

Keywords:

international marketing branding strategies
cross-cultural branding
international branding
bibliometric analysis

DOI:

10.24191/smrj.v20i2.24320

ABSTRACT

This study aims to provide a comprehensive analysis of emerging trends and research patterns in the field of international marketing, specifically on international branding strategies. With the ever-increasing globalization of markets, companies face unique challenges in effectively managing their brands across borders. A bibliometric approach analyzed a diverse range of scholarly publications from reputable sources to identify key themes, research areas, and influential works. The analysis covered a wide range of variables, including document types, source types, publication years, language, subject areas, authorship, institutions, countries, and citation metrics. By utilizing Scopus as the primary data source between the years 1989 to 2022, a comprehensive search was conducted using relevant keywords such as “international marketing,” “branding strategies,” and “global branding”. There were 153 documents selected for further analysis, and standard bibliometric indicators were used to report the documents’ profiles. The researcher used various analytical tools such as Microsoft Excel to calculate the frequency and percentage of published materials, OpenRefine software to standardize keywords, Harzing’s Publish and Perish software to calculate citation metrics, and VOSviewer and WordArt tools to create bibliometric networks and visualizations. The findings revealed several significant trends and patterns contributing to a deeper understanding of key themes, influential works, and emerging research areas. They provide decision makers, guide practitioners, and policymakers with valuable insights for advancing knowledge, making informed decisions, and addressing contemporary challenges in the dynamic realm of international branding strategies. Overall, this comprehensive analysis of emerging trends and research patterns in international marketing sheds light on the evolving landscape of the field.

^{2*} Corresponding author. *E-mail address:* hanifgafar@uitm.edu.my
<https://doi.org/10.24191/smrj.v20i2.24320>

INTRODUCTION

International branding strategies have become increasingly crucial in today's globalized marketplace. With companies expanding their operations across borders and consumers being exposed to an abundance of global brands, effective branding strategies that resonate with diverse audiences have become a key determinant of success. According to Keller (2008), brand management in the international context requires a deep understanding of cultural nuances, consumer behaviors, and market dynamics in different countries. Companies must tailor their branding strategies to accommodate local preferences while maintaining a consistent brand image globally. As Aaker and Joachimsthaler (2000) state, international branding involves striking a delicate balance between standardization and adaptation, wherein a brand must remain relevant and distinctive across various markets. As supported by Ricky and Michael (2020), one element international firms often like to standardize is the brand name of a product.

Building a successful international brand requires a strategic approach that considers various factors such as market segmentation, brand positioning, and brand equity. Sivan, et al. (2019) emphasize that brand authenticity is deemed to have a positive effect on brand trust. They argue about implications for managers to succeed; consumers must trust their brands, and brands that are viewed by them as such are likely to be more successful than those that are not. Moreover, international brand strategies encompass various approaches, including standardization, adaptation, and customization. Grigorescu and Zaif (2017) discuss the concept of "glocalization" as an effective strategy for international brand management. Here, consumers want brands that are both global and local: to feel like they are part of an international community—global and local—so that they feel connected to their culture, respecting it and representing their tastes, feelings, and preferences.

International marketing has witnessed significant advancements in recent years, and scholarly research has contributed to a deeper understanding of effective branding strategies in the global context. However, a comprehensive overview of the existing literature and an analysis of emerging trends and research patterns in international branding strategies are lacking. By employing bibliometric techniques, researchers can identify influential publications, leading authors and institutions, and thematic clusters within the literature. This approach enables the identification of research gaps, emerging research directions, and areas that require further investigation. The research objective of this study aims to achieve the following specific objectives:

1. To uncover the emerging research trends and topics within international marketing and branding strategies.
2. To identify the countries of influential authors that contribute the most publication in international marketing and branding strategies.
3. To determine the most frequently cited studies on international marketing and branding strategies.
4. To identify the most influential institutions based on the number of publications that shaped the field of international marketing and branding strategies.

By achieving these research objectives, this study aims to contribute to understanding emerging trends and research patterns in international branding strategies. The findings of this analysis will contribute to the collective understanding of effective branding strategies in the global marketplace, inform future research efforts, and guide practitioners in developing successful international branding strategies.

LITERATURE REVIEW

The globalization of markets has intensified competition among companies worldwide, leading to an increased focus on international branding strategies. Effective international branding not only enhances a company's visibility and reputation but also drives customer loyalty and influences purchase decisions in foreign markets. Besides that, international branding strategies have emerged as pivotal drivers of success for companies seeking to expand their operations across borders. With a multitude of global brands vying for consumers' attention, it has become imperative to implement effective branding strategies that resonate with diverse audiences. Keller's (2008) work on strategic brand management provides a foundation for understanding the importance of brand equity in international contexts. The author's Customer-Based Brand Equity (CBBE) model emphasizes the significance of consumer perceptions and responses in shaping successful international branding strategies and has encouraged companies to invest in building strong brand associations that transcend cultural boundaries and create brand loyalty among global consumers. Holt *et al.* (2004) underscore the need for international branding strategies that strike a delicate balance between global consistency and local relevance. The study highlights that successful global brands resonate with consumers by adapting marketing efforts to regional differences while maintaining a unified brand image. Understanding cultural contexts and consumer behaviors are crucial components of these adaptive strategies. Moreover, Steenkamp and De Jong's (2010) research has delved into consumer attitudes towards global and local products and their implications for international branding. The study stresses the significance of understanding cultural nuances to tailor branding messages accordingly. Brands that resonate with consumers globally and locally can foster a sense of familiarity and trust, leading to increased brand loyalty and preference in diverse markets.

