

TWENTY-FIVE YEARS OF THE *ASIAN ACADEMY OF MANAGEMENT JOURNAL* (AAMJ): INTELLECTUAL STRUCTURE MAPPING AND BIBLIOMETRIC REVIEW

Imran Ahmed Shahzad^{1*}, Atallah Fahed Alserhan², Muhammad Farrukh³, Nilufar Yasmin⁴, and Jason Wai Chow Lee⁵

¹*Post Graduate Centre, Limkokwing University of Creative Technology, Malaysia*

²*Faculty of Economics and Administrative Sciences, Department of Business Administration, Al-Albyt University, Jordan*

³*School of Management and Economics, Beijing Institute of Technology, Beijing, China*

⁴*Faculty of Management Sciences, Department of Business Administration, Ilma University, Karachi, Pakistan*

⁵*UCSI Graduate Business School, Faculty of Business and Management, UCSI University, Kuala Lumpur, Malaysia*

*Corresponding author: imran_rana77@hotmail.com

Published online: 4 June 2021

To cite this article: Shahzad, I. A., Alserhan, A. F., Farrukh, M., Yasmin, N., & Lee, J. W. C. (2021). Twenty-five years of the *Asian Academy of Management Journal* (AAMJ): Intellectual structure mapping and bibliometric review. *Asian Academy of Management Journal*, 26(1), 25–46. <https://doi.org/10.21315/aamj2021.26.1.2>

To link to this article: <https://doi.org/10.21315/aamj2021.26.1.2>

ABSTRACT

In commemoration of the 25th anniversary of the Asian Academy of Management Journal (AAMJ), this study presents a general overview on the publication structure of the journal from 1996 to 2019. The study identifies the most productive authors, universities, and countries mainly using the Scopus database. It also enlists the most cited documents of the journal. Besides, the study graphically maps the intellectual structure based on co-citation, bibliographic coupling, and co-occurrence of authors' keywords. The findings show the prominent Asian profile of the journal where most of the contributions come from the Asian countries and the universities. Specifically, authors from Malaysia and India remain the most frequent contributors. These findings provide readers of AAMJ with an objective overview of the trends of the journal. The study may be useful for future contributors as it provides inputs for the future research agenda.

Keywords: co-citation, bibliometric coupling, Scopus, VOSviewer, co-occurrence

INTRODUCTION

The first decade of the 20th century experienced scientific contributions in management and gradually developed to multidisciplinary theories. It is observed that globalisation, access to the information and technology have changed the game rules where the fragile academic environment seems getting stifled day by day with more pressure to remain at the abreast of the competitive institutes (Smither et al., 2016). Further, publication of research articles has remained to be one of the primary academic activities that make a difference and primarily caused academic institutes to push staff and students for continuous research and publishing. On the other hand, variety, growth, numbers, and nature of journals have also triggered a competitive situation among related stakeholders, for example researchers, authors, reviewers, editors, managers, institutes, and countries. It is also observed over the period of time that when one area of management gets researched up to maturity level, other connecting areas of research are explored, which enable publishing moves on to the next level (Ramos-Rodríguez & Ruíz-Navarro, 2004).

It is observed that a handful collection of publishing become the bases for the new horizon of research that instigates testing and development of theories and models where researchers start inventing extended models, amalgamation, novelty, and invention. The study of this “advancement” in a chronological way becomes significant to ensure the understanding in refining stages of the concepts, models, and of the most influential studies, authors, areas, and keywords. This knowing helps researchers in setting their future research directions, readers to understand the evolving steps of specific areas and management of journals to reset or revise the scope of their work, and further inculcation of expansion in publishing scope. One of the primary techniques for doing this exercise is termed as “bibliometric analysis” in the field of research and publishing.

Bibliometric analysis equips readers and researchers for explorations with an understanding of growth, changes, and research streams in specific fields. Diodato and Gellatly (2013) highlighted that in bibliometric studies, certain quantitative techniques are applied to analyse large volumes of documentation (Diodato & Gellatly, 2013; Nawaz et al., 2020), it is a field of “information and libraries sciences” (Bar-Ilan, 2008), quantitative method of bibliographies (Broadus, 1987) are used for screening and cataloging general research trends related to a specific field, area, country or journal. Further to this, bibliometric studies also answer the knowledge contributions (Amiguet et al., 2017), institutional role (Martínez-López et al., 2018), geography (Bonilla et al., 2015), and subject areas (Saha et al., 2020). Fernandez-Alles and Ramos-Rodríguez (2009) highlighted that bibliometric studies reconstruct the history of various scientific trends and

removal of misperceptions. Most of the journals publish their bibliometric studies on several occasions, for example, on anniversaries, end or start of the new decades and centuries. Some of the most recent bibliometric analysis are highlighted in Table 1.

Table 1
Recently published bibliometric studies

Journal name	Period covered		Publication
	From	To	
Journal of Business Research	1973	2017	Donthu et al., 2020
International Journal of Computer Integrated Manufacturing	1988	2017	Laengle et al., 2018
The Journal of Political Economy	1892	2017	Amiguet et al., 2017
European Journal of Marketing	1967	2017	Martínez-López et al., 2018
Business Strategy and the Environment	1992	2019	Farrukh et al., 2020a; 2020b
Sustainable Development	1993	2019	Farrukh et al., 2020a; 2020b

This study focuses on the trends of publications and citations of the *Asian Academy of Management Journal* (AAMJ). This study comprised over the 25 years of publishing, since the inception of AAMJ in 1996. The main source of data was retrieved from Scopus database, which comprised of over 5,000 publishers with more than 22,000 titles with real-time update and coverage of multidisciplinary areas around the globe.

