

Table 1 : Document types

Document Types	Record Count	% of 479
ARTICLE	404	84.342 %
PROCEEDINGS PAPER	70	14.614 %
BOOK CHAPTER	17	3.549 %
EARLY ACCESS	15	3.132 %
REVIEW	8	1.670 %
MEETING ABSTRACT	2	0.418 %
BOOK	1	0.418 %
EDITORIAL MATERIAL	1	0.418 %

Table 2 : Areas of research articles

Research Areas	Record Count
BUSINESS	332
MANAGEMENT	95
ECONOMICS	52
HOSPITALITY LEISURE SPORT TOURISM	18
FOOD SCIENCE TECHNOLOGY	17
COMMUNICATION	14
AGRICULTURAL ECONOMICS POLICY	12
BUSINESS FINANCE	11
PSYCHOLOGY APPLIED	10
PSYCHOLOGY SOCIAL	7

Table 3 : The top 10 most productive journals

Source titles	Record count	% of 479
INTERNATIONAL MARKETING REVIEW	27	5.637 %
JOURNAL OF BUSINESS RESEARCH	23	4.802 %
JOURNAL OF INTERNATIONAL MARKETING	22	4.593 %
JOURNAL OF INTERNATIONAL CONSUMER MARKETING	18	3.758 %
ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS	16	3.340 %
EUROPEAN JOURNAL OF MARKETING	12	2.505 %
BRITISH FOOD JOURNAL	9	1.879 %
JOURNAL OF INTERNATIONAL BUSINESS STUDIES	8	1.670 %

JOURNAL OF THE ACADEMY OF MARKETING SCIENCE	8	1.670 %
JOURNAL OF THE ACADEMY OF MARKETING SCIENCE	8	1.670 %

Table 4 : Most cited journals

Source Title	Total Citations	Average per Year
JOURNAL OF CONSUMER RESEARCH	2723	113,46
JOURNAL OF MARKETING	649	27,04
JOURNAL OF CONSUMER PSYCHOLOGY	579	26,32
JOURNAL OF THE ACADEMY OF MARKETING SCIENCE	375	20,83
JOURNAL OF BUSINESS RESEARCH	304	23,38
JOURNAL OF INTERNATIONAL BUSINESS STUDIES	258	12,29
JOURNAL OF INTERNATIONAL MARKETING	256	19,69
INTERNATIONAL JOURNAL OF RESEARCH IN MARKETING	243	15,19
INTERNATIONAL MARKETING REVIEW	228	14,25
JOURNAL OF INTERNATIONAL BUSINESS STUDIES	220	11

Table 5 : The 10 most cited articles

Title	Total Citations	Average per Year
Steenkamp, J. B. E., & Baumgartner, H. (1998). Assessing measurement invariance in cross-national consumer research. <i>Journal of consumer research</i> , 25(1), 78-90.	2723	113,46
Klein, J. G., Ettenson, R., & Morris, M. D. (1998). The animosity model of foreign product purchase: An empirical test in the People's Republic of China. <i>Journal of marketing</i> , 62(1), 89-100.	649	27,04
Batra, R., Ramaswamy, V., Alden, D. L., Steenkamp, J. B. E., & Ramachander, S. (2000). Effects of brand local and nonlocal origin on consumer attitudes in developing countries. <i>Journal of consumer psychology</i> , 9(2), 83-95.	579	26,32
Balabanis, G., & Diamantopoulos, A. (2004). Domestic country bias, country-of-origin effects, and consumer ethnocentrism: a multidimensional unfolding approach. <i>Journal of the academy of marketing science</i> , 32(1), 80-95.	375	20,83
Roth, K. P., & Diamantopoulos, A. (2009). Advancing the country image construct. <i>Journal of Business Research</i> , 62(7), 726-740.	304	23,38
Balabanis, G., Diamantopoulos, A., Mueller, R. D., & Melewar, T. C. (2001). The impact of nationalism, patriotism and internationalism on consumer ethnocentric tendencies. <i>Journal of international business studies</i> , 32(1), 157-175.	258	12,29
Cleveland, M., Laroche, M., & Papadopoulos, N. (2009). Cosmopolitanism, consumer ethnocentrism, and materialism: An eight-country study of antecedents and outcomes. <i>Journal of International marketing</i> , 17(1), 116-146.	256	19,69
Alden, D. L., Steenkamp, J. B. E., & Batra, R. (2006). Consumer attitudes toward	243	15,19



