BIG DATA MARKETING DURING THE PERIOD 2012–2019: A BIBLIOMETRIC REVIEW

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Abstract.

The present study identifies the most significant trends in production of high impact scientific papers related to the Big Data Marketing variable during the period between the years 2012 and 2019 through a revision of the Scopus database, which manages to highlight the relevance of 113 indexed papers. For this purpose, the following descriptive bibliometric indicators are implemented: production volume, type of document, number of citations, and country of application. In the studied time period, the evidence suggests an annual growth in the production volume of papers related to the variable, but with a significant drop in 2017. The knowledge areas that showcases more researches about the Big Data Marketing variable are computer science, mathematics, decision-making, and engineering domain.

Keywords

Big data, Marketing, Bibliometric review, Volume of production