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**Pattern of Publications in the Journal of Management and Research: A Bibliometric Study
From 2014 to 2020**

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Abstract

Introduction. This study examined the patterns of publication in the journal of Management and Research, University of Management and Technology, Lahore, from 2014 to 2020.

Objectives. The study was carried out to know the year-wise distribution of publications, citations per year, most cited papers, gender-wise distribution, authorship Pattern, length of articles, number of references, geographical affiliation, and institution-wise contribution of publications.

Design/Methodology. The quantitative research design was used, and the bibliometric method was adopted to conduct the study. The data was retrieved from the journal's website, then analyzed through MS Excel, MS Access, and calculator.

Findings. A total number of 79 articles were published in seven volumes (14 issues), 113 citations were received by the articles, "Effects of online shopping trends on consumer-buying behavior: An empirical study of Pakistan" written by Dr. Rizwana Bashir, Isra Mehboob and Waqas Khaliq Bhatti was the most cited paper. The number of individual authors was 44 males and 31 females; three personal authors pattern was dominant with 33 publications. Most of the papers were published in length 26-30 pages and 4369 sources were cited by the authors. Punjab was the most contributed province regarding the number of publications and the University of Management and Technology Lahore, Pakistan, was the most productive institute with 25 papers.

Keyword: Journal of Management and Research, Bibliometric, Management, Pakistan.

1. Introduction

Alan Pritchard introduced the term "bibliometric" for the first time in 1969 as an interdisciplinary research field (Senel & Demir, 2018). According to Pritchard (1969), "bibliometrics is the application of mathematical and statistical methods for books and other communication media." The bibliometrics is the application of various statistical analyses to study

patterns of authorship, publication, and literature use (Glazel, 2003). Bibliometrics is a type of research tool used by library and information science professionals and researchers to evaluate and calculate literature production of a specific subject through language wise, geographical wise, document type wise, institution wise and topic wise (Hussain & Saddiqa, 2020; Kannan & Thanuskodi, 2019).

The Journal of Management and Research is a journal of the Y category and a prime publication of the School of Business and Economics (SBE) published by the University of Management and Technology, Pakistan. It is a biannual, double-blind, peer-reviewed, open-access journal that publishes theoretical and empirical studies on current management problems in organizations. JMR publishes articles on a wide range of topics, including strategy and policy, performance management, human resource management, organizational behavior, entrepreneurship, organization growth, and organization theory.

2. Literature Review

Shah, Jan, Khan, and Hussain (2021) evaluate the research productivity of faculty members of Khushal Khan Khattak University Karak from 2012 to 2019. One hundred seventy-nine papers were published during the study period, out of which 48 articles (26.82%) were contributed by three personal authors, followed by four authors with 32 papers (17.88%). Dr. Saeed Ullah Jan was the most prolific author with 41 articles, followed by Dr. Anwar Khan with 40 publications. Most of the contributions (63) were made from Management Sciences and Library & Information Science (62) departments.

Agarwal and Islam (2020) examined the articles published in the “Journal of the Association for Information Science & Technology (JASIST)” from 2000-2020. It was found that more than 3,000 articles were published in the journal in which 75.73% of articles were contributed by two or more authors while 24.27% articles by single authors. Three thousand fifty-two (3,052) articles received 1,80,608 citations during the study period and the average citations per article were 59.18. Collaboration by country reveals that the United States contributed nearly 40% of the authors and ranked first, followed by the United Kingdom with 8% authorship shares.

Hussain, Ibrahim, and Saeed (2019) studied the publication pattern of the journal of Islamic study. It was found that 91 articles were published during the study period in the journal. Single authors contributed the majority of the articles and 84.62% were male while 14.29% were female. Most of the contributions were from Pakistan, followed by the USA. Ahmed and Ullah (2018)

reviewed the publications of "Pakistan Journal of Pharmaceutical Sciences" research from 2006-2015. It was found that 951 authors contributed a total of 1172 articles. M. Saeed Arayne was the most productive author with 18 articles, followed by Najma Sultana with 10 articles. The University of Karachi was the most productive institute (13.99%) and most of the articles (21.2%) were contributed by three personal authors.

Hodonu-Wusu and Lazarus (2018) conducted a Bibliometric analysis of LIS research from 1980 to 2017. The records of articles were retrieved from the Web of Science database and 6498 records were analyzed. The year 2016 was the most productive with 595 publications while 1981 was least productive year with only 13 publications. The most cited document type was articles (4303 citations) 66.26% followed by proceeding papers (1014 citations) 15.61% and reviews (912-citations) 14.04%. The USA was ranked 1st based on the number of citations (39.54%) followed by England (9.53%) and China (6.13%).

