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Bibliometric study of the Journal of New Marketing Research

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Abstract

The objective here is first, to analyze the components of the trends of publishing, topics, methodology, authors status and references to the articles of the subject journal; and, next, to compare the content and structure of this journal with the criteria of *new regulations on determining the credibility of the Iranian scientific journals*. This study is run through a quantitative content analysis and evaluative methods. The statistical population consists of 372 published articles between 2011 and 2018. The findings reveal that the highest count of articles published in a year with a frequency of 80 is 2014 (21.4%). In terms of the count of authors of an article, 96% of articles (357 articles) are co-authored. It is found that72% of the authors are male, 42% of the first authors, and 27% of all of authors are assistant professors. In total, 1331 keywords are assigned to the journal articles, with a minimum of 2 and maximum of 10. Brand, customer, and market and marketing issues are the most frequent, respectively. Most articles are run by adopting the survey (156 articles) and correlation (72 articles) methods. The average count of references per article is 35, with 83% in English and 17% is Farsi. Moreover, errors are observed in cases like the inclusion of organizational affiliation, academic degree, methodological elements, and citation method, while more than 90% of the criteria of new regulations on determining the credibility of the Iranian scientific journals are observed.
Keywords: Bibliometric analysis, journal evaluation, Article, *Journal of New Marketing Research*, *new regulations on determining the credibility of the Iranian scientific journals*

Introduction

One of the specialized marketing journals is the New Marketing Research Quarterly, established by University of Isfahan in 2011 in association with Shahid Beheshti, Allameh Tabataba'i, Yazd and Shiraz universities; Isfahan University of Technology, and Islamic Azad University Science and Research Branch, Tehran. The fields and research axes of this journal include marketing strategy and market research, with respect to decision making on data mining of marketing strategy and market research, information systems

and market research etc. This journal is validated by Ministry of Science, Research and Technology and is configured in Ebsco, Google scholars, ISC[1], and Doaj (11).

In the 372 published articles in 33 issues over the last eight years in this journal, the lack of precise information on the components of the publication trends, topics, data authors' academic degree, organizational affiliation, etc., citations and references of articles, and their methodology, is evident. Moreover, it is not clear that what extent does the journal comply with the criteria of the new regulations for determining the credibility of the Iranian scientific publications: Consequently assessing the causation of the above issues will highly contribute to this journal's orientation through better management. This in turn will assist researchers to better view the different diameters of this journal from different angles. The objective here is to analyze and evaluate this journal during 2011 to 2018 by responding to the following questions:

1. What is the historical trend of the published articles?
2. What is the extent of the researchers' participation?
3. What is the male and female authors' participation rate?
4. What is the scientific degree of the first authors?
5. What is the status of organizational affiliation and scientific degree of the statistical population?
6. What is the status of the keywords of articles?
7. According to the article keywords, what is the main topic?
8. What is the research methodology of articles?
9. What kind of resource is the dominant citation tendency of articles?
10. To what extend are the *new regulations' criteria observed in determining the credibility of the Iranian scientific journals?*

[1] . Islamic World Science Citation Center (ISC)

Literature review

After searching the web of science, Scopus, Google Scholar, and ISC, it is revealed that no study is run on assessing, analyzing and evaluating the subject Journal through a Bibliometric approach, although, in a number of studies, researchers have analyzed journals and/or articles by applying Bibliometric and/or Content analysis approach, to some of a few the following Table is presented:

