



# Exploring the Intersection of Brands and Linguistics: A Comprehensive Bibliometric Study

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## ABSTRACT

Branding has emerged as a multidiscipline with complication, conveyed by integrated digital technologies, AI, and rich linguistic approaches. This paper depicts the research landscape at the juncture of branding and linguistics, supported by VOSviewer, Biblioshiny, and CiteSpace in pinpointing key trends, themes, and collaboration networks. Drawing on data collected from Scopus, this study investigates the shifts in traditional branding strategies caused by technologies of machine learning, sentiment analysis, and social media platforms. It highlights the contributions made by leading authors, major publication sources, and patterns of international collaboration in influential works. Finally, thematic and co-occurrence analysis shows significant movement into data-based and computational approaches. This also points out some research gaps in the field of digital branding's long-term effects, ethical considerations of AI-photo strategies, and multilingual branding approaches that provide a useful basis for future research and practical application innovation in the field of branding.

**Keywords:** Brand, Linguistics, Bibliometric Analysis, Biblioshiny, VOSviewer, CiteSpace

**JEL Classifications:** M3, L11

## 1. INTRODUCTION

Brand linguistics is the academic investigation of knowledge on the constitution of brand identity and about its perception through language. It is a strategic use of words, phrases, and narratives in shaping perceptions about a brand—from what the brand values and its personality to what emotions it creates (Carnevale et al., 2017). Brand linguistics is basically helping enterprises develop a clear and meaningful brand voice, coherent, which would obviously resonate with the target audience via analyzing linguistic patterns in advertisements, product descriptions, and customer interactions (Ghaseminezhad et al., 2022).

It is the study of how certain language options—tone, words, story—default an impact on consumer behavior and brand loyalty (Liebrecht et al., 2021). For example, businesses might do slang

or casual, friendly speech to be approachable, or they might use formal speech to project expertise and credibility. With consistent language over each touchpoint, a brand earns familiarity and ultimately builds trust with consumers. Thus, branding will be easier to permeate into the market (Munaro et al., 2024). Brand linguistics also includes cultural and social settings of language. Language means different things to different groups of people, and perhaps a brand's language might need to change for different groups. It is important for global brands in multilingual markets as this keeps them relevant and resonates with mass consumers, hence fostering deeper brand and customer connections (Pratama, 2023).

Bibliometric analysis refers to an effective quantitative approach towards analysis and investigation within scholarly literature and research trends of any discipline (Abas et al., 2023; Banshal et al., 2022; Joseph et al., n.d.; Putra, 2024; Thomas et al., 2023;

Venkataraman and Dunstan Rajkumar, 2024). In this systematic method, publication, citations, and other scholarly outputs are pursued to find out patterns, identify influential works, and outline the intellectual characteristics of a structure (Joseph et al., 2024; Thomas et al., 2023; Zheng et al., 2024). Generally, the analytical tools include Biblioshiny, VOSviewer, and CiteSpace. Biblioshiny is a web interface to the R-based bibliometric package that lets researchers make deep analysis and visualizations without requiring extensive prior knowledge in programming (Devaki et al., 2024; Guleria and Kaur, 2021; Joseph et al., 2024). VOSviewer is currently one of the most used tools and is excellent for constructing and exploring bibliometric networks like co-authorships, co-citations, and keyword co-occurrences; therefore, these provide insightful visual mappings of complex research landscapes (Arruda et al., 2022; Fauzan and Soegoto, 2023; Joseph et al., 2023; Joseph et al., 2023; van Eck and Waltman, 2010). Along with other popular tools, CiteSpace identifies critical turning points and emerging trends as pivotal literature is detected by it through detection of citation bursts and co-citation networks, hence providing a dynamic way to map the evolution of scientific fields (Niazi, 2016; Sun et al., 2022; Synnvestvedt et al., 2005).

The intention of the research is to explore and discuss branding in light of linguistics, taking into consideration the shifting importance of digital platforms, AI, and computer methods for developing effective contemporary branding strategies. More precisely, this study seeks to discover meaningful trends and themes emerging based on the integration of machine learning, sentiment analysis, and social media within branding. It further intends to assess the impact of top authors, the influence of sources of publication, and international collaboration patterns in the area. Based on the review of the current status of the research in the area, this paper will identify a few potential gaps regarding areas such as long-term impact of digital branding, ethical considerations for AI-driven branding, and multilingual branding strategies, thus providing the grounds for further investigation and practical advancement of the research undertaking in the field.

## 2. LITERATURE REVIEW

Brand linguistics is an important developing sub-discipline of marketing that deals with how language forms perceptions of the brand and consumer behavior. It combined knowledge of psycholinguistics, sociolinguistics, semiotics, and communication theory in attempting to determine exactly how linguistic choices have an effect on branding strategies. Indeed, Carnevale et al. (2017) detail the framework upon which brand linguistics studies how language influences how consumers interact with brands; thus, it is an absolutely necessary tool for both practitioners and academics alike (Carnevale et al., 2017).

One key branch of investigation in brand linguistics is the analysis of the relationship between phonetics and the process of naming brands. It has been known from research that linguistic features, such as sound symbolism, have a great influence on consumer perception about brands. For instance, the brand name sounds suggest the size or speed of an object, which might be preferred by a consumer (Klink, 2000). Usunier and Shaner (2002) further

argue that brand names have to be linguistically adaptable in global markets, where a name would resonate across cultures and languages (Usunier and Shaner, 2002). In a related vein, the study of sound symbolism has also been examined within the frame of brand anthropomorphism, where emotionality and informality in language have been related to a higher degree of consumer engagement with brand posts on social media (Deng et al., 2021).

The other most important strand of research within brand linguistics is the role of culture in branding. Obviously, for instance, linguistic choices have to be culturally adequate in order for an impression of brand identity to come across successfully. Huang and Chan (2005) studied the naming of Chinese brands and found that, for consumer acceptability, linguistic features such as tones and syllable structure are very important (Huang and Chan, 2005). The studies on Culture of Brand Origin have supported this by finding that linguistics and culture embedded in a brand's name can influence purchase intent (Harun et al., 2015).

A number of studies aimed at extracting a theoretical underpinning of how linguistic patterns affect consumer psychology. For example, the mental representations of brand names are unique in that their phonetic and semantic structures make certain names more memorable or appealing (Lowrey, 2020). Movsesyan and Avetisyan also underlined the fact that linguistic elements in marketing communications, like, for example, language strategies used for product renaming, can substantially influence consumer perceptions, memory, and behavior (Movsesyan and Avetisyan, 2020). Brand linguistics is also closely related to semiotics, or the study of signs and symbols. The symbolic constitution of brand names and logos, very often located within particular cultural and linguistic contexts, becomes the premise for an enduring impact on the consumer mind. According to Schutte (1969), there is a need to develop a new language in marketing branding in order to fulfill semiotic nature of brand communication, and how this process further evolves over time (Schutte, 1969).

