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Mapping of *Journal of Services Marketing* Themes:
A retrospective overview using bibliometric analysis

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Mapping of *Journal of Services Marketing* Themes: A retrospective overview using bibliometric analysis

Purpose – *Journal of Services Marketing* (*JSM*) is a leading journal that has published cutting-edge research in services marketing over the past 34 years. The main objective of this paper is to provide a retrospective of the thematic structure of articles published in *JSM* over its publication history.

Design/methodology/approach – This study uses bibliometrics methods to present a retrospective overview of *JSM* themes between 1987 and 2019. Using keywords co-occurrence analysis, we unveil the thematic structure of *JSM*'s most prolific themes. Bibliographic coupling analysis uncovers the research trends of the journal.

Findings – Leading authors, leading institutions, authors' affiliated countries, and critically, the dominant themes of *JSM* are identified. Since its founding, *JSM* has published approximately 40 articles each year, with 2019 being its most productive year. On average, lead *JSM* authors collaborate with 1.30 others. Keywords co-occurrence analysis identifies nine prominent thematic clusters, namely, 'marketing to service', 'quality, satisfaction and delivery systems', 'service industries', 'relationship marketing', 'service failure, complaining and recovery', 'service dominant logic', 'technology, innovation and design', 'wellbeing' and 'service encounters'. Bibliographic coupling analysis groups *JSM* articles into four clusters, namely, 'brand & customer engagement behaviour', 'service co-creation', 'service encounters & service recovery', and 'social networking'.

Research limitations/implications – This study is the first to analyse the thematic structure of *JSM* themes over its history. The themes are analysed across time periods, and then compared to dominant themes identified in contemporary service research agendas. Recommendations are made based on the gaps found. This retrospective review will be useful to numerous key stakeholders including the editorial board, and both existing and aspiring *JSM* contributors. The selection of literature is confined to Scopus.

Originality/value – *JSM'*s retrospection is likely to attract readership to the journal. The study's recommendations regarding which areas have matured and which are still ripe for future contributions will offer useful guidelines for all stakeholders.

Keywords Journal of Services Marketing, Review, Bibliometrics, Scientometrics, Citation analysis, Bibliographic coupling

Paper type Research paper

1. Introduction

The past three decades have seen remarkable revolutions in the way service is created and delivered (Furrer et al., 2020). Up until the 1980's service research was not a major focus among marketing scholars, but during the 1980's the service field started becoming a fast growing discipline. That growth and evolution has continued over the last few decades with critical theoretical and managerial contributions to both the service literature, as well as significant contributions to the 'parent' discipline of Marketing. A number of new journals dedicated to service research has emerged over the years. Among them, *Journal of Services Marketing* (*JSM*) has played a pivotal role in disseminating marketing wisdom related to the field of service.

JSM is a leading service journal that publishes conceptually and methodologically sound research addressing a range of services-related issues of interest to marketing scholars and relevant to marketing professionals. The journal promotes innovative research that investigates new ways of thinking for which it features among the top ten global outlets on service marketing in Google Scholar. Apart from its regular issues, the journal has expanded the broader research dimension of services through many special issues between 1987 and 2019 (see the Appendix).

JSM is currently in its 34th year of publication, having published its first issue in 1987, at a time when service marketing was emerging as a sub discipline of Marketing. The journal is also unique in its positioning as one combining marketing *and* service vis-à-vis other service journals, which lack a disciplinary focus per se. However, despite this marketing disciplinary bent, editors of *JSM* have highlighted the importance of inter-disciplinary research in the field of service (Baron, 2018). *JSM* is also open to publication of manuscripts with a diverse range of methodological, philosophical and theoretical perspectives. The current editors, Mark S Rosenbaum and Rebekah Russell-Bennett identify the following as priority topics of interest: The role of services in transforming society and consumer

lives; New methodological approaches for service research; Services marketing and the bottom-of-the pyramid; The role of new technologies and interactivity; Off-shoring and outsourcing of services; Servitization; Service design; Co-creation and third-parties; Crowd-sourcing; The future and key trends in the practice of services marketing: what researchers need to know; Micro-businesses, cottage industries and the service sector; Social service enterprises; and Viewing service(s) through a new lens (Rosenbaum & Russell-Bennett, 2021). Later, we also compare the actual content of the journal relative to these priorities.

According to Scopus, the academic contributions of *JSM* have grown to over 1300 documents. The academic influence and impact of the journal, characterized by its *h* and *g* indices (Hirsh, 2005; Egghe, 2008), are 108 and 158, respectively, and are thus highly noteworthy and credible in comparison to leading marketing outlets such as the *Journal of Business Research* (see, Donthu et al. 2020a; Khan et al. 2021). However, despite such a high level of academic prominence, prior attempts to assess *JSM's* performance objectively are surprisingly absent. A periodic reflection of the past is vital to legitimize the future advancements of the journal and the discipline at large. Through this research, applying quantitative techniques, we propose to objectively quantify *JSM's* academic legacy, and in so doing, fill that research gap. By contrast, there has been an abundance of recent publications focusing on the future, not only in the *JSM*, but also in a number of service and marketing journals. Indeed, *JSM* recently published an entire special issue dedicated to future directions for the service marketing field (see Issue 3 of 2020). As highlighted in the Editorial of that special issue (Cronin and Nagel 2020), it is critical for marketing scholars to be historically informed. We therefore believe that the current retrospective investigation will be a useful complement to the future oriented recent research published in the journal as well as the field of service.

Given the sheer volume and breadth of literal corpus in *JSM*, a classical or systematic review may be limited by scope to explicate the structural overview of *JSM* topics, map its topical diversity, and

systematically direct the way forward (Andersen, 2019; Byington et al., 2019). Therefore, using bibliometrics, this study provides an in-depth retrospection of *JSM* in regards to its descriptive and thematic contents which indirectly decipher the broader domain of its specialisation (Pattnaik et al., 2020; Zupic and Čater, 2015; Glänzel, 2003). Such studies are burgeoning in the extant literature due to the recognition of their importance and relevance. For example, Donthu *et al.* (2020a) reviewed the 45 years of *Journal of Business Research*, and Donthu *et al.* (2020b) provided a retrospective summary of the 15 years of *Journal of Marketing Theory and Practice*. Baker *et al.* (2020b) summarized the 25 years of *Journal of Corporate Finance*.

By addressing three specific research questions, the study makes several important contributions. We believe this is the first objective assessment of *JSM* covering its entire history of publication. Thematic analysis of the journal identifies the core foci of the broader research domain. A temporal breakdown enables a tracking of the evolution of key themes. Taken together, the exposition of the key themes helps provide important insights in navigating the way forward for the journal.

The remainder of the paper is structured as follows: Section 2 presents a brief literature review, in section 3 we discuss the data and study methods. Section 4 summarises the publications and citations trend. Section 5 discusses the keywords co-occurrence analysis. Section 6 discusses the bibliographic coupling networks in *JSM* articles, and section 7 provides the key study summaries and concludes the paper.

2. Literature review

Although extant research has widely employed systematic literature reviews to gain meaningful syntheses of literature, such an approach may be flawed when the number of studies is in the hundreds or even thousands (Byington et al., 2019). Instead, such a large volume of literature requires more

sophisticated quantitative techniques free from the subjective bias of researchers (Nerur *et al.*, 2008; Donthu *et al.*, 2020a). To address this limitation, in this research we rely on bibliometric analysis.

Bibliometrics is the application of statistics or mathematics for the systematic analysis of bibliographic data (Pritchard, 1969). In the modern era of rapidly evolving research, bibliometrics, backed by the application of advanced technology, is a highly reliable technique to quantify, synthesize, and effectively analyze written communication (Byington et al, 2019). Emerging from the field of library science, bibliometrics have long evolved as an interdisciplinary and multidisciplinary science, widely applied in management studies (Zupic and Čater, 2015). Historically, bibliometric methods are used to analyze research areas, academic sources, academics, and academic institutions (e.g., Aparicio, et al. 2019; Salimi et al. 2019; Martínez-López et al. 2018; Muñoz-Leiva, Porcu, and Barrio-García 2015).

According to Byington et al. (2019) and Zupic and Čater (2015), bibliometric methods are highly useful for a systematic and unbiased performance, structural, and scientific analysis. Kessler (1963) explains that scientific works exhibit intellectual similarities by citing identical sources, whereas Small (1973) posits that frequent co-citations of literature indicate cognitive similarities among the cited sources. Other common concepts derived from these discussions are co-authorship and co-occurrence analyses. According to Peters and Van Raan (1991), co-authorship is the measurement of the degree of connectivity among the collaborating authors, whereas the co-occurrence of keywords unpacks the conceptual structure latent in extant literature (Callon et al. 1983; Ravikumar et al., 2015). Given these capabilities, we apply the appropriate descriptive and structural analyses for the scientific mapping of *JSM's* articles.

In addition to being a historic reflection analysing the *JSM's* key stakeholders, the exposition of the topical relationships and research trends by using this analytical approach helps illustrate the academic breadth and depth of the journal (Andersen, 2019). Such a discussion helps identify popular research themes, and provides insights to *JSM* readers and its aspiring contributors the scope of the topics

6

covered in *JSM*, how they relate to commonly recognized prominent themes in the field, as well as potential avenues for future research (Byington et al., 2019). The unique blend of both a retrospective summary and futuristic scope can attract new readership to the journal. Moreover, this study should be invaluable to the editorial board of the journal, as it provides the necessary data and insights to help shape and navigate the future strategy of the journal. Essentially the study strives to answer the following research questions (RQs):

RQ1: What trends are evident and what themes are identifiable in *JSM's* publications and citations?

RQ2: What is the structural landscape of *JSM* topics?

RQ3: Which research fronts are trending in *JSM* publications?

3. Data and study method

Bibliometric study methods effectively summarize a large set of bibliographic data, such as journal publications and citations. Figure 1 presents a broad overview of the study method. The method involves co-occurrence and co-citation analyses of articles' keywords and references to unveil the thematic and intellectual structure of a research domain (Andersen, 2019). Simultaneously, bibliometric coupling analysis explicates the current state of a research domain, journal, authors, and (or) academic institution (Andersen, 2019; Waltman et al., 2010). The process of 'scientific mapping' requires several distinct steps such as identification of the specific research questions, choosing the appropriate bibliometric method, compiling the appropriate data, cleaning and analysis of the data, visualization and interpretation of the results (Zupic and Čater, 2015).

(Insert Figure 1 about here)

The bibliometric records for this study came from Scopus, which other studies have also used in recent years (Valtakoski, 2019; Baker *et al.*, 2020a, 2020b; Donthu *et al.*, 2020a, 2020b). The Scopus

database served as the only source of data for this study because Web of Science has limited article coverage (Valtakoski 2019). Note, however, that data from Scopus is prone to error because of multiple representations in author names, author affiliations, and so on. According to Baker *et al.* (2020b), any analysis of such erroneous data must undertake a substantial amount of cleaning. Thus, our study adopts many such measures to ensure the results are refined and reliable. To deal with the multiple representation of authors, for example Blodgett J. and Blodgett J.G., Palmer A. and Palmer A.A., Patterson P. and Patterson P.G., etc., we analysed authors' performance by mapping the author to his/her Scopus ID. Such measure reduced the discrepancy of author's performance in our analysis. Similarly, regarding the author affiliations, differences are reported regarding the institution details. Simultaneously, it is difficult to ascertain the precise institution existing in multiple locations. To deal with such issue we have cleaned the affiliation details in the form of 'author, institution-location, country' format. It was the most tedious process as it involved manual cleaning of 3000 records.

2.1. Search strategy

The "Journal of Services Marketing" search protocol among the listed academic sources in Scopus led to a listing of 1,319 documents. Application of filters such as a minimum of five-page document length and articles with valid author information reduced the number to 1,306 documents, which included 1,190 articles and 116 reviews. We used all for analyses.

2.2. Analytical strategy

2.2.1. Descriptive analysis

According to Valtakoski et al. (2019), bibliometrics offer multiple tools for performance analysis and scientific mapping. With contextualised quantitative parameters, performance of key players such as academic sources, academics, and their affiliations can be effectively assessed (Glänzel, 2003; Cobo et al., 2011). Our descriptive analyses include a number of such variables: the total number of

publications (TP) measures the academic contributions of *JSM*. The number of contributing authors (NCA) relates to the academic quality of *JSM* articles (Mesnard, 2017)). As a variable highlighting the academic popularity of *JSM*, growth in authorship (GA) indicates the annual influx of new researchers to the journal. According to Acedo (2006) and Baker (2020b), modern research is burgeoning due to academic collaborations. We measure the extent of academic collaborations in *JSM* through our variables such as collaboration index (CI), number of sole-authored (SA) and co-authored publications (CA) (Donthu et al., 2020b). CI indicates the number of authors a lead *JSM* author associates to contribute a work of research in the journal, while SA and CA depict the count of articles which are single and multi-authored, respectively.

$$\text{Collaborative index (CI)} = \frac{\text{Number of contributing authors} - \text{number of publications}}{\text{Number of publications}}$$

Our variable proportion of cited publications (PCP) indicates the extent of *JSM* research which are considered impactful for being cited at least once. The variable total citations (TC) tracks the academic influence of *JSM*, citations per cited publication (C/CP) denotes the average number of research to which a *JSM* article is found influential. Citations per contributing author (C/CA), on the other hand, measure the average number of articles influenced by a *JSM* author. Simultaneously, we also highlight the standard forms of influence and impact such as the *h*-index and the *g*-index (Ding and Cronin 2011; Egghe 2006; Hirsch 2005). Broadly, the *h*-index (h) indicates *h* number of publications cited at least *h* times, the *g*-index (g) accounts for the *g* number of highly cited publications receiving at least g^2 citations. Furthermore, our variable NAY denotes the 'number of active years'. *JSM*, its authors, or their affiliations are considered active if they have published at least 1 article in *JSM* in any given year between 1987 and 2019. Simultaneously, we use the variable PAY to show the 'productivity per active year' i.e. the number of *JSM* articles published or contributed in each of the active years.