Figure 4: Co-atorship between 1984 and 2007

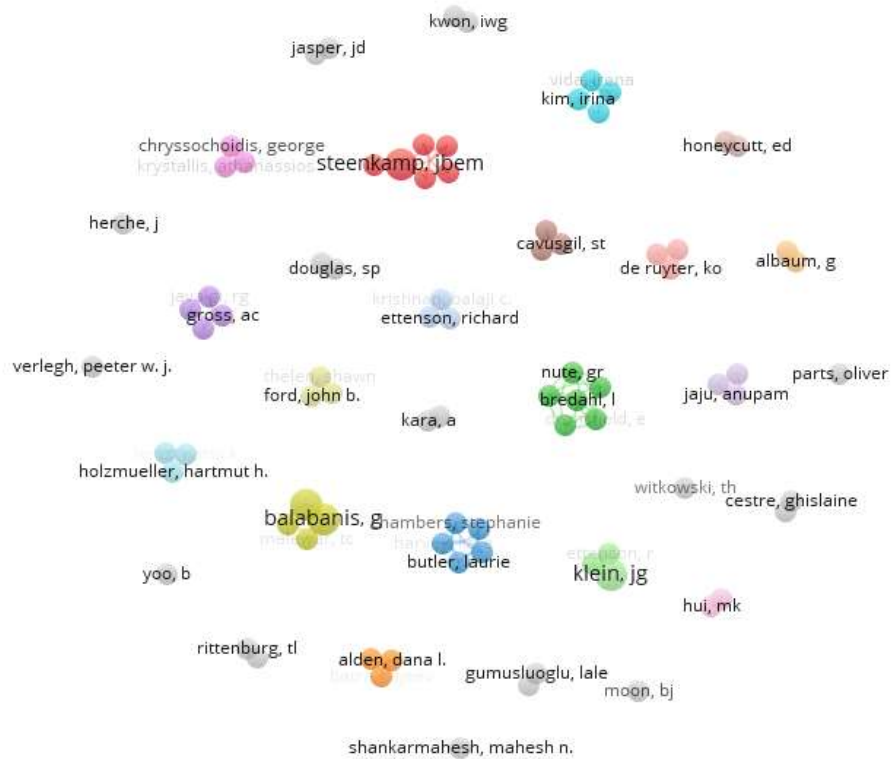


Figure 5 : Keywords Co-occurrence from 2008 to 2021

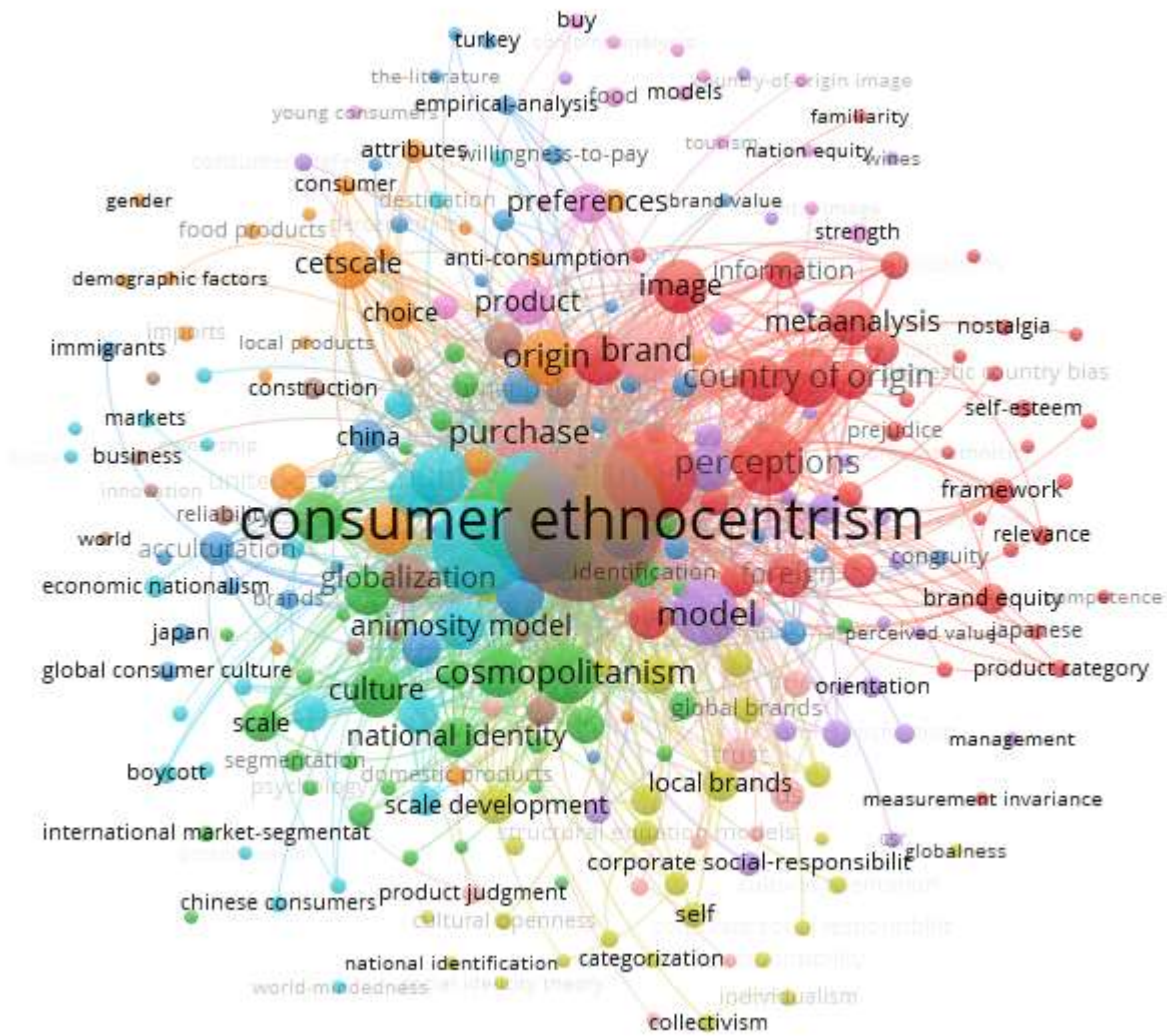


Table 6 : The 10 most productive countries

Countries/Regions	Record Count	% of 479
USA	145	30.271 %
ENGLAND	50	10.438 %
PEOPLES R CHINA	47	9.812 %
AUSTRALIA	43	8.977 %
SPAIN	27	5.637 %
CANADA	26	5.428 %
FRANCE	23	4.802 %
TURKEY	19	3.967 %
AUSTRIA	17	3.549 %
GERMANY	17	3.549 %