Equally amazing is the power of marketing language in shaping brand attitudes and, hence, subsequent consumer choice, finding its anticipated complement in the other direction of the role of linguistic elements in consumer perception. The authors, Pogacar et al., proceed to discuss how metaphors, rhyme, sound symbolism, and other linguistic devices make brand messages more persuasive, whether in print advertisements or digital content. Their research underlines the fact that in any marketing communications, the message is as important as the medium, pointing out that the way something is said may be as impactful as what is said (Pogacar et al., 2017). These linguistic tools, when combined in marketing materials, help brands create a more memorable and engaging narrative that will lead to stronger consumer-brand connections.

Further, the cross-cultural implications of linguistic choices are critical in terms of international brand success: Wong 2014 draws on the concept of sound symbolism in linguistic anthropology, which suggests there are phonetic patterns that convey certain product characteristics universally across languages. Highlighted, for example, are high front vowels in brand names that imply the concept of smallness or tenderness across many cultures; marketers

could use this when creating brand names to reach a number of varied markets around the world (Wong, 2014). It is from insights such as these that companies can develop brand names which will be meaningful to different consumer bases, further showing that linguistic strategy does matter in global marketing.

The interdisciplinary analysis of brand linguistics underlines how language, culture, and consumer psychology are closely interrelated in the process of branding. From the phonetic symbolism in naming the brands to the role of linguistic adaptability across cultures, brand linguistics provides a wide-based knowledge of how brands can tap into language for better and more engaged consumer loyalty.

### 3. RESULTS

#### 3.1. Materials and Methods

In this study, Scopus was selected as the primary source for bibliographic data due to its comprehensive collection of high-quality journals, offering wider coverage than other databases. Publications were retrieved using the query (TITLE-ABS-KEY (brand) AND TITLE-ABS-KEY (linguistic)), without imposing language restrictions and focusing solely on journal articles and conference papers. A total of 596 documents were collected from 459 different sources, covering the period from 1919 to 2024. Figure 1 depicts the PRISMA methodology used for paper selection in the bibliometric analysis, which followed a three-step process. The first step involved identifying and extracting relevant

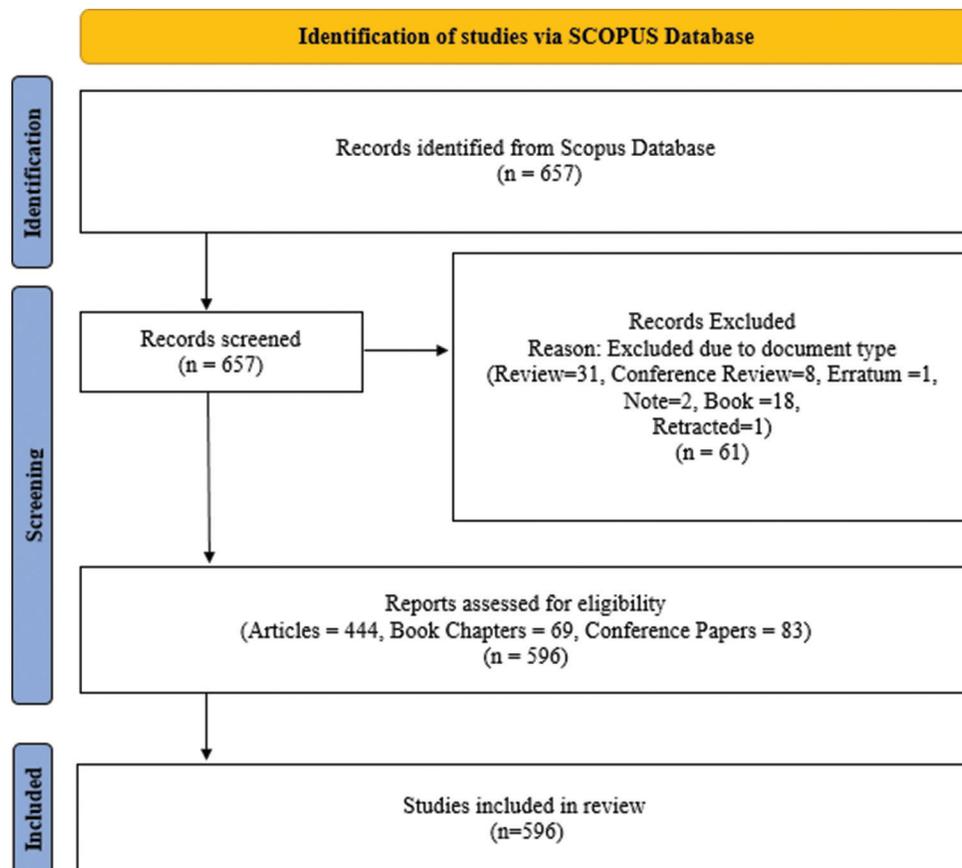
data from the database. In the second step, Reviews, Editorials, Letters, Notes, Books, and Short Surveys were excluded, narrowing the dataset to include only Articles, Book Chapters, and Conference papers. The data was then saved as a CSV file, and bibliometric analysis was conducted using VOSviewer, CiteSpace, and Biblioshiny software.

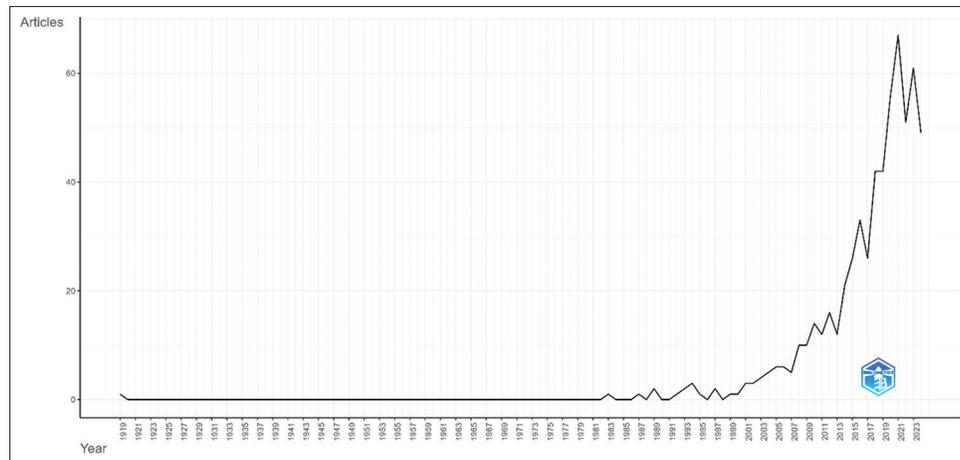
Table 1 provides an overview of the key findings from the bibliometric analysis, covering a dataset spanning from 1919 to 2024. The data comprises 596 documents sourced from 459 different outlets, including journals, books, and conference proceedings, with an annual growth rate of 3.78%. The documents have an average age of 6.91 years and an average citation count of 13.78 per document, referencing a total of 23,457 sources. The analysis includes 1,485 Keywords Plus and 1,921 Author's Keywords, reflecting a broad thematic scope. In terms of authorship, 1,229 authors contributed to the dataset, with 216 single-authored documents, while collaboration metrics show an average of 2.3 co-authors per document and 14.43% international co-authorships, indicating moderate collaboration across borders. The document types are primarily journal articles (444), with smaller contributions from book chapters (69) and conference papers (83). This data highlights a growing body of research with consistent international collaboration and a diverse range of contributions across multiple document types.