2.2.2. Keyword co-occurrence analysis

The keyword co-occurrence analysis stems from the concept that frequent co-appearance of words in different documents disclose their thematic relationship (Callon et al., 1983). Analysis of the content of such document enables a researcher to conceptualize the field (Andersen, 2019; Börner et al., 2005). We use the author specified keywords. Unfortunately, 267 of *JSM* articles do not report any such keywords and therefore, our analysis is limited to 1039 *JSM* articles constituting about 79.56% of the shortlisted works for this analysis. For the resulting number of keywords, we converted the plural terms into its singular form such as 'services' was converted to 'service', 'customers' to 'customer', 'attributes' to 'attribute', 'employees' to 'employee', etc. American spelling were converted to their British form e.g. organization into organisation. Next we expanded the abbreviations/acronyms to their full forms e.g. 'CRM' as 'customer relationship management', 'CSR' as 'corporate social responsibility', 'WOM' as 'word of mouth', 'DSL' as 'desired service level', etc. While analysing the keywords, we also noted that few words such as 'word of mouth' was also reported as word-of-mouth. Therefore, we cleaned such keywords by removing the hyphens. The analysis resulted in 2097 keywords. For the keyword co-occurrence analysis we shortlisted only those keywords which appeared at least 5 times (i.e. at least 5 *JSM* articles). Thus removing those terms which are not very central to the journal, the process resulted in 158 keywords which we interchangeable use as *JSM* topics, *JSM* themes, etc. for the rest of the paper. For reporting the results, we use the themes as terms suitable for our readers such as 'services' in place of 'service', etc.

2.2.3. Bibliographic coupling analysis

Bibliographic coupling analyses the set of references presented in the bibliography of articles. The extent of overlap among the common references of the citing articles discloses their level of intellectual connection (Kessler, 1963). Boyack and Klavans (2010) advocate that such method scores over the other bibliometric techniques which largely rely on citations. As citations is a time dependent component, bibliographic coupling, which relies on the references, can ascertain the degree of overlap

among the citing documents to expose the research fronts prevailing in a research domain or academic source. However, the articles should be of fairly recent origin so that all the citing articles draw from a common pool of knowledge (Andersen, 2019). Among the benefits of this method, recent topics can be easily identified, and it complements the keyword analysis. We have analysed the *JSM* articles published in the past five years between 2015 and 2019.

2.2.4. Network metrics

In bibliometrics, citations are common measures of article centrality (Andersen, 2019). It is also used to assess the quantum growth of publications (Pattnaik et al., 2020). Though total citations present the aura of academic influence, its average measure signifies the unitary spread. VOSviewer readily captures the average citations of keywords (Waltman et al., 2010) indicating the unitary influence of a keyword. Simultaneously, it also suggests the average publication year (APY) to denote the degree of hotness or coldness of a topic. The themes/topics with higher APYs are recently trending and therefore are comparatively hotter than others (Byington et al., 2019). For example, if topic 'A' is published in the years 2000, 2003, 2005, 2007, and 2009 compared to topic 'B' published in 2015, 2016, 2017, 2018, and 2019. The APY for topic 'A' is 2004.8 (i.e. $\frac{2000+2003+2005+2007+2009}{5} = \frac{10024}{5} = 2004.8$) while the same for 'B' is 2017.0. Thus topic 'B' is more recent and therefore hot compared to topic 'A'.

Among the other network measures, we depict the clustering coefficient of *JSM* themes, its count of occurrences, pagerank, and degree measures. The clustering coefficient denotes the degree to which nodes within a network tend to cluster together. A higher measure indicates close knitting or clustering within a group (Holland and Leinhardt, 1971; Watts and Strogatz, 1998). Occurrences indicate the frequency or count of the keywords in *JSM* articles. In other words it also shows the number of times a particular theme appears in *JSM* corpus. Pagerank, on the other hand, works by counting the quality and number of links directed towards a node (a keyword or an article). As an alternative measure to citations,

more number of links directed towards a node in a network signifies its importance (Brin and Page, 1998). Degree, the other measure used in our study, indicates the number of nodes to which a node (a keyword) is associated with (Andersen, 2019). For example, 'consumer behaviour' has a degree measure of 97 which indicates that the keyword is associated with 97 other themes appearing in *JSM* articles. Similarly, 'service marketing' is associated to 92 other keywords within the network.

We carry out a large portion of the study manually using Excel. However, for network analysis, we use VOSviewer and Gephi applications. VOSviewer helps extract the network files which are visualized in Gephi.

3. Publication and citation trend

3.1. Journal overview

Our first research question (RQ1) investigates the publications and citations trend of *JSM*. Table I shows an overview of *JSM* publications, citations, and authorship pattern between 1987 and 2019 while Figure 2 portrays its annual trend. In the past 33 years, *JSM* has evolved as an important academic outlet with its academic contributions reaching 1,306 articles contributed by 2,154 unique authors, cited 50,385 times. The number of sole-authored articles was 326 while co-authored works reached 980. Over these years the collaboration index of the journal was 1.30 suggesting that each of the lead *JSM* authors associates with over one more author to contribute a work of research in the journal (CI: 1.30). The CI also highlights the need for multiple technical skills and/or academic acumen in services marketing to publish in the journal (Donthu *et al.*, 2020b). However, as the former Editor of *JSM* points out, there has been a recent emphasis on publishing conceptual papers and current 'hot' topics with multiple authors, often six to ten (Baron, 2018). In this light, this average score probably reflects dominant early trends. An analysis of recent data for the last 5 years indicates that the corresponding number is 1.74 illustrating the increasing trend.

12

The *h*-index of the journal, depicting academic influence, suggests that 108 *JSM* articles are cited at least 108 times in Scopus while its *g*-index, indicating the journal's academic impact, shows that 158 of the top-cited *JSM* articles receive at least 24,964 times. The declining *h* and *g* indices towards the recent years (see, Figure 2) should not surprise readers as such trends have been common across journals due to the time-specific nature of citations (Baker et al., 2020a). In general, we found that the journal has been active for all the 33 years publishing approximately 35 articles in each of its active years.

(Insert Table 1 and Figure 2 about here)

3.2. Top JSM authors between 1987 and 2019

Table II lists the most prolific *JSM* contributors who have published at least four articles in *JSM* cited at least 200 times in Scopus, and Figure 3 shows the temporal evolution of the most prolific *JSM* authors from 1987 to 1997, 1998 to 2008, and 2009 to 2019. A.S. Mattila tops the list with the most articles (TP: 21), *JSM* authors contributing those articles (NCA: 47), and sole-authored and co-authored publications (SA: 6; CA: 15). Of note, she contributed 13 articles between 2009 and 2019. In addition, we identify K. Heinonen as the most collaborative researcher in *JSM*. On average, she collaborated with four other scholars to contribute articles in *JSM* (CI: 4.00). Although Mattila leads with the most citations (TC: 1,222), our study found that G.H.G. McDougall leads with the most average citations—that is, citations per cited publication (C/CP: 258.75) and citations per *JSM* author contributing those publications (C/CA: 94.09).

(Insert Table III and Figure 3 about here)

We also identify A. Mattila as the most active researcher in *JSM* (NAY: 15), contributing at least one article in 15 of the 33 years of the journal. However, K. Heinonen is the most productive researcher, contributing about two publications in each year the author was found active (PAY: 1.67). In terms of influence and impact, Mattila tops the list with the highest *h*-index (4) and *g*-index (18). In addition to

presenting the most prolific *JSM* researchers, we unpack some key dynamics about the affiliations of these authors in subsequent discussion.

3.3. Top institutions affiliated with JSM authors

Table III lists the institutions frequently affiliated with *JSM* authors, and Figure 4 shows the temporal evolution of such institutions contributing at least 10 *JSM* articles between 1987 and 2019. Of note, *JSM* authors affiliated with 1,154 institutions contributed at least one article to the journal between 1987 and 2019. However, as indicated, Queensland University of Technology tops the list for contributing the highest count of total publications, with most being co-authored (TP: 24; CA: 23). Figure 4 confirms the evolutionary trend, showing that most publications are between 2009 and 2019. However, in terms of the number of authors contributing to *JSM*, articles accredited to the University of Manchester present the views of 69 *JSM* authors (NCA: 69), the highest among all universities.

(Insert Table III and Figure 4 about here)

Conversely, the University of Manchester also accounts for the highest *JSM* authors' affiliation (NAA: 21) followed by Florida State University, University of Alabama at Birmingham, University of Alabama at Tuscaloosa, University of Auburn, and Georgia State University sharing the second highest count of *JSM* authors' affiliations contributing 16 authors to *JSM* between 1987 and 2019 (NAA: 16), respectively. *JSM* authors affiliated with Hong Kong Polytechnic University were the most collaborative researchers (CI: 1.14). Pennsylvania State University dominates the list with the highest count of total citations (TC: 1,259). Among other indicators, *JSM* authors affiliated with University of Mississippi top the list with the highest average count of citations per cited publication (C/CP: 96.09). Conversely, we found that *JSM* authors affiliated with Pennsylvania State University are the most active. Specifically, its scholars have contributed at least one article in 16 of the 33 years of *JSM* (NAY: 16), while *JSM* authors affiliated with Queensland University are the most productive in each active year (PAY: 2.67).

14

Finally, *JSM* authors affiliated with Pennsylvania State University have the most influence and impact in the 33 years of the journal (*h*-index: 15; *g*-index: 20).

3.4. Top countries affiliated with JSM authors

Table IV lists the countries often affiliated with *JSM* authors, while Figure 5 shows the temporal evolution of these prolific countries. As indicated, authors affiliated with the United States dominate *JSM* in most parameters, including total publications (TP: 745), number of authors contributing those publications (NAC: 1,700), number of affiliated authors (NAA: 1,037), and sole-authored and co-authored publications (SA: 185; CA: 560). Although the United States dominates with the highest count of authors' affiliations, *JSM* authors affiliated with Spain are the most collaborative researchers in *JSM*. In particular, Spanish scholars consult with 1.67 others, on average, to contribute an article to *JSM*. However, the United States dominates by a large margin in total citations (TC: 30,573), though *JSM* articles affiliated with authors from South Korea, France, Hong Kong, China, Sweden, Spain, Taiwan, Singapore, and Netherlands are cited at least once in Scopus (PCP: 1.00, each). Among the indicators of average citations, Canada tops the list with the highest citations per cited publication (C/CP: 70.26).

(Insert Table IV and Figure 5 about here)

Our study also found that *JSM* authors affiliated with the United States are the most active (NAY: 33) and productive (PAY: 23); they also have the greatest influence (*h*-index: 88) and impact (*g*-index: 131), as Table IV highlights. Such indications invariably affirm that *JSM* has largely been a US-dominated publishing hub in the past 33 years. However, as Figure 5 shows, the growth rate of publications from China, France, Taiwan, India, and Germany, among others, surpassed that of publications from the United States in recent years. Of note, *JSM* authors affiliated with 54 countries in total have contributed at least one article during the journal's 33 years. Thus, over time, the journal is

becoming increasingly international with greater representation of the global service marketing community.

3.5. Top citing sources of JSM

Table V lists the academic sources where *JSM* publications are most often cited. As indicated, *JSM* articles are most often cited in *JSM* itself (TC: 864), followed by *Journal of Business Research* (TC: 515). Approximately 37% of the top citations to *JSM* flow from journals that have a rating of 3 and above in CABS's Academic Journal Guide 2018. Moreover, 91% of the top citations to *JSM* are from journals having a quality rank of A and above in ABDC 2019. Such indicators confirm the qualitative inputs of *JSM* articles which contribute to its citations in journals of international repute.

(Insert Table V about here)

3.6. Top JSM articles between 1987 and 2019

Table VI lists some of the most influential *JSM* articles cited at least 200 times in Scopus. McDougall and Levesque (2000) is the most influential title in *JSM,* cited 810 times followed by Asubonteng *et al* (1996), Wakefield and Blodgett (1996), Lee et al. (2001), and Alam and Perry (2002) receiving 421, 380, 374, and 373 citations, respectively. Interestingly, McDougall and Levesque's (2000) work is the sole *JSM* article cited more than 500 times in Scopus. Beyond demonstrating influence, such an incidence also indicates other strides. Higher citations of an article are a partial indicator of the direction of service marketing research (SMR) in recent years. Drawing insights from McDougall and Levesque (2000), SMR researchers have attempted to stress the role of customers' value perceptions in mediating or moderating the influence of services on their overall satisfaction. Moreover, with regard to the topics/themes that have attracted the most citations to *JSM* between 1987 and 2019, customer satisfaction (Spreng *et al.*, 1995; Mittal and Lassar, 1998; Lee *et al.*, 2000; McDougall and Levesque, 2000; Lee *et al.*, 2001; Sureshchandar *et al.*, 2002; Laroche *et al.*, 2005; Kau and Loh, 2006;

Olorunniwo *et al.*, 2006), service quality and/or SERVQUAL (Asubonteng *et al.*, 1996; Sharma and Patterson, 1999; Lee *et al.*, 2000; Sureshchandar *et al.*, 2002; Olorunniwo *et al.*, 2006), service recovery (Spreng *et al.*, 1995; Mattila, 2001; Weun *et al.*, 2004; Kau and Loh, 2006), customer loyalty (Mittal and Lassar, 1998; Lee *et al.*, 2001; Gummerus *et al.*, 2004), value perception of services and/or perceived value (McDougall and Levesque, 2000), and servicescapes and leisure service settings (Wakefield and Blodgett, 1994, 1996) lead the way.

The high citations relating these themes are also reflective of the central role the constructs of quality, value, satisfaction and loyalty, as well as the interrelationships among them have historically played in the service marketing literature. Similarly, recovery has also been an extensively investigated concept with multiple meta-analysis studies on this topic alone appearing in various service and marketing journals over the years. Servicescapes are also a key topic that has been investigated consistently over the years in the service field, though not to the same extent as others. These trends therefore are not surprising, although they are highly noteworthy, and are critical to empirically establish.

(Insert Table VI about here)

Among other topics, new service development (Scheuing and Johnson, 1989; Alam and Perry, 2002), service failure (Hoffman *et al.*, 1995; Weun *et al.*, 2004), behavioral intentions (Mitra *et al.*, 1999; Olorunniwo *et al.*, 2006), word of mouth (WOM) (Mangold *et al.*, 1999; Laroche *et al.*, 2005), self-service and technology adoption (Curran and Meuter, 2005), innovation and market orientation (Agarwal *et al.*, 2003), service provider moderation (Coulter and Coulter, 2002), service satisfaction (Jones and Suh, 2000), fan identification and sponsorship outcomes (Gwinner and Swanson, 2003), internal marketing (Rafiq and Ahmad, 2000), service environment and compatibility management (Martin and Pranter, 1989), service value (Cronin *et al.*, 1997), service co-creation (Plé and Chumpitaz Cáceres,

2010), and customer service and complaining behavior (Blodgett *et al.*, 1995) have all resulted in a large number of citations to *JSM*.

While some of these themes are different from the earlier mentioned keywords, many are nevertheless capturing very similar themes and are covering nearly identical topics. For instance, service failure and complaining behaviour are directly related to the service recovery theme discussed earlier. Similarly, the commonly investigated behavioural intentions include 'loyalty' behaviours as well as, word of mouth behaviour. Service satisfaction and service value are often synonyms for customer satisfaction with service, and value perceptions respectively. Similarly, servicescapes referred to earlier are often studied in the context of service environments. As such these keywords further strengthen the centrality of the earlier mentioned themes in the service literature.