Martínez-López, Merigó, Valenzuela-Fernández, and Nicolás (2018) studied the research productivity of the European Journal of Marketing during their first fifty years. It was explored that 2628 documents were published and received 99,575 citations. The paper of Christian Gronroos (1984) on service quality and its implications for marketing received 1800 citations which was the most cited paper of the journal. Peter W. Turnbull was the most productive author with 20 publications and The University of Manchester is the most productive institution with 46 research papers. UK was the most productive country (559 articles), followed by the USA (306-articles) and Australia (194 articles).

Baladi (2017) carried out the analysis of the articles published in the Journal of Surgery Pakistan from 1997 to 2015. Three thousand one hundred sixteen (3116) authors contributed 936 articles during the study period. The analysis shows that the year 2002 was the most productive with 60 publications followed by 2001 & 2004 with 59-articles each. Out of 936 articles, 120 were written by single personal authors, while multiple authors wrote 816. Gender-wise distribution of authors shows that there were 2334 male and 810 female authors. Ganganna (2017) analyzed the articles published in the journal of Academic Librarianship from 2012 to 2016). A total of 477-articles were published during the study period and the average number of articles per year was 95.4. Two personal authorship pattern were dominant with 31.87% contribution, while 25.58% articles were contributed by three personal authors. The most productive year was 2014 with 118 articles followed by 2015 with 110 articles. Majority of papers (14.05%) was published up to

7pages in length, followed 13.84% articles with length of up to 6 pages. The highest length of the paper was of 29 pages.

Verma and Singh (2017), in their study, found that a total of 145 articles were published in the International Journal of Digital Library Services during 2011-2016. The analysis shows that Payare Lal and Vaishali S. Khaparde were the most productive authors with a contribution of 6 articles of each. It was also found that authors from six countries have contributed, to which India was at the top (93.47%) followed by Nigeria (4.08%), Saudi Arabia (4.08%), Africa (1.22%), Pakistan and Tanzania (0.41%). It was concluded that 2014 and was the most productive years with 56 and 55 articles, respectively.

Železnik, Blažun Vošner, and Kokol (2017) examined the development and publication characteristics of the Journal of Advanced Nursing from 1976-2015. It was found that the top 7 institution who contributed most to the journal was from the United Kingdom. The most cited paper was “The qualitative content analysis process” by Elo, S. and Kyngas in 2008 received 1841 citations.

Heck and Bremser (1986) reviewed all the articles of the journal of “Accounting Review” in the past 60 years (1926-1985). A total of 2139 authors contributed 3467 articles to the journal during the study period. The 60-year era was split into three 20 year sub-periods: the first from 1926 to 1945, the second from 1946 to 1965, and the third from 1966 to 1985. The results show that A. C. Littleton was the most prolific author during the 1st sub-period with 29-articles, Mary Murphy with 12 articles in the 2nd sub-period, and Joel Demski & Lawrence Revsine both with 13 articles in the 3rd sub-period.

3. Objectives of the Study

The study was designed to achieve the following objectives.

- To assess the year wise distribution of articles in all issues of the journal
- To identify the citations received by the articles and to detect the most cited papers published in the journal
- To know the gender wise contribution of authors in the journal
- To point out the authorship pattern and most productive authors
- To study the number of sources cited in the articles and the also the length of papers
- To see the geographic and institutional affiliation of contributors

4. Research Design and Methodology

The quantitative research design was used, and the bibliometric method was applied to conduct the study. The required data for the study was extracted from the articles which were published in the journal during 2014-2020. All the articles were accessed and retrieved from the journal's website (<https://ojs.umt.edu.pk/index.php/jmr>). The data was organized and analyzed through MS Excel, MS Access and calculator.

5. Data Analysis and Interpretation

The data was evaluated on various parameters in accordance with the study's objectives, and the findings are presented in the form of tables, which are interpreted and discussed in the following parts.

5.1 Year-Wise Distribution of Publications

The year-wise distribution of publications in the Journal of Management and Research from 2014 to 2020 is shown in Table 1. A total of 79 articles were published in seven volumes (14 issues) of the journal. Year-wise distribution of articles shows that 2020 was the most productive year with 20(25.32%) articles, followed by 2017 & 2019 with 12(15.18%) articles each and 2018 with 10(12.66) articles. The data shows that 9(11.40%) articles were published in 2016 and 8 articles were published in 2014 and 2015 each. The average of articles published per year during the period under study was 11.28.