As Aaker and Joachimsthaler (2000) mentioned, their study on brand leadership emphasizes the role of international branding in shaping market trends and consumer preferences. The study suggests that successful global brands do not merely respond to market demands but actively influence and lead market perceptions. By analyzing examples of brands that have achieved brand leadership, companies can gain insights into effective strategies for international expansion. Knight and Cavusgil (2004) have also explored the relationship between innovation and international branding strategies, particularly for "born-global" firms. The study highlights the importance of leveraging innovation to create unique brand identities that resonate with global audiences. By embracing innovation-driven strategies, companies can position themselves competitively in foreign markets and establish a strong international brand presence. Okonkwo (2007) has provided valuable insights into luxury fashion branding strategies in the international arena. This work highlights the evolving dynamics of luxury brands as they venture into diverse markets and the strategies employed to maintain exclusivity and desirability. It has spurred interest in exploring how brands across different industries adapt their branding strategies to fit unique international market demands. In addition, Sriramesh and White (2012), in a comprehensive handbook, explored global public relations and communication strategies for international brands. This research has encouraged investigations into the role of corporate communication in international branding, especially concerning managing reputation and crises across diverse markets. Emerging trends suggest an increasing emphasis on transparency, ethical practices, and corporate social responsibility in international brand management. Therefore, in today's globalized marketplace, effective international branding strategies have become indispensable for companies seeking to expand their reach across borders. The reviewed literature emphasizes the significance of building strong brand equity, embracing adaptive strategies, understanding consumer attitudes, and leveraging innovation to achieve international success. By incorporating insights from these studies, companies can develop robust international branding strategies that resonate with diverse audiences, foster brand loyalty, and enhance their competitive edge in the global market.

METHODS

Data source

The methodology of this bibliometric analysis involves a systematic search of relevant scholarly articles, conference papers, and other publications in the field of international branding strategies. The primary data source for this study is Scopus. This comprehensive database covers a wide range of academic multidiscipline (AlRyalat, et al., 2019) which presents a large repository for researchers to source literature for their studies (Raja, 2023). A comprehensive collection of publications will be obtained by employing appropriate search terms and filters. To examine publications that discuss both “International Marketing” and “Branding Strategies,” this bibliometric study utilized the Scopus scientific database. The study included all types of papers published between 1989 and 2022 in Scopus, which is considered a crucial source of information by the global scientific community. Scopus is widely regarded as one of the primary sources of relevant information in the international scientific community, given its status as one of the most important sources of essential data (Azmi and Sa’aid, 2023). According to Zupic and Cater (2015), bibliometric analysis is a literature review method that involves quantitative and statistical evaluations of published studies. This extensive database can offer a broad perspective on the research output worldwide. The present study employed bibliometric analysis using VOS Viewer, a software that enables the construction of citation mapping from established databases. According to Anuar et al. (2021), this software employs two standardized weights, namely the number and total strength of links, to create a visual representation of the nodal network. Additionally, the study utilized Harzing’s Publish or Perish as another tool in the analysis. Harzing’s Publish or Perish is a software tool that provides a range of bibliometric indicators, including citation counts, h-indices, and publication metrics. This tool was used in the article to identify the most influential authors and publications in the field of international branding strategies.

Defining keyword

This research was performed on July 8, 2023, using keywords in the form of search strings relevant to International Marketing and Branding Strategies where keywords are searched based on the title, keywords, and abstract of the article as follows: TITLE-ABS-KEY (“International Marketing” OR “Global Marketing” OR “International Market” OR “International Advertising” AND “Branding Strategies” OR “Global Branding” OR “Cross-Cultural Branding” OR “International Branding” OR “Brand Management”) AND (EXCLUDE (PUBYEAR, 2023)).

Search strategy

This study gathers a collection of materials published in international marketing and brand strategies using the online Scopus database. Due to its reputation as the largest citation and abstract database in technology, social science, business, and management, Scopus online database was chosen for this study.

Refinement of search result

After obtaining the initial results, the researchers conducted a screening of all articles based on the exclusion criteria determined in this research. One (1) exclusion criterion was used to screen the search results: (i) students. Table 1 will summarize the amount of all articles obtained after the refinement process.

Table 1. Refinement of search result

Search Keyword	Number of Scopus documents
TITLE-ABS-KEY ("International Marketing" OR "Global Marketing" OR "International Market" OR "International Advertising" AND "Branding Strategies" OR "Global Branding" OR "Cross-Cultural Branding" OR "International Branding" OR "Brand Management") AND (EXCLUDE (PUBYEAR, 2023)).	153