However, these additional descriptors also reflect a few new and important themes; specifically, new service development, technology adoption, innovation, and market orientation. These are all themes that have formed a core part of the service marketing research for many years, especially at the firm level research, but also at the behavioural level, with theoretical underpinnings for the former possibly lying in the marketing strategy literature. Co-creation, identified above, requires a special mention given how this concept has gained traction and risen to prominence since early 2000's due to the conceptualization of value, though not necessarily its operationalization, as being co-created. Although we highlight some of the influential themes here, a further discussion of the prolific *JSM* themes and research trends is undertaken in the subsequent sections.

4. Keywords co-occurrence analysis

4.1. Top themes presented in all JSM articles

Our second research question (RQ2) examines the structural landscape of *JSM* topics. Table VII lists some of the most prolific *JSM* themes discussed in at least 5 articles between 1987 and 2019. Among

the important networking indicators, the table shows the clustering co-efficient (CC) of the keywords, degree (DG), occurrences (OC), pagerank (PG), average publication year (APY), and citations per article (C/A). In our analysis we found the prolific *JSM* themes converging to nine clusters.

(Insert Table VII about here)

4.1.1. Cluster 1: Marketing to Service

The first thematic cluster consists of 45 *JSM* themes constituting about 28% of the 158 themes appearing at least 5 times in the 1306 *JSM* articles. As per Table VII, service marketing (SM) exhibits the highest occurrence of 151 followed by consumer behaviour (129), advertising (37), marketing strategy (30), and perception (26). In terms of the degree measure depicting the interconnectedness of the theme with other nodes, consumer behaviour (97) bears the highest nodal linkage followed by service marketing (92). The degree measures suggest that apart from the intra-cluster linkages (within the cluster), these *JSM* themes are also connected to those appearing in other clusters (inter-cluster linkages). Precisely, those nodes with degree measures of 45 are expected to be the ones establishing inter-cluster linkages (Andersen, 2019). In terms of APY denoting the degree of hotness and coldness of topics (Byington et al., 2019), segmentation (2013.0) and consumer behaviour (2013.0) are some of the hot themes of the cluster. Thus based on APY, majority of the themes appearing in this cluster are either cold or maturing in *JSM*.

As we confirm later in this section, this *marketing to service* cluster likely represents much of the early research that linked service marketing to the 'parent' domain of marketing. This cluster is replete with references to consumer behaviour, advertising, marketing strategy, retailing, international marketing, marketing communications, etc., which reflect the different domains of marketing. These themes may also reflect academic interests of service marketing scholars, prior to the emergence of the field, which they then carried to their emerging service marketing research. The maturity of most of

19

these themes reflects the break from the parent domain and the emergence of service specific themes over time.

4.1.2. Cluster 2: Quality, satisfaction, and delivery systems

The second thematic cluster consists of 34 *JSM* themes occupying 22% of the thematic network. The cluster is named after 'customer satisfaction' which appears in 157 *JSM* articles. It is followed by 'service quality' (100), 'customer services quality' (58), 'employee' (24), 'customer service' and 'hotel and catering industry' (15 each). Though 'customer service' appears in the highest number of *JSM* articles; 'service quality' leads in terms of pagerank. Such indicator suggests that 'service quality' is a more significant topic compared to all others in the cluster. In terms of the degree measure above 34, 'customer satisfaction' is linked to 92 other nodes followed by 'service quality' and 'customer services quality' with 79 and 57, respectively. Thus these specific themes establish inter-cluster linkages expanding the horizon of *JSM's* topical diversity. In terms of APY, word of mouth (WOM) is noted as the hottest topic (2015.2) followed by emotional exhaustion (2014.0).

The theme of service quality dominated the service field in the early days across multiple disciplines including marketing and operations management (Ranaweera and Neely 2001). As such, the strength of this theme is not surprising. The connection between service quality and other concepts such as customer service (a critical interaction that impacts customer perceived service quality), as well as employees (who deliver the service) is also understandable. The prominence of WOM as the 'hottest' topic is noteworthy given how central WOM is to many aspects of service marketing, including service evaluation, service relationships, as well as communications and promotions; and it also highlights the importance of WOM as a continuing research priority.

4.1.3. Cluster 3: Service industries

The third cluster comprising of 14 themes constitutes about 9% of *JSM*'s prolific themes. 'Service industries' is the top-most theme of the cluster which appears in 40 *JSM* articles followed by 'banking' (34), 'financial services' (31) and 'market segmentation' (12). The degree measures suggest that 'service industries' is linked with 53 other *JSM* themes, followed by 'banking' (46), 'financial services' (33) and 'market segmentation' (21). Interestingly, all the themes listed in this cluster exhibit inter-cluster linkage with nodes higher than the number of the respective occurrences. Conversely, majority of the themes are evolving with APY between 2005.1 and 2012.0.

4.1.4. Cluster 4: Relationship marketing

The fourth cluster contains 12 *JSM* themes which constitutes about 8% of the thematic network. Appearing in 75 *JSM* articles, 'relationship marketing' is the most prolific theme presented in the cluster. It is followed by 'trust' (44), 'customer loyalty' (29), 'professional service' (21), 'customer relations' (20), and 'business to business marketing' (18). Interestingly, 'customer loyalty' exhibits the highest degree measure of 70 suggesting its linkages to 70 other prolific *JSM* themes. Simultaneously, the other themes which evidentially shows inter-cluster linkages are 'relationship marketing', 'trust', 'customer relations', 'professional service', 'customer retention', 'business to business marketing', 'commitment', and 'communication'. In terms of APY, the hottest theme emerging from this cluster is 'engagement' (2018.7) followed by 'commitment' (2013.3).

The central role of relationship marketing within the service field is well recognized. For many years, core relationship topics such as trust, commitment and loyalty were extensively investigated. The prominence of B2B marketing is also noteworthy given how much B2B services depend on long term relationships. The highest APY associated with engagement is also noteworthy because of its recent emergence as a central relationship construct.

4.1.5. Cluster 5: Service failure, complaining, and recovery

The fifth cluster comprises of 29 *JSM* themes which constitute about 18% of the thematic network. The cluster is named after 'service failure' which bears the highest occurrence of 47, followed by 'customer service management' (38), 'satisfaction' (30), 'health services' (26), and 'service delivery' (21). In terms of the degree measure, depicting the number of inter-nodes linkages, 'customer service management' leads above all followed by 'service failure', 'health service', 'satisfaction', and 'service delivery'. Interestingly, for leading with the highest pagerank, 'tourism' (0.0335) is the most significant theme of the cluster. It is followed by 'service failure' (0.0134), and 'social media' (0.0122). Based on our classification of cold, maturing, and hot themes, about 38 of them are hot with an API above 2012.1. Some of the examples include 'hospitality' with an API of 2018.8. It is closely followed by 'big data' (2017.8), 'experimental design' (2017.3), 'netnography' (2017.2), and customer engagement (2017.0). Thus, the themes presented in this cluster are amongst the most happening in *JSM*. Again, the prominence of service failure and recovery in the literature is far from surprising. The related themes interestingly are predominantly about empirical issues reflected by phrases such as big data, experiments and netnography. The key related conceptual theme is customer engagement with a high 'hotness' score. This illustrates that engagement literature is broad and falls beyond the single cluster of customer relationships.

4.1.6. Cluster 6: Technology, innovation, and design

The sixth thematic cluster contains 6 *JSM* themes constituting about 4% of the thematic network. Appearing in 17 *JSM* articles, 'innovation' and 'service innovation' are the most prolific themes presented in the cluster. It is followed by 'service design' (6), 'self service technology' (6), 'service systems' (5), and 'new service development' (5). Among all, 'innovation' exhibits the highest degree measure of 28 suggesting its linkages to 28 other prolific *JSM* themes. Simultaneously, the other themes which evidentially shows inter-cluster linkages are 'service innovation', 'service design', and 'service systems'. In terms of APY, the hottest theme emerging from this cluster is 'service systems' (2018.0)

followed by 'self-service technology' (2017.7). Though small, this has traditionally been a key topic in the service field. Perhaps the smaller number of a references in JSM reflects the fact that these themes often extend beyond the field of service marketing to service operations, and service management. However, it is noteworthy that this is also one of the topical areas identified as a priority by the current editors of *JSM*.

4.1.7. Cluster 7: Service dominant logic

The seventh cluster contains 9 *JSM* themes constituting about 6% of the thematic network. 'Co-creation' is the most prolific theme appearing in 17 *JSM* articles. It is followed by 'customer participation' (13), 'service dominant logic' (12), 'customer value' (8), and 'value co-creation' (8). Among all, 'co-creation' exhibits the highest degree measure of 23 indicating linkages to 23 other prolific *JSM* themes. Simultaneously, the other themes with inter-cluster linkages are 'customer participation', 'service dominant logic', 'customer value', 'value co-creation', and 'service co-creation'. In terms of APY, the hottest theme emerging from this cluster is 'customer participation' (2017.7) followed by 'co-creation', value co-creation, and service co-creation each appearing with an APY of 2017.3. This theme is also a reflection of the large volume of research undertaken on this theme over the last one and a half decades. The APY scores indicate that several related themes still remain popular.

4.1.8. Cluster 8: Wellbeing

The eighth cluster contains only 5 *JSM* themes that constitute about 3% of the thematic network. 'Wellbeing' features as the most prolific theme for appearing in 16 *JSM* works. It is followed by 'transformative service research' (8), 'social support' (8), 'vulnerable consumer' (5), and 'social marketing' (5). Among all, 'wellbeing' exhibits the highest degree measure of 15 indicating co-appearance with 15 other prolific *JSM* themes. Interestingly, all the themes exhibit inter-cluster linkages. In terms of APY, the hottest theme emerging from this cluster is 'wellbeing' (2018.3) followed by 'social

marketing' (2018.2). Despite this being an old topic in marketing, there has been a recent resurgence of the topic in the service field. This is also one of the topics highlighted by the current editors as a priority topic for *JSM*. These statistics also reflect the small but growing importance of the topic in the service field, and the high APY scores indicate their continued potential.

4.1.9. Cluster 9: Service encounter

The ninth cluster is the smallest among all consisting of only 4 *JSM* themes. 'Frontline service employee' features as the most prolific theme for appearing in 17 *JSM* works. It is followed by 'customer experience' (13), 'service encounter' (13), and 'service experience' (5). Among all, 'customer experience' exhibits the highest degree measure of 20 suggesting co-appearance with 20 other prolific *JSM* themes. Interestingly, like cluster 8, all the themes appearing in the cluster exhibit inter-cluster linkages. In terms of APY, 'frontline service employee' (2017.0) is the hottest theme emerging from this cluster followed by 'customer experience' (2016.8). The prominence of frontline employees is not surprising given the emerging field of frontline service research, which focusses on the customer interaction with the service frontline. Despite its small size, it is noteworthy that all the themes associated with this cluster have high APY scores, indicating that these themes offer strong opportunities for future research.

Overall, these clusters appear to reflect some higher level 'parent' themes: Clusters 1 (Marketing to Service) and 7 (Service Dominant Logic) deal with paradigm issues, relating to the field's foundations. Cluster 8 on wellbeing, although a single cluster, is unique in that it deals with a strong customer centric view of service. Cluster 3 is also distinct from the rest in that it focuses on specific service contexts, vis-a-vis the underlying theoretical issues of service in general. The remaining clusters deal with the service process: Service interactions, service outcomes, and the processes and systems that enable such outcomes.

4.2. Temporal evolution of JSM themes

In Figures 6 through 8, we present the comparison of the prolific and influential *JSM* themes with APY between 1987.1 and 2005.0, 2005.1 and 2012.0, and 2012.1 and 2019, as an indicator of *JSM's* cold, maturing, and hot themes, respectively. The link joining any two nodes depict the thematic co-occurrence. Panel A of the figures shows the occurrences of the prolific *JSM* themes while panel B depicts the thematic influence measured in terms of average citations per article (C/A). (Please refer Table VII for the C/A indicators).

As shown in Figure 6, 'services marketing' dominated with highest occurrence followed by 'service quality', while topics such as 'measurement', 'airlines', 'risk', etc. led in terms of average citations. All these topics are termed as cold in our analysis. Among the topics that frequently co-appeared in *JSM* articles include, 'service quality' and 'service marketing', 'marketing strategy' and 'service marketing', 'advertising' and 'services', and 'international marketing' and 'services marketing'. These trends confirm the findings about the first cluster identified earlier, which illustrated how service marketing was breaking away from marketing.

(Insert Figure 6 about here)

As shown in Figure 7 'customer satisfaction' dominates over all themes with API between 2005.1 and 2012.0 while some of the themes that attract most citations include 'self-service', 'attitude', 'customer loyalty', 'value', 'tourism', 'telecommunication', and customer orientation. Conversely, the themes that have frequently co-appeared in *JSM* articles include 'customer satisfaction' and 'customer service quality', 'customer satisfaction' and 'customer loyalty'

(Insert Figure 7 about here)

25

Figure 8 depicts some of the most recently trending topics in *JSM*. Invariably, 'consumer behaviour' dominates, appearing in most of the *JSM* articles while those strong in influence include 'service experience', 'resource integration', and 'commitment'. Among the frequently co-appearing terms, we find prominent indications between 'consumer behaviour' and 'satisfaction', 'emotion' and 'satisfaction', and 'co-creation' and 'customer participation'.

(Insert Figure 8 about here)

5. Bibliographic coupling analysis

Our third research question (RQ3) examines the trending research fronts in *JSM*. One of the most striking features of bibliometric studies is its ability to uncover the trending research fronts by analysing the cited references (Andersen, 2019), which Kessler (1963) termed, "bibliographic coupling". Table VIII presents some of the trending research fronts based on *JSM's* recent articles published between 2015 and 2019. Note that the naming of the clusters is identical to the naming of factors in factor analysis and thus is subjective to the researchers' collective opinion. Apart from naming the clusters, the table also indicates the degree measure highlighting the number of shared references of an article within the network (Andersen, 2019).

(Insert Table VIII about here)

5.1. Cluster 1: Brand and customer engagement behaviours

Representative works of the cluster include Leckie et al. (2018), Gong (2018), and Do et al. (2019). Investigating the role of innovativeness and perceived value in the promotion of customer brand engagement behaviors (CBEBs) and brand loyalty, Leckie et al. (2018) reports that collection of brand related information is positively associated to service concept newness, perceived value, and relative advantage. Gong (2018) provides empirical evidence that cultural value orientations influence customer

brand engagement behavior. Do et al. (2019), on the other hand, develops a conceptual framework wherein the authors advocate that self-efficacy, self-esteem, altruism and vengeance negatively moderate customer disengagement behaviours.