#### 3.2. Annual Scientific Production

The Figure 2 demonstrates a significant upward trend in the number of articles published each year from 1919 to 2024. Initially, there is

Figure 1: PRISMA approach



**Figure 2:** Annual scientific production**Table 1: Main information of the investigation**

Description	Results
Main information about data	
Timespan	1919:2024
Sources (Journals, Books, etc)	459
Documents	596
Annual growth rate %	3.78
Document average age	6.91
Average citations per doc	13.78
References	23457
Document contents	
Keywords plus (ID)	1485
Author's keywords (DE)	1921
Authors	
Authors	1229
Authors of single-authored docs	216
Authors collaboration	
Single-authored docs	228
Co-authors per doc	2.3
International co-authorships %	14.43
Document types	
Article	444
Book chapter	69
Conference paper	83

**Table 2: Most relevant authors**

Authors	Articles
Herrera F	5
Chan AKK	4
Chica M	4
Hsu T-H	4
Pathak A	4
Wang H	4
Wu DD	4
Cavaco A	3
Deng Q	3
Ji S	3

**Table 3: Most relevant sources**

Sources	Articles
Developments in marketing science: Proceedings of the academy of marketing science	8
Journal of business research	7
World Englishes	7
Social semiotics	6
Discourse, context and media	5
European journal of marketing	5
Journal of advertising	4
Journal of Brand Management	4
Journal of multilingual and multicultural development	4
Lecture notes in computer science (including subseries lecture notes in artificial intelligence and lecture notes in bioinformatics)	4

a long period of minimal output, with noticeable growth beginning around the early 2000s. The production increases sharply from 2013 onwards, reaching its peak around 2018-2020, with more than 60 articles published per year during this period. Although the number of articles slightly declines after 2020, the general trend indicates robust growth in research output, particularly over the last two decades. This rapid increase reflects the expanding academic interest in the intersection of branding and linguistics, as indicated by the sharp rise in publications in recent years.

### 3.3. Most Relevant Authors

Table 2 lists the most relevant authors contributing to the body of research on branding and linguistics, ranked by the number of articles they have authored. The most prolific author is Herrera F, with a total of 5 publications. Several authors, including Chan AKK, Chica M, Hsu T-H, Pathak A, Wang H, and Wu DD, each have 4 articles to their credit. Meanwhile, Cavaco A, Deng Q, and Ji S have each contributed 3 articles. This distribution highlights the key researchers driving the field, with Herrera F being the

most prominent, and a group of several authors making significant contributions with multiple publications. This data suggests a relatively balanced field with contributions from a variety of authors rather than dominance by a single researcher.

### 3.4. Most Relevant Sources

Table 3 presents the most relevant sources of publications in the field of branding and linguistics, ranked by the number of articles they have published. The "Developments in Marketing Science: Proceedings of the Academy of Marketing Science" leads with 8 articles, making it the most frequent publication venue. The "Journal of Business Research" and "World Englishes" follow closely with 7 articles each. Other prominent sources include "Social Semiotics" with 6 articles, and "Discourse, Context

and Media” and the “European Journal of Marketing” each contributing 5 articles. The “Journal of Advertising,” “Journal of Brand Management,” “Journal of Multilingual and Multicultural Development,” and “Lecture Notes in Computer Science” (including subseries in AI and bioinformatics) have each published 4 articles. This distribution highlights the interdisciplinary nature of research at the intersection of branding and linguistics, with contributions spread across marketing, linguistics, communication, and even computer science. These sources serve as key platforms for disseminating research findings in this growing field.

### 3.5. Trend Topics

The Figure 3 reveals a dynamic shift in branding and linguistics research, with the increasing prominence of technology and data-driven approaches. Emerging themes like “machine learning,” “multi-criteria decision-making,” and “sentiment analysis” have gained significant attention, particularly after 2017, signaling a broader integration of computational methods into the field. These trends highlight the shift from traditional qualitative analyses to more advanced, data-driven approaches for understanding consumer behavior and brand perception. Notably, terms related to social media platforms, such as “Instagram” and “social media,” have also seen rapid growth, reflecting the expanding role of digital platforms in brand communication and consumer interaction. While foundational concepts like “brand,” “advertising,” and “semiotics” remain relevant, the integration of AI, sentiment analysis, and social media signals a shift in how brands are analyzed and managed in the modern digital age. This evolution underscores the growing importance of interdisciplinary methods, combining linguistics with computational and marketing tools to address the complexities of contemporary branding.

### 3.6. Thematic Map

The thematic map in Figure 4 categorizes key research topics in branding and linguistics based on their relevance (centrality) and level of development (density). In the Motor Themes quadrant (high centrality, high density), topics such as social media, sentiment analysis, machine learning, and Instagram are highly developed and crucial for driving current research trends. These themes reflect the growing influence of digital platforms and AI-driven tools in modern branding studies. In the Basic Themes quadrant (high centrality, low density), core topics like brand

names, advertising, brand identity, and linguistic landscape are essential to the field but are less developed compared to motor themes, suggesting opportunities for deeper exploration. The Niche Themes quadrant (low centrality, high density) includes specialized areas like brand recall, societal awareness, and emotional advertisements, which are well-developed but have limited influence on the broader research landscape. Finally, in the Emerging or Declining Themes quadrant (low centrality, low density), topics such as linguistic information and multiple criteria decision-making are either gaining early traction or losing relevance, offering potential avenues for future research. This map provides a comprehensive overview of the research structure, highlighting both foundational and cutting-edge topics in the intersection of branding and linguistics.