AAMJ is jointly published by Penerbit Universiti Sains Malaysia and the Asian Academy of Management. AAMJ is one of the mainstream management journals; specifically from Asia, in general, while Malaysia, in specific. Within a time frame of 25 years, the management team of the journal has put countless efforts that enabled AAMJ to gain its place among the competitive world of publishing, appealed exceedingly well around the globe, and established its academic distinction in the area of business and management. AAMJ is one of the journals having the latest submission system using the ScholarOne Manuscripts™ along with reputable indexing databases such as Clarivate Analytics' Emerging Sources Citation Index (ESCI), Elsevier's Scopus, Excellence in Research for Australia (ERA), and EBSCO.

On completion of the 25 years (silver jubilee) of AAMJ in publishing, this paper aims at analysing the trajectory of research by employing bibliometric analysis technique. This study addresses the most significant questions in the pursuit of

publishing since 1996 by covering scattered dots of published research, publication structures, citations, trends, productive researchers, popular authors, and the most commonly used terminologies and keywords. Further to this, the current study highlights the performance of AAMJ, the most cited documents, contributions of countries, authors and institutions, collaboration among authors, countries, and journals.

Through covering the scattered dots, this study enables the editorial team, academicians, authors, and researchers to understand the scope and objectives of AAMJ. It assists researchers in identifying the gaps, mostly researched areas, and topics to set future research directions. This study also enables management of the journal to see which areas are uncovered during the last 25 years and then adjust the policies, scope, and “call for papers” accordingly.

This paper has been given an order as follows: the first part covers the introduction, the second part explains the employed methods and materials. Abstracted results through software-generated bibliographic are summarised in section three. Section four comprises of discussion on the results, limitations, future directions, and conclusion.

METHODS

With an aim to extract bibliographic data of AAMJ, the Scopus database has been consulted. As Scopus database is one of the prominent peer-review repositories for researchers covering business, management, social sciences studies and is having plenty of datasets in repository related to the quantitative studies (Donthu et al., 2020), therefore for this quantitative study, data derived from Scopus database were used.

“Asian Academy of Management Journal” in the “Source Title” has been searched, which showed 343 documents in total. To ensure that publications of AAMJ are only to be included in the analysis, extracted data has been scrutinised manually and found 172 documents of the “Asian Academy of Management Journal of Accounting and Finance,” were also listed in the database. Thus, those 172 documents were excluded from the extracted data as these were from another journal but in the database, it was shown collectively. Resultantly, bibliographic data of 171 AAMJ documents were extracted, and from the year 1996 to 2010, manually calculated 169 documents were additionally added for analysis purposes. It is also pertinent to mention that, although AAMJ started its publications in 1996, however, the Scopus database started to record its publications from 2011

onwards, thus for running co-citation, bibliographic coupling, and co-occurrence of keywords analysis only 171 documents were consulted while to analyse the publication per year, manually extracted data from AAMJ website were considered for further reference. A detailed flow chart regarding the design of the study is shown in Figure 1.

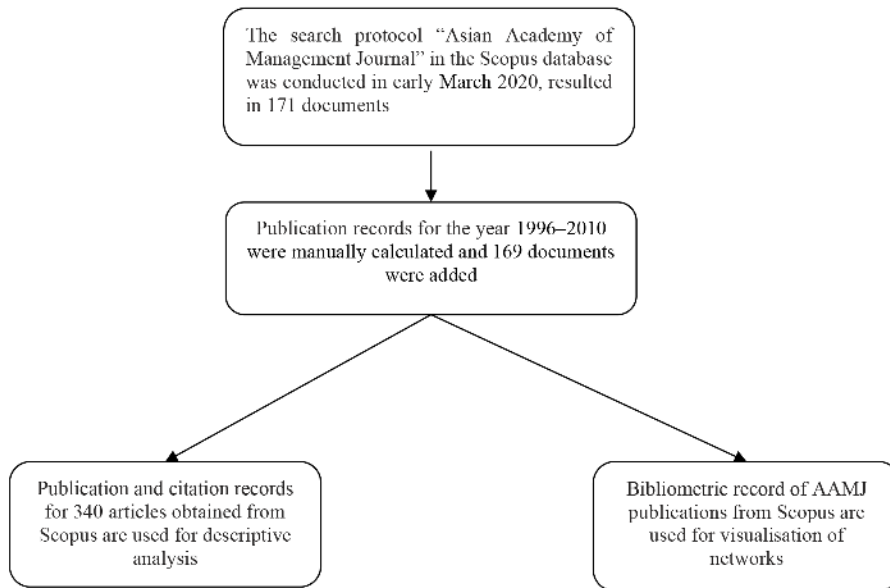


Figure 1. Research design

There are several ways to analyse journals through calculations regarding citations, documents, authors, countries, and couplings. The same way this study has been done with an extended focus on the total number of publications and total number of citations (it shows the popularity and impact of the research); therefore this study adopted bibliometric technique because it is one of the quantitative techniques (Broadus, 1987) that can provide a holistic view of the entire data and related details.