5.2. Cluster 2: Service co-creation

Representative works of the cluster include Blinda (et al. 2019), Jouny-Rivier et al. (2017), and Ranjan and Read (2019). Blinda (et al. 2019) investigate whether services should be differentiated based on its types. Empirical results affirm the role of service type moderating the effect of service experience and the outcome-oriented participation characteristics of customers. Jouny-Rivier et al. (2017) investigates on the factors that determine firms' commitment to new service co-creation with business customers. Empirical findings from this work suggest that customers' benefits, organizational sacrifices, and firm-related factors such as specialization, innovativeness, and partners' involvement, strongly correlate with firms' level of commitment to new services co-creation. Ranjan and Read (2019) works in the area of customer value co-creation (VCC). The study finds that customer's involvement, perspective taking, and prosocial orientation bear a positive effect on VCC.

5.3. Cluster 3: Service encounters and service recovery

Some of the representative works of the cluster include Tam et al. (2016), Fernandes et al. (2018), and La and Choi (2019). Tam et al. (2016) investigate the role of customers' personal cultural orientations in the attributions of service failures and success within the context of intercultural service encounters. Findings suggest that more than service delivery success; customers hold service providers accountable for service delivery failures rather than themselves and their cultural differences. Considering service types as moderators, Fernandes et al. (2018) assess the impacts of employees' emotional competencies in post-recovery repurchase intention, satisfaction, trust, and word-of-mouth. Results reveal a highly favourable outcome confirming EEC as a formative construct which has a direct

positive impact on post-recovery satisfaction. La and Choi (2019), on the other hand, examine the relation between the customers' perception of justice and corporate social responsibility (CSR) and the impact of such perceptions on customers' post service recovery satisfaction and patronage intention. The results make some striking revelations, through the path from satisfaction to CSR perceptions are suggestive; the link between CSR perceptions and satisfaction is reversed.

5.4. Cluster 4: Social networking

Some of the representative works of the cluster include Luk et al. (2018), Martins and Patrício (2018), and An et al. (2019). Drawing on customer commitment theory, Luk et al. (2018) investigate the potential effect of trust on consumers' value co-creation behaviour. Effort-in-use and service co-design behaviour are two aspects of value co-creation behaviour. The paper expands the theory on value co-creation behaviour. Martins and Patrício (2018) provide a better understanding of the antecedents and consequences of loyalty to consumer networks hosted by companies in the scope of social networking sites (SNS). Findings highlight that company social networks (CSNs) dimensions such as host reputation, informativeness, self-expressiveness, communication, consumption support, and rewarding activity significantly impact CSN loyalty. An et al. (2019) investigates the psychological and behavioral processes that mediate prosocial motivation and word of mouth (WOM).

Thus broadly, the most recent research trends in *JSM* revolve around engagement, co-creation, service recovery/service encounters and social networking. The emergence of engagement and co-creation as strong clusters is not surprising especially given the large volume of qualitative work undertaken on these topics over the last 5 years. Social networking is a noteworthy cluster as it is a phenomenon that extends beyond service. Finally, it is also noteworthy that service recovery remains strong despite its strong history as a well-researched topic.

7. Discussion

JSM is a leading journal in the service field with contributors from many parts of the worlds. In terms of contributions, the US, Australia, UK and Canada are the top four on the list, indicating a strong presence of English speaking nations. South Korea comes next followed by a number of European countries. China and India have emerged over the last decade as contributors, although, relative to their size, their contributions are still small. Not many developing or emerging markets are represented in the list. Given the topics highlighted by the current Editors, such as bottom of the pyramid issues, off shoring, out sourcing, cottage industries; and those highlighted in previous editorials such as vulnerable consumers (Rosenbaum et al 2017), there may be potential for stronger contributions from emerging nations especially on these topics.

The Queensland University of Technology is the strongest contributor to the journal especially due to their strong publication record over the last 10 years. Penn State University is second on the list with Liverpool University coming third. After these top contributing institutions, there is a wide group of other Universities representing a diversity of geographic locations. It is also noteworthy that some US (Texas State University) and European Universities (Hanken School of Economics) have emerged as strong contributors over the last 10 years, whereas these same institutions had made no contributions before this period. As with contributing countries however, no institutions from developing nations/ emerging markets are found in the top contributing list, suggesting potential opportunities.

Analysing the journal content, it is clear that the journal is primarily oriented towards marketing with both the prolific and influential themes dominated by keywords from Marketing. However, phrases such as HRM also appear during some time periods, though not over the 10 years. Reference to Operations Management themes was minimal. This is quite understandable given that the journal looks at service from a Marketing perspective. However, given the interdisciplinary bent highlighted in some of the earlier *JSM* Editorials, there may be opportunities to expand the range of themes by encouraging marketing scholars to integrate more concepts from other disciplines.

The bibliometric analysis of the themes and clusters illustrated many results that were expected. However, some need highlighting and others have important implications. The dominant clusters themselves fell under several 'parent' themes. Most of the clusters related to the service process: Designing/developing; delivering/creating value, leading to desirable outcomes. The (re)emergence of the 'wellbeing' theme with a strong consumer centric focus is noteworthy given that this is also a trend that has been observed in other domains of marketing. The 'service industries' theme is noteworthy mostly because service scholars have generally moved away from focussing on industries, and have instead focussed on issues that are more generalizable to service regardless of industry context. This indicates that JSM continues to offer opportunities to research that have sector focuses. The final parent theme of 'paradigms' is highly noteworthy, while raising some important questions as well. Not surprisingly, the discussion of the service paradigm started with the inception of the sub discipline of service marketing when the differentiating characteristics of service were established, and then they were debated, critiqued and expanded upon in the early 2000's (e.g.: Lovelock and Gummesson 2004). Since then, the S-D logic driven research, based on the premise that service should be the basis for economic exchange vis-à-vis goods, has taken hold. An entire stream of research on the S-D logic has emerged, which has argued that goods are part of service and that the former is merely a vehicle for the delivery of the latter. This has been recognized by some as a new paradigm for service. Yet, such all-encompassing definitions of service also raise fundamental questions. Are such broad definitions helpful in establishing a clear domain? Recent research indicates that the boundaries of the service domain are not clear to many; and that there is no strong agreement that the S-D logic as a paradigm has in fact been a positive force for the service field (Ostrom et al 2015). This indicates that despite the relative maturity of the field, service scholars are still uncertain about the paradigm underlying the field. Given that progress in any scientific field requires a strong paradigm around which there is strong consensus, scholars are encouraged to reflect upon this.

What do these findings indicate for future research? There has been an abundance of research agenda papers published in the service field in the recent past covering a plethora of topics. *JSM* itself recently published a special issue (Issue 3, 2020) dedicated to identifying research gaps facing service scholars. As such, our aim here is not to present another future research agenda. Rather, we wish to make a few observations taking into account themes covered in the journal, and topics recently proposed as important for further research.

The aforementioned special issue contained a number of papers that focussed on future research. A few highlighted the need for more managerially relevant research (Bolton, 2020), better theorizing (Brodie and Peters, 2020), as well as the need for interdisciplinary research (Hult et al 2020). These points have been made numerous times over the years, but are worth repeating. Others highlighted a number of topics, perspectives, or frameworks; specifically, the role of AI and robots (Bock et al 2020; Klaus and Zaichkowsky 2020), service environments (Baker et al 2020), social marketing services (Zainuddin and Gordon 2020), service ecosystems (Mustak and Ple 2020) and the role of institutional theory in service research (Koskela-Huotari et al 2020). No doubt these are important topics.

However, we highlight that there are many other important service topics that need investigation, as identified by various scholars based on different perspectives. Some of the above themes have had considerable focus in the past, even within *JSM*. Our data showed that an article on service environments from 1989 was one of the most cited papers in *JSM*. However, there is also little doubt that there is potential for further study of related phenomena. Social marketing services have been captured under many of the wellbeing themes; but have been relatively understudied. Reference to ecosystems, institutional theory as well as AI & robots was not found in the keywords examined. As such, some topics remain relatively unpublished in *JSM*. AI and robots are a relatively new phenomenon, transforming service frontlines and as such, there is little doubt that they will be a major new area for investigation in the future.

The above special issue also makes some important recommendations, which we highlight as critical but undermentioned. Specifically, to revisit the idea of service *and* marketing (Gronroos 2020); to revisit the conceptualization and operationalization of constructs given the more complex understanding of service we currently possess, and to avoid the habit of rebranding old constructs (Jones et al 2018; Cronin and Nagel 2020), and constantly moving to new topics (Cronin and Nagel 2020). We highlight the need to exhaustively look at continuing themes taking into account new perspectives. Specifically, how has our understanding of constructs changed as a result of the various new perspectives/ paradigms presented? Consequently, how differently should we operationalize constructs? While a plethora of perspectives has been presented, followed by many modifications and improvements, there seems to be a dearth of empirical validations, which appears to be a widely held belief by the service research community as well (Ostrom et al 2015).

8. Conclusions and recommendations

To summarise, between 1987 and 2019, *JSM* published 1,306 articles contributed by 1,259 different authors. Citations to *JSM* articles crossed the 50,000 mark by the end of 2019 which fortifies the academic imprints of *JSM* articles in broad scientific domains.

This research endeavour was carried out with three broad objectives. As per our first research question, we observed a holistic growth trend of *JSM* in terms of contributions by authors from many parts of the world. We however also saw opportunities for expansion to new regions, especially the developing and emerging nations. Our second research question investigates the thematic structure presented by the various topics covered in *JSM* articles. We found that the prolific *JSM* themes condensed to a few thematic clusters. Some are traditional themes, whereas others such as 'technology, innovation & design', 'wellbeing' and 'service encounters' are small, but contained potential 'hot' topics for future research. Technology and wellbeing also happen to be two of the priorities identified by the

current editors of *JSM*. Service encounters, while not a new topic, has remained relevant in various disguises. Finally, our third research question aimed at identifying the current research fronts. We found that the articles published between 2015 and 2019 explore such areas as 'brand and customer engagement behaviour', 'service co-creation', 'service encounters and service recovery', and 'social networking'. It is also noteworthy that relative to some of the mainstream service topics discussed in the literature, less represented in *JSM* are topics such as customer experience, service innovation, service design, and servitization, indicating topics for future focus. Overall, the study enables us to make a few specific recommendations:

- There is potential to expand the reach of the journal to more strongly represent contributions from developing economies and emerging markets. This will complement research on some of the topics highlighted as priorities by the current editors.

- There is also potential to enhance the interdisciplinary nature of service research to capture themes and keywords that reflect HR and Operations domains. While JSM is essentially marketing oriented, such an expansion can capture the interdisciplinary character of the service domain better.

- While there is overlap between the themes identified by the current editors as priorities for the journal on the website (e.g.: wellbeing, service design, technology) and the clusters identified in this study, there still appears to be a gap in some areas. This may appear due to the retrospective nature of the study. However, continued monitoring is recommended to ensure that the stated priorities are met.

- There is evidence that the service paradigm related debate has continued throughout the history of the journal. Service scholars need to reflect on this to come to a consensus on the boundaries of the field and the set of fundamental attributes that characterize the field.

- There is a critical need to move beyond numerous perspectives on concepts and constructs to actual empirical validation. This will be critical for the field to consolidate itself as a scientific discipline.

Though the bibliometric study offers many advantages in presenting a detailed, objective assessment of a large volume of *JSM* articles; it is not a substitute for a detailed systematic investigation. Researchers will find a broad overview of *JSM* resulting from this investigation; however, the aim of this study was not to provide an in depth summary of the Journal content. Future studies could therefore be more detailed in discussing the various theories advanced in *JSM* articles over the years. Another limitation arises out of the selection of literature confined to Scopus. Inclusion of articles from other such sources may alter the results, offering an avenue for additional study. Also because we use a bibliometric approach here, future studies can consider content analyses of articles covering methods and conceptual aspects. Finally, a bibliometric analysis is essentially a look back at what has happened in the past research. It is not a prediction of what will happen in the future. We were highly cognizant of this and in our recommendations, were careful to account for this by taking into account recent future research agendas, in addition to own judgement.

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Table 1 Journal overview

	1987–2019
Panel A. Descriptive statistics	
Total publications (TP)	1,306
Number of cited publications (NCP)	1,259
Total citations (TC)	50,395
Total citations per publication (TC/TP)	38.59
h-index	108
g-index	158
Number of active years (NAY)	33
Productivity per active year (PAY)	39.57
Panel B. Co-authorship information	
Number of contributing authors (NCA)	3,000
Unique authors (excluding repetitions) (NUA)	2,154
Authors of single-authored documents (ASA)	266
Authors of co-authored documents (ACA)	1,975
Single-authored documents (SAD)	326
Co-authored documents (CAD)	980
Collaboration index (CI)	1.30
Panel C. Document type	
Articles	1,190
Review	116

Note: This table presents an overview of *JSM* between 1987 and 2019.