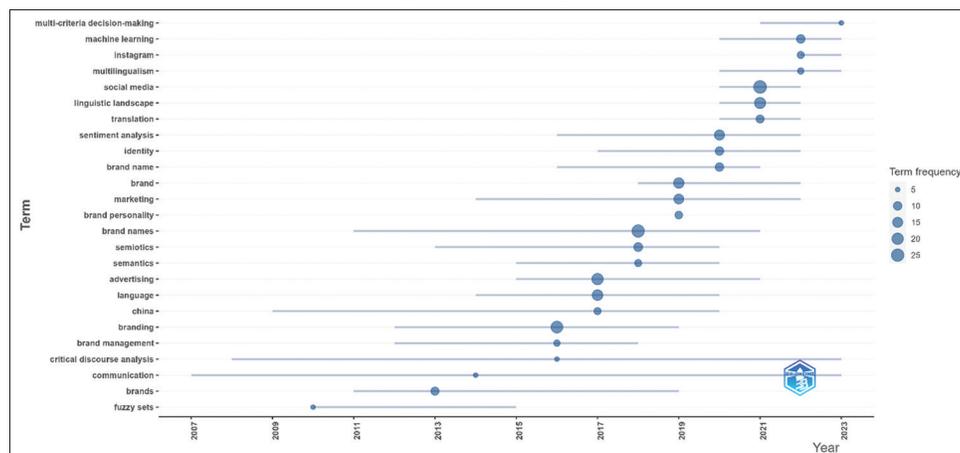
### 3.7. Three Field Plot

The Three-Field Plot in Figure 5 visualizes the connections between keywords (DE), authors (AU), and publication sources (SO) in the context of branding and linguistics research. On the left, the keywords such as marketing, social media, branding, and advertising are highlighted as prominent research themes. These keywords are connected to various authors in the middle field, including Shankar S, Kelly-Holmes H, Chica M, and Chan AKK, among others, who are key contributors to these areas. The right field lists the main publication sources, such as the Journal of Marketing, Journal of Brand Management, Social Semiotics, and Journal of Advertising, where the research is most frequently published. This plot illustrates the interdisciplinary nature of branding and linguistics research, showing how specific topics are linked to influential authors and widely recognized journals. For instance, topics like social media and branding are explored by multiple authors and published across diverse sources, reflecting the broad appeal and relevance of these themes. Additionally, authors like Shankar S and Kelly-Holmes H are shown to have significant contributions to these areas, often publishing in leading journals. The connections provide a clear view of how research flows from conceptualization (keywords) through authorship to dissemination (journals), offering insight into the key players and outlets in the field.

### 3.8. Most Cited Documents

Table 4 lists the most cited documents in the field of branding and linguistics, showcasing the influence of key studies. Jansen

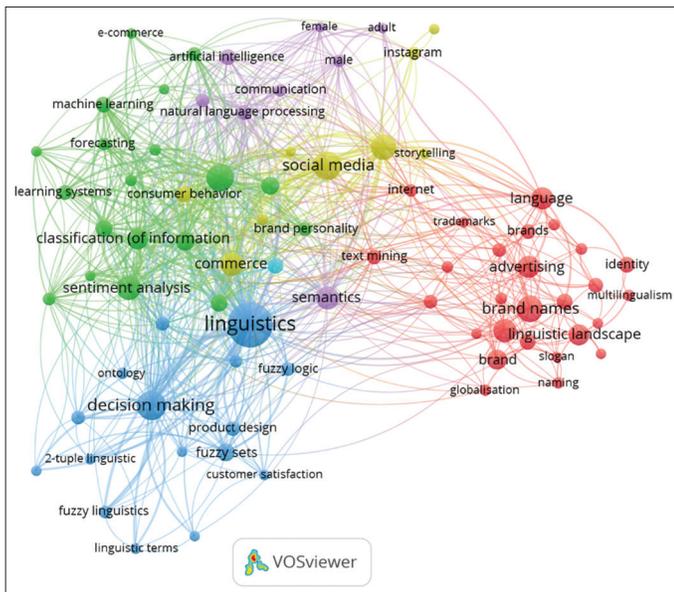
Figure 3: Trend topics





**Table 4: Most cited documents**

Title	Total citations
Twitter power: Tweets as electronic word of mouth (Jansen et al., 2009)	1593
Probabilistic Linguistic Multimoora: A Multicriteria Decision Making Method Based on the Probabilistic Linguistic Expectation Function and the Improved Borda Rule (Wu et al., 2018)	322
Detecting, Preventing, and Mitigating Online Firestorms in Brand Communities (Herhausen et al., 2019)	201
The shift from manufacturing to brand origin: suggestions for improving COO relevance (Usunier, 2011)	130
Strategically Desirable Brand Name Characteristics (Robertson, 1989)	122
Sustainable building material selection: A QFD- and ELECTRE III-embedded hybrid MCGDM approach with consensus building (Chen et al., 2019)	122
Consumer evaluation of vertical brand extensions and core brands (Kim et al., 2001)	116
Brands on the brain: Do consumers use declarative information or experienced emotions to evaluate brands? (Esch et al., 2012)	111
Signaling green! firm ESG signals in an interconnected environment that promote brand valuation (Lee et al., 2022)	111
Constructing luxury brands: exploring the role of consumer discourse (Roper et al., 2013)	110

**Figure 6: Co-occurrence of keywords**

appearance, and lines between nodes denote co-occurrence in the same document, reflecting how concepts are connected. Clusters in different colors evidence distinct thematic groupings within this sphere. This underlines perhaps the most important characteristic of branding and linguistics research as interdisciplinary.

The green cluster is constituted of topics related to machine learning, consumer behavior, and sentiment analysis; hence, it reflects the integration of AI-driven techniques with consumer research. This cluster When attention is shifted to brand perception, this cluster stresses the use of computational models developed on machine learning and forecasting tools for the analysis of consumer

sentiments. This cluster underlines the emergent area related to branding, artificial intelligence, and consumer behaviour analysis; this will show a growing trend toward data-driven brand strategies.

In the red cluster, it focuses on the linguistic aspects of branding, like keywords dealing with brand name, advertising, linguistic landscape, and multilingualism. This group is interested in the ways language and semiotics influence branding strategies and deal with cultural and linguistic dimensions of brand-identity formation. Research in this cluster often investigates the way brands use language and signs to express their identity, especially in multilingual markets. This thematic group points out the importance of knowing linguistic specificities in global branding and how languages used in advertisement might shape perceptions in diverse cultures. The blue cluster focuses on decision-making frameworks applied to branding, using fuzzy logic, with terms like decision making, fuzzy sets, and linguistic terms at its core. The cluster insists that computational methods should be utilized to solve complex branding problems, especially in product designing and consideration of consumers' satisfaction, out of which one of the most important is fuzzy logic. Situate methodologies of decision making in the context of branding research, and scholars are trying to find new ways through the uncertainties and complexities of consumer behavior to provide more refined models for managing brands and marketing strategies.

Within this yellow cluster, the leading topics are social media, Instagram, storytelling, and brand personality. The cluster very well depicts the importance of digital platforms, specifically social media, to which the wheel of modern branding strategies is aggressively turning. Recently, and with the rise of the new social media-based platforms like Instagram, businesses began to shift in how they connect to consumers by telling stories on a personal and somewhat interactive level. It was expected that this cluster would keep up with the ever-growing importance of brand personality within digital spaces, where consumers expect brands to be able to communicate in an authentic manner and build relationships through social media narratives.

The cluster in purple reveals the growth in the application of artificial intelligence, e-commerce, natural language processing, and communication to branding. This cluster really reveals how AI and NLP technologies are harnessed in extending e-commerce strategies and brand communication. The cluster provides a reflection of the technological development taking place in driving innovative ways of branding, especially in automating interactions with consumers and the optimization of communication strategies using intelligent systems. This thematic cluster shows how eCommerce and brand communication develop together with AI tool integrations, offering efficiency and more personalization of consumer experiences. This co-occurrence map underlines the complexity of research on branding and linguistics, bringing together key aspects of computational linguistics, marketing, AI, and consumer behavior. The strong interrelations among these themes signal that contemporary branding strategies are ever more dependent on technology, data analytics, and linguistic insights—a holistic view of evolving research in branding and linguistics.