Figure 6: Countries coupling from 1986 to 2021

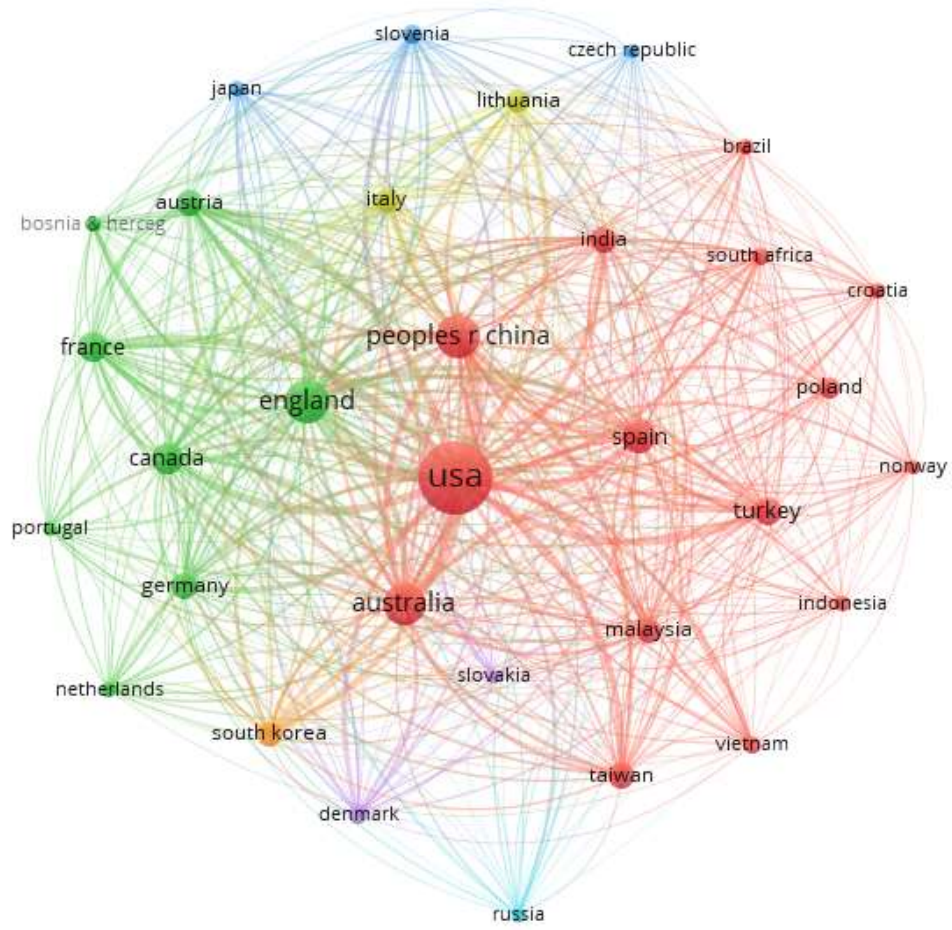


Figure 7: Countries