Table II Top *JSM* authors during 1987–2019

Author	TP	NCA	CI	SA	CA	PCP	TC	C/CP	C/CA	NAY	PAY	*h*	*g*
A.S. Mattila	21	47	1.24	6	15	1.00	1222	58.19	26.00	15	1.40	14	18
P. Sharma	12	36	2.00	1	11	1.00	280	23.33	7.78	8	1.50	9	11
R.G. Javalgi	11	29	1.64	1	10	1.00	555	50.45	19.14	10	1.10	9	11
C.L. Martin	11	22	1.00	3	8	1.00	619	56.27	28.14	10	1.10	9	11
R. Russell-Bennett	11	30	1.73	0	11	1.00	320	29.09	10.67	7	1.57	6	11
A. O'Cass	10	20	1.00	0	10	1.00	527	52.70	26.35	9	1.11	9	10
A. Palmer	10	24	1.40	1	9	1.00	802	80.20	33.42	9	1.11	9	10
P.G. Patterson	10	23	1.30	2	8	1.00	672	67.20	29.22	10	1.00	8	10
S. Gounaris	9	19	1.11	2	7	1.00	536	59.56	28.21	9	1.00	7	9
K.D. Hoffman	9	26	1.89	0	9	1.00	774	86.00	29.77	9	1.00	8	9
J.R. McColl-Kennedy	9	29	2.22	0	9	1.00	264	29.33	9.10	7	1.29	7	9
K.E. Clow	8	24	2.00	0	8	1.00	367	45.88	15.29	8	1.00	8	8
L.C. Harris	8	21	1.63	0	8	1.00	700	87.50	33.33	6	1.33	8	8
J. Wirtz	8	23	1.88	0	8	1.00	469	58.63	20.39	7	1.14	6	8
J.G. Blodgett	7	20	1.86	0	7	1.00	997	142.43	49.85	6	1.17	5	6
M.R. Bowers	7	17	1.43	1	6	0.86	383	63.83	22.53	7	1.00	6	6
J.J. Cronin	7	20	1.86	1	6	1.00	372	53.14	18.60	6	1.17	6	6
D. Grace	7	16	1.29	0	7	1.00	367	52.43	22.94	6	1.17	7	7
S.J. Grove	7	29	3.14	0	7	1.00	292	41.71	10.07	7	1.00	6	7
S.W. Kelley	7	17	1.43	2	5	1.00	580	82.86	34.12	6	1.17	6	7
K.L. Wakefield	7	15	1.14	0	7	1.00	1003	143.29	66.87	7	1.00	6	7
C. Webster	7	9	0.29	5	2	1.00	443	63.29	49.22	7	1.00	7	7
S.E. Beatty	6	18	2.00	0	6	1.00	421	70.17	23.39	6	1.00	6	6
T.S. Dagger	6	16	1.67	0	6	1.00	289	48.17	18.06	4	1.50	5	6
M. Laroche	6	22	2.67	0	6	1.00	617	102.83	28.05	4	1.50	6	6
A. Mukherjee	6	16	1.67	0	6	1.00	322	53.67	20.13	4	1.50	6	6
J.C. Sweeney	6	18	2.00	0	6	1.00	260	43.33	14.44	6	1.00	5	6
M.K. Brady	5	22	3.40	0	5	1.00	385	77.00	17.50	5	1.00	5	5
K. Heinonen	5	25	4.00	0	5	1.00	278	55.60	11.12	3	1.67	3	5
A.L. Ostrom	5	20	3.00	0	5	1.00	249	49.80	12.45	5	1.00	3	5
S. Rundle-Thiele	5	11	1.20	1	4	1.00	314	62.80	28.55	5	1.00	4	5
L.M. Capella	4	10	1.50	0	4	1.00	354	88.50	35.40	3	1.33	4	4
M.A. Jones	4	14	2.50	0	4	1.00	590	147.50	42.14	4	1.00	4	4
W.M. Lassar	4	11	1.75	0	4	1.00	559	139.75	50.82	4	1.00	4	4
M. Lee	4	8	1.00	0	4	1.00	378	94.50	47.25	4	1.00	4	4
G.H.G. McDougall	4	11	1.75	0	4	1.00	1035	258.75	94.09	4	1.00	4	4

Notes: Here, TP = total publications, NCA = number of contributing authors, CI = collaboration index, SA = sole-authored articles, CA = co-authored articles, PCP = proportion of cited publications, TC = total citations, C/CP = citations per cited publication, C/CA = citations per contributing author, NAY = number of active years, PAY = productivity per active year, h = h-index, and g = g-index.

Table III Top institutions affiliated with *JSM* authors

Institution	TP	NCA	NAA	CI	SA	CA	PCP	TC	C/CP	NAY	PAY	*h*	*g*
Queensland University of Technology-Brisbane	24	64	12	0.17	1	23	0.96	451	19.61	9	2.67	8	18
Pennsylvania State University-University Park	23	50	8	0.22	7	16	1.00	1,259	54.74	16	1.44	15	20
University of Liverpool-Liverpool	19	54	13	0.32	3	16	0.95	243	13.50	10	1.90	7	13
Athens University of Economics and Business-Athens	18	33	11	0.56	7	11	0.94	696	40.94	11	1.64	10	16
Florida State University-Tallahassee	18	48	16	0.56	4	14	1.00	922	51.22	13	1.38	13	17
University of Alabama-Birmingham	18	48	16	0.50	-	18	0.94	940	55.29	14	1.29	11	17
University of Alabama-Tuscaloosa	18	51	16	0.39	-	18	0.94	1,056	62.12	14	1.29	12	17
Mississippi State University-Starkville	17	43	15	0.35	3	14	1.00	1,067	62.76	13	1.31	13	17
University of Queensland-Brisbane	17	50	10	0.35	-	17	0.94	602	37.63	11	1.55	12	15
University of New South Wales-Sydney	16	43	10	0.44	2	14	1.00	813	50.81	12	1.33	10	15
Auburn University-Auburn	15	36	16	0.53	2	13	0.87	416	32.00	13	1.15	9	13
University of Manchester-Manchester	15	69	21	0.87	-	15	1.00	276	18.40	9	1.67	8	14
Wichita State University-Wichita	15	30	7	0.20	4	11	0.93	762	54.43	14	1.07	10	13
Hong Kong Polytechnic University-Hung Hom	14	35	13	1.14	2	12	1.00	453	32.36	9	1.56	12	14
Georgia State University-Atlanta	13	28	16	0.54	4	9	1.00	339	26.08	12	1.08	11	13
Cleveland State University-Cleveland	12	32	12	0.75	1	11	1.00	533	44.42	11	1.09	9	12
Hanken School of Economics-Helsinki	12	40	7	0.25	3	9	0.92	380	34.55	5	2.40	7	10
Northern Illinois University-DeKalb	12	26	7	0.08	1	11	1.00	300	25.00	10	1.20	9	12
University of Kentucky-Lexington	12	30	5	0.08	3	9	1.00	667	55.58	9	1.33	9	12
University of Sydney-Sydney	12	34	10	0.08	1	11	1.00	405	33.75	10	1.20	10	12
Cardiff University-Cardiff	11	28	7	0.27	1	10	0.91	647	64.70	8	1.38	8	10
Texas State University-San Marcos	11	48	7	0.18	1	11	1.09	243	20.25	6	1.83	5	11
University of Georgia-Athens	11	29	13	0.27	3	8	1.00	494	44.91	8	1.38	9	11
University of Houston-Houston	11	24	10	0.27	4	7	1.00	394	35.82	11	1.00	8	10
University of Mississippi-Oxford	11	32	10	0.91	-	11	1.00	1,057	96.09	9	1.22	9	11
University of North Texas-Denton	11	27	10	0.91	2	9	1.00	360	32.73	8	1.38	10	11
Florida Atlantic University-Boca Raton	10	23	5	0.10	4	6	1.00	61	6.10	9	1.11	4	7
National University of Singapore-Singapore	10	28	7	0.50	-	10	1.00	772	77.20	9	1.11	8	10
University of Memphis-Memphis	10	28	8	0.20	-	10	1.00	261	26.10	8	1.25	9	10

Notes: Here, TP = total publications, NCA = number of contributing authors, NAA = number of affiliated authors (excluding repetition of affiliated authors), CI = collaboration index, SA = sole-authored articles, CA = co-authored articles, PCP = proportion of cited publications, TC = total citations, C/CP = citations per cited publication, NAY = number of active years, PAY = productivity per active year, h = h-index, and g = g-index.

Table IV Top countries affiliated with *JSM* authors

Country	TP	NCA	NAA	CI	SA	CA	PCP	TC	C/CP	NAY	PAY	h	g
United States	745	1700	1037	0.95	185	560	0.97	30,573	42.40	33	22.58	88	131
Australia	169	446	213	0.97	16	153	0.98	6,294	37.92	26	6.50	41	68
United Kingdom	164	421	196	0.71	34	130	0.98	6,205	38.78	29	5.66	42	68
Canada	45	122	62	0.78	5	40	0.93	2,951	70.26	21	2.14	23	41
South Korea	42	117	53	0.57	7	35	1.00	2,139	50.93	18	2.33	18	41
Germany	33	104	49	0.76	4	29	0.94	907	29.26	13	2.54	14	26
France	31	81	45	0.58	4	27	1.00	1,006	32.45	12	2.58	14	28
Finland	29	91	40	0.83	5	24	0.97	1,176	42.00	12	2.42	14	27
Hong Kong	29	73	29	0.90	5	24	1.00	1,305	45.00	18	1.61	19	29
China	28	88	47	1.00	1	27	1.00	566	20.21	11	2.55	12	20
Sweden	27	77	32	0.67	10	17	1.00	753	27.89	13	2.08	15	25
New Zealand	26	79	40	0.81	5	21	0.92	641	26.71	15	1.73	14	22
Greece	24	43	17	0.54	10	14	0.92	822	37.36	15	1.60	14	21
India	23	59	34	0.78	4	19	0.96	937	42.59	14	1.64	11	20
Spain	21	64	46	1.67	1	20	1.00	711	33.86	13	1.62	11	20
Taiwan	21	52	38	0.95	7	14	1.00	489	23.29	10	2.10	13	20
Singapore	16	45	12	0.31	-	16	1.00	1,311	81.94	9	1.78	13	16
Netherlands	11	37	20	1.00	-	11	1.00	553	50.27	7	1.57	6	11
Norway	11	36	16	0.73	2	9	0.91	259	25.90	9	1.22	8	10

Notes: Here, TP = total publications, NCA = number of contributing authors, NAA = number of affiliated authors (excluding repetition of affiliated authors), CI = collaboration index, SA = sole-authored articles, CA = co-authored articles, PCP = proportion of cited publications, TC = total citations, C/CP = citations per cited publication, NAY = number of active years, PAY = productivity per active year, h = h-index, and g = g-index.

Table V Top citing sources in *JSM* corpus

R	Source	TC	AJG	ABDC
1	*Journal of Services Marketing*	864	2	A
2	*Journal of Business Research*	515	3	A
3	*Journal of Retailing and Consumer Services*	464	2	A
4	*International Journal of Hospitality Management*	434	3	A*
5	*Service Industries Journal*	430	2	B
6	*International Journal of Bank Marketing*	372	1	A
7	*International Journal of Contemporary Hospitality Management*	317	3	A
8	*European Journal of Marketing*	246	3	A*
9	*Journal of Travel and Tourism Marketing*	239	2	A
10	*Journal of Service Research*	233	4	A*
11	*Tourism Management*	230	4	A*
12	*Industrial Marketing Management*	218	3	A*
13	*Journal of Service Management*	183	2	A
14	*Services Marketing Quarterly*	182	1	B
15	*Journal of Marketing Management*	179	2	A
16	*Asia Pacific Journal of Marketing and Logistics*	175	NA	A
17	*Total Quality Management and Business Excellence*	175	2	C
18	*Marketing Intelligence and Planning*	171	1	A
19	*Sustainability*	169	NA	NA
20	*Journal of Business and Industrial Marketing*	166	2	A
21	*Psychology and Marketing*	159	3	A
22	*International Journal of Retail and Distribution Management*	155	2	A
23	*Journal of Service Theory and Practice (Managing Service Quality)*	155	1	A
24	*Journal of Hospitality Marketing and Management*	148	1	A
25	*Journal of Strategic Marketing*	140	2	A

Notes: This table highlights the AJG and ABDC ranks of the academic sources. R = rank; TC = total citations; AJG = CABS's Academic Journal Guide, 2018; ABDC = 2019 list of Australian Business Deans Council journals list.

Table VI *JSM* top cited articles during 1987–2019

TC	Title	Authors	Thematic cluster
810	"Customer satisfaction with services: Putting perceived value into the equation"	McDougall and Levesque (2000)	Cluster 2
421	"SERVQUAL revisited: A critical review of service quality"	Asubonteng et al. (1996)	Cluster 2
380	"The effect of the servicescape on customers' behavioral intentions in leisure service settings"	Wakefield and Blodgett (1996)	Cluster 3
374	"The impact of switching costs on the customer satisfaction-loyalty link: Mobile phone service in France"	Lee et al. (2001)	Cluster 2
373	"A customer-oriented new service development process"	Alam and Perry (2002)	Cluster 6
351	"The relationship between service quality and customer satisfaction – a factor specific approach"	Sureshchandar et al. (2002)	Cluster 2
344	"Tracking service failures and employee recovery efforts"	Hoffman et al. (1995)	Cluster 5
338	"Service recovery: Impact on satisfaction and intentions"	Spreng et al. (1995)	Cluster 5
333	"The Importance of Servicescapes in Leisure Service Settings"	Wakefield and Blodgett (1994)	Cluster 3
326	"Why do customers switch? The dynamics of satisfaction versus loyalty"	Mittal and Lassar (1998)	Cluster 5
325	"The determinants of perceived service quality and its relationship with satisfaction"	Lee et al. (2000)	Cluster 2
321	"Self-service technology adoption: Comparing three technologies"	Curran and Meuter (2005)	Cluster 3
306	"Market orientation and performance in service firms: Role of innovation"	Agarwal et al. (2003)	Cluster 1
300	"The impact of communication effectiveness and service quality on relationship commitment in consumer, professional services"	Sharma and Patterson (1999)	Cluster 4
277	"Determinants of trust in a service provider: The moderating role of length of relationship"	Coulter and Coulter (2002)	Cluster 4
276	"Transaction-specific satisfaction and overall satisfaction: an empirical analysis"	Jones and Suh (2000)	Cluster 5
272	"A model of fan identification: Antecedents and sponsorship outcomes"	Gwinner and Swanson (2003)	Cluster 1

TC	Title	Authors	Thematic cluster
268	"An examination of perceived risk, information search and behavioral intentions in search, experience and credence services"	Mitra (1999)	Cluster 1
261	"A proposed model for new service development"	Scheuing and Johnson (1989)	Cluster 6
259	"Word-of-mouth communication in the service marketplace"	Mangold (1999)	Cluster 2
256	"Service quality, customer satisfaction, and behavioral intentions in the service factory"	Olorunniwo et al. (2006)	Cluster 2
246	"Modeling consumer satisfaction and word-of-mouth: restaurant patronage in Korea"	Laroche et al. (2005)	Cluster 2
244	"The impact of service failure severity on service recovery evaluations and post-recovery relationships"	Weun et al. (2004)	Cluster 5
241	"Compatibility management: Customer-to-customer relationships in service environments"	Martin and Pranter (1989)	Cluster 4
239	"Advances in the internal marketing concept: definition, synthesis and extension"	Rafiq and Ahmed (2000)	Cluster 2
236	"The effectiveness of service recovery in a multi-industry setting"	Mattila (2001)	Cluster 5
228	"A cross-sectional test of the effect and conceptualization of service value"	Cronin et al. (1997)	Cluster 7
217	"The effects of service recovery on consumer satisfaction: A comparison between complainants and non-complainants"	Kau and Loh (2006)	Cluster 5
214	"The effects of customer service on consumer complaining behavior"	Blodgett et al. (1995)	Cluster 5
214	"Customer loyalty to content-based web sites: The case of an online health-care service"	Gummerus et al. (2004)	Cluster 5

Note: Here, TC = total citations.