In this study, VOSviewer (Van Eck & Waltman, 2010) has been implied for data analysis. It generates analysed results in presentable forms of tables and graphics better than other software applications (Van Eck & Waltman, 2010). This software is found incredibly helpful in preparing and presenting the bibliometric coupling. Bibliographic coupling occurs when two works reference the third work in their bibliographies (Small, 1973). It is an indication that a probability exists that the two works treat a related subject matter. Two documents are being

bibliographically coupled if both cite one or more documents in common. Co-occurrence of key terms means the key terms that repeatedly appear in the studied documents while co-citation is defined as the frequency with which two documents are cited together by a third document (Small, 1973, p. 265). The main usage of bibliometric coupling is to show the authors and institutions working together while co-citations are significant to show the documents and journals. Finally, co-occurrence is used for the categorisation of keywords under general topics and specific dimensions.

RESULTS

Structure of Publications and Citations in AAMJ

Over the last 25 years (1996–2019), AAMJ has published 340 (171 indexed in Scopus) documents in total, out of which the highest number of the documents (32) are found published in the year 2019 and the least (8) was in the year 1997. Table 2 summarised the yearly total number of publications and citations. AAMJ has published almost 14 documents on yearly average from 1996–2019. It is also found that AAMJ remained consistent in publishing the number of documents for 25 years except in 2016 and 2019 with the distinction of supplements issues. The case with the number of citations of AAMJ publications throughout this 25-year remained very dramatic. Figure 2 presents the number of publications and citations from 1996–2019.

Figure 2 shows that in the first 12 years, AAMJ either did not get any citations or were not recorded in the databases. From the year 2008 onwards, AAMJ took a slow start and then reached a certain height of visibility around the world. As per Table 2, this growth trend is marvelous, especially in 2019, when it got the highest number of citations, 241. In the last 11 years, 340 documents of AAMJ received 598 citations.

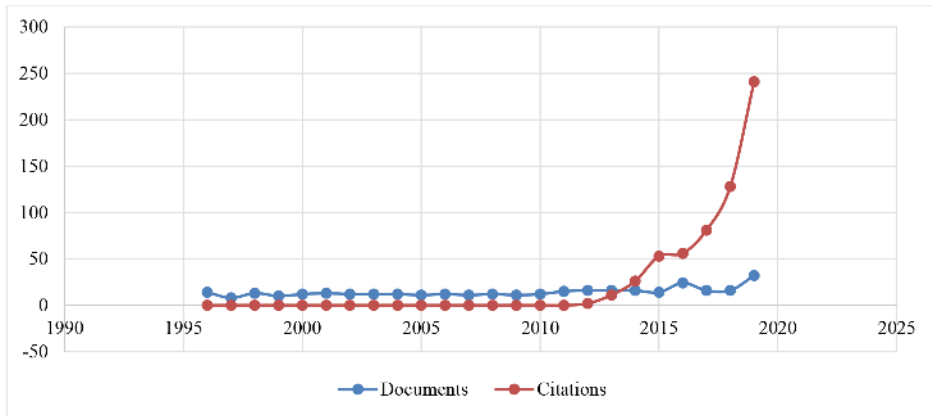


Figure 2. Publications and citations of AAMJ from 1996 to 2019

Table 2

Total number of documents and citations for the year 1996 to 2019

Year	No. of documents	No. of citations	Year	No. of documents	No. of citations
2019	32	241	2007	11	0
2018	16	128	2006	12	0
2017	16	81	2005	11	0
2016	24	56	2004	12	0
2015	14	53	2003	12	0
2014	16	26	2002	12	0
2013	16	11	2001	13	0
2012	16	2	2000	12	0
2011	15	0	1999	10	0
2010	12	0	1998	13	0
2009	11	0	1997	8	0
2008	12	0	1996	14	0
	200	598		140	0
Total documents = 340					
Total citations = 598					

Leading Authors, Countries, and Universities in AAMJ

It is observed that several well-known authors and researchers have contributed to AAMJ during the last 25 years, but some of them remained prominent in terms of number of publications and citations. Table 3 highlights the most influential authors in AAMJ for their contributions towards multiple documents and generated citations. From the table, Prashar, S.; Ramayah, T.; and Tan, C.L. were found to be the authors with maximum number of documents, each with five documents; followed by Masron, T.A.; Parsad, C.; and Vijay, T.S. with four documents each. Further to this, Prashar, S. and Tan, C.L. remained the most popular authors who secured eight citations form five documents, followed by Parsad, C. and Vijay, T.S with seven citations from four documents.