Source of Table 1: <https://www.scopus.com/>

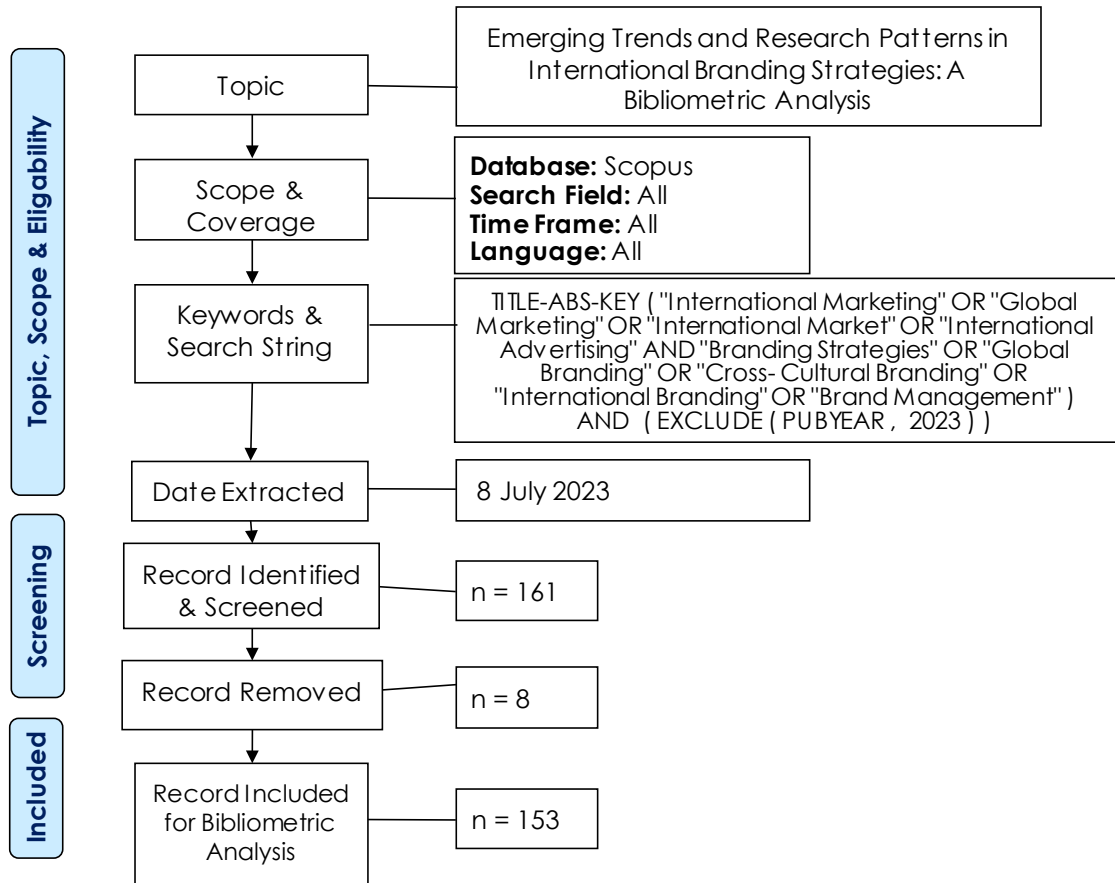


Fig. 1. PRISMA flow diagram

Source of Figure 1: Zakaria et al (2020)

Modified from PRISMA (Moher et al (2009).

FINDINGS AND DISCUSSION

In conducting the analysis of the academic works extracted during the search process, the following attributes were considered: document and source types, the language of documents, subject area, year of publication, the top 20 countries that contributed to the publication, the most active source titles, citation metrics, top 20 highly cited articles, and keyword analysis. These attributes were utilized to gain a comprehensive understanding of the trends and patterns in the literature on international branding strategies.

Document and source types

The distribution of document types in international branding strategies is shown in Table 2. Understanding the distribution of document types is crucial in identifying the nature and scope of research output, as different types of publications serve distinct purposes in advancing knowledge in the field. Most documents analyzed were articles, with 114 publications (74.51%). The high percentage of articles reflects the importance of empirical research and theoretical advancements in shaping the field. Book chapters constitute the second-largest category, with 24 publications (15.69%) that offer specialized insights, theoretical discussions, and case studies within specific subtopics. Books represent a smaller proportion, with 7 publications (4.58%) that comprehensively cover the subject matter, incorporating multiple perspectives, theories, and practical applications. Reviews, editorials, conference papers, and retracted documents collectively constitute a smaller percentage of the analyzed publications. Reviews (2.61%) provide critical assessments and syntheses of existing literature, highlighting key findings and research gaps. Editorials (1.31%) offer expert opinions, commentaries, and discussions on important topics related to the field. Conference papers (0.65%) present research findings and insights shared at conferences, showcasing ongoing research efforts in the field. Retracted documents (0.65%) represent cases where previously published work has been withdrawn due to issues with reliability, ethics, or quality.

Table 2. Document type

Document Type	Total Publications (TP)	Percentage (%)
Article	114	74.51%
Book Chapter	24	15.69%
Book	7	4.58%
Review	4	2.61%
Editorial	2	1.31%
Conference Paper	1	0.65%
Retracted	1	0.65%
Total	153	100.00

Source of Table 2: <https://www.scopus.com/>

The distribution of source types in the field of international branding strategies is presented in Table 3. Journals are the predominant source type, with 118 publications (77.12%). The high percentage of journal publications indicates the significance of academic journals in disseminating empirical studies, theoretical frameworks, and conceptual advancements in international branding strategies. Books represent the second-largest source type, with 23 publications (15.03%) contributing to comprehensive and in-depth explorations of specific topics, providing holistic perspectives and theoretical analyses. While, book series account for 10 publications (6.54%), indicating the existence of specialized book series that focuses on specific subtopics, theories, or emerging trends within the broader field of international branding strategies. Additionally, conference proceedings represent a smaller proportion, with only 2 publications (1.31%); even if it is not the primary outlet for disseminating research findings in the field of international branding strategies, they may still offer valuable insights from conferences focused on specific aspects of the discipline.

Source Type	Total Publications (TP)	Percentage (%)
Journals	118	77.12%
Books	23	15.03%
Book Series	10	6.54%
Conference Proceeding	2	1.31%
Total	153	100.00

Source of Table 3: <https://www.scopus.com/>

Year of publications/evolution of published studies

The distribution of documents by year in the field of international branding strategies, as shown in Table 4, provides insights into the temporal trends and publication patterns over time. The analysis spans several decades, allowing for an understanding of the historical development and the focus of research in the field. The highest number of documents were published in 2019, with 15 publications (9.80%), indicating a significant level of research activity and scholarly output in that year, reflecting the growing interest in international branding strategies. The subsequent years of 2011 and 2021 also had notable publication outputs, each with 12 documents (7.84%), suggesting sustained attention and scholarly contributions to the field during those periods. Furthermore, the analysis reveals a consistent level of research output from 2016 to 2018, with 12 publications each year (7.84%), indicating a period of stability in terms of research productivity and interest in international branding strategies. The years with the lowest number of publications include 2002, 1998, 1997, 1990, and 1989, each with only one publication (0.65%), suggesting comparatively limited research output during those timeframes. The findings demonstrate a diverse distribution of documents across different years, spanning from the early 1980s to the present day, indicating the long-standing interest in international branding strategies and the evolution of research over time.