Table VII Top themes discussed in *JSM* articles

Theme	CC	OC	PR	DG	APY	C/A
Cluster 1 – Marketing to service						
Service marketing	0.0934	151	0.0426	92	2002.8	57.3
Consumer behaviour	0.0873	129	0.0037	97	2013.0	6.0
Advertising	0.1680	37	0.0021	39	2003.8	18.6
USA	0.1643	31	0.0375	46	2004.7	55.5
Marketing strategy	0.1779	30	0.0083	37	2002.1	49.2
Perception	0.1984	26	0.0053	38	2006.8	44.3
Internet	0.1674	26	0.0042	37	2007.5	61.2
Retailing	0.2011	22	0.0083	30	2008.3	40.4
Service levels	0.1885	20	0.0118	32	2006.3	63.0
International marketing	0.2243	17	0.0042	17	2001.8	53.7
e-commerce	0.2409	16	0.0032	24	2006.1	46.5
Market orientation	0.2165	16	0.0046	22	2004.3	48.7
Consumer attitude	0.2233	13	0.0023	23	2000.5	42.8
Value	0.2228	12	0.0335	24	2008.7	86.3
Decision making	0.2167	12	0.0023	16	2004.0	19.7
Competitive advantage	0.2208	10	0.0023	22	2003.4	51.8
Organizational performance	0.2571	10	0.0052	15	2000.7	27.9
Employee attitude	0.2456	9	0.0027	19	2005.9	38.4
Internet shopping	0.2821	8	0.0029	13	2010.0	29.6
Marketing communication	0.3561	8	0.0033	12	2002.0	57.6
Ethic	0.2545	8	0.0026	11	2002.1	19.3
Social interaction	0.3333	8	0.0074	10	2008.6	72.1
Franchising	0.1667	8	0.0025	9	2009.4	24.3
Promotion	0.2794	7	0.0045	17	2001.7	22.1
Individual behaviour	0.2286	7	0.0031	15	2006.6	52.3
Marketing	0.3030	7	0.0036	12	2000.6	50.6
Shopping	0.2364	7	0.0085	11	2010.4	40.0
International business	0.2111	7	0.0041	10	2008.7	25.4
Music	0.3571	7	0.0029	7	2004.3	51.3
Older consumer	0.3077	6	0.0037	14	2007.3	24.7
Retail trade	0.3030	6	0.0039	12	2003.8	48.8
Globalization	0.2636	6	0.0026	11	2002.7	69.0
Influence	0.2778	6	0.0032	10	2004.3	32.5
Market research	0.3556	6	0.0028	10	2000.7	36.3
Guarantees	0.3889	6	0.0025	10	1999.2	40.7
Credit cards	0.2889	6	0.0022	10	2006.3	18.3
Cross cultural management	0.2361	6	0.0022	9	2005.0	36.2
Purchasing	0.1987	5	0.0046	13	2007.4	47.0
Hong Kong	0.3333	5	0.0025	13	2006.0	44.0
Segmentation	0.3556	5	0.0039	10	2013.0	19.8
Buyer seller relationships	0.2889	5	0.0021	10	2007.6	40.0

Theme	CC	OC	PR	DG	APY	C/A
Sponsorship	0.3472	5	0.0088	9	2006.8	20.6
Risk	0.4107	5	0.0048	8	1999.6	70.4
Knowledge management	0.2143	5	0.0038	7	2010.8	14.4
Advertising effectiveness	0.3500	5	0.0022	5	2005.4	17.4
Cluster 2 - Quality, satisfaction and delivery systems						
Customer satisfaction	0.0921	157	0.0067	92	2007.0	66.5
Service quality	0.0961	100	0.0331	79	2003.6	70.9
Customer services quality	0.1397	58	0.0045	57	2007.9	52.7
Employee	0.1468	24	0.0042	36	2008.3	43.0
Customer service	0.1558	15	0.0032	22	2004.4	46.1
Hotel and catering industry	0.2643	15	0.0042	21	2005.5	54.6
Australia	0.2034	14	0.0022	30	2006.0	57.4
Brands	0.2016	14	0.0029	23	2007.6	46.1
WOM	0.2833	13	0.0150	16	2015.2	8.8
Internal marketing	0.1868	13	0.0047	20	2007.3	48.3
Job satisfaction	0.1667	12	0.0070	27	2008.5	42.7
Customer orientation	0.1974	12	0.0023	20	2007.8	79.0
Call centre	0.2079	11	0.0022	20	2007.6	41.5
Quality	0.2721	9	0.0045	17	2003.0	42.2
Measurement	0.2955	9	0.0030	12	2005.0	87.3
Brand customer loyalty	0.2436	8	0.0021	13	2009.9	42.8
Service operations	0.2778	7	0.0063	18	2000.9	21.6
Brand equity	0.2418	7	0.0024	14	2006.9	56.0
Brand awareness	0.2802	7	0.0022	14	2008.9	18.7
Customer requirements	0.3889	7	0.0023	10	2002.2	55.7
China	0.2381	6	0.0024	15	2010.7	30.8
Stress	0.2667	6	0.0094	10	2003.8	26.8
Benchmarking	0.3750	6	0.0022	8	2000.5	35.5
South Korea	0.3022	5	0.0081	14	2003.8	###
Higher education	0.2949	5	0.0028	13	2010.2	47.4
Mobile communication systems	0.3106	5	0.0030	12	2010.6	54.4
Emotional dissonance	0.1515	5	0.0026	12	2009.8	22.8
Service quality assurance	0.2364	5	0.0062	11	2011.2	47.6
HRM	0.2889	5	0.0039	10	2010.0	51.2
Cross cultural studies	0.3222	5	0.0023	10	2008.2	55.6
Service branding	0.1944	5	0.0034	9	2012.0	30.8
Interaction	0.4286	5	0.0025	8	2002.8	66.2
Servqual	0.3333	5	0.0087	7	2006.4	51.6
Emotional exhaustion	0.3333	5	0.0024	3	2014.0	16.0
Cluster 3 – Service industries						
Service industries	0.1364	40	0.0205	53	2004.8	50.8
Banking	0.1565	34	0.0022	46	2006.0	54.0
Financial services	0.1553	31	0.0043	33	2005.2	55.0

Theme	CC	OC	PR	DG	APY	C/A
Market segmentation	0.2524	12	0.0031	21	2002.6	40.4
UK	0.2059	9	0.0450	17	2007.0	55.6
Corporate image	0.2473	8	0.0027	14	2006.1	26.9
Servicescape	0.1333	8	0.0036	6	2016.0	15.5
Self service	0.2308	7	0.0036	14	2007.3	41.3
Pricing	0.3187	7	0.0033	14	2001.0	93.7
Restaurants	0.2949	7	0.0035	13	2005.7	58.4
Telecommunication	0.3929	6	0.0068	8	2007.7	77.7
Brand image	0.2111	5	0.0022	10	2009.2	56.4
Sport	0.2636	5	0.0170	11	1999.0	41.6
Airlines	0.3611	5	0.0021	9	2004.4	83.2
Cluster 4 - Relationship marketing						
Relationship marketing	0.1373	75	0.0130	59	2008.4	34.3
Trust	0.1622	44	0.0317	43	2010.2	38.1
Customer loyalty	0.1277	29	0.0043	70	2007.7	78.5
Professional service	0.2233	21	0.0049	23	2007.8	38.6
Customer relations	0.2231	20	0.0027	26	2008.2	42.7
Business to business marketing	0.3304	18	0.0023	19	2006.0	31.7
Customer retention	0.2474	11	0.0026	20	2008.1	47.5
Customer relationship management	0.2000	10	0.0024	11	2010.3	12.7
Commitment	0.2308	9	0.0021	13	2013.3	31.1
Communication	0.2885	8	0.0024	13	2007.5	51.1
Personality	0.2091	7	0.0034	11	2010.4	29.6
Engagement	0.1455	6	0.0028	11	2018.7	2.0
Cluster 5 - Service failure, complaining, and recovery						
Service failure	0.1454	47	0.0134	48	2010.7	40.2
Customer service management	0.1393	38	0.0034	53	2007.9	43.7
Satisfaction	0.1538	30	0.0075	31	2015.0	18.5
Health services	0.1429	26	0.0032	35	2008.8	42.1
Service delivery	0.1538	21	0.0095	31	2011.0	34.4
Service recovery	0.1732	19	0.0112	22	2015.6	13.8
Emotion	0.2053	16	0.0027	20	2014.9	15.8
Culture	0.1467	13	0.0027	25	2013.2	14.2
Customer engagement	0.1143	13	0.0033	15	2017.0	19.3
Critical incident technique	0.2255	12	0.0023	18	2007.8	52.1
Complaints	0.2429	12	0.0021	15	2008.1	49.9
Corporate social responsibility	0.2727	12	0.0023	11	2015.8	22.7
Social media	0.1373	11	0.0122	18	2017.0	17.1
Justice	0.2157	10	0.0032	18	2009.2	58.2
Tourism	0.1542	9	0.0335	23	2009.3	72.1
Performance management	0.2022	9	0.0048	17	2006.2	44.2
Qualitative research	0.1603	8	0.0036	13	2016.6	5.8
Attitude	0.2255	7	0.0021	18	2009.4	96.3

Theme	CC	OC	PR	DG	APY	C/A
Gender	0.3167	7	0.0034	16	2008.9	22.1
Experimental design	0.1859	7	0.0031	13	2017.3	4.3
Taiwan	0.2206	6	0.0129	17	2012.0	28.0
Perceived value	0.2308	6	0.0032	13	2014.2	18.8
Demographics	0.3571	5	0.0027	15	2006.6	51.6
Empowerment	0.2436	5	0.0026	13	2009.2	39.2
Service climate	0.3222	5	0.0044	10	2016.2	11.6
Hospitality	0.2361	5	0.0026	9	2018.8	0.2
Service improvements	0.2857	5	0.0048	8	2007.6	56.0
Netnography	0.1905	5	0.0024	7	2017.2	24.4
Big data	0.2619	5	0.0021	7	2017.8	12.4
Cluster 6 - Technology, innovation, and design						
Innovation	0.1429	17	0.0042	28	2011.5	41.1
Service innovation	0.1404	17	0.0076	19	2016.1	10.8
Service design	0.2361	6	0.0038	9	2017.0	7.0
Self service technology	0.0000	6	0.0023	3	2017.7	7.7
Service systems	0.2143	5	0.0026	7	2018.0	1.6
New service development	0.4000	5	0.0024	6	2015.2	14.0
Cluster 7 – Service dominant logic						
Co-creation	0.1403	17	0.0024	23	2017.3	13.9
Customer participation	0.1949	13	0.0022	17	2017.7	10.1
Service dominant logic	0.1375	12	0.0071	16	2016.9	12.4
Customer value	0.1345	8	0.0035	19	2016.8	12.4
Value co-creation	0.1714	8	0.0184	15	2017.3	11.4
Service co-creation	0.1667	6	0.0038	10	2017.3	8.2
Value creation	0.1111	5	0.0064	9	2015.6	26.0
Involvement	0.2639	5	0.0029	9	2013.8	14.0
Resource integration	0.2667	5	0.0024	6	2015.8	21.0
Cluster 8 – Wellbeing						
Wellbeing	0.1762	16	0.0421	15	2018.3	2.3
Transformative service research	0.1964	8	0.0086	8	2017.0	7.1
Social support	0.3214	8	0.0084	8	2016.0	12.4
Vulnerable consumer	0.2198	5	0.0252	14	2017.8	6.2
Social marketing	0.1190	5	0.0048	7	2018.2	3.8
Cluster 9 – Service encounter						
Frontline service employee	0.1536	17	0.0029	18	2017.0	6.6
Customer experience	0.1316	13	0.0027	20	2016.8	13.9
Service encounter	0.2222	13	0.0059	18	2016.7	9.3
Service experience	0.1894	5	0.0051	12	2014.2	37.6

Notes: This table shows the top themes presented in *JSM* articles between 1996 and 2019 and its various network indicators. Here, CC = clustering co-efficient, OC = occurrence, PR = page rank, DG = degree, APY = average publication year, and C/A = citations per article.

Table VIII Overview of the bibliographic clusters of *JSM* articles

Cluster	Degree	Title	Author(s)
Brand and customer engagement behaviour	232	"Promoting brand engagement behaviors and loyalty through perceived service value and innovativeness"	Leckie et al. (2018)
	203	"Customer brand engagement behavior in online brand communities"	Gong (2018)
	178	"Determinants of negative customer engagement behaviours"	Do et al. (2019)
Service co-creation	208	"Implementing effective customer participation for hedonic and utilitarian services"	Blinda (et al. 2019)
	203	"Determinants of services co-creation with business customers"	Jouny-Rivier et al. (2017)
	202	"Bringing the individual into the co-creation of value"	Ranjan and Read (2019)
Service encounters and service recovery	179	"Attribution of success and failure in intercultural service encounters: the moderating role of personal cultural orientations"	Tam et al. (2016)
	178	"The role of employee emotional competence in service recovery encounters"	Fernandes et al. (2018)
	178	"Perceived justice and CSR after service recovery"	La and Choi (2019)
Social networking	230	"Effect of multilevel trust on effort-in-use and service co-design behaviour"	Luk et al. (2018)
	225	"Company social networks: customer communities or supplementary services?"	Martins and Patrício (2018)
	221	"Customer advocates with a generous heart"	An et al. (2019)