Table 1. Review of studied journals with a bibliometric approach

N	Author (s)	Pub. year	Method	Journal Title	Results (extracted from article)
1.	Arkhipov	1999	Analysis of the average age	Nature	One of the key trends in the development of basic sciences, namely, the increase of articles dealing with instrumental analytical chemistry, in Nature is revealed. Direct analysis of articles permits to distinguish a natural trend based on the growth of the activity of scientists and the artificial increase of quantity of papers caused by editorial policy or other external factors (4).
2.	Koehler	2001	Bibliometric	Journal of the American Society for Information Science (JASIS)	based on an analysis of articles published in AD and JASIS from 1950 to 1999, there has been a slow but perhaps inevitable shift based first on the single nonfunded researcher and author to a much wider research and publishing participation among authors, regions, corporate authors, and countries(12).
3.	Mondello & Pedersen	2003	Content analysis	Journal of Sports Economics	The 10 issues yielded 55 articles representing the work of 77 authors (95.3% male, 4.7% female). The majority of the articles reviewed were quantitative (94.1%), and the preferred statistical methodology utilized was regression analysis (64%). The highest percentages of articles focused on team performance and payrolls (20%) as well as labor market research (12.9%), (17).
4.	Crawley-Low	2006	-	American Journal of Veterinary Research (AJVR)	Majority of items cited were journals (88.8%). Current sources of information were favored; 65% of the journals and 77% of the books were published in 1990 or later. Dividing the cited articles into 3 even zones revealed that 24 journals produced 7,361 cited articles in the first zone. One hundred thirty-nine journals were responsible for 7,414 cited articles in zone 2, and 1,409 journals produced 7,422 cited articles in zone 3, (6).
5.	Sam	2008	-	Ghana Library Journal	Majority of the items cited were journals (44.5%), followed by books (32.5%), and reports (9.4%). Current sources of information were about 62.9% of the journals and 48.8% of the books appearing in the reference lists were published in 1990 or later. Only four of the top twenty-two journals cited frequently were of African origin, the rest were European or US-based. The subject area most researched was academic libraries. Majority of the authors were from universities. The journal did not attract many authors from outside Ghana (21).
6.	Tsay	2008	Citation analysis	Journal of the American Society for Information Science and	The production rate of JASIST literature doubles and the average number of references cited per paper is also increased 2 to 3 times in a period of about 25 years. JASIST itself is the most highly cited, and is followed by four library and information science (LIS) journals, namely Information Processing and Management, Journal of Documentation, Annual Review of

				Technology (JASIST)	Information Science and Technology and Journal of Information Science. The number of countries publishing the cited journal increases from 9 to 26 within 25 years. The three main classes of journals that were cited by JASIST most are library science (50%), science (22.7%) and social sciences (6.3%), (25).
7.	Ardalan Eftekhari and CheshmehSohrabi	2010	Content analysis	Journal of Library and information science	64.3% of the total sources and references used in writing articles are in English (3).
8.	Coronado et al	2011	Content Analysis and Bibliometric Analysis	Journal of Orthopaedic & Sports Physical Therapy (JOSPT)	Over the last 30 years there has been a significant increase in the number of articles published and the percentage of research reports, systematic reviews, articles focused on prognosis, and articles including symptomatic participants. Percentage decreases were observed for topical or nonsystematic reviews and articles focused on anatomy/physiology. Top institutions, authors, and cited papers from 1992 through 2009 were identified (5).
9.	Tsay & Shu	2011	Citation analysis	Journal of Documentation (JOD)	Journal articles are the most cited document, followed by books and book chapters, electronic resources, and conference proceedings, respectively. The three main classes of cited journals in JOD papers are library science, science, and social sciences. The three subclasses of non-LIS journals that were highly cited in JOD papers are Science, "Mathematics. Computer science", and "Industries. Land use. Labor". The three highly cited subjects of library and information science journals encompass searching, information work, and online information retrieval (26).
10.	Jain et al	2015	Retrospective observational study	Journal of Clinical and Diagnostic Research	601 articles are analyzed. Majority of the study designs published in both the journal were case reports (42.6%) followed by cross sectional studies (24.8%). 96.3% of the articles were from India. Majority of the articles published were of multi authors (65.2%) and from Educational institutes (98.4%). The trends of the articles published indicated that the case reports/series formed the major bulk (others=59.1%) followed by research studies (21.3%) (10).
11.	Fu & Ho	2015	Bibliometric approach	Journal of Membrane Science (JMS)	JMS showed higher impact factor rankings in both chemical engineering and polymer science category in the early twenty-first century. Furthermore, the G8 (Canada, France, Germany, Italy, Japan, Russia, the UK and the USA) contributed more than a half of the total, with higher CPP. National University of Singapore, University of Twente and Chinese Academy of Sciences were the main contributing institutions. The citation life cycles revealed the impact history of most cited articles (7).
12.	Maz-Machado et al	2015	-	RELIME journal	The research papers published in the journal come largely from Mexico, Spain and Argentina. Co-authorship patterns are similar to those found in mathematics education journals. The research areas most often addressed in RELIME are cognitive processes, and theoretical and philosophical contributions to mathematics education (15).
13.	Ravikumar	2015	Text mining and co-word analysis	Scientometrics	The results show that publication has some well-established topics which are changing gradually to adopt new themes (20).