coupling from 1984-2007

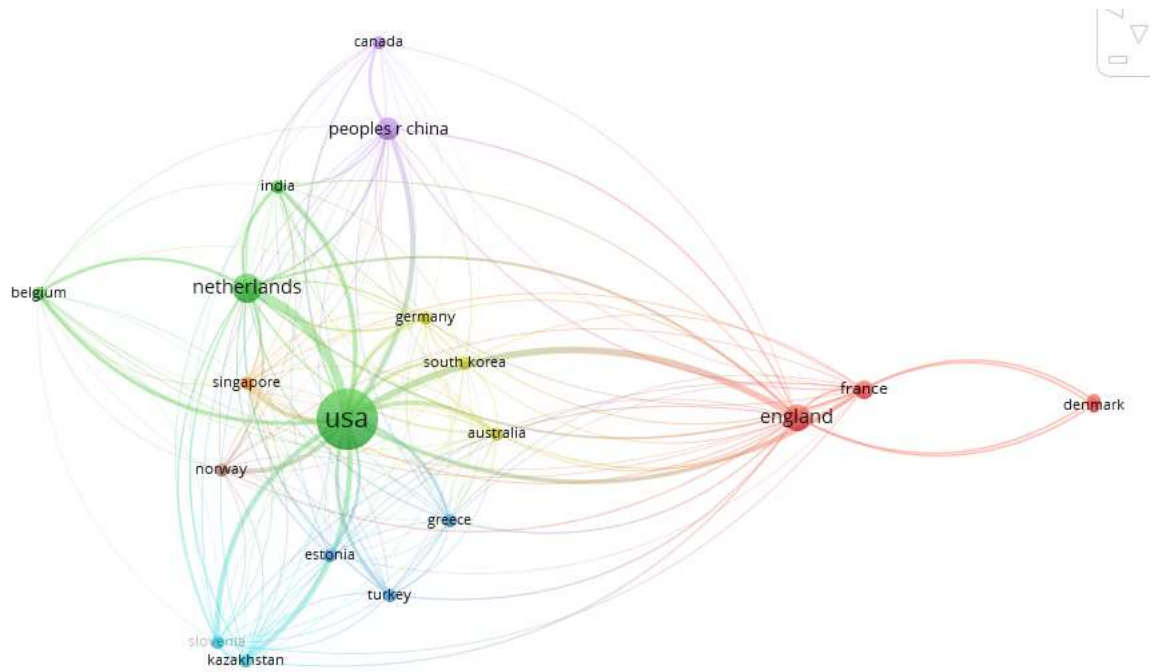
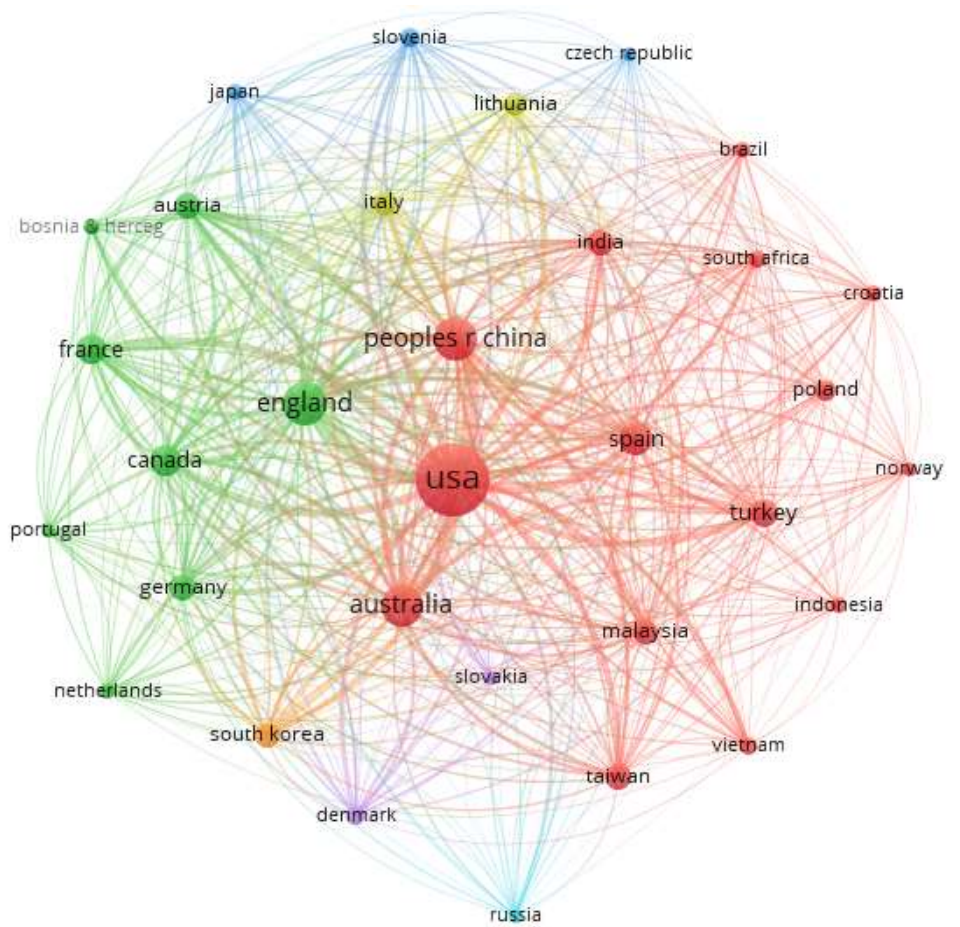


