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Ahlam ThamriORCID: <https://orcid.org/0000-0002-0387-6927>Dr. researcher in the Business Faculty
(MQEMADD laboratory), Ziane Achour University of Djelfa, Algeria.**Mokhtar Rabhi**ORCID: <https://orcid.org/0000-0002-0284-8844>

Professor in the Business Faculty

Mohammed Said DjoualORCID: <https://orcid.org/0000-0002-4862-3712>Professor in the Business Faculty Djelfa University
(Algiers, Algeria)

A BIBLIOMETRIC VIEW OF GREEN MARKETING: SCOPUS DATABASE 2000-2025

This research aims to describe the development of publications in green marketing research, based on articles published in the Scopus database. The keyword "green marketing" was used to search Scopus. The years were defined as 2000-2025, and publications were limited to the fields of business administration and accounting. A sample of 997 articles was obtained for analysis using VOSviewer software. The data showed an upward trend in publications from 2014 to 2024. 2024 saw the highest number of publications on green marketing, with 108 research papers. The United States led the list with 190 publications, followed by India with 136, and China with 127. Polonsky, M.J., was the most prolific author, contributing approximately six articles. Following him is Chen, Y.S., who authored 5 articles. The Bucharest University of Economic Studies is the leading contributor to green marketing publications in Bucharest, Romania, with 14 articles. Journals such as Cleaner Production, Business Strategy and Environment, and Retail and Consumer Services topped the list of the most active publications in this field. Furthermore, cross-reference testing revealed that the most frequently used keywords in green marketing studies were "green marketing" (584 times), "marketing" (364 times), and "sustainability" (287 times). Green marketing is associated with topics including the circular economy, green behavior, carbon footprint, and brand image. Cross-country co-authorship analysis showed that the countries with the highest total co-authorship value are the United States and China. Bhardwaj, Seema, Chitins, Smita, Das Manish, Kumar, Sushant, and Srinaman represent a collaborative research group. This study calls for further research on green marketing through a comparison of global databases to discover more scientific gaps and provide a comprehensive view of green marketing.

Keywords: Bibliometric analysis; green marketing; co-authorship; Scopus database; VOSviewer software.

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Statement of the problem in general form and its connection with important scientific or practical tasks. Green marketing studies have garnered significant attention from researchers, who focus on it as a key solution to the environmental impact of production waste and to raising consumer awareness of environmentally friendly products.

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In this context, the central problem of this research is to explore the development of green marketing research, identify emerging topics in this field, and assess the interest of research institutions and countries in green marketing. It also aims to explore its connections to other topics. Furthermore, this study examines studies indexed in the Scopus database from 2000 to 2025 using bibliometric analysis techniques to identify the countries with the highest publication rates, leading authors in this field, research institutions, and the extent of collaboration among them.

Analysis of the latest research and publications, which initiated the solution of this problem and on which the author relies. The move towards adopting sustainable business practices is an urgent need at the global level (Growth, 1945). As a result, marketers are forced to adopt new marketing approaches. These strategies combine traditional and modern marketing methods by embracing new digital marketing tools, including emerging ones (Bentayeb, 2025). Although it emerged in 1980, green marketing didn't gain widespread attention until the early 1990s. This concept focuses on product improvement, changes to production and packaging processes, and modifications to advertising methods. Green marketing is considered a management process aimed at identifying, anticipating, and meeting consumer and societal needs in a profitable manner. It also seeks to highlight environmentally friendly products, making them more appealing to environmentally conscious consumers (Li, 2025).

Green marketing is a topic of great global interest, attracting the attention of researchers across various disciplines. It is also viewed as an effective tool within business sustainability strategies, making it a key driver of innovative changes that contribute to mitigating environmental degradation (Sumarsono & Sahid, 2025). With the growing focus on environmental sustainability, marketing researchers have begun incorporating basic environmental protection principles into marketing strategies, contributing to the promotion of the concept of green marketing (Huang & Wang, 2026). Green marketing is defined as a marketing approach that aims to promote an environmentally and health-conscious brand by reducing product consumption in a balanced way and avoiding products harmful to the environment (Jang et al, 2025).

Green marketing relies on a conscious commitment to sustainability, aiming to become a profitable and environmentally friendly company. However, green marketing also seeks to employ environmental principles that attract potential consumers or enhance customer loyalty. Green marketing is one of the marketing strategies marketers use today to promote sustainable growth (Öztürk, 2025). Green marketing focuses on highlighting the environmental impact of products and services offered, which may include aspects such as energy conservation, reliance on clean energy sources, promoting sustainability principles, and using biodegradable packaging materials (Al-ahmed et al., 2025).

Green marketing is defined as the type of marketing that includes all activities aimed at generating and facilitating exchanges, with the goal of