Table 3
The most productive authors of AAMJ

Rank	Name	Affiliation	Total documents	Total citations	Most cited publication	Citations to most cited document
1	Prashar, S.	Indian Institute of Management Raipur, Raipur, India	5	8	Segmenting online shoppers: A study of consumers' web portal selection motivations for e-shopping	5
2	Ramayah, T.	Universiti Sains Malaysia, School of Management, Gelugor, Malaysia	5	5	Antecedents of trust towards the attitude of charitable organisation in monetary philanthropic donation among Generation-Y	2

(continued on next page)

Table 3: (continued)

Rank	Name	Affiliation	Total documents	Total citations	Most cited publication	Citations to most cited document
3	Tan, C.L.	Universiti Sains Malaysia, Graduate School of Business, Gelugor, Malaysia	5	8	Influence of supervisory control on salesperson performance: Examining the role of adaptive selling behaviour as a mediator	2
4	Masron, T.A.	Universiti Sains Malaysia, School of Management, Gelugor, Malaysia	4	6	Regional effects of monetary policy in China: The role of spillover effects	3
5	Parsad, C.	Rajagiri Business School, Kochi, India	4	7	Segmenting online shoppers: A study of consumers' web portal selection motivations for e-shopping	5
6	Vijay, T.S.	Marketing Department, Indian Institute of Management Ranchi, India	4	7	Segmenting online shoppers: A study of consumers' web portal selection motivations for e-shopping	5

It is also estimated that some universities/institutes remained most popular in terms of publications and citations. Institution/university means the affiliations that authors showed when they published their works. The list of the universities/institutes is summarised in Table 4. It is found that Universiti Sains Malaysia (USM) remained at the top as it produced the highest number of documents (28). This sequence has been followed by International Islamic University Malaysia (IIUM) and Universiti Kebangsaan Malaysia (UKM) as these universities published 13 and 11 documents, respectively.

Another aspect of the study is to look at the country. Malaysia is the most productive country with 92 documents followed by India with 18 published documents, Australia with 16 documents, Vietnam with 10, and Indonesia with 9 documents remained quite visible on the chart. United States of America, Pakistan, Iran, and Thailand remained to be the lowest on the list as these countries could produce only 5 documents each with AAMJ.

Table 4
The most productive institutes and countries with total documents

No.	University/Institute name	Total documents	Country name	Total documents
1	Universiti Sains Malaysia	28	Malaysia	92
2	International Islamic University Malaysia	13	India	18
3	Universiti Kebangsaan Malaysia	11	Australia	16
4	Universiti Utara Malaysia	9	Vietnam	10
5	Universiti Kuala Lumpur	8	Indonesia	9
6	Universiti Malaysia Sarawak	7	South Korea	6
7	Universiti Putra Malaysia	5	Iran	5
8	University of Malaya	5	Pakistan	5
9	Indian Institute of Management Raipur	5	Thailand	5
10	Universiti Teknologi MARA	3	United States	5

The Most Cited Documents of AAMJ

This study highlights the most cited document since the inception of AAMJ. Details are summarised in Table 5. Listed documents are having a minimum of 10 citations since 1996. The most influential document is “Job satisfaction

and organisational citizenship behaviour: An empirical study at higher learning institutions” published in 2011 with 45 citations, followed by the document “The importance of corporate social responsibility on consumer behaviour in Malaysia” published in 2011 with 43 citations. The least impact-generating documents in the list were written by Haron H., Ismail I., Oda S. (2015), Ismail M.D. (2013), Roxas H.B., Chadee D. (2011), Chuluunbaatar E., Ottavia, Luh D.-B., Kung S.-F. (2011), and Omar N.A., Aziz N.A., Nazri M.A. (2011) which could generate 10 citations each.

Table 5
The most cited documents of AAMJ from 1996 to 2019

Rank	Authors	Title	Year	Cited by
1	Mohammad J., Habib F.Q., Alias M.A.	Job satisfaction and organisational citizenship behaviour: An empirical study at higher learning institutions	2011	45
2	Rahim R.A., Jalaludin F.W., Tajuddin K.	The importance of corporate social responsibility on consumer behaviour in Malaysia	2011	43
3	Teck-Hong T., Waheed A.	Herzberg’s motivation-hygiene theory and job satisfaction in the Malaysian retail sector: The mediating effect of love of money	2011	39
4	Mathew R.V., Panchanatham N.	An exploratory study on the work-life balance of women entrepreneurs in South India	2011	31
5	Hadi A.R.A., Zainuddin Z., Hussain H.I., Rehan R.	Interactions of short-term and long-term interest rates in Malaysian debt markets: Application of error correction model and wavelet analysis	2019	28
6	Le T.D., Nguyen B.-T.H.	Attitudes toward mobile advertising: A study of mobile web display and mobile app display advertising	2014	20
7	Ghee W.Y., Ibrahim M.D., Abdul-Halim H.	Family business succession planning: Unleashing the key factors of business performance	2015	18
8	Ismail A.I., Rose R.C., Uli J., Abdullah H.	The relationship between organisational resources, capabilities, systems and competitive advantage	2012	18
9	Rawung F.H., Wuryaningrat N.F., Elvinit L.E.	The influence of transformational and transactional leadership on knowledge sharing: An empirical study on small and medium businesses in Indonesia	2015	17

(continued on next page)

Table 5: (continued)