Note: This table shows the clusters of *JSM* articles published between 2015 and 2019.
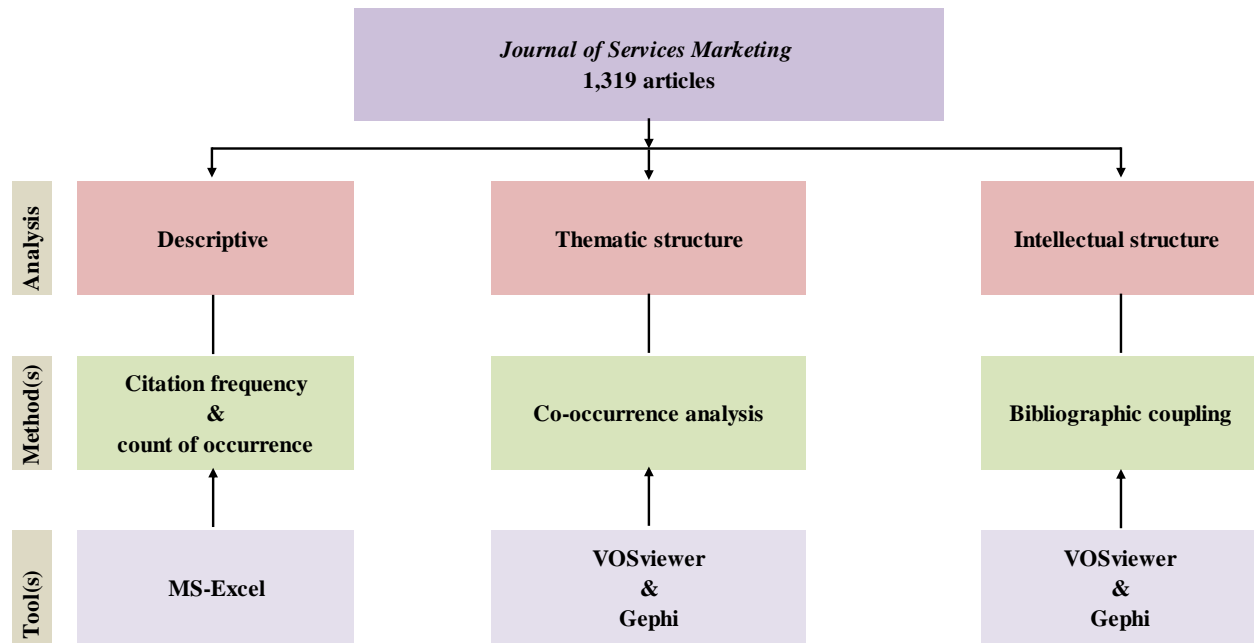
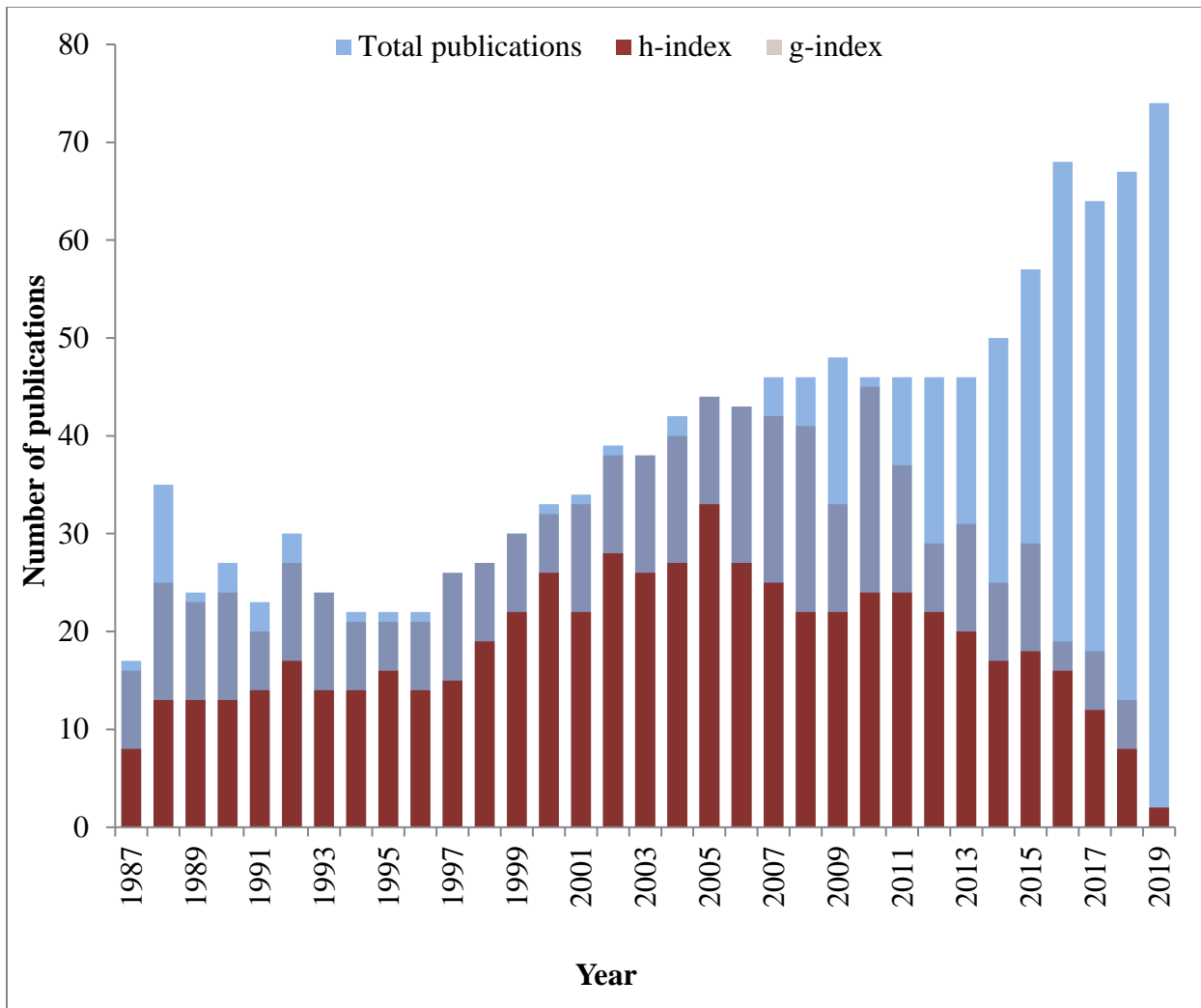**Figure 1.** Study method

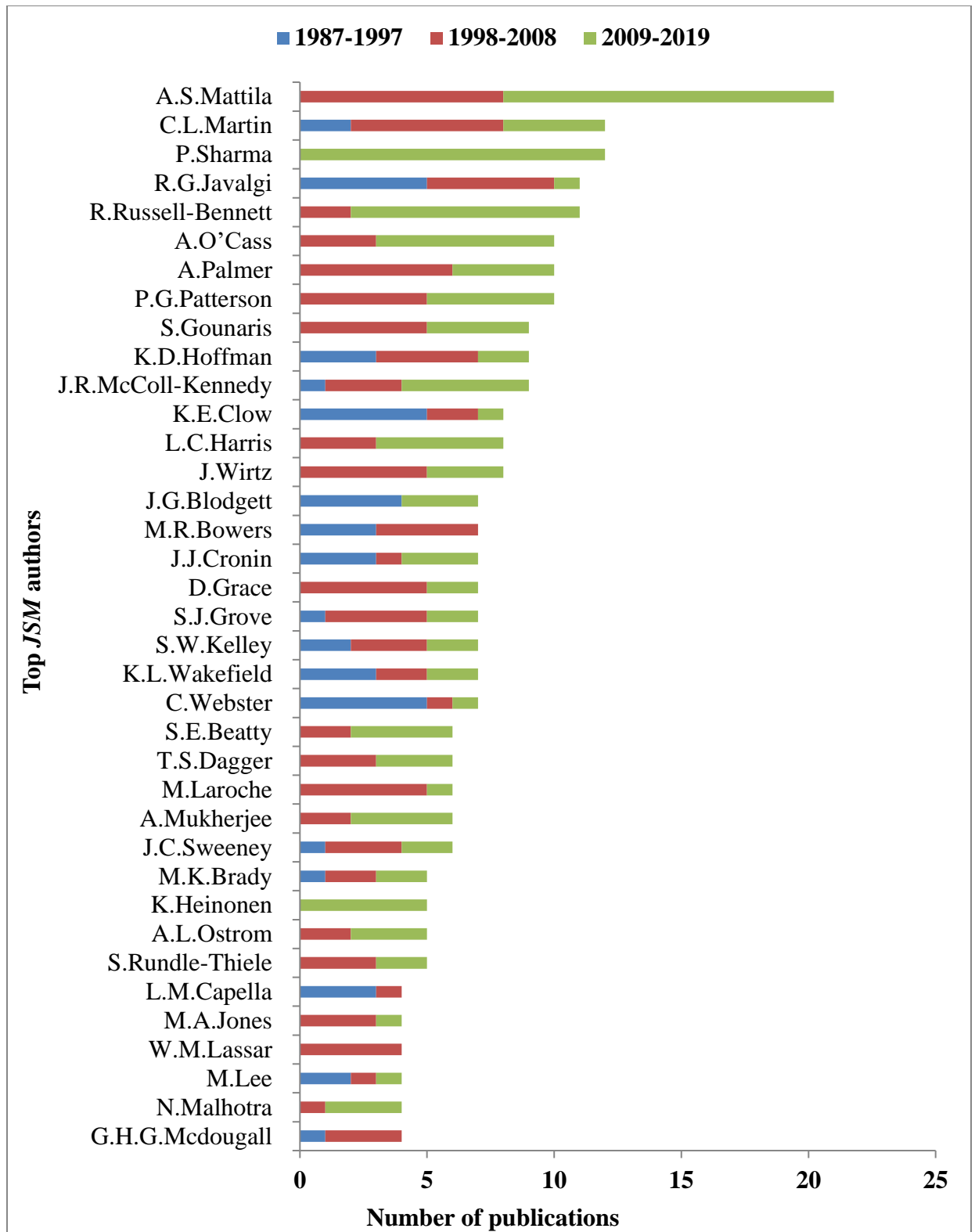**Figure 2** Annual trend of *JSM* articles

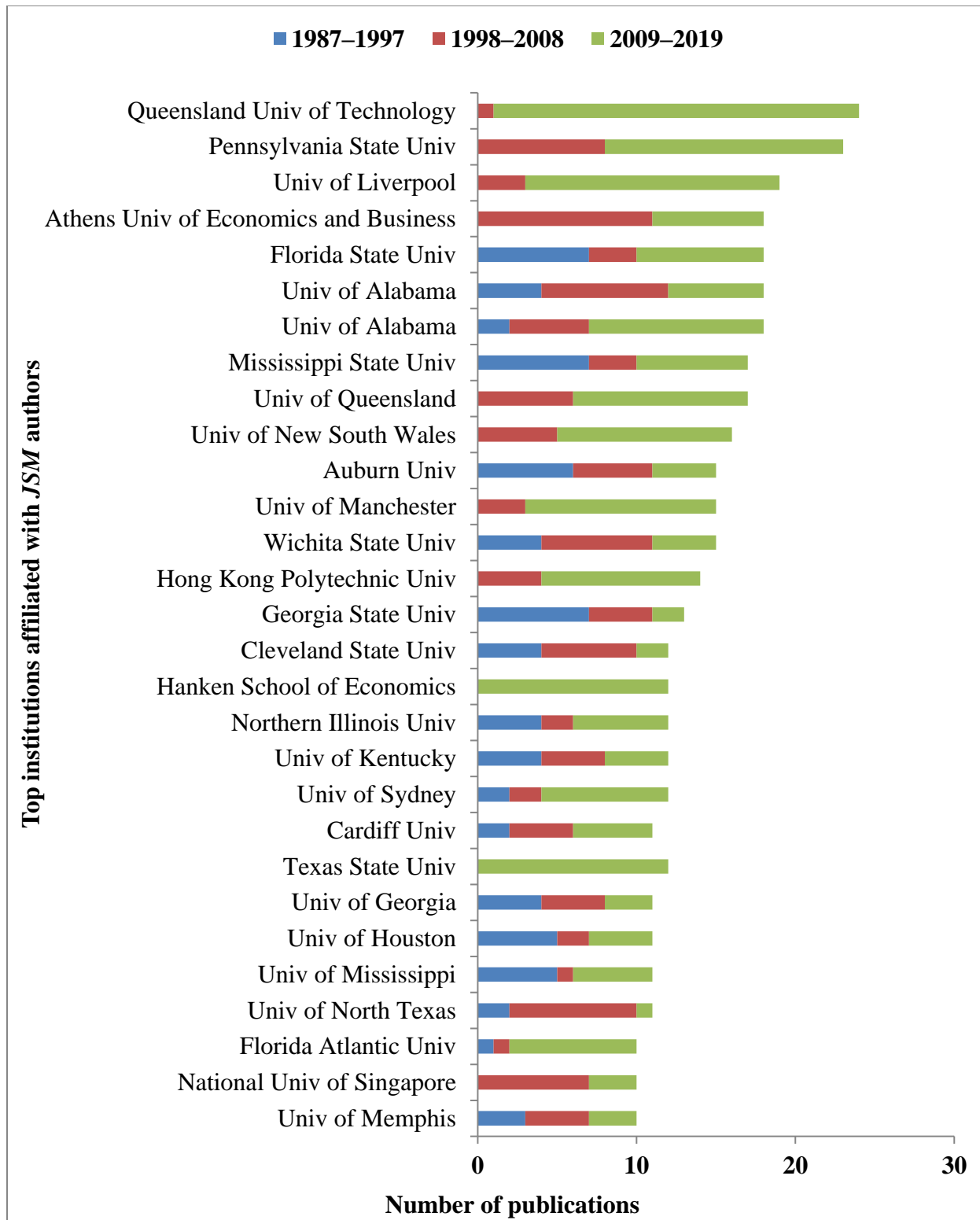**Figure 3** Temporal evolution of the top *JSM* authors

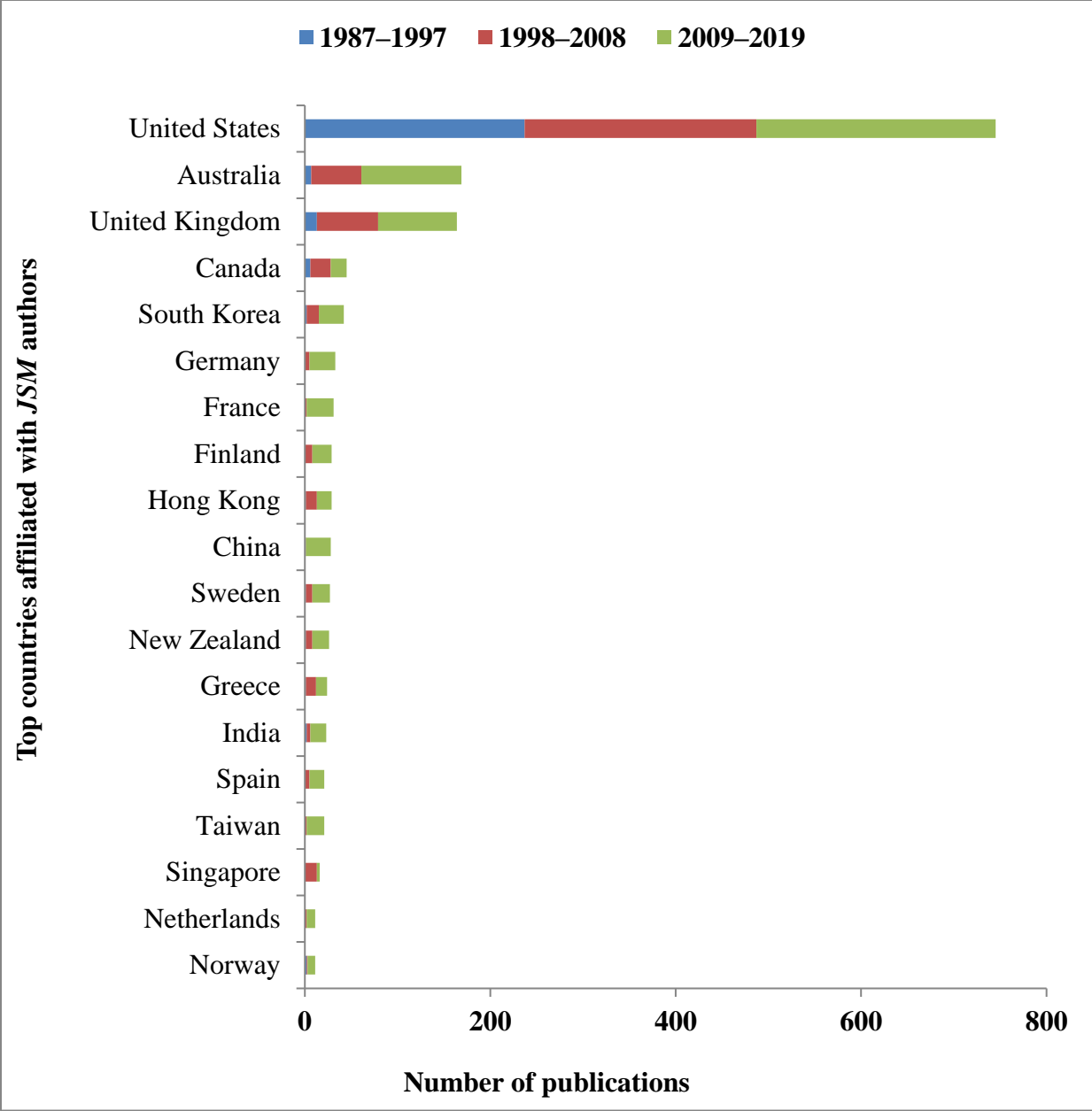**Figure 4** Temporal evolution of the top institutions affiliated with *JSM* authors