Table 4. Year of publications

Year	Total Publications	Percentage (%)
2022	8	5.23%
2021	12	7.84%
2020	9	5.88%
2019	15	9.80%
2018	7	4.58%
2017	12	7.84%
2016	12	7.84%
2015	6	3.92%
2014	3	1.96%
2013	4	2.61%
2012	9	5.88%
2011	12	7.84%
2010	7	4.58%
2009	5	3.27%
2008	6	3.92%
2007	8	5.23%
2006	3	1.96%
2005	3	1.96%
2004	2	1.31%
2003	3	1.96%
2002	1	0.65%
2001	2	1.31%
1998	1	0.65%
1997	1	0.65%
1990	1	0.65%
1989	1	0.65%
Total	153	100.00

Source of Table 4: <https://www.scopus.com/>

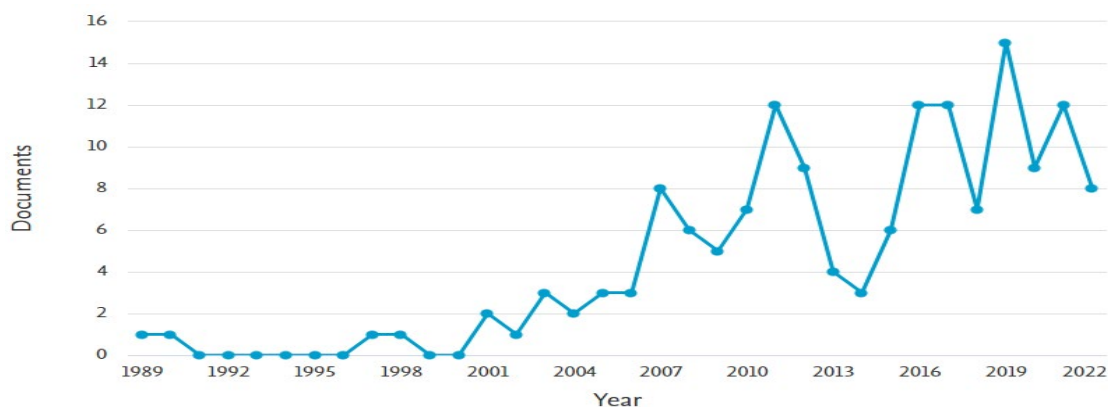


Fig. 2. Document by year

Source of Figure 2: <https://www.scopus.com/>

Languages of documents

The distribution of language in the field of international branding strategies, as depicted in Table 5, provides insights into the linguistic landscape of scholarly contributions in this domain. The overwhelming majority of the analyzed documents were in English, with 151 publications (98.69%). English serves as the predominant language for research and scholarly communication in the field of international branding strategies. It has become the lingua franca of academic publishing and enables global dissemination, facilitating the exchange of ideas, collaboration, and broader readership. Ricky and Michael (2020) mentioned that using English as a lingua franca does not eliminate all cross-cultural misunderstandings. Italian and Turkish languages each accounted for one publication (0.65% each). While these languages represent a small percentage, they indicate the presence of localized research and contributions to international branding strategies.

Table 5. Languages used for publications

Language	Total Publications	Percentage (%)
English	151	98.69
Italian	1	0.65
Turkish	1	0.65
Total	153	100.00

Source of Table 5: <https://www.scopus.com/>

Subject Area

The distribution of subject areas in the field of international branding strategies is depicted in Table 6. The most prominent subject area in the analyzed documents is Business, Management, and Accounting, with 143 publications (93.46%). This highlights the strong focus on the business and management aspects of international branding strategies. Economics, Econometrics, and Finance are also significant subject areas, with 50 publications (32.68%). This indicates the close relationship between international branding strategies and economic considerations. With 32 publications (20.92%), Social Sciences play a crucial role in exploring the social and cultural dimensions of international branding strategies. The inclusion of social sciences reflects the recognition that branding strategies are influenced by and have an impact on societies, cultures, and human behavior. The distribution of subject areas in the field of international branding strategies indicates the interdisciplinary nature of research and the diverse perspectives that contribute to the understanding and development of this field.

Table 6. Subject area

Subject Area	Total Publications	Percentage (%)
Business, Management, and Accounting	143	93.46
Economics, Econometrics, and Finance	50	32.68
Social Sciences	32	20.92
Arts and Humanities	5	3.27
Decision Sciences	4	2.61
Engineering	2	1.31
Psychology	2	1.31
Agricultural and Biological Sciences	1	0.65
Energy	1	0.65
Health Professions	1	0.65
Immunology and Microbiology	1	0.65
Materials Science	1	0.65
Medicine	1	0.65

Source of Table 6: <https://www.scopus.com/>

Most active source title

The distribution of source titles in Table 7 provides valuable insights into the scholarly outlets that have contributed to understanding the distribution of source titles and helps to identify the key journals and publications that have played a significant role in advancing research and understanding of international branding strategies. Among the top 10 source titles, Emerald Emerging Markets Case Studies (9.15%) and International Marketing Review (7.84%) are prominent outlets for publishing case studies, empirical research, and conceptual contributions. These journals have provided a platform for researchers to share their insights and findings related to international branding strategies. The Proceedings of the Academy of Marketing Science's Developments in Marketing Science (4.58%) showcase the importance of academic conferences in advancing the field. This publication allows researchers to present their work and share the latest developments in international branding strategies, contributing to the dissemination of cutting-edge research in the field. The Journal of International Marketing (3.92%) and the Journal of Business Research (3.27%) are esteemed journals that have substantially contributed to understanding international branding strategies. Other source titles, such as the Journal of Product and Brand Management, Strategic Direction, Journal of Consumer Marketing, and Research Frontiers on the International Marketing Strategies of Chinese Brands, cover specific aspects and contexts within the field of international branding strategies. These source titles offer valuable insights into branding practices, consumer behavior, and the challenges brands face in different markets.