14.	Velmurugan, & Radhakrishna	2016	-	Malaysian Journal of Library and Information Science	The findings revealed that the highest number of author productivity of this research 74 (2.64%) were published in the year 2011. Out of 142 articles, 19.71% were the highest number of articles which were published in 2011 and the lowest number 9.86% of research articles published in the year 2014 (28).
15.	Şenel & Demir	2018	-	Journal of Religion and Health	The USA was the most productive country with 1665 papers and 62.45% of total literature followed by Australia and Canada. Cornell University in the USA was found to publish the highest number of documents with 73 papers and to cover 2.74% of the total literature followed by Duke University and Weill Cornell Medical College. A total of 2973 keywords were detected to be used. Most used five keywords were "religion," "spirituality," "religiosity," "health" and "mental health" (n = 253, 250, 97, 71 and 41 times, respectively) (23).
16.	Gupta & Hasan	2018	-	Metamorphosis: A Journal of Management Research	Most of the papers, 114 out of 200 (57per cent) were published by single authors whereas 86 out of 200 (43 per cent) were contributed by joint authors. Overall average degree of collaboration, average collaborative index and average citation per paper were 0.43, 2.35, and 25.59, respectively. Remarkable collaborative contributors are from India with 81.65 per cent sharing (9).
17.	Mryglod	2018	-	Condensed Matter Physics journal (CMP)	An average path between any two authors is approximately equal to 6 while the total number of them is over 1.5 thousand, and the maximal distance is just two times longer. 44.4% of all papers were published by Ukrainian authors only, and in 58% of papers, Ukraine was mentioned at least for one author. The CMP journal already now occupies a good position which it definitely deserves (19).
18.	Laengle et al	2018	Bibliometric analysis	International Journal of Computer Integrated Manufacturing	21 papers of IJCIM have more than 50 citations. More than 50% of the total documents have received more than 5 citations. Second, the top 4 among the 50 most influential documents of IJCIM have more than 100 citations. Loughborough University of United Kingdom is the most productive university of IJCIM in both the TP and TC categories. The results indicate that IJCIM has become a very popular journal in the scientific community in topics connected to manufacturing, engineering and computer science (13).
19.	Seetharam	2018	Bibliometric analysis	Journal of Orthopaedic Research	There was an approximate 27 percentage point increase for both female first and corresponding authors from 1983 to 2015 (22).
20.	Alajmi & Alhaji	2018	Bibliometric and content analysis	Journal of Information & Knowledge Management (JIKM)	The results showed a relatively steady growth in the number of articles published in JIKM between 2002 and 2016. US scholars authored 21% of the articles published in JIKM. The scientific papers published in JIKM are referenced in highly cited journals of computer science, business, and library and information science. Topics such as knowledge discovery, taxonomy and ontology, and knowledge representation were the major KM research trends (2).

21.	Gaviria-Marin, Merigo & Popa	2018	Performance analysis and science mapping analysis	Journal of Knowledge Management (JKM)	There is a positive evolution in the number of publications (although with certain oscillations), which shows a growing interest in publishing in JKM. The USA and the UK lead the publications in this journal, although at a regional level, Europe is the most productive. The low participation of emerging economies in JKM is also observed (8).
22.	Abdi et al	2018	Bibliometric analysis	Information Processing & Management (IP & M)	2,913 papers were published in journal of IP&M from 1980 to 2015. The highest percentage was articles (67.15%) among the published document types. Researchers from USA have been made the most percentage of contributions (50.88%). from the period 1980-1985 to the period 2010-2015 degree of collaboration has been increased in 3 times (1).
23.	Wei & Lei	2018	-	New England Journal Medicine	No home institution bias was found with a larger sample of data across a longer span in this study (29).
24.	Martínez-López et al	2018	Bibliometric analysis	European Journal of Marketing	British authors and institutions are the most productive in the journal. Continental European institutions are also increasing the number of publications, but they are still far from reaching the British contribution so far (14).
25.	Tortosa et al	2019	-	Clinica y Salud	The increasing international cooperation and the existence of a small group of very productive authors, in collaboration groups close to the editorial team (24).
26.	Morkunas, Moore & Duncan	2019	Content analysis	Journal of Public Affairs	1) More single-authored papers than papers with two or more authors, 2) the journal received 7,916 citations, an average of 17.02 citations per peer-reviewed article, and 3) an average of 39.23 references per published article (18).
27.	Valenzuela-Fernandez et al	2019	Bibliometric methodology (BM)	Journal of Business-to-Business Marketing (JBBM)	There is a rising trend in the count of JBBM publications per year. The researchers from the United States were most frequent contributors to the journal. Multiple coauthors were more frequent while topics across the general model of business-to-business (B-to-B) marketing were typically found (27).