### 3.10. Bibliographic Coupling between Countries

Figure 7 shows the Bibliographic Coupling between Countries. It follows the complex global network of collaboration about branding and linguistics research whereby countries are connected to each other due to the usage of the same references. The United States is represented as the biggest node in the map because of its dominant position that dictates the course of research in this area. Added to this, its strong connections with countries like the United Kingdom, China, Germany, and Canada suggest that not only does the U.S. produce a high volume of output, but it also shares common sources and influences with other leading nations. This bibliographic coupling is indicative of the United States' preeminence in both the theoretical and pragmatic advancements of branding and linguistics.

Clearly, European countries are a closely knit group represented by the UK, Germany, France, Italy, and Sweden, a hub of high inter-country collaboration and shared research interests. These countries tend to frequently show collaboration with one another and indeed with the other global hubs of research, not least the USA. This hard bibliographic coupling between the nations maps the rich academic traditions and contributions by the region to the branding and linguistics discourse, with countries such as Portugal, Poland, and Romania making a presence in this collaborative ecosystem.

This represents the region of Asia and the Pacific, with China, India, and South Korea some of the large players in the research landscape. Most particularly, China now has strong links with the United States, Canada, and Australia, which underlines that country's status as an increasingly important player in the world of research. Hong Kong and Singapore are significant collaborators, too, their presence again suggesting that the Asia-Pacific region is fast becoming a key player in the study of branding and linguistics. Links among these countries and Western research hubs show an increasing trend of East-West collaboration, fueled by the increasing global relevance of branding in both digital and multicultural contexts.

Smaller nodes in countries like Turkey, Ukraine, and Saudi Arabia reflect rising but still-developing contributions to these emerging research nations. These peripheral countries, though peripheral for the moment, are already linked to the leading countries, which is a sure indication of their emergence into the academic discourses. And as these countries continue to develop their research infrastructure and forge more collaborations, it would follow that their voices in the field grow louder. In other words, the map shows a worldwide research network that is quite interconnected, with strong bibliographic coupling of the countries emanating from North America, Europe, and Asia-Pacific. Such strong interconnectedness suggests the collaborative and interdisciplinary nature of branding and linguistics interdisciplinary research, where scholars emanating from different regions show common sources and influences to contribute towards the advancement of knowledge in this realm.

### 3.11. Network Visualization of Co-citation of the Cited Authors

The network visualization of co-citation for cited authors in Figure 8 reveals 14 distinct clusters, each representing a thematic grouping of authors frequently cited together in academic literature. These clusters highlight various research areas, with some focusing on linguistic styles, marketing language, and cognitive aspects. The largest cluster, Cluster #0: Linguistic Style, consists of 112 members and has a silhouette value of 0.842. It primarily focuses on how linguistic styles influence consumer engagement, particularly in digital and social media contexts. Notable citing articles within this cluster explore the effects of linguistic features on brand engagement and trademarking hashtags. The most frequently cited authors in this cluster are Pennebaker JW (33 citations), Tausczik YR (23 citations), and Berger J (14 citations), reflecting the prominence of their work in this domain. Cluster #1: Linguistic Landscape, the second largest cluster with 82 members and a silhouette value of 0.902, focuses on the study of linguistic landscapes, brand identity, and marketing discourse. Major works in this cluster analyze national identity in marketing and multimodal analysis in historical marketing

Figure 7: Bibliographic coupling between countries

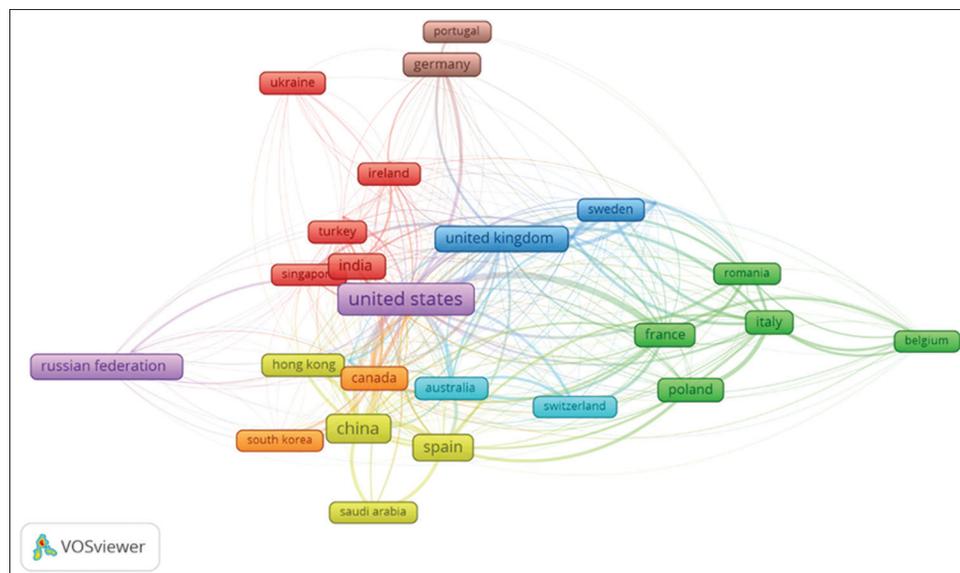
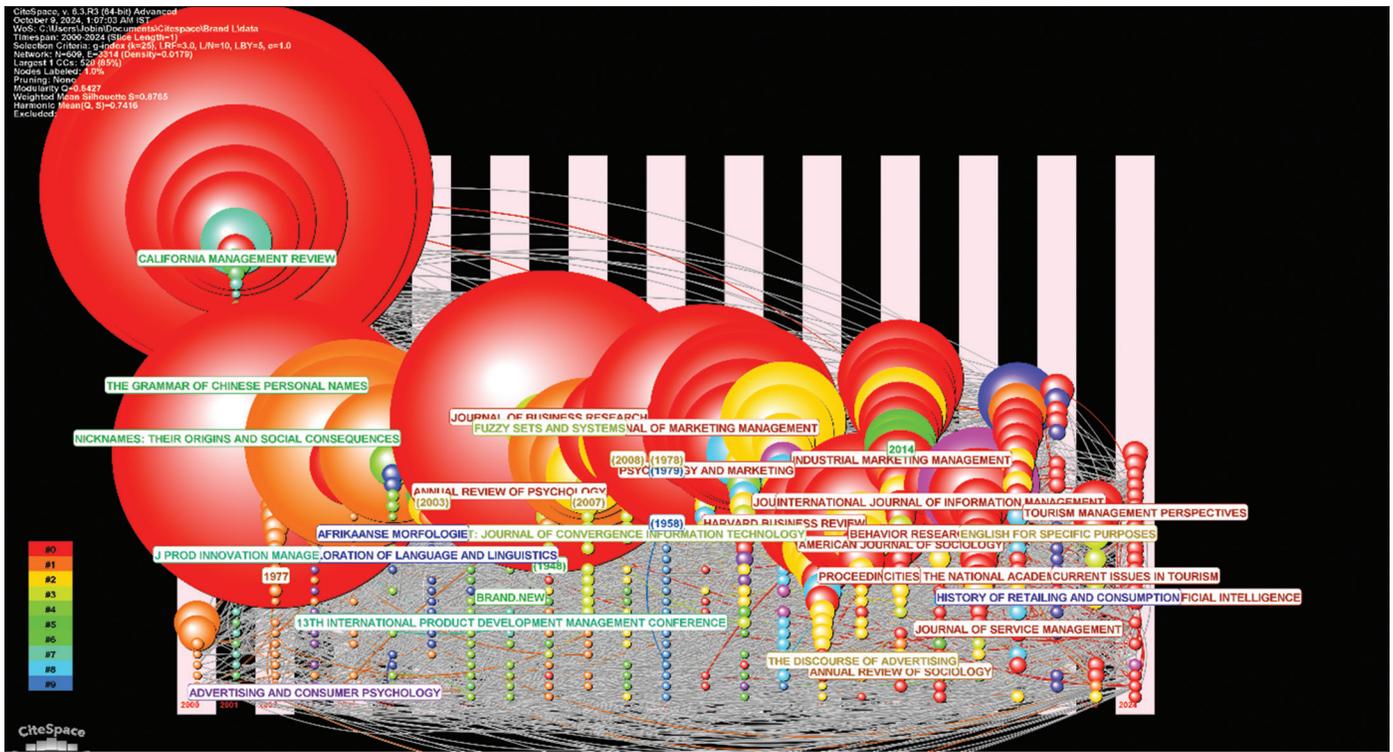