Table 7. 10 Most active source title

Source Title	Total Publications	Percentage (%)
Emerald Emerging Markets Case Studies	14	9.15%
International Marketing Review	12	7.84%
Developments In Marketing Science Proceedings of The Academy of Marketing Science	7	4.58%
Journal of International Marketing	6	3.92%
Journal of Business Research	5	3.27%
Journal of Product and Brand Management	4	2.61%
Strategic Direction	4	2.61%
Journal of Consumer Marketing	3	1.96%
Journal of Product Brand Management	3	1.96%
Research Frontiers on The International Marketing Strategies of Chinese Brands	3	1.96%

Source of Table 7: <https://www.scopus.com/>

Keyword analysis

The VOS Viewer is to conduct a network visualization map of co-occurrence among keywords providing an insightful representation of the relationships and clusters within the field of international branding strategies. By analyzing the map, we can identify distinct clusters and their corresponding keywords, which offer valuable insights into the interconnectedness of concepts and themes in this domain. Figure 3 depicts a network visualization of all keywords: color, circle size, font size, and the thickness of connecting lines utilized to represent their relationship with other keywords. There are 9 clusters presented in Scopus that were developed based on all keywords used. Cluster 1, which is red in color, consists of 11 keywords. This cluster encompasses keywords such as branding strategies, consumer behavior, and strategic marketing. These keywords highlight the importance of developing effective branding strategies that align with consumer behavior and market dynamics. Cluster 2, which is in green color, consists of 11 keywords. This cluster includes keywords such as brand image, emerging markets, international branding, and country of origin. These keywords signify the interrelationships between brand perception, branding in emerging markets, and the influence of a brand's country of origin on consumer preferences.

Cluster 3, which is in blue, consists of 9 keywords. This cluster comprises keywords related to globalization, global branding, and culture. Scholars have explored the influence of globalization on branding practices, the development of global brand identities, and the role of culture in shaping consumer perceptions and brand meanings. Cluster 4, which is in yellow, consists of 6 keywords. This cluster includes keywords such as brands and international business. It highlights the relationship between brands' roles in international business contexts, including brand expansion, brand partnerships, and brand-related decisions in global operations. Cluster 5, which is in purple color, consists of 5 keywords. This cluster consists of keywords such as international marketing and marketing. It underscores the close connection between international marketing strategies and overall marketing practices. Cluster 6, which is in turquoise color, consists of 5 keywords. This cluster encompasses keywords related to brand management and branding.

Cluster 7, which is orange in color, consists of 5 keywords. This cluster includes keywords such as global marketing and country image. It emphasizes the relationship between global marketing efforts and the image of countries in international branding strategies. Cluster 8, which is brown in color, consists of 4 keywords. This cluster comprises keywords related to marketing strategy and brand strategy. Cluster 9, which is pink, consists of 3 keywords. This cluster includes keywords such as corporate branding and market entry. It reflects the connection between corporate branding strategies and the challenges and considerations in entering new markets by building a brand presence in international markets. Overall, the identified clusters offer insights into the key themes and areas of focus within the field, informing researchers and practitioners about the multidimensional nature of international branding strategies. Similarly, Figure 4 also shows the word arts of the keywords in international branding strategies.

The analysis of the top 20 keywords in the field of international branding strategies, as presented in Table 8, provides insights into the key themes and concepts that have received significant attention in scholarly research. These keywords highlight the central topics and areas of focus within the field, shaping the understanding and development of international branding strategies. The keyword “International Marketing” appears as the most prevalent keyword, with 35 occurrences (22.88%). This reflects the field’s core focus on the international aspects of marketing and the importance of considering global markets, cross-cultural differences, and international market entry strategies in the context of branding. “Brand Management” and “Brand Strategy” are also prominent keywords, with 22 (14.38%) and 5 (3.27%) occurrences, respectively. These keywords underscore the significance of effective brand management and strategic decision-making in international branding strategies. Next, the keyword “Globalization” (7.19%) highlights the influence of globalization on international branding strategies. With the increasing interconnectedness of markets and the global diffusion of brands, understanding the implications of globalization on branding practices and the challenges it presents is crucial for scholars and practitioners in this field. “Emerging Markets” (6.54%) and “Global Branding” (6.54%) keywords signify the growing importance of emerging markets and the global nature of branding strategies. It focused on understanding the unique dynamics, consumer behaviors, and market characteristics of emerging markets, as well as the strategies employed by brands to establish a global presence. Other significant keywords such as “Marketing Strategy,” “Brand Image,” “Brands,” “Branding,” and “Consumer Behavior” demonstrate the diverse aspects of international branding strategies that have been explored in the literature. These keywords reflect the multidimensional nature of the field, encompassing aspects related to marketing strategies, brand perception, consumer behavior, and the role of brands in shaping consumer preferences and purchase decisions. It provides a glimpse into the central themes and areas of focus within the field of international branding strategies.

Table 8. Top 20 keywords

Author Keywords	Total Publications	Percentage (%)
International Marketing	35	22.88%
Brand Management	22	14.38%
Globalization	11	7.19%
Emerging Markets	10	6.54%
Global Branding	10	6.54%
Marketing	10	6.54%
Marketing Strategy	10	6.54%
Brand Image	9	5.88%
Brands	9	5.88%
Branding	8	5.23%
Consumer Behavior	8	5.23%
International Branding	8	5.23%
Global Marketing	7	4.58%
Country Of Origin	6	3.92%
Brand Strategy	5	3.27%
Strategic Marketing	5	3.27%
Brand Management/Equity	4	2.61%
Country Image	4	2.61%
International Business	4	2.61%
International Markets	4	2.61%

Source of Table 8: <https://www.scopus.com/>

Geographical distribution of publications — most influential countries

The distribution of research contributions across different countries in the field of international branding strategies is presented in Table 9. The United States emerges as the leading contributor, with 40 research contributions (26.14%). This signifies the significant research output and expertise in international

branding strategies within the United States. Scholars and institutions from the United States have made substantial contributions to the field, publishing influential studies, theories, and frameworks that have shaped the understanding of international branding strategies, followed by the United Kingdom with 17 research contributions (11.11%). The research output from the United Kingdom has made significant contributions to understanding various aspects of international branding, including brand management, marketing strategies, and cross-cultural consumer behavior. At the same time, China and Australia both demonstrate notable research contributions, with 12 (7.84%) and 11 (7.19%) research contributions, respectively. As compared to India, Thailand, Italy, and South Korea each contributed 11 (7.19%), 8 (5.23%), 7 (4.58%), and 7 (4.58%) research contributions, respectively. Other countries, such as France and Germany, have also made notable contributions, further enriching the understanding of international branding strategies. The distribution of research contributions across countries highlights the global nature of research efforts in international branding strategies.