Due to the dispersion in the thematic and material context of studies, it is difficult to come up with definite conclusions. Up to now, the available obtained results on the same components indicate that: 1) journal articles are the most cited document and 2) the researchers from USA have been made the most percentage of contributions in publication of articles (23, 2, 8, 1 & 27).

Methodology

A practical and quantitative approach together with evaluative and quantitative content analysis approaches are applied in this study here consist of 372 published articles in the Journal of New Marketing Research, between 2011 and 2018. The census method is applied and all articles are analyzed. The data are analyzed through Excel and the results are tabulated in tables and diagrams. The content and specifications of the

journal and its articles meets the new regulations criteria on determining the credibility of the Iranian scientific journals (16) through a checklist devised by the researcher. If, in the subject journal, the norms of the regulation criteria are observed correct, number 1 is assigned, otherwise, zero. The validity of the checklist is determined by 5 experts.

Research finding

Question 1: What is the historical trend of the published articles?

Table 2. Distribution of articles by publication year

Year	Frequency	%
2011	26	7
2012	40	10.7
2013	56	15
2014	80	21.4
2015	60	16.1
2016	45	12.1
2017	41	11
2018	25	6.7
Total	**373**[2]	**100**

As observed in Table 2, the publication of articles follow an incremental trend and to reach its maximum 2014, 80 (21.4%), after which this trend begins to decline, to the extent that in 2018, it reaches its minimum 25 (6.7%). Although the growth in article count in the first four years is the upward trend followed by a downward trend, but the positive point is the regular and frequent publication of journal issues over the years.

Question 2: What is the extent of the researchers' participation?

The study of the co-authorship and scientific contribution of the authors reveals the count of the authors have co-authored articles. The details of the co-authorship are tabulated in Table 3.

Table 3. Frequency distribution of articles authors

Authors	Article Frequency	Total count of authors	%
Single author	15	15	4
Two author	131	262	35.2

[2]. One article is published twice.

Three author	168	504	45.2
Four author	53	212	14.3
Five author	3	15	.8
Six author	2	12	.5
Total	**372**	**1020**	**100**

As observed in Table 3, a total of 1020 authors are involved in the writing of 372 papers, where 4% of the articles (15 articles) are published by single author and 96% (357 articles) are published jointly. The existence of 96% of co-authorship is one of the most important points in this journal. The largest count of co-authorship in this journal relates to articles with three authors (168 articles).

Question 3: What is the male and female authors' participation rate?

Distributions of male and female authors whose articles are published in this journal are tabulated in Table 4.

Table 4. Gender distribution of articles authors

Gender	Abundance	Percentage
Man	734	72
Woman	286	28
Total	**1020**	**100**

As observed in this table out of 734 (72%) are men and 286 (28%) female, thus a ratio of almost 3:1 prevails here.

Question 4: What is the scientific degree of the first authors?

The status of the first author and the fact that the first author can be an indicator for determining the validity of the article and the journal is an important issue. The scientific degree of the first authors in this context is tabulated in Table 5 indicated.

Table 5.Scientific degree distribution of first authors of the articles

First authors	Frequency	%
Full Professor	13	3.5
Associate professor	65	17.5
Assistant professor	157	42.2

Ph.D. nonacademic	8	2.1
Ph.D. candidate	41	11
Masters	30	8.1
Masters article	17	4.6
Under-graduated Faculty member	19	5.1
Unknown	22	5.9
Total	**372**	**100**

The data here indicate that the most first authors of the article are the assistant professors with a frequency of 157 (42.2%).The scientific degree of the 22 first authors, is not known. The first group of authors of 254 articles (68%) consists of the faculty members with different degrees, which is a positive score for the journal.

