

Detecting salient themes in financial marketing research from 1961 to 2010

Abstract

The present paper analyses the research developed in a social science subfield, specifically financial marketing research (FMR). Concretely, we present an application of a bibliometric approach using co-word analysis combined with performance analysis and science mapping to detect and visualise conceptual subdomains and identify the most prominent themes. The thematic networks extracted show the associations between the main concepts treated by the FMR community, thus allowing its intellectual structure in the last fifty years to be examined (1961-2010).

The findings are combined with the trends identified through a review of the corpus of manuscripts analysed and a temporal analysis. This approach, under a longitudinal perspective, provides a snapshot of the thematic evolution of research in financial services and predicts where such research could lead.

Keywords

Bibliometric study, conceptual evolution, co-word analysis, financial marketing research, bank marketing

Figures