Table 9. Top 10 countries' contributions to the publications

Country	Total Publications	Percentage (%)
United States	40	26.14%
United Kingdom	17	11.11%
China	12	7.84%
Australia	11	7.19%
India	11	7.19%
Thailand	8	5.23%
Italy	7	4.58%
South Korea	7	4.58%
France	6	3.92%
Germany	5	3.27%

Source of Table 9: <https://www.scopus.com/>

Authorship

The distribution of research contributions among authors in the field of international branding strategies, as presented in Table 10, sheds light on the individual researchers who have made significant contributions to the advancement of knowledge in this domain. Among the 15 most productive authors, Kasemsap, K., with six research contributions (3.92%), emerges as the leading author in international branding strategies. Kasemsap's work has significantly influenced the understanding of effective branding strategies in the global context. Other notable authors include Aiello, G., Bick, G., Chailan, C., Donvito, R., Hassan, S.S., Hu, Z., Ko, E., and Vescovi, T., each with three research contributions (1.96%). These authors have made substantial contributions to the field, exploring diverse areas such as brand image, emerging markets, and strategic marketing in the context of international branding strategies. The rest of the authors on the list contributed to two research papers, with a percentage contribution of 1.31%. These authors have made notable contributions to the field, examining various aspects of international branding strategies and providing valuable insights into areas such as brand equity, global marketing, and cross-cultural branding.

Table 10. 15 most productive authors

Author's Name	No. of Documents	Percentage (%)
Kasemsap, K.	6	3.92%
Aiello, G.	3	1.96%
Bick, G.	3	1.96%
Chailan, C.	3	1.96%
Donvito, R.	3	1.96%
Hassan, S.S.	3	1.96%
Hu, Z.	3	1.96%
Ko, E.	3	1.96%
Vescovi, T.	3	1.96%
Blankson, C.	2	1.31%
Craft, S.	2	1.31%
Craig, C.S.	2	1.31%
Douglas, S.P.	2	1.31%
Grudecka, A.	2	1.31%
Japutra, A.	2	1.31%

Source of Table 10: <https://www.scopus.com/>

Most Influential Institutions

The distribution of research contributions among institutions presented in Table 11 provides insights into the academic institutions that have made notable contributions to advancing knowledge in this domain. Suan Sunandha Rajabhat University, with six research contributions (3.92%), emerges as the leading institution in terms of research output in the field of international branding strategies. This indicates the significant research activities and expertise in international branding strategies at Suan Sunandha Rajabhat University. Other notable institutions include the University of North Texas, The George Washington University, and Università Ca' Foscari Venezia, each with four (2.61%), three (1.96%), and three (1.96%) research contributions, respectively. Researchers from these institutions have explored diverse topics such as brand image, global branding, and strategic marketing in the international context. Tsinghua University, Tsinghua University School of Economics and Management, and Università degli Studi di Firenze are among the institutions with three research contributions (1.96%). Others remain two publications contributing 1.31%.

Table 11. 20 most influential institutions

Institution	Total Publications	Percentage (%)
Suan Sunandha Rajabhat University	6	3.92%
University of North Texas	4	2.61%
The George Washington University	3	1.96%
Università Ca' Foscari Venezia	3	1.96%
Yonsei University	3	1.96%
Università degli Studi di Firenze	3	1.96%
Tsinghua University	3	1.96%
Tsinghua University School of Economics and Management	3	1.96%
Dipartimento di Management	3	1.96%
University of Cape Town	2	1.31%
California State University, Fullerton	2	1.31%
Cleveland State University	2	1.31%
Northwestern University	2	1.31%
University of Zagreb	2	1.31%
East China University of Science and Technology	2	1.31%
Middlesex University	2	1.31%
Ecole de Management Strasbourg	2	1.31%
University of the Witwatersrand, Johannesburg	2	1.31%
Szkola Główna Handlowa w Warszawie	2	1.31%
Monash University	2	1.31%

Source of Table 11: <https://www.scopus.com/>

Citation Analysis

The bibliometric data presented in Table 12 provides valuable insights into the scholarly impact and productivity of the research. These metrics offer a quantitative assessment of the publication and citation patterns, reflecting the influence and contribution of the research in this domain. The publication years span from 1989 to 2022, indicating a substantial history of research in international branding strategies. This long timeframe suggests that scholars have been investigating this field for several decades, highlighting its importance and continued relevance. The high number of papers (373) published within this period further emphasizes the extensive research conducted on international branding strategies. The citation years cover a span of 33 years (1989–2022), indicating the cumulative impact and influence of the research over an extended period. The total number of citations (12,382) reflects the recognition and utilization of the research in the academic community and beyond. The average number of citations per year (217.23) illustrates the sustained influence and ongoing relevance of the research in international branding strategies. The average number of citations per paper (33.20) provides insight into the impact of individual research contributions in this field. The citations per author (6321.65) reflect the cumulative impact of individual researchers in the field. The average number of papers per author (219.19) indicates the level of productivity and research output of individual authors. The h-index (60) and g-index (101) provide further insights into the scholarly impact and productivity in the field. These metrics assess the cumulative impact of the research, considering both the number of publications and their respective citations. The h-index of 60 indicates that at least 60 papers have received a minimum of 60 citations each, while the g-index of 101 suggests that the top 101 papers collectively received at least 10,101 citations.

These bibliometric indicators demonstrate the significance and scholarly impact of research in international branding strategies. The high number of citations, the sustained influence over an extended period, and the productivity of authors reflect the field's contributions to the academic community and its potential for shaping future research directions. It is worth noting that bibliometric analyses are subject to limitations and should be interpreted in conjunction with qualitative assessments and expert judgment. Nevertheless, these metrics provide valuable quantitative insights into the productivity and impact of research in the field of international branding strategies.