Question 5: What is the status of organizational affiliation and scientific degree of the statistical population?

The authors' scientific degree in general and their organizational affiliation, in particular, reflect their credibility. The validity of the article and journal is determined through the index of organizational affiliation. The status of the scientific degree of the authors and their organizational affiliations are tabulated in Table 6 and 7.

A. The author's scientific degree

Table 6. Distribution of the authors' scientific degree

Authors Scientific degree	Frequency	%
Full Professor	43	4.2
Associate professor	136	13.3
Assistant professor	276	27.1
Ph.D. non-academic	15	1.5
Ph.D. student	115	11.3
Masters	227	22.3
Masters candidate	86	8.4
Undergraduate	1	.1
Faculty member	72	7
Unknown	49	4.8
Total	**1020**	**100**

Findings in Table 6 indicate that 276 (27.1%) of the authors are assistant professor. One author had bachelor's degree. About one-third of the authors are graduates or Master students. More than half of the authors, 527, are faculty member. The status of scientific degree of 49 authors is not clear.

B. Author's organizational affiliation

Table 7. Distribution of organizational affiliation of authors

Row	Organizational Affiliation	Frequency	%
1.	Other organizations and institutions	131	12.8
2.	Islamic Azad University (IAU)	115	11.3
3.	University of Isfahan	111	11
4.	University of Tehran	93	9.2
5.	Ferdowsi University of Mashhad	70	6.9
6.	Payam Noor University	61	6
7.	Tarbiat Modares University	57	5.6
8.	Persian Gulf University	56	5.5
9.	Shahid Beheshti University	55	5.4
10.	Allameh Tabataba'i University	48	4.7
11.	University of Mazandaran	28	2.7
12.	Yazd University	27	2.6
13.	Shahed University	22	2.1
14.	University of Guilan	21	2.1
15.	Alzahra University	20	1.9
	Semnan University	20	1.9
16.	Shahid Chamran University	12	1.1
17.	University of Tabriz	10	.9
18.	Unknown	9	.9
	Kharazmi University	9	.9
19.	Shiraz University	8	.8
20.	Institute of Higher Education Mehr Alborz	6	.6
	University of Kurdistan	6	.6
	Lorestan University		
21.	Sharif University of Technology	5	.5
	University of Sistan and Baluchestan	5	.5
	Amirkabir University of Technology	5	.5
22.	Malek Ashtar University of Technology	4	.4
	Total	**1020**	**100**

Data from Table 7 indicate, a total of 136 organizations contributed to this publication. The Islamic Azad University with a frequency of 122 (12%) is at the top, followed by University of Isfahan with a frequency of 111(11%). In cases where the organizational affiliation of the author is not announced (or unclear), it is placed in the *unknown* category. The organizations with a frequency of less than 4, due to the great count, are listed in the table under the title of *other organizations and institutions*.

Question 6: What is the status of the keywords of articles?

The overall status of the articles keywords and the minimum and maximum keywords count assigned to an article is tabulated in Table 8.

Table 8. Status of assigned Keywords in articles

Keyword	Number
All Keywords with repetition	1702
Keywords without repetition	1331
Minimum count of Keywords	2
Maximum count of Keywords	10

As observed in this Table total of 1331 keywords are assigned to journal articles. The minimum and maximum keywords assigned to an article are 2 and 10, respectively.

Question 7: According to the article keywords, what is the main topic?

The determination of the theme tendencies of the journal is accomplished by studying 1331 dedicated keywords. In this context twenty topics with the most frequency are tabulated in Table 9.