Figure 5 Temporal evolution of the top countries affiliated with *JSM* authors

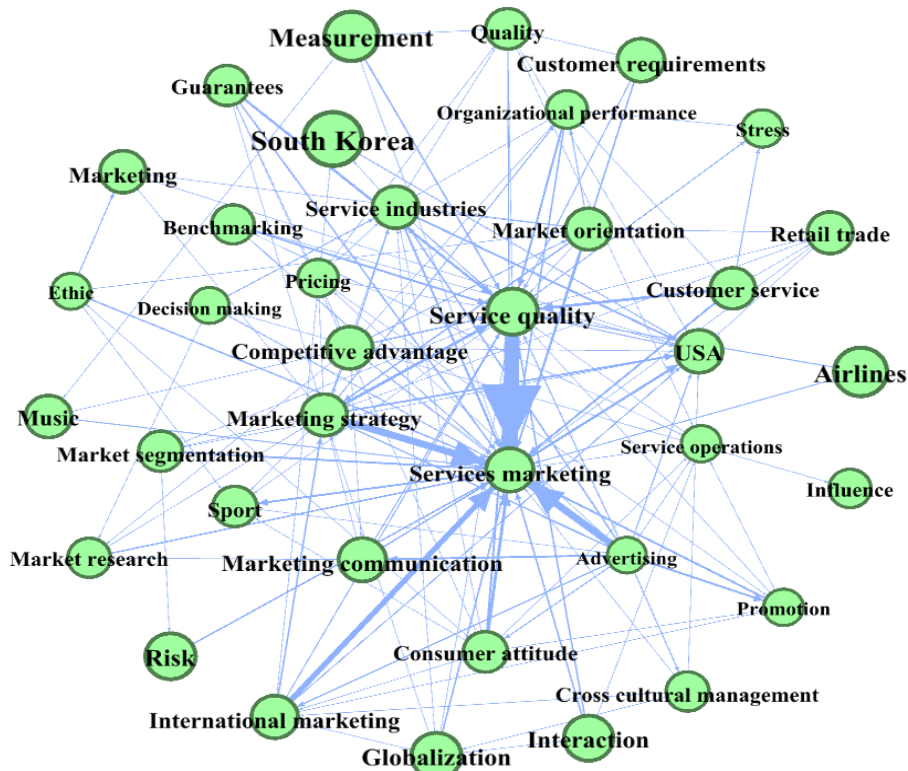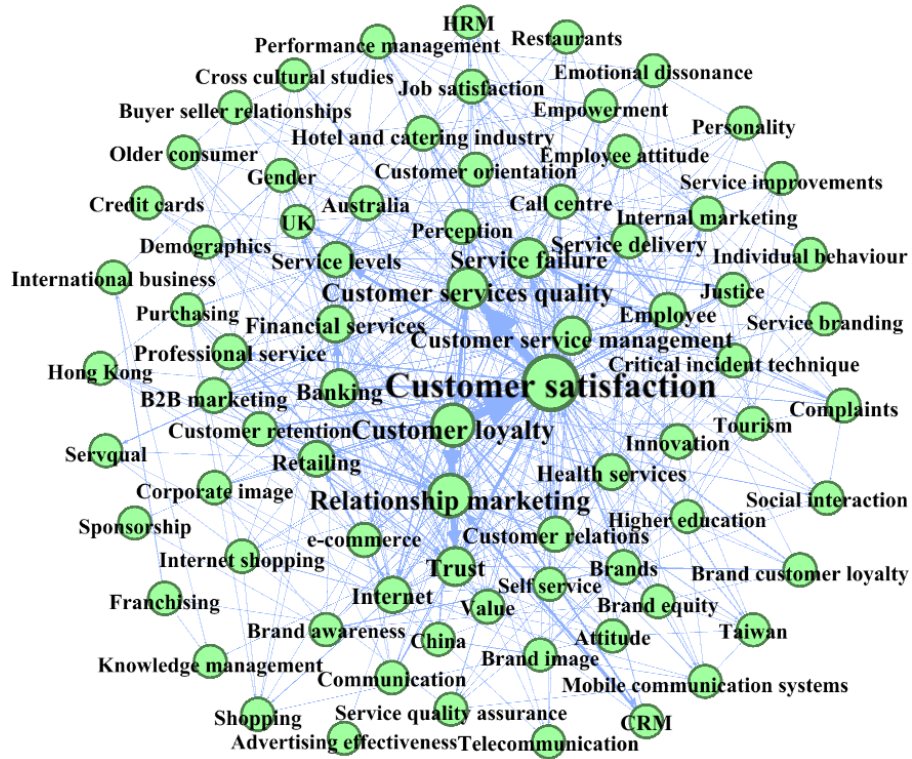## A. Prolific themes

B. Influential themes

Figure 6. *JSM* themes with APY between 1987.1 and 2005.0

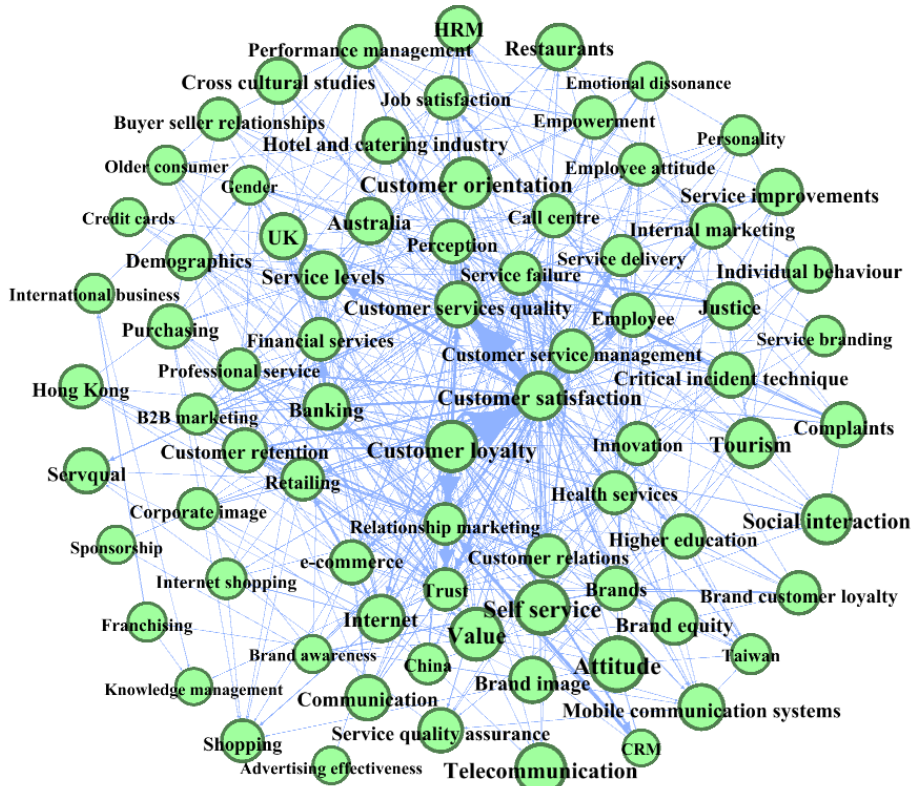## A. Prolific themes
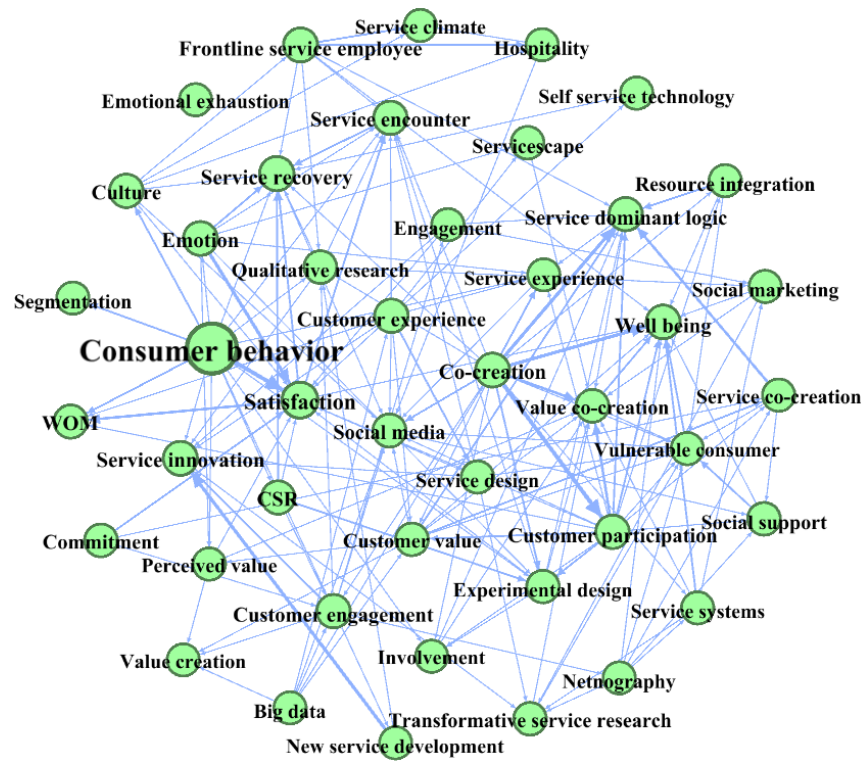

B. Influential themes

Figure 7. *JSM* themes with APY between 2005.1 to 2012.0

A. Prolific themes
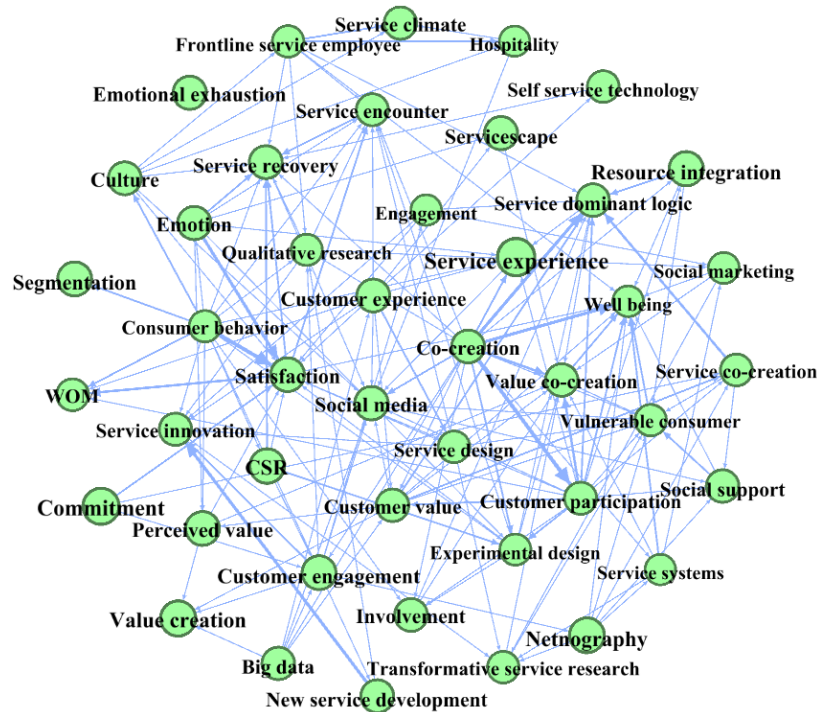

B. Influential themes

Figure 8. *JSM* themes with APY between 2012.1 to 2019.0

Appendix Special issues published in *JSM* between 1987 and 2019

Year	Volume	Issue	Topics/themes	Editors/guest editors
2005	19	3	Cultural perspectives on services marketing	NS
2005	19	5	Service recovery and service continuity	NS
2007	21	5	Business-to-business services, multiple markets, and multi-disciplinary perspectives for the 21st century	NS
2007	21	6	Internationalization of services	NS
2009	23	5	Call center services	Avinandan Mukherjee and Neeru Malhotra
2010	24	6	The dark side of customer service	Lloyd C. Harris and Rebekah Russell-Bennett
2011	25	7	Anatomy of services branding	NS
2015	29	`6/7	Fresh thinking in services marketing: contemporary, cutting-edge, and creative thoughts	NS
2017	31	1	Relationship marketing: past, present and future	Johanna Gummerus, Catharina von Koskull, and Christian Kowalkowski
2017	31	`4/5	Understanding vulnerable, stigmatized, and marginalized consumers in service settings	Mark S. Rosenbaum, Tali Seger-Guttmann, and Mario Giraldo
2018	32	1	Customer engagement in service innovation: theoretical and empirical advancements	NS
2018	32	5	Challenges and opportunities for services marketers in a culturally diverse global marketplace	Piyush Sharma, Jackie Tam, and Zhan Wu
2019	33	4	Future service technologies: business models, analytics, and experience	NS
2019	33	6	Transformative services research and social marketing	NS

Note: NS = not specified.