Rank	Authors	Title	Year	Cited by
10	Yen T.S., Idrus R., Yusof U.K.	A framework for classifying misfits between enterprise resource planning (ERP) systems and business strategies	2011	17
11	Opaloğlu C.	Consumer motivation and concern factors for online shopping in turkey	2012	15
12	Zain O.M., Jan M.T., Ibrahim A.B.	Factors influencing students' decisions in choosing private institutions of higher education in Malaysia: A structural equation modelling approach	2013	14
13	Mohamad Radzi K., Mohd Nor M.N., Mohezar Ali S.	The impact of internal factors on small business success: A case of small enterprises under the FELDA scheme	2017	12
14	Ocampo L.A., Clark E.E.	A sustainable manufacturing strategy framework: The convergence of two fields	2015	12
15	Qader I.K.A., Zainuddin Y.	The influence of media exposure, safety and health concerns, and self-efficacy on environmental attitudes towards electronic green products	2011	12
16	Said M.F., Adham K.A., Abdullah N.A., Hänninen S., Walsh S.T.	Incubators and government policy for developing it industry and region in emerging economies	2012	11
17	Haron H., Ismail I., Oda S.	Ethics, corporate social responsibility, and the use of advisory services provided by SMEs: Lessons learnt from Japan	2015	10
18	Ismail M.D.	Learning orientation and trust in small and medium enterprise (SME) export competitive advantage	2013	10
19	Roxas H.B., Chadee D.	A resource-based view of small export firms' social capital in a southeast Asian country	2011	10
20	Chuluunbaatar E., Ottavia, Luh D.-B., Kung S.-F.	The entrepreneurial start-up process: The role of social capital and the social economic condition	2011	10
21	Omar N.A., Aziz N.A., Nazri M.A.	Understanding the relationships of program satisfaction, program loyalty and store loyalty among cardholders of loyalty programs	2011	10

Most Productive Authors for Citing AAMJ

A list of most productive authors is given in Table 6. This analysis examines the significance, influence, and popularity of a journal as it identifies who cited AAMJ most frequently. At the top of the list are Fahmy-Abdullah, M., Omar, N.A., and Sieng, L.W. who cited AAMJ six times each followed by Al Mamun, A., Kumar, A., and Saudi, M.H.M. (five times); and Dash, M. K., Ichsani, S., Quoquab, F., and Uddin, U. who cited four times each.

Table 6
Most citations to AAMJ by authors

Rank	Name	Citation to AAMJ
1	Fahmy-Abdullah, M.	6
2	Omar, N.A.	6
3	Sieng, L.W.	6
4	Al Mamun, A.	5
5	Kumar, A.	5
6	Saudi, M.H.M.	5
7	Dash, M.K.	4
8	Ichsani, S.	4
9	Quoquab, F.	4
10	Udin, U.	4

It is also worth noting here that which country and journal has cited AAMJ publications. Table 7 shows the top citing journals, where “Journal of Advanced Research in Dynamical and Control Systems,” “Sustainability,” “International Journal of Innovation Creativity and Change,” and “International Journal of Supply Chain Management” are found at the top of the list as these journals had cited AAMJ 15, 15, 13, and 13 times, respectively. The least productive journal was “African Journal of Hospitality Tourism and Leisure” which cited AAMJ six times. Table 7 further summarised the country which cited AAMJ.

Table 7
AAMJ's top citing journals and countries

Rank	Journal	TD citing AAMJ
1	Journal of Advanced Research in Dynamical and Control Systems	15
2	Sustainability	15
3	International Journal of Innovation Creativity and Change	13
4	International Journal of Supply Chain Management	13
5	International Journal of Psychosocial Rehabilitation	12
6	Asian Academy of Management Journal	10
7	Jurnal Pengurusan	10
8	Global Business Review	8
9	Journal of Islamic Marketing	8
10	African Journal of Hospitality Tourism and Leisure	6
Country		
1	Malaysia	197
2	India	96
3	Indonesia	89
4	United States	51
5	United Kingdom	34
6	China	32
7	Australia	24
8	South Africa	21
9	Spain	18
10	United Arab Emirates	17

Note: TD = total number of documents

Bibliographical Analysis of AAMJ by VOSviewer

This section explains the bibliographic coupling, co-occurrence of key terminologies, and co-citations through visual of bibliographic data. The first analysis is given in Figure 3 regarding co-citations. Laengle et al. (2018) pointed out that “co-citation of journals occurs when two documents of two different journals receive a citation from the same third document of another journal.” It uses citation count to develop the similarity between the journals, documents, and or authors. A fundamental principle of co-citation is that the more two documents are co-cited, the more likely they would discuss the same research topics. In literature,

different types of co-citations are used, for example, authors co-citations, journal co-citations (Farrukh et al., 2020a; 2020b), and document co-citation analysis.

In Figure 3, each circle is representing a journal and connection circular lines highlight co-citation among journals. Figure 3 shows that the AAMJ, *Academy of Management Review*, *Journal of Accounting and Economics*, *Journal of Applied Psychology*, *Strategic Management Journal*, *Journal of Marketing*, and *Decision Support Systems* are the primary journals that are being mostly cited in AAMJ.