Table 12. Citations metrics

Metrics	Data
Publication years	1989–2022
Citation years	57 (1989–2022)
Papers	373
Citations	12382
Citations/year	217.23
Citations/paper	33.20
Citations/author	6321.65
Papers/author	219.19
h-index	60
g-index	101

Source of Table 12: Harzing's Publish or Perish (Windows GUI Edition) 8.9.4538.8589

Highly Cited Articles

The table presents a list of highly cited articles in the field of international marketing, highlighting their titles, authors, publication years, number of citations, and citations per year. One of the highly cited articles is "Marketing Meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy" by P.R. Berthon, L.F. Pitt, K. Plangger, and D. Shapiro (2012). This article explores the implications of Web 2.0, social media, and the involvement of creative consumers in international marketing strategy. With 595 citations and an average of 54.09 citations per year, this article has received considerable attention and has influenced research in the field. Another influential article is "The Role of national culture in international marketing research" by J.-B.E.M. Steenkamp (2001). With 512 citations and an average of 23.27 citations per year, this article has made a substantial impact on understanding the

influence of culture on international marketing practices. The article titled "Hofstede's Dimensions of Culture in international marketing studies" by A.M. Soares, M. Farhangmehr, and A. Shoham (2007) investigates the application of Hofstede's cultural dimensions in international marketing studies with 469 citations and an average of 29.31 citations per year. "Strategy fit and performance consequences of international marketing standardization" by C.S. Katsikeas, S. Samiee, and M. Theodosiou (2006) examine the relationship between strategy fit and performance outcomes in the context of international marketing standardization with 338 citations and an average of 19.88 citations per year.

Other highly cited articles highlight the field of international marketing toward global branding strategies. The high number of citations and their consistent citation rates per year demonstrate the enduring impact of these articles on the research community. They have shaped theoretical frameworks, advanced conceptual understanding, and guided empirical investigations in the field.

Table 13. Top 20 highly cited articles

Authors	Title	Year	Cites	Cites per Year
P.R. Berthon, L.F. Pitt, K. Plangger, D. Shapiro	Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy	2012	595	54.09
J.-B.E.M. Steenkamp	The Role of national culture in international marketing research	2001	512	23.27
A.M. Soares, M. Farhangmehr, A. Shoham	Hofstede's Dimensions of Culture in international marketing studies	2007	469	29.31
C.S. Katsikeas, S. Samiee, M. Theodosiou	Strategy fit and performance consequences of international marketing standardization	2006	338	19.88
R. Pappu, P.G. Quester, R.W. Cooksey	Country image and consumer-based brand equity: Relationships and implications for international marketing	2007	328	20.5
G.T.M. Huit, Jr. Hair, J.F., D. Proksch, M. Sarstedt, A. Pinkwart, C.M. Ringle	Addressing endogeneity in international marketing applications of partial least squares structural equation modeling	2018	322	64.4
M.A. Akaka, S.L. Vargo, R.F. Lusch	The complexity of context: A service ecosystems approach for international marketing	2013	292	29.2
M. Theodosiou, L.C. Leonidou	Standardization versus adaptation of international marketing strategy: An integrative assessment of the empirical research	2003	256	12.8
J.J. Boddewyn, R. Soehl, J. Picard	Standardization in international marketing: Is Ted Levitt in fact, right?	1986	253	6.84
Z. Yang, C. Su, K.-S. Fam	Dealing with institutional distances in international marketing channels: Governance strategies that engender legitimacy and efficiency	2012	201	18.27
J. Hamill	The Internet and international marketing	1997	183	7.04
D. Skarmas, C.S. Katsikeas, S. Spyropoulou, E. Salehi-Sangari	Market and supplier characteristics driving distributor relationship quality in international marketing channels of industrial products	2008	182	12.13
M. Saeed, Z.U. Ahmed, S.-M. Mukhtar	International marketing ethics from an Islamic perspective: A value-maximization approach	2001	182	8.27
V.H. Kirpalani, N.B. Macintosh	International Marketing Effectiveness of Technology-Oriented Small Firms	1980	179	4.16
A. Aspelund, T.K. Madsen, Å. Moen	A review of the foundation, international marketing strategies, and performance of international new ventures	2007	170	10.63
N.L. Reynolds, A.C. Simintiras, A. Diamantopoulos	Theoretical justification of sampling choices in international marketing research: Key issues and guidelines for researchers	2003	161	8.05
P.G.P. Walters	International Marketing Policy: A Discussion of the Standardization Construct and its Relevance for Corporate Policy	1986	160	4.32
J. Paul, E. Mas	Toward a 7-P framework for international marketing	2020	140	46.67
G. Albaum, R.A. Peterson	Empirical Research in International Marketing: 1976–1982	1984	140	3.59
P.E. Murphy	Character and virtue ethics in international marketing: An agenda for managers, researchers, and educators	1999	131	5.46

Source of Table 13: Harzing's Publish or Perish (Windows GUI Edition) 8.9.4538.8589

CONCLUSION

In conclusion, the study on international branding strategies has yielded valuable insights into various dimensions of this field. Since the bibliometric analysis incorporated a systematic, transparent, and reproducible assessment (Behl et al., 2022), we have examined publication trends, citation patterns, keyword usage, country distribution, author contributions, and highly cited articles in international marketing research. The findings shed light on this domain's productivity, impact, and influential works. The analysis revealed a substantial number of publications, indicating the significance and continued interest in international branding strategies over several decades. The high number of citations per paper and per author further underscored the impact and recognition of research contributions. The examination of keywords provided an understanding of the central themes and areas of focus within international branding strategies. The identification of clusters based on co-occurrence analysis offered insights into the interconnectedness of various research topics, enabling scholars to explore the relationships and interdependencies between different aspects of international branding strategies. The analysis of country distribution showcased the global nature of research in international branding strategies, with prominent contributions from the United States, the United Kingdom, China, and other countries. This global representation reflects the universality and applicability of international marketing concepts and practices across diverse contexts. Furthermore, it has highlighted the significance of ethics and values in international marketing when branding, particularly from an Islamic perspective, offering a value-maximization approach.