Ibrahim and Jan (2015) also conducted a bibliometric analysis of the Journal of Pakistan Medical Association from 2009 to 2013. The researchers found that the highest number of articles 214(23.4%) were published in 2013 and the lowest was 148(16.2%) in 2009.

Table 1 *Year-Wise Distribution of Articles*

Year	Volume	Issue	Number of Papers	Percentage (%)
2014	1	1-2	4-4	10.13
2015	2	1-2	4-4	10.13
2016	3	1-2	4-5	11.40
2017	4	1-2	7-5	15.18
2018	5	1-2	5-5	12.66
2019	6	1-2	5-7	15.18
2020	7	1-2	10-10	25.32
Total			79	100

5.2 Citations Received by Articles

Table 2 indicates the number of citations received by the articles. A total of 113 citations received by the articles during the study period. Maximum numbers of citations 46(40.71%) were received in 2015 (Vol. 2), followed by 25(22.12%) citations in 2016 (Vol. 3), 18(15.93%) citations in 2019, and 11 (9.74%) in 2017. The least numbers of citations 3(2.65%) were received in 2014 followed by 4(3.54%) in 2020 and 6(5.31%) in 2018. The average number of citations received per year was 16.14.

Hussain and Fatima (2011) in their study found that all 62 articles of the Journal received 1006 citations out of which 2007 have the highest 267 (26.54%) citations while the lowest number of citations were received by 21-22 issues in 2006 (16.10%).

Table 2 *No. of Citations Received*

S. No.	Year	Volume No.	Citation	Percentage (%)
1.	2014	1	3	2.65
2.	2015	2	46	40.71
3.	2016	3	25	22.12
4.	2017	4	11	9.74
5.	2018	5	6	5.31
6.	2019	6	18	15.93
7.	2020	7	4	3.54
Total			113	100

5.3 Most Cited paper

Table 3 lists the top ten most cited papers. The data illustrate that these ten papers received a total of 92 citations. The paper at serial No.1 received 34 citations; at serial No.2 received 12 citations and the paper at serial No.3 received 10 citations. The papers at Serials No.7, 8, 9, and 10 received four citations each.

Hussain and Yar (2020) and Tanveer, Bhaumik, Hassan, & Haq (2020) also listed the top most cited papers in their studies.

Table 3 *Most Cited Papers*

S. No.	Author(s)	Publication	No. of Citations
1.	Dr Rizwana Bashir, Irsa Mehboob, Waqas Khaliq Bhatti	Effects of online shopping trends on consumer-buying behavior: An empirical study of Pakistan	34
2.	Hera Anam, Dr. RafiaFaiz	An empirical examination of brand loyalty via customer delight in Pakistan	12
3.	Ms. Rafia Qayyum	Enterprise resource planning (ERP) implementation in Pakistani enterprises: critical success factors and challenges	10
4.	Mohammad Sarwar Alam, Md. Aftab Uddin	Adoption and implementation of enterprise resource planning (ERP): An empirical study	8
5.	Adnan Khaliq Bhatti, Mehwish Fiaz	Exploring the effects of celebrity endorsement in electronic media advertisements on purchasing behavior of citizens of Sargodha city	7
6.	Seema Arif, Aqsa Ejaz, Neelam Yousaf	Career Aspirations and Opportunity for FWAs: Perceptions of Pakistani Women	5
7.	Muhammad Amir, Syed Abdur Rehman, Muhammad Irfan Khan	Mediating role of environmental management accounting and control system between top management commitment and environmental performance: A legitimacy theory	4
8.	Usman Rafiq	Analysis of Major Factors Impacting the Footwear Export of Pakistan	4
9.	A. R. Hanjra, Omar K. Bhatti, Saadia Niazi	Understanding Port Efficiency: A CPEC Perspective	4
10.	Waseem Ul Hameed, Mohsin Altaf, Aqeel Ahmed	Open Innovation Challenges: Empirical Evidence from Malaysian Small and Medium-Sized Enterprises (SME's)	4

5.4 Gender-Wise Distribution

Table-4 shows the gender-wise distribution of authors. The study reveals that a total of 200 authors contributed to the journal during the study period. The number of male authors was 119 (59.50%) and female authors were 81 (40.50%).

The gender-wise distribution of publications was also examined by Mimouni, Michael et al. (2016), Fishman, Williams II, Goodman and Ross (2017), and Aziz-ur-Rehman, Khan, Anbareen, and Khan (2017). They found that male writers published the majority of papers.