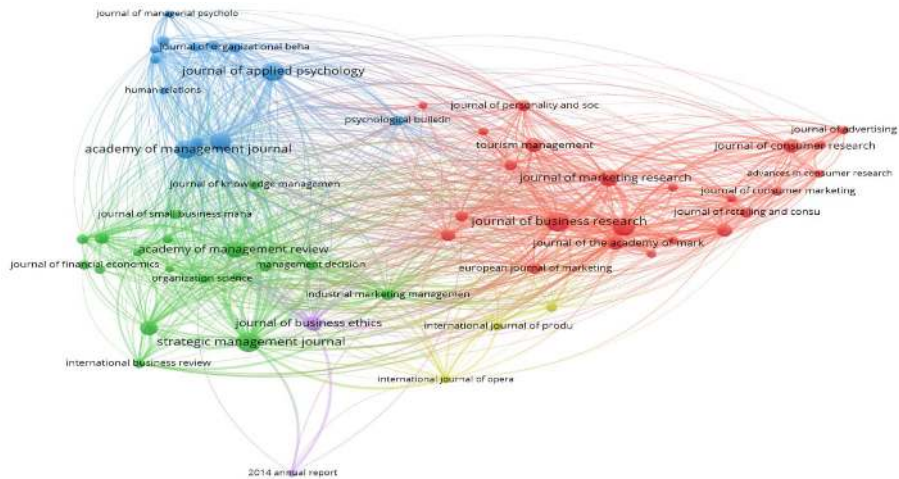


Figure 3. Co-citation of journals in AAMJ

As a significant finding is to understand the bibliographic coupling. The bibliographic coupling occurs when two different documents from two different sources cite a third document. Bibliographic coupling of countries happens when a document from Country A and Country B cite the third document from Country C commonly.

Figure 4 highlights the bibliographic coupling among published documents and refers to the leading schools, institutes, and universities that published in AAMJ. This helps us in understanding how different institutes remained common at the same time. It shows that School of Distance Education, Graduate School of Business, School of Social Sciences, and School of Management in USM; Universiti Putra Malaysia; Universiti Utara Malaysia; Sangmyung University, South Korea; the University of Delhi; and Indian Institute of Management (IIM) remained coupled with AAMJ.

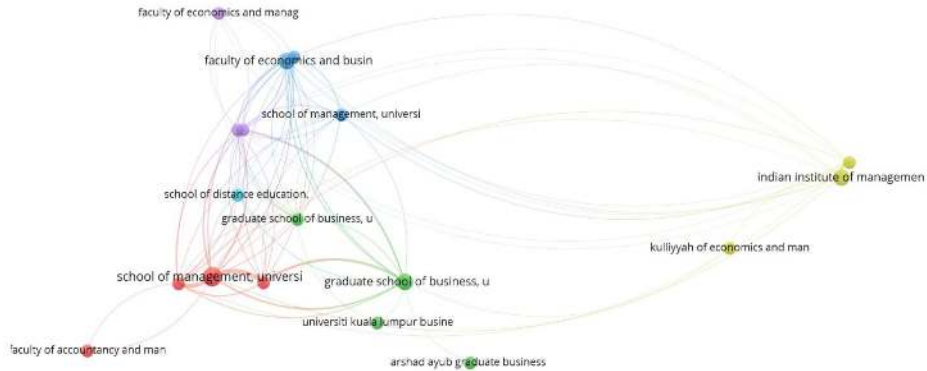


Figure 4. Bibliographic coupling of institutions publishing in AAMJ

Trends in Topics: Future Research Directions

The co-occurrence of the keywords that authors have used in published documents with AAMJ presents a unique set of words. Co-occurrence of keywords in titles and abstracts show trends and covered area. Summary of co-occurrence of these words is given in Table 8.

Co-occurrence of keywords highlights the type of research remained popular and provides future direction to the researchers that if they are interested in publishing in AAMJ, they need to cover these areas and trends while the previous section explained the trajectory of the journal regarding most cited articles and authors. This helps future researchers to find out the next research project titles. The co-occurrence of keywords also helps in tracing documents in any of the specific areas for finding related literature for future research. These repeatedly used words provide a variety of research theories, models, focused management practices and industries, along with the respondent's level of service or business.

A close examination of Figure 5 reveals that most of the research in AAMJ has been conducted in Malaysia (highly occurred country name). Geographically, studies have been covering Malaysia, Vietnam, Japan, Australia, and Indonesia. It shows that AAMJ has covered global level research while the main flux remained focused around Asia. It can also be said that “corporate governance” remained the dominant topic of research in AAMJ over the last 25 years, further to this it is also found that “financial crises” and “performance” are the main areas covered by researchers while publishing in AAMJ.

From the theoretical point of view, “agency theory” has been employed in most of the studies in AAMJ publications. As small and medium enterprises (SMEs) remained the dominant industry in published research articles of AAMJ, future researchers who are interested in getting their work published in AAMJ can focus on business aspects especially related to “performance, organisational commitment, and job satisfaction” in SMEs. The geographical areas (as countries mentioned earlier) repeated in the published documents of AAMJ are the world’s biggest markets and improving day by day, where economies are on growing trends. It indicates that future researchers can focus on these countries, and on the economics side – the corporate social responsibility (CSR) and knowledge.