Figure 9: Timezone network visualization of co-citation of journals



largest cluster, Cluster #0: B2B Brand Engagement, consists of 130 members and focuses on research related to business-to-business (B2B) brand engagement, particularly within social media and digital consumer interaction contexts. Journals such as the *Journal of Consumer Research* (93 citations), *Journal of Marketing* (85 citations), and *Journal of Business Research* (75 citations) dominate this cluster, reflecting their importance in the fields of marketing and consumer behavior.

Cluster #1: Modern Family Life is the second largest, with 75 members and a silhouette value of 0.875. This cluster explores themes related to family dynamics, tourism, and identity, with works discussing race, membership, and tribal sovereignty. Prominent journals in this cluster include *Washington Law Review* and *Journal of Vacation Marketing*. These journals are frequently cited in discussions about cultural and social influences in modern family life and tourism marketing. The third largest group, Cluster #2: Social Media, has 74 members and focuses on the intersection of social media and linguistic strategies in shaping consumer perceptions and brand identities. Journals like the *Journal of Pragmatics* (29 citations) and *Language* (23 citations) are central to this cluster, reflecting its emphasis on communication and sociolinguistics within digital marketing spaces. Cluster #3: Fashion Theme, with 36 members, explores decision-making in fashion and branding using fuzzy techniques, often in the context of consumer behavior analysis. Key journals in this cluster, such as *Fuzzy Sets and Systems* (19 citations) and *Expert Systems with Applications* (17 citations), indicate the application of computational methods in understanding fashion and consumer trends.

Cluster #4: consisting of 30 members, focuses on national identity and branding, specifically in the context of Switzerland

and its branding strategies. Journals like *American Psychologist* and *Brain and Language* are the most cited, emphasizing the cognitive and semiotic aspects of national branding. This cluster examines how linguistic cues influence brand perception on a broader cultural level. The sixth cluster, Cluster #5: Hundred-Pound Gorilla, with 28 members, delves into sociolinguistics, particularly how global and local identities intersect in corporate and community branding. Journals such as *Anthropological Quarterly* and *Journal of Sociolinguistics* dominate this cluster, highlighting the importance of identity recontextualization and globalization in branding discourse. Cluster #6: Brand Naming, containing 26 members, is focused on the linguistic and cultural aspects of brand naming, particularly in Chinese markets. Journals such as *California Management Review* and *Linguistic Inquiry* are frequently cited, reflecting the focus on the intersection of language, culture, and corporate branding strategies.

Cluster #7: Core Brand, with 25 members, examines consumer evaluations of core brands and their extensions, with key journals like *Advances in Consumer Research* and *Journal of Product and Brand Management*. This cluster looks at how brand metaphors and design innovations affect consumer choices, reflecting research on brand strategies and consumer psychology. Cluster #8: Globalising Voice (22 members) discusses the adaptation of brand voice and style in different cultural contexts, emphasizing the concept of “glocalization.” Key journals such as *Journal of Sociolinguistics* and *Social Semiotics* reflect the cluster’s focus on cross-cultural communication and branding. Cluster #9: Race Membership (21 members) focuses on topics like race, tribal sovereignty, and political membership, with journals like *Washington Law Review* being central to discussions in this

cluster. It highlights legal and social considerations of identity and membership in political discourse.

Cluster #10: Handicraft (19 members) explores the relationship between handicrafts, cultural identity, and globalization, with journals such as American Speech and An Introduction to General Linguistics frequently cited. This cluster sheds light on the cultural dimensions of branding and craftsmanship. Cluster #11: Swedish Marketing (13 members) focuses on marketing trends in Sweden, particularly lifestyle and branding in historical advertisements. Journals such as Journal of Historical Research in Marketing and Critical Discourse Studies are influential in this cluster, emphasizing the intersection of marketing, history, and discourse analysis. Cluster #12: Brand-Name Memory (12 members) examines the relationship between the linguistic characteristics of brand names and consumer memory. Journals like Journal of Advertising and Cognitive Psychology dominate this cluster, highlighting the psychological and cognitive aspects of branding. Finally, Cluster #13: Drug Use (5 members) focuses on the linguistic aspects of drug information and branding, particularly in healthcare contexts. Journals like Drug Safety and Memory and Cognition are frequently cited, indicating a focus on how linguistic choices in drug branding impact patient understanding and safety.