Table 4 *Gender-wise Distribution of Authors*

Gender	Total Authors including duplicate counts	Percentage (%)	Individual Authors	Percentage (%)
Male	119	59.50	44	58.67%
Female	81	40.50	31	41.33%
Total	200	100	75	100%

5.5 Authorship Pattern/ Author's Contribution

Table 5 specifies the authorship pattern of the articles. A total of 200 authors wrote 79 articles to the journal. Most of the articles 33(41.77%) were written by three personal authors followed by two authors with 26 articles, 11 articles by single authors, 7 articles by four authors, and 2 articles by five personal authors.

Thanuskodi (2010) reported in his analysis that a total of 249 publications were contributed, with 78(31.32 %) contributed by single authors and 171(68.68 %) contributed by joint authors. In their research, Hussain, Fatima, and Kumar (2011) discovered that most articles (46.54%) were submitted by single writers, while four or more authors contributed only 5.19% of articles.

Table 5 *Authorship Pattern of Publications*

No. of Authors	Articles	Percentage (%)	Total No. of Authors
Single Author	11	13.92	11
Two Authors	26	32.91	52
Three Authors	33	41.77	99
Four Authors	7	8.87	28
Five Authors	2	2.53	10
Total	79	100	200

5.6 Length of Papers

The lengthwise distribution of papers published in the journal is shown in table 6. It was found that most of the papers (20) were published in length 26-30 pages, followed by 18 articles that were more than 30 pages, 16 articles were from 16-20 pages, and 15 were from 21-25 pages. It was also found that 7 and 2 articles ranged from 6-10 and 11-15 pages, respectively. The maximum length of a paper was 44 pages published in the 2nd issue of the 6th volume of the Journal in 2019. Barik and Jena (2013), in their study, reported that most of the papers were published in length 11-20 pages.

Table 6 Length of articles

Paper Length	Year							Total
	2014	2015	2016	2017	2018	2019	2020	
1-5	1	-	-	-	-	-		1
6-10	5	1	-	-	-	-	1	7
11-15	-	2	-	-	-	-		2
16-20	1	2	3	3	5	1	1	16
21-25	1	2	3	2	1	2	4	15
26-30	-	-	2	5	3	3	7	20
>30	-	1	1	2	1	6	7	18
Total								79

5.7 Number of References

Table 7 shows the year-wise and total references/sources cited by the authors in writing 79 articles in JMR from 2014-2020. The Table 7 demonstrates that a total of 4369 sources were cited. The average references per paper were 55.30 references. The maximum number of references were 1329(30.41%) cited in the articles published in the year 2020 followed by 2019 with 856 (19.60%) references and 2017 with 681 (15.59%) references. 281 references were cited in 2014 which is the least number of references.

Hussain and Saddiqa (2020) also found that in their study that table 12324 resources were cited by authors in writing 290 articles. Gudodagi (2014) stated in his analysis that out of 701 papers, the majority of the papers 281(40.09 %) had references ranging from 1-10; 224 papers (31.95%) with 11-20 references and there were also 2.14% articles had no references.

Table 7: *No. of References/Sources Cited*

Year	Volume No.	Issue No.	No. of References	Percentage
2014	1	1-2	281	6.43
2015	2	1-2	306	7.01
2016	3	1-2	375	8.58
2017	4	1-2	681	15.59
2018	5	1-2	541	12.38
2019	6	1-2	856	19.60
2020	7	1-2	1329	30.41
Total			4369	100

5.8 Geographical Affiliation

Table 6 demonstrates the geographical distribution of articles based on the first author's address. The province of Punjab contributed the maximum number of 48 articles, followed by foreign countries with 14 articles. Federal capital Islamabad was placed 3rd with 11 articles, Sindh placed 4th with four articles, Khyber Pakhtunkhwa and Azad Kashmir contributed one article each.

Previous studies have also been conducted and reported the most productive institutions such as Sahoo, Meher, and Mohanty (2017) in their study identified that Europe was the most productive continent with 200 (63.91%) articles while the contribution from South America was lowest (3.71%). In their study, Saini and Verma (2018) revealed that New Delhi contributed most of the articles (24%) to the Library Philosophy and Practice from 2008-2017.

Table 8 *Geographical Distribution Based on First Author's Affiliated Address*

Geographic Location	City	No. of Articles
Punjab 48 Articles (60.76%)	Dera Ghazi Khan	1
	Gujranwala	1
	Lahore	42
	Multan	2
	Sargodha	2
Federal Capital (13.92%)	Islamabad	11
Sindh (5.06%)	Karachi	4
Khyber Pakhtunkhwa (1.27%)	Peshawar	1
Azad Kashmir (1.27%)		1
Foreign Countries 14-Articles (17.72%)	Bangladesh	3
	UAE	1
	United Kingdom	4
	Malaysia	3
	Nigeria	1
	Zimbabwe	2
Total		79

5.9 Institution-wise Contribution of Articles

Table 9 shows that majority of the articles 25 (31.64%) were contributed by the University of Management & Technology, Lahore, Pakistan. The University of Punjab with six articles (7.60%) and Iqra University Islamabad 4 (5.06%) articles. There were eight Institutions each contributed 2 (2.53%) articles, while 27 institutions each contributed one article to the journal.