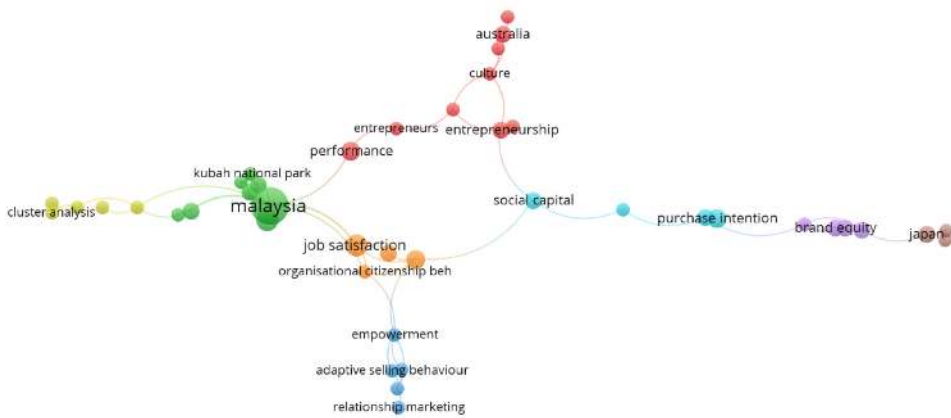


Figure 5. Co-occurrence of authors’ keywords in AAMJ between 1996–2019

Table 8
Co-occurrence of authors’ keywords between 1996–2019

Rank	Keywords	Occurrences	Total link strength
1	Malaysia	15	18
2	Job satisfaction	5	5
3	SMEs	5	1
4	Organisational commitment	4	5
5	Performance	4	2
6	Purchase intention	4	1
7	Vietnam	4	0
8	Australia	3	3
9	Brand equity	3	4
10	Brand loyalty	3	5
11	Brand personality	3	5

(continued on next page)

Table 8: (continued)

Rank	Keywords	Occurrences	Total link strength
12	Corporate social responsibility	3	4
13	Destination competitiveness	3	10
14	Entrepreneurship	3	4
15	Japan	3	3
16	Knowledge sharing	3	0
17	Rural tourism destination	3	10
18	Self-efficacy	3	0
19	Social capital	3	3
20	Trust	3	3

IMPLICATIONS OF THE STUDY

Journals all around the world are expanding as according to the research conducted in the University of Ottawa (2009), “the total number of scientific papers published since 1665, is 50 million and approximately 2.5 million new scientific papers are published each year. With a variety of subjects, approximately 64,000 journals are out there” (Jinha, 2010).

Further to this as Scardamalia (2002, p. 68) summarised, “the academic journals provide the base for the advancement and evolution of knowledge of the community of academicians as well as industries,” these journals provide bases and gradual addition, subtractions, an amalgamation of theories and models with several aspects, cultural backgrounds, and industries. The same is the case with AAMJ as it completed its 25 years of successful publications. Through this paper, it gets revealed that there are certain industries and topics which are as attractive for researchers as these were 25 years back in history. AAMJ has achieved a gradual increase in the number of publications which means most of the time, the finding of one study becomes the starting point for other studies, which further means concepts get nestled year to year.

Future researchers who are interested in publishing with AAMJ should focus on agency theory, financial markets, Malaysia, Indonesia, and SMEs. By doing this, the chances of getting their future research acceptance for publishing in AAMJ seems high. However, in a worldwide perspective, AAMJ has not been in the extremely popular journals compared to the other journals related to management sciences and business education.

For any of the journals the pursuit of publications and moving from a lower category to the upper class have never been easy going. Therefore, for the management of the AAMJ, this study suggests some research topics that can ensure the increment in publishing. AAMJ can introduce extra issues in a year and special issues to grab the attention of the famous authors by hitting their interest areas. This study also highlights valuable guidelines for the reviewers to evaluate received articles, keeping in view the Asian demographics, as it prevailed in AAMJ throughout 25 years. The management of the journals can also see which journals are co-citing with AAMJ, and they can manage collective efforts with those journals in managing new topics, conferences, and special issues.

CONCLUSION

The bibliometric analysis identifies the scientific activities in the targeted areas or journals and predicts research trends. In this connection, bibliometric studies provide a summary of journals' activities in one document and endow with undiscovered aspects of industries and subject areas. This study also attempted to do the same with specific consideration of AAMJ, and it covered approximately 2.5 decades (1996–2019) based on the data available in the Scopus database and AAMJ website.

The first part of the study was to analyse the productivity of the journal, identification of productive authors, influence of institutions, and frequency of the contributors from different countries towards publications in AAMJ; while the second part was comprised of jotting down the guidelines for the stakeholders. Therefore, this paper added value towards the scientific contributions and in-depth analysis of publications. Since the inception of AAMJ, it published a total of 340 documents with 590 citations. From the year 1996 to 2008 AAMJ got no citations (it is possible the no citations were recorded), which has hurt its visibility around the world for the 13 years and later from 2009 onwards it got gradual growth both in publications and citations where in 2019 it published maximum documents (32) and maximum citations (241). The year 2019 remained the most productive year for the journal where the maximum number of published documents generated higher number of citations. It showed that AAMJ remained exceptionally much, acting for the last 11 years. Further to this, the most cited documents and the most productive authors were highlighted. Malaysia remained the main country and SMEs as the main industry of the studies. This all shows that AAMJ has covered the main contributing countries and authors from Asia with several multidisciplinary valuable productions of documents. Its co-citations and bibliometric coupling

showed that AAMJ is not only popular in Asia but also referred to in the advanced countries.

This study has been done under certain limitations, including the Scopus database as data was taken from the sources by exploring through online access. One of the primary limitations was the affiliations of the authors. Author affiliations were taken as they mentioned in the databases. These affiliations were taken at the time when authors produced documents; afterwards, they may have changed their affiliations. Further, one author may have several publications and affiliations at the same time as authors may or may not have been with the same university or institute over multiple years. Despite the limitations, this study articulated research trends for the last 25 years in AAMJ, which guide researchers, reviewers, and management of the journals for necessary steps to be taken for continuous production of the new documents and citations.