Figure 8 : Countries coupling from 2008-2021







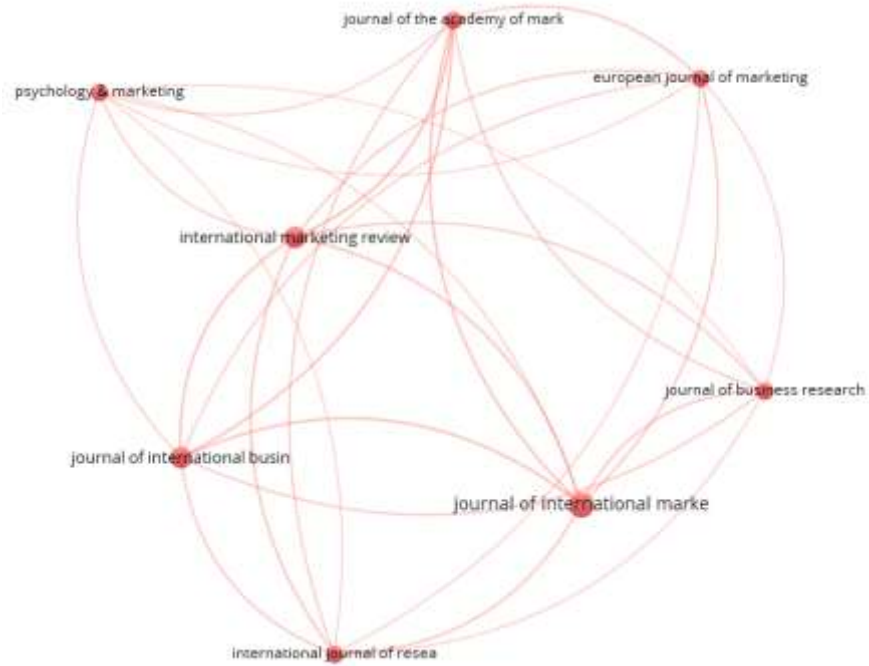


Figure 11: Journal coupling from 2008-2021

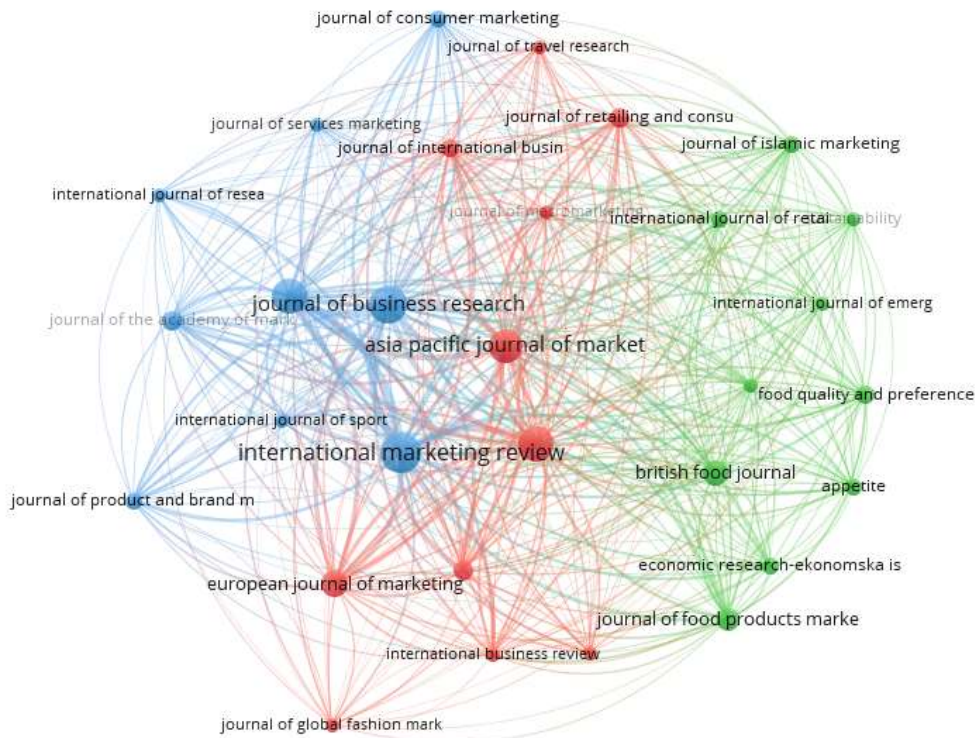


Figure 12 : Co-authorship of institutions from 1984-2021



Figure 13 : Co-authorship of institutions from 1984-2007

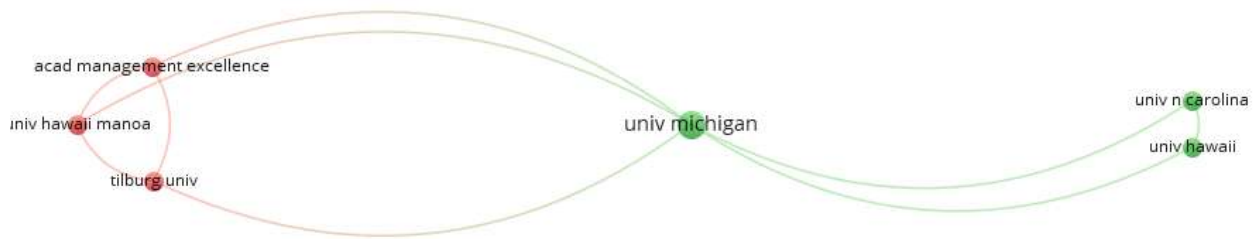


Figure 14 : Co-authorship of institutions from 2008-2021



Table 7 : The most 10 cited 10 authors from 1984-2021

Authors	Record Count	% of 479
DIAMANTOPOULOS A	12	2.505 %
CLEVELAND M	11	2.296 %
BALABANIS G	9	1.879 %
LEE R	7	1.461 %
SHARMA P	7	1.461 %
GINEIKIENE J	6	1.253 %
JOSIASSEN A	6	1.253 %
REARDON J	6	1.253 %
FERNANDEZ-FERRIN P	5	1.044 %
LAROCHE M	5	1.044 %

Table 8 : Most 5 cited authors

Authors	Total Citations	Average per Year
Steenkamp	2723	113,46
Klein	649	27,04
Batra	579	26,32
Balabanis	375	20,83