Overall, this study contributes to the existing knowledge of international branding strategies by providing a comprehensive overview of the scholarly landscape. The findings offer guidance to researchers, practitioners, and policymakers by identifying key trends, influential works, and emerging research directions in the field. Further research can build upon these findings to delve deeper into specific subfields, explore new methodologies, and address emerging issues in international branding strategies. It is important to acknowledge that bibliometric analysis has inherent limitations and should be complemented with qualitative assessments and expert insights to provide a holistic understanding of the field. Some possible limitations to consider include data source limitations and keyword selection bias. Nevertheless, this study serves as a valuable resource for researchers seeking to navigate the vast literature and contribute to the advancement of knowledge in international branding strategies. It is important to note that the field of international marketing is continuously evolving, influenced by changing global dynamics, technological advancements, and evolving consumer behaviors. As such, future research should continue to explore new avenues, embrace interdisciplinary perspectives, and investigate emerging trends to further enhance our understanding of international marketing and its implications for branding in a globalized world.

ACKNOWLEDGEMENTS/FUNDING

Our sincere gratitude to all researchers, authors, and institutions whose valuable contributions and scholarly works have formed the foundation of this study. Hopefully, this study will serve as a valuable resource.

CONFLICT OF INTEREST STATEMENT

The authors declare that they have no conflicts of interest related to this research. This study was conducted in the absence of any financial or personal relationships that could bias the findings or conclusions. No external funding or support was received that could influence the conduct of the research or the interpretation of the data.

AUTHORS' CONTRIBUTIONS

Nor Amira Mohd Ali and Muhammad Hanif Abdul Gafar carried out the manuscript equally (50:50). All authors read and approved the final manuscript.

REFERENCES

- Aaker, D. A., & Joachimsthaler, E. (2000). *Brand Leadership*. The Free Press.
- AlRyalat, S. A. S., Malkawi, L. W., & Momani, S. M. (2019). Comparing bibliometric analysis using PubMed, Scopus, and Web of Science databases. *Journal of Visualized Experiments*, (152), e58494. <https://doi.org/10.3791/58494>
- Anuar, A., Marwan, N. F., Smith, J., Siriyannun, S., & Sharif, A. (2021). Bibliometric analysis of immigration and environmental degradation. Evidence from past decades. *Environmental Science and Pollution Research*, 29(9), 13729–13741. <https://doi.org/10.1007/s11356-021-16470-1>
- Azmi, N. A., & Sa'aid, H. B. (2023). The current research landscape on the person with disabilities (PWDs) accessibilities on digital government: A bibliometric analysis. *International Journal of Academic Research in Business and Social Sciences*, 13(4), 60–77. <https://doi.org/10.6007/IJARBS/v13-i4/16647>
- Behl, A., Jayawardena, N., Pereira, V., Islam, N., Del Giudice, M., & Choudrie, J. (2022). Gamification and e-learning for young learners: A systematic literature review, bibliometric analysis, and future research agenda. *Technological Forecasting and Social Change*, 176, 121445. <https://doi.org/10.1016/j.techfore.2021.121445>
- Grigorescu, A., & Zaif, A. (2017). The concept of glocalization and its incorporation in global brands' marketing strategies. *International Journal of Business and Management Invention*, 6(1), 70–74. [https://www.ijbmi.org/papers/Vol\(6\)1/Version-3/K0601037074.pdf](https://www.ijbmi.org/papers/Vol(6)1/Version-3/K0601037074.pdf)
- Holt, D. B., Quelch, J. A., & Taylor, E. L. (2004). How global brands compete. *Harvard Business Review*, 82(9), 68–75. https://www.researchgate.net/publication/8265186_How_Global_Brands_Compete
- Keller, K. L. (2008) Edition 3. *Strategic brand management: Building, measuring, and managing brand equity*. Pearson/Prentice Hall.
- Knight, G. A., & Cavusgil, S. T. (2004). Innovation, organizational capabilities, and the born-global firm. *Journal of International Business Studies*, 35(2), 124–141. <https://doi.org/10.1057/palgrave.jibs.8400071>
- Moher, D., Liberati, A., Tetzlaff, J., Altman, D.G., The PRISMA Group (2009). Preferred reporting items for systematic reviews and meta-analyses: The PRISMA statement. *PLoS Med*, 6(7), e1000097. <https://doi.org/10.1371/journal.pmed.1000097>
- Okonkwo, U. (2007). *Luxury fashion branding: trends, tactics, techniques*. Palgrave Macmillan. <https://doi.org/10.1007/978-0-230-59088-5>
- Raja, I. P. R. M. (2023). Choice Overload: A systematic literature review of hospitality and tourism. *ESTEEM Journal of Sciences and Humanities*, 7(1). https://ejssh.uitm.edu.my/images/Vol7Apr23/HOT21037_EJSSHVOL7_1_APRIL2023.pdf
- Ricky W. Griffin & Michael W. Pustay (2020). *International business: A managerial perspective*. 9th Edition. Pearson Education.

- Sivan, P., Russell, A., & Michael, B. (2019). The role of brand authenticity in developing brand trust. *Journal of Strategic Marketing*, 27(8), 714–729. <https://doi.org/10.1080/0965254X.2018.1466828>
- Sriramesh, K., & White, J. (2012). *The global public relations handbook: Theory, research, and practice*. Routledge. <https://www.routledgehandbooks.com/doi/10.4324/9780203889374.ch3>
- Steenkamp, J-B. E. M., & De Jong, M. G. (2010). A global investigation into the constellation of consumer attitudes toward global and local products. *Journal of Marketing*, 74(6), 18–40. <https://www.researchgate.net/publication/261734523>
- Zakaria, R., Ahmi, A., Ahmad, A.H., & Othman, Z. (2020). Worldwide melatonin research: A bibliometric analysis of published literature between 2015 and 2019. *Chronobiology International. The Journal of Biological and Medical Rhythm Research*, 38(1), 27-37. <https://doi.org/10.1080/07420528.2020.1838534>
- Zupic, I., & Cater, T. (2015). Bibliometric methods in management and organization. *Organizational Research Methods*, 18, 429–472. <https://doi.org/10.1177/1094428114562629>



© 2023 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).