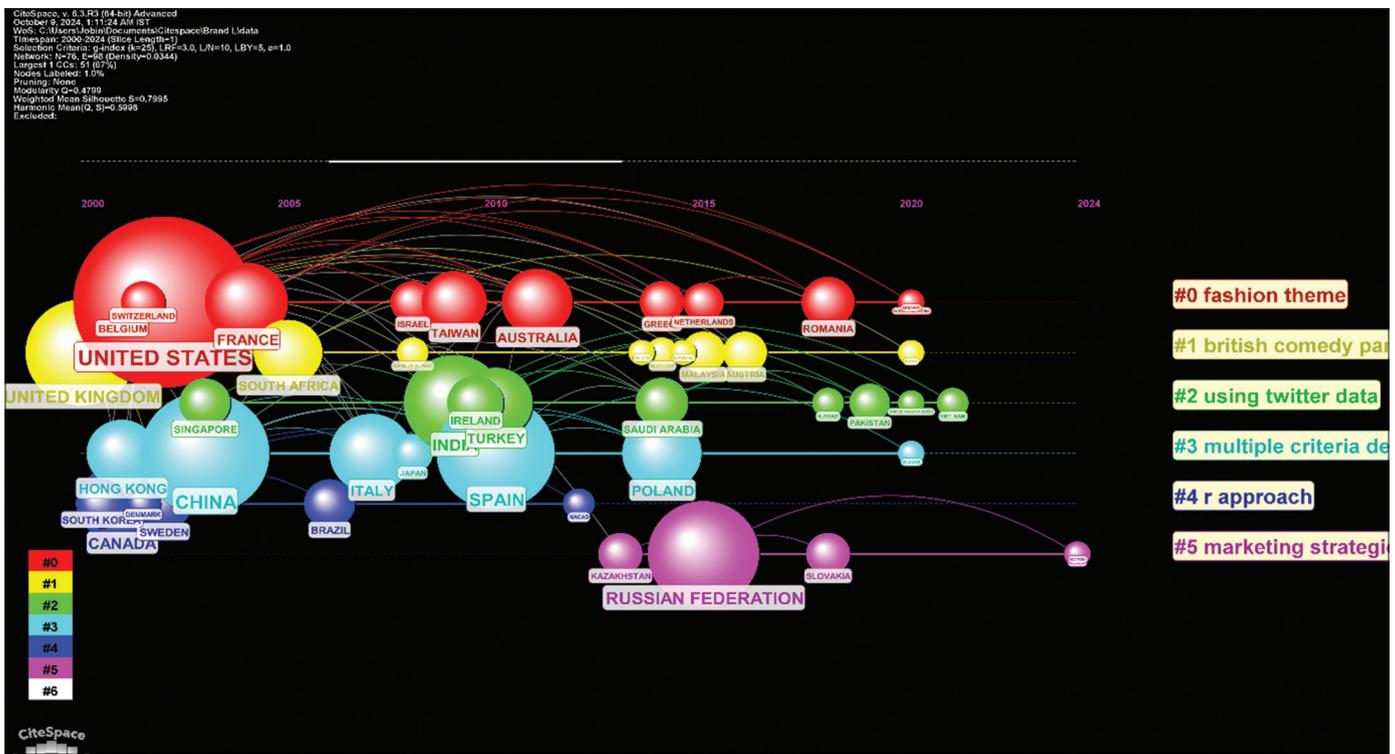
### 3.13. Timeline Network Visualization of Countries Collaborations

The timeline network visualization of country collaborations in Figure 10 reveals seven distinct clusters, each representing a network of countries frequently collaborating on research topics across various academic fields. These clusters provide insight into the distribution of scholarly contributions from different countries, showcasing their influence and specialization. Cluster

#0: Fashion Theme is the largest, with 12 members and a silhouette value of 0.868. This cluster focuses on topics related to fashion marketing, online consumer engagement, and digital review systems. The most cited articles explore detecting and preventing online firestorms in brand communities, the role of storytelling in branding, and the analysis of consumer reviews. The United States leads this cluster with 103 citations, reflecting its dominant role in fashion and digital marketing research. Other significant contributors include France (21 citations), Australia (15 citations), Taiwan (12 citations), and Romania (8 citations), indicating a broad international interest in the field of fashion marketing.

Cluster #1: British Comedy Panel Show consists of 9 members and has a silhouette value of 0.791. This cluster examines media, identity, and humor within the context of British comedy panel shows. The cited research covers topics such as language, gender, and identity, with an emphasis on how British media reflects societal norms and values. The United Kingdom is the most cited country in this cluster with 38 citations, underlining its leading role in media studies, particularly regarding British cultural output. Other contributors include South Africa (14 citations), Malaysia (5 citations), Austria (5 citations), and Norway (2 citations), reflecting a mix of countries engaged in cultural and media analysis. Cluster #2: Using Twitter Data also includes 9 members, but has a lower silhouette value of 0.652. This cluster focuses on sentiment analysis and consumer behavior studies using Twitter data. Research in this area investigates how brands are perceived on social media and how corporate social responsibility is discussed. India is the most cited country with 31 citations, showcasing its strong contribution to social media analytics and data-driven consumer research. Other important contributors are Turkey (16 citations), Ireland (9 citations), Saudi Arabia (8 citations), and

Figure 10: Timeline network visualization of countries collaboration



Singapore (7 citations), highlighting the global interest in using Twitter for sentiment analysis and market research.

Cluster #3: Multiple Criteria Decision contains 7 members with a silhouette value of 0.787. This cluster focuses on decision-making models, particularly those used in corporate social responsibility (CSR) and brand evaluation contexts. Key articles apply advanced decision-making techniques like fuzzy logic and probabilistic linguistic methods. China dominates this cluster with 52 citations, indicating its significant role in the development of multiple criteria decision-making (MCDM) frameworks. Spain (43 citations), Italy (21 citations), Poland (19 citations), and Hong Kong (15 citations) also make substantial contributions, showing the importance of European and Asian research collaborations in this field. Cluster #4: R Approach consists of 6 members and focuses on the use of R programming for data mining and sentiment analysis in social media research. With a silhouette value of 0.736, this cluster includes articles that programmatically classify tweets and study consumer engagement on platforms like Twitter. Canada leads the contributions with 23 citations, followed by Sweden (9 citations), South Korea (7 citations), Brazil (7 citations), and Denmark (3 citations), demonstrating the global reach of R-based data analysis techniques in marketing and consumer behavior research.

Cluster #5: Marketing Strategies includes 5 members and has a silhouette value of 0.923. This cluster examines marketing communication strategies, with a focus on regional linguistic landscapes and advertising methods. Research topics include clickbaiting, linguistic frustration, and brand management in tourism. The Russian Federation is the leading contributor with 38 citations, reflecting its prominence in regional marketing strategies and linguistic research. Other countries involved are Kazakhstan (5 citations), Slovakia (5 citations), Armenia (1 citation), and Georgia (1 citation), showcasing collaboration across Eastern Europe and Central Asia in marketing and linguistic studies. Finally, Cluster #6: Sina Weibo is the smallest cluster with 3 members and a silhouette value of 0.946. It focuses on social media platforms like Sina Weibo and Twitter, exploring how cultural differences influence brand communication. The cited articles also include semiotic analyses of brand myths and luxury heritage. Germany leads this cluster with 18 citations, followed by Portugal (6 citations) and Mexico (3 citations), emphasizing the role of these countries in exploring global social media consumption and brand communication across different platforms.

#### 4. DISCUSSION

A number of general trends and development areas can be outlined based on an analysis of the evolving landscape regarding branding and linguistics research: In particular, the sharp rise in annual scientific production since 2013 underlines the fact that the area of intersection between branding and linguistics has gained the attention of scholars. This reflects not only a growing sophistication in branding strategies but also the adoption of new technologies and methodologies-like machine learning, sentiment analysis, and social media analytics-which have become integral in the attempt to understand consumer behavior and brand perception in a digital world.