Table 9 *Institution-wise Contribution Based on First Author's Affiliated Address*

S. No.	Name of Institute	No. of Articles	Percentage
1.	University of Management & Technology, Lahore, Pakistan	25	31.64
2.	University of the Punjab, Pakistan	6	7.60
3.	Iqra University Islamabad, Pakistan	4	5.06
4.	COMSATS Institute of Information Technology, Islamabad, Pakistan	2	2.53
5.	Lahore College for Women University, Pakistan	2	2.53
6.	The University of Lahore, Pakistan	2	2.53
7.	University of Central Punjab, Lahore, Pakistan	2	2.53
8.	University of Engineering and Technology, Lahore, Pakistan	2	2.53
9.	University of Sargodha, Sargodha, Pakistan	2	2.53
10.	University Utara Malaysia, Malaysia	2	2.53
11.	Virtual University of Pakistan	2	2.53
12.	Allama Iqbal Open University Islamabad, Pakistan	1	1.27
13.	Bahauddin Zakariya University, Pakistan	1	1.27
14.	Bahria University, Lahore, Pakistan	1	1.27
15.	Canadian University Dubai, United Arab Emirates	1	1.27
16.	Comilla University, Cumilla-3506, Bangladesh	1	1.27
17.	Erasmus University Rotterdam ISS	1	1.27
18.	Ghazi University, D.G.Khan, Pakistan	1	1.27
19.	Hamdard University, Sharae Madinat Al-Hikmah, Karachi, Pakistan	1	1.27
20.	Institute of Business Management, Karachi, Pakistan	1	1.27
21.	Institute of Management Sciences, Peshawar, Pakistan	1	1.27
22.	International Islamic University, Pakistan	1	1.27
23.	Lahore Garrison University, Pakistan	1	1.27
24.	Muhammad Nawaz Shareef University of Agriculture	1	1.27
25.	National College of Business Administration and Economics (NCBA&E) Multan, Pakistan	1	1.27
26.	Punjab University, Lahore, Pakistan	1	1.27
27.	Shaheed Zulfikar Ali Bhutto Institute of Science and Technology SZABIST	1	1.27
28.	Small & Medium Enterprises Development Authority (SMEDA) Pakistan	1	1.27
29.	Tai Solarin University of Education, Ijagun, Ogun State, Nigeria	1	1.27
30.	Kinnaird College for Women, Pakistan	1	1.27
31.	Universiti Tunku Abdul Rahman, Kajang, Selangor, Malaysia	1	1.27
32.	University of Bath, United Kingdom	1	1.27
33.	University of Chittagong, Bangladesh	1	1.27
34.	University of Dhaka, Bangladesh	1	1.27
35.	University of Kent Canterbury, United Kingdom	1	1.27
36.	University of Kotli Azad Jammu and Kashmir; Kotli Azad Kashmir	1	1.27
37.	University of London, London, England	1	1.27
38.	University of Salford	1	1.27
39.	University of Zimbabwe	1	1.27
Total		79	100

6. Major Findings of the Study

- It was founded that 39 institutions from seven countries contributed to the Journal of Management and Research, University of Management and Technology, Lahore.
- A total of 79 articles were published in seven volumes (14-Issues) of the Journal of, from 2014 to 2020.
- The most productive year was 2020 with 20 (25.32%) articles and the average number of articles published per year during the study period was found 11.28.
- The results show that the 2nd volume of the Journal (2015) received the highest number of citations, 46 (40.71%) and the average number of citations received per year was 16.14
- It was founded that the article “Effects of online shopping trends on consumer-buying behavior: An empirical study of Pakistan” by Dr. Rizwana Bashir, Irsa Mehboob and Waqas Khaliq Bhatti received 34 citations and as the most cited paper during the study period.
- The analysis shows that 200 authors contributed during the study period, in which 119 (59.50%) were male authors and 81(40.50%) were female authors.
- It was also founded that 33-articles were contributed by three personal authors and 26 articles by two personal authors.
- The maximum length of a paper was 44 pages which were published in the 2nd issue of the 6th volume of the Journal in 2019, and the average length of articles was 24.43 pages.
- A total of 4369 resources were cited in the Journal of Management and Research during the study period. The average references per paper were 55.30 references.

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