

Review Form 3

Journal Name:	Archives of Current Research International
Manuscript Number:	Ms_ACRI_121226
Title of the Manuscript:	Mapping the Landscape of Marketing Research and Future Directions: A Citation Analysis Review
Type of the Article	Original Research Article

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PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.		
Is the title of the article suitable? (If not please suggest an alternative title)		
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.		
Are subsections and structure of the manuscript appropriate?		
Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.		
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.		

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<p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>		
<p>Optional/General comments</p>	<p>Review of Citation Analysis Paper</p> <p>Title: Mapping the Landscape of Marketing Research and Future Directions: A Citation Analysis Review</p> <p>Abstract: The abstract succinctly presents the paper's main findings and significance. It could benefit from a brief mention of the methodologies employed, particularly if advanced bibliometric tools were used. Including this detail would provide a clearer snapshot of the study's approach and innovation.</p> <p>Introduction: The introduction effectively sets up the context for citation analysis in marketing research. It would be improved by:</p> <ul style="list-style-type: none">• Providing a brief overview of the specific citation analysis methods employed.• Outlining how citation analysis has evolved within marketing research specifically.• Highlighting the gap this study aims to fill in the current literature. <p>Objective: The objective is well-defined, focusing on the analysis of citation metrics and trends. However, it lacks a discussion of how the study's findings will contribute to advancing marketing research methodologies or practices.</p> <p>Review of Literature: The literature review is comprehensive but could be strengthened by:</p> <ul style="list-style-type: none">• Integrating recent advancements in bibliometric analysis, such as the use of tools like VOSviewer and SAS Viya.• Discussing how these tools have enhanced citation analysis in other fields and their potential applicability to marketing research. <p>Methodology: The methodology is described but lacks detail in several key areas:</p> <ul style="list-style-type: none">• Data Sources: Detail the specific databases and sources used. Was there any criteria for selecting or excluding certain journals or articles?• Analysis Techniques: While the study mentions basic citation metrics, it would benefit from incorporating advanced analytical tools. Using VOSviewer or SAS Viya could significantly enhance the analysis. For instance:<ul style="list-style-type: none">○ VOSviewer: This tool provides visualizations of citation networks, helping to identify key authors, articles, and clusters within the research landscape. It also offers insights into the co-citation patterns and thematic evolution.○ SAS Viya: This platform supports advanced statistical analysis and machine learning techniques that could provide deeper insights into citation data trends and predict future research directions. <p>Data Collection: The data collection process is generally well-explained but should include:</p> <ul style="list-style-type: none">• Data Cleaning: Describe the steps taken to clean and validate the data.	

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	<ul style="list-style-type: none">• Challenges: Mention any challenges faced in data collection, such as incomplete citation data or inconsistencies across sources. <p>Results and Discussion: The results are presented clearly, but the discussion could be enhanced by:</p> <ul style="list-style-type: none">• Visualization: Incorporate visualizations using VOSviewer to highlight key trends and clusters in citation data.• Interpretation: Deepen the analysis of why certain authors or institutions dominate the citation metrics. Discuss potential reasons and implications for the field of marketing research.• Comparative Analysis: Compare your findings with citation patterns in other disciplines to contextualize the results. <p>Conclusion: The conclusion effectively summarizes the study's findings and limitations. However, it would be strengthened by:</p> <ul style="list-style-type: none">• Specific Implications: Provide more detailed implications for marketing research practices and future studies.• Tool Integration: Emphasize how the incorporation of VOSviewer or SAS Viya could further advance the field. <p>Limitations and Future Research: The limitations are well-noted, but the recommendations for future research could be more specific:</p> <ul style="list-style-type: none">• Tool Recommendations: Clearly outline how VOSviewer or SAS Viya could address the limitations of this study and suggest specific research questions or methodologies that could benefit from these tools.• Detailed Directions: Provide more detailed suggestions for how future researchers can use advanced bibliometric tools to explore new dimensions of marketing research. <p>Comments:</p> <ol style="list-style-type: none">1. Clarity and Structure: The paper is well-organized and clear. However, integrating advanced tools for bibliometric analysis would enhance the depth and clarity of the findings.2. Depth of Analysis: The analysis is robust but could be more insightful with the use of VOSviewer for network visualization and SAS Viya for advanced statistical analysis.3. Tool Integration: Incorporating VOSviewer or SAS Viya could provide a more nuanced understanding of citation patterns and trends, offering additional layers of analysis that are currently missing.4. Data Transparency: Additional details on data processing and challenges would improve the transparency and reliability of the study.5. Future Research Directions: More detailed and actionable suggestions for future research, including the use of advanced tools, would provide clearer guidance for researchers in the field. <p>Recommendations for Progress:</p> <ol style="list-style-type: none">1. Incorporate VOSviewer or SAS Viya: Use these tools to enhance the bibliometric analysis. VOSviewer can create detailed visualizations of citation networks, while SAS Viya offers advanced statistical capabilities to identify trends and patterns.2. Expand Methodology Details: Include specific details about data cleaning, processing, and	
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	<p>any challenges encountered.</p> <ol style="list-style-type: none"> 3. Deepen Discussion: Offer a more thorough interpretation of the results, using visualizations and advanced statistical analyses to uncover deeper insights. 4. Enhance Literature Review: Discuss recent developments in citation analysis and the application of advanced tools like VOSviewer and SAS Viya. 5. Specify Future Research Directions: Provide concrete research questions or methodologies that could benefit from the use of advanced bibliometric tools. <p>In a nutshell, the paper provides a valuable overview of citation trends in marketing research. Implementing these recommendations will enhance the analysis and offer more comprehensive insights into the field.</p>	
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PART 2:

	Reviewer's comment	Author's comment <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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