AAMJ has proven to be a highly respected journal and has earned high status in the field of management and business research for the past 25 years. AAMJ has made outstanding academic achievements by studying “classic” subjects in specific disciplines. AAMJ has witnessed late but tremendous growth in its publications and citations, demonstrating that it is an exceedingly significant and worthy academic and research channel that has imparted knowledge in many fields. We pay tribute to all contributors (including authors, reviewers, management of the journal, and editors) of the journal for their invaluable academic contributions and efforts to elevate AAMJ to the level it enjoys today.

ACKNOWLEDGEMENTS

The authors would like to thank the Ilma University, Karachi, Pakistan for the financial support given to this study.

REFERENCES

- Amiguet, L., Gil Lafuente, A. M., Kydland, F. E., & Merigó Lindahl, J. M. (2017). One hundred twenty-five years of the *Journal of Political Economy*: A bibliometric overview. *Journal of Political Economy*, 125(6), 1–41.
- Bar-Ilan, J. (2008). Informetrics at the beginning of the 21st century—A review. *Journal of Informetrics*, 2(1), 1–52. <https://doi.org/10.1016/j.joi.2007.11.001>
- Bonilla, C. A., Merigó, J. M., & Torres-Abad, C. (2015). Economics in Latin America: A bibliometric analysis. *Scientometrics*, 105(2), 1239–1252. <https://doi.org/10.1007/s11192-015-1747-7>

- Broadus, R. (1987). Toward a definition of “bibliometrics.” *Scientometrics*, 12(5–6), 373–379. <https://doi.org/10.1007/BF02016680>
- Diodato, V. P., & Gellatly, P. (2013). *Dictionary of bibliometrics*. New York: Routledge. <https://doi.org/10.4324/9780203714133>
- Donthu, N., Kumar, S., & Pattnaik, D. (2020). Forty-five years of *Journal of Business Research*: A bibliometric analysis. *Journal of Business Research*, 109, 1–14. <https://doi.org/10.1016/j.jbusres.2019.10.039>
- Farrukh, M., Meng, F., & Raza, A. (2020a). Twenty-seven years of sustainable development journal: A bibliometric analysis. *Sustainable Development*, 28(6), 1725–1737. <https://doi.org/10.1002/sd.2120>
- Farrukh, M., Meng, F., Wu, Y., & Nawaz, K. (2020b). Twenty-eight years of business strategy and the environment research: A bibliometric analysis. *Business Strategy and the Environment*, 29(6), 2572–2585. <https://doi.org/10.1002/bse.2521>
- Fernandez-Alles, M., & Ramos-Rodríguez, A. (2009). Intellectual structure of human resources management research: A bibliometric analysis of the journal *Human Resource Management*, 1985–2005. *Journal of the American Society for Information Science and Technology*, 60(1), 161–175. <https://doi.org/10.1002/asi.20947>
- Jinha, A. E. (2010). Article 50 million: An estimate of the number of scholarly articles in existence. *Learned Publishing*, 23(3), 258–263. <https://doi.org/10.1087/20100308>
- Laengle, S., Modak, N. M., Merigó, J. M., & De La Sotta, C. (2018). Thirty years of the *International Journal of Computer Integrated Manufacturing*: A bibliometric analysis. *International Journal of Computer Integrated Manufacturing*, 31(12), 1247–1268. <https://doi.org/10.1080/0951192X.2018.1529434>
- Martínez-López, F. J., Merigó, J. M., Valenzuela-Fernández, L., & Nicolás, C. (2018). Fifty years of the *European Journal of Marketing*: A bibliometric analysis. *European Journal of Marketing*, 52(1/2), 439–468. <https://doi.org/10.1108/EJM-11-2017-0853>
- Nawaz, K., Saeed, H. A., & Sajeel, T. A. (2020). Covid-19 and the state of research from the perspective of psychology. *International Journal of Business and Psychology*, 2(1), 35–44. <https://ijbpsy.com/wp-content/uploads/2020/08/IJBPSY2020-kalsoom-1.pdf>
- Ramos-Rodríguez, A., & Ruíz-Navarro, J. (2004). Changes in the intellectual structure of strategic management research: A bibliometric study of the *Strategic Management Journal*, 1980–2000. *Strategic Management Journal*, 25(10), 981–1004. <https://doi.org/10.1002/smj.397>
- Saha, V., Mani, V., & Goyal, P. (2020). Emerging trends in the literature of value co-creation: A bibliometric analysis. *Benchmarking: An International Journal*, 27(3), 981–1002. <https://doi.org/10.1108/BIJ-07-2019-0342>
- Scardamalia, M. (2002). Collective cognitive responsibility for the advancement of knowledge. *Liberal Education in a Knowledge Society*, 97, 67–98.
- Small, H. (1973). Co-citation in the scientific literature: A new measure of the relationship between two documents. *Journal of the American Society for Information Science*, 24(4), 265–269. <https://doi.org/10.1002/asi.4630240406>

Imran Ahmed Shahzad et al.

- Smither, R., Houston, J., & McIntire, S. (2016). *Organization development: Strategies for changing environments*. New York: Routledge. <https://doi.org/10.4324/9781315732046>
- Van Eck, N., & Waltman, L. (2010). Software survey: VOSviewer, a computer program for bibliometric mapping. *Scientometrics*, *84*(2), 523–538. <https://doi.org/10.1007/s11192-009-0146-3>