This is supported by analysis of the most relevant sources and authors, using the contribution spread, with a good spread of researchers across disciplines of marketing, linguistics, and computer science. The leading works of Herrera F and Wu DD combine branding with the most current decision-making frameworks and AI-based tools. The span of publication venues, from marketing journals to interdisciplinary platforms such as World Englishes and Lecture Notes in Computer Science, reflects the diverse and cross-disciplinary nature of research in this field. This points to the importance of collaboration across domains, since branding increasingly touches on computational linguistics, AI, and consumer psychology.

Mapped co-occurrence keywords show that the branding has not been confined only to conventional themes of advertising and brand identity, but it has embraced modern themes such as social media, Instagram, and sentiment analysis. This might be a good example of how brands are using digital platforms in building their consumer relationships in more interactive and personal ways. The rise of machine learning and AI-driven decision-making also reflects the role of technology in parsing consumer sentiment to inform brand strategies and predict market trends. This thematic map underlines the increased importance of digital strategies in branding, pinpointing social media and AI tools as motor themes that drive current research. However, some evergreen concepts-like brand names and advertising language-emerge as basic themes, indicating thereby that even in these regards, there is further innovation and improvement. Specialized themes such as brand recall and emotional ads developed to show where brands were trying to connect with consumers deeper levels emotional using new platforms and new means to make an indelible impress.

The three-field plot summarizes the important relationships that occur between themes of research, influential authors, and major publication outlets. It also teases out the interdisciplinary nature of branding research where scholars from a wide array of disciplines contribute to the developing body of knowledge related to the ways in which brands interact with their consumers through different media. Topics such as social media and advertising would seem to be kingpins of the discussion, while key authors are seen to issue continual streams of work through influential journals. This suggests that research is robust, perhaps collaborative, with an easy flow between different scholars, topics of interest, and publication venues.

The bibliographic coupling analysis done here depicts that the global research network is characterized by strong collaborative connections not only amongst the United States, the United Kingdom, and China but also extends to some European nations. It evidences that research on branding is truly international; different regions make their contributions to knowledge in unique ways. This, therefore, shapes the increased impact of emerging markets on global branding strategies. In this regard, while brands are increasingly operating within a globalized marketplace, it has become critically important to understand linguistic and cultural diversity for effective and culturally sensitive branding strategies. The following analysis will attempt to provide an overview of the state of research in branding and linguistics with regard to how

both traditional and newly developed technologies and platforms adopt and service concepts of branding. The field is turning more interdisciplinary, with scholars from diverse backgrounds contributing to the discourse. In the wake of branding increasingly crossing over with digital technologies, consumer psychology, and cultural studies, further research in the future should be directed to resolving such gaps of the long-term impact of digital branding on consumer loyalty, embedding of sustainability in branding, and the design of multilingual branding strategies, among others. All these are exciting possibilities for further investigation and innovative contributions in this fast-growing research area within branding and linguistics.

#### 4.1. Research Gaps

Notwithstanding this growing body of research, a number of gaps exist in regard to branding and linguistics. Specifically, while the application of machine learning and sentiment analysis is well-documented, only limited research exists regarding how the adoption of new digital branding strategies may influence brand equity and consumer loyalty over the long term. Most of these studies deal with immediate short-term engagement, such as immediately engaging a consumer on Instagram; there are lacking longitudinal studies that show how these strategies complement or impact the development of trust and loyalty in consumers over time. Equally slack has been a discussion with regard to ethical considerations and the role of sustainability within digital branding. As consumers are increasingly sensitive to environmental and ethical issues, the emerging point for sustainable branding with AI-driven marketing may be an area of further research.

Another gap pertains to the multilingual branding strategy integration. Whereas issues to do with brand naming and advertisement languages are discussed, there is still a need for the study of brands' ability to compete successfully at multilingual markets. As globalization increases, branding across varied audiences takes place in both culturally and linguistically sensitive manners, with research on multilingual branding in practice still limited. Other directions might include investigating the role of localization and cultural semiotics in shaping global branding strategy in response to globalization and focusing on emerging markets. There is also a patent lack of research into the role that AI plays in shaping brand authenticity and consumer trust. While it has repeatedly been used for decision-making frameworks and in detecting sentiments held by consumers, how it would impact the way a brand seems authentic according to the consumers remains convincingly unfounded. Future research could therefore focus on how brands can balance the use of AI with the need to connect in an authentic, human-like way to their audience.

#### 4.2. Practical Implications

These inferences from the analysis have a number of practical implications for brands and marketers alike. First, AI and machine learning that are integrated into branding can help acutely in comprehending consumer behavior and optimizing branding in real time. Through techniques such as sentiment analysis and predictive models, brands can tailor messaging and campaigns that resonate with the trend and penchant of consumer taste,

thus deeper in engagement and loyalty. However, brands should also take equal care not to lean too much toward automation, as overusing AI runs the risk of losing brand authenticity, which might also alienate those very consumers who are desiring a personal and human-brand relationship.

Besides, a focus on Instagram and other social channels may indicate a rise in investment by brands in telling stories and interactive content in order to capture the attention of people in modern times. It highlights how social media has gained more importance in branding studies, thus highlighting the need for the emergence of robust digital identities. It would be important that brands establish narratives which sound true and appeal to their target audiences, leveraging Instagram for community building and personal touches. Besides, this study underlines the necessity for brands to be multilingual and multicultural. Based on the co-occurrence of keywords and thematic map, it would appear that language and culture are increasingly being taken seriously in branding. Brands operating within several countries should invest in localization initiatives, considering linguistic and cultural differences, to get closer to diverse consumer bases.

Third and finally, there is the growing demand for sustainability and ethics in branding. The more research that is conducted on these subjects, the more companies that can implement sustainability into their branding strategies may have the competitive advantage by appealing to the eco-conscious consumer. Practical steps could be taken by promoting supply chain transparency, reducing environmental impact, and ensuring that marketing messages are on par with bigger sets of ethical values. In other words, branding and linguistics shed a great deal of light on how branding has changed in the digital era. By addressing identified research gaps and leveraging practical implications, the brand can stay ahead in an increasingly competitive and technologically advanced market.

## 5. CONCLUSION

The study will provide a current review of state-of-the-art research in the field of branding combined with linguistics. The results of this research showed that branding innovations are increasingly caused by developments within the fields of machine learning, analytics on social media networks, and sentiment analyses. Conventional theories of branding do remain relevant but are changing in the wake of increasing dependencies upon digital platforms, supported by AI-driven decision-making tools. The study also identified a number of major contributors among both authors and journals, which shows the cross-sectional nature of this field. This is evidenced by the thematic map and keywords co-occurrence, which includes digital branding strategies, whereas social media and AI tools have become vital drivers of the research.

The global network of research collaboration underlines the relevance of international perspectives-especially those from regions of the Asia-Pacific and Europe. While improvement has been attained, there are a number of research gaps that persist on long-term effects of digital branding on consumer loyalty, ethics in AI-driven branding, and multibranding strategies. In addressing such gaps, other opportunities for further innovation

and exploration of the field become possible. The merger of branding, linguistics, and advanced technologies presages a bright prospect both for academic research and practical applications with a view to the future of branding.

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