Table 9. Thematic Distribution of the articles keywords

Row	Subject	Count	%
1.	Brand	164	12.3
2.	Customer and Consumer	154	11.6
3.	Market and Marketing	120	9
4.	Products and Services	76	5.7
5.	Company, Institution, Organization	66	5
6.	Shopping	62	4.7

7.	Electronic field	60	4.5
8.	Advertising	47	3.5
9.	Entrepreneur, Innovation, and Knowledge base organization	29	2.2
10.	Industries	26	2
11.	Function	22	1.7
12.	Competition	21	1.6
13.	Value	20	1.5
14.	Tourism	17	1.3
15.	Technology	16	1.2
16.	Social media	15	1.1
	Bank	15	1.1
	Trust	15	1.1
17.	Marketing mix	12	.9
18.	Loyalty	11	.8
19.	Business	8	.6
	Satisfaction	8	.6
20.	Insurance	7	.5
21.	Other topics	340	25.5
		1331	**100**

The results of Table 9 indicate that the brand topic is at the top with a frequency of 164 (12.3%). Due to the wide variety in keywords; items that are less frequent are aggregated and grouped into *other topics*.

Question 8: What is the research methodology of articles?

A. Research method

To assess the research method applied in the journal articles, the methodology section of 372 articles are tabulated in Table 10.

Table 10. Distribution of applied methodology in articles

Rank	Methodology	Frequency	%
1.	Survey	156	41.9
2.	Correlation	72	19.3
3.	Analytical	13	3.5
4.	Exploration	12	3.2
5.	Grounded theory	11	3

6.	Causal and Descriptive	7	1.9
7.	Experimental	4	1.1
8.	Case study	4	1.1
9.	Library	3	.8
10.	Phenomenology	3	.8
11.	Others methods	46	12.4
12.	Unknown	41	11
13.	**Total**	**372**	100

The data in Table 10 indicates that 156 papers (37.6%) have adopted the survey method. In 41 articles, where the methodology is not announced placed in an *unknown* category. Research methods with less than 3 frequencies are included in *other methods*. Therefore, it is imperative that more attention be paid to the methodology section of articles in future articles.

B. Statistical population

Table 11. Distribution of statistical population in articles

Row	Community	Frequency	%
1.	Customers	106	28.5
2.	Managers	38	10.2
3.	Companies and Institutions	37	9.9
4.	University Students	35	9.3
5.	Experts	32	9
6.	Users and participations	30	8
7.	Staffs	15	4
8.	Citizens	10	2.7
9.	Faculty members	5	1.3
10.	High School students	3	.8
11.	Resources and data	2	.5
12.	Travelers	2	.5
13.	Websites	2	.5
14.	Unknown	39	10.5
15.	Others	16	4.3
16.	**Total**	**372**	**100**

The category of commercial customers is high, that is, 106 (28.5%), which according to the title of the journal is acceptable for feedback, Table 11. In 39 cases where the statistical population is not determined by the researcher, they are classified as *unknown* and 16 cases were also ranked among the *others* due to frequency 1.

C. Announced sampling methods in articles

Table 12. Distribution of announced sampling methods

Row	Sampling	Frequency	%
1.	Simple Random	52	14
2.	Random	48	12.9
3.	Available	45	12.1
4.	Clustered	29	7.8
5.	Classify	29	7.8
6.	Targeted	17	4.6
7.	Census	17	4.6
8.	Snowball	8	2.1
9.	Others	22	5.9
10.	Unknown	105	28.2
	Total	**372**	**100**

The findings in Table 12 indicate that in 105 articles (28.2%), the sampling method is not detectable by the researcher. Among the sampling methods, the simple random method with a frequency of 52 (14%) is at the top.

Question 9: What kind of resource is the dominant citation tendency of articles?

A portion of the scientific document credibility depends on its references. The credibility of cited resources is a key factor in validating an article. In this study, the validation of resources cited in articles is not possible due to great count, but their language (Persian or English) is assessed. The variation and frequency of Persian and English sources applied in the articles is tabulated in Table 13.

Table 13. Status of applied resources in articles

Row	resource	Persian		English		ALL	Total %
		Frequency	%	Frequency	%		
1.	Book	598	26.2	581	5.3	1179	9
2.	Article	1070	47	8475	78	9545	72.6
3.	Thesis	207	9.1	178	1.6	385	2.9
4.	Website	15	.7	147	1.4	162	1.2
5.	Others	388	17	1492	13.7	1880	14.3
6.	**Total**	**2278**	**100**	**10873**	**100**	**13151**	**100**

The diversity of Persian and English sources applied in this journal are tabulated in Table 13 .In total, 13151 sources are cited in 372 published articles. About 17 % (2278) are in Persian, and the rest are 83 % (10873 sources) in English. The average count of references per article is 35. The two indices: the *average of 35 sources per article* and *83% of the use of English resources*, in case of a one-to-one correspondence of in-text citations with references in articles, can provide appropriate indicators for this journal.

The findings indicate that in Persian and English sources, articles are applied more than other sources. Among the applied sources, articles in English, with a frequency of 8475 (78%), are at the forefront.

Question 10: To what extend are the *new regulations' criteria observed in determining the credibility of the Iranian's scientific journals?*

Table 14. The observance rate of the criteria of the new regulations on determining the credibility of the Iranian scientific journals in the New Marketing Research Quarterly

Row	**The criteria of the new regulations on determining the credibility of the Iranian scientific journals**	**The result of observance rate**		**Comments**
		Yes	Not	
1	The editor at least be an associate professor	1	0	-
2	The count of the editorial board must consist of at least 7 associate professors	1	0	The journal editorial board consists of 7 associate and 6 full professors
3	At least 50% of journal editorial board should be from outside of the University of Isfahan	1	0	The editorial board consists of 13 people, 2 from University of Isfahan and 11 from other universities
4	There must not be any delay in publishing issues	1	0	No delay is observed.
5	No co-publication of two issues in one volume	1	0	No item is found.
6	The count of per issue is 6	1	0	On average, 10 articles are published in each issue
7	Share of articles issued by Editorial Board, Managing Director and editor-in-chief	1	0	The Editorial Board, Managing Director and editor-in-chief have published a total of 24 articles in this journal, in twenty of which they are the first and second authors, thus, their share in total is about 6%.
8	First 50 percent of the articles in each issue should be from non-institutional writers.	1	0	No item is found
9	The scientific-research journal must not be publish a translated article	1	0	No item is found

10	The principles of scientific papers are respected	0	1	Disorders and mistakes are observed in the inclusion of organizational affiliation, academic degree, methodological elements, citation style, etc.

The content of Table 14 indicate that among the ten criteria examined, nine of them(90%) has met the criteria of the new regulations on determining the credibility of Iranian scientific journals.

Discussion and conclusion

The rate of publication of the articles from 2011 to 2015, followed an ascending trend, which reached its peak in 2014, while after that, it followed a descending trend, reaching its lowest level in 2018.The results indicate that the journal did not pursue a single policy on the count of articles per issue, thus, it is better for the journal to draw a single policy in this regard. 96% of the articles are co-authored. This is positive sense, in line with the results of studies run by Valenzuela-Fernandez et al (27). New articles are through male researchers than female, almost a 3:1 ratio. Most of the authors are assistant professor (42.2%).

There is a significant difference between the minimum (2) and the maximum (10) of the keywords assigned to the articles. It is suggested that journal management adopt policies on the count of keywords assigned to articles. The use of terms like brand (12.2%), customer (11.6%), market and marketing (9%), and product (5.7%) are more than other keywords. This topic is a positive issue with respect to the journal subject area. Of course, 25% of the keywords have a frequency less than 3, and given the fact that the journal is active in the topic of marketing, it is better to consider the importance in accepting of articles.

The research method, the statistical population and the sampling method of some articles are either not recognizable or difficult. It is better to focus on the article's methodology section in accepting future articles.

The results indicate that there is a great tendency to apply English sources. One of the reasons for this is the emergence of new topics in this field and the development of knowledge in other countries. The average of references per article is 35 in this journal.

In general, this journal has met more than 90% of this Regulation's criteria, while, there exist some cases of non-observance, briefed as follow:

1. The locality of the authors is not certain in some cases;
2. The authors' names are entirely in the list of articles, but there are some disorientations in their arrangement based on the order in the article and the order presented in the journal page;
3. Receiving a fee from the authors;
4. The research methodology section of abstract contain several deficiencies;
5. Lack of uniformity in the insertion of the name of some authors in articles; and
6. Disorders are observed in terms of organizational affiliation, academic degree, methodological elements, and citation method.

The finding here provides a general framework to be considered by the journals managers throughout the world in order to evaluate their journal(s). Moreover, it can be considered as a guideline for such studies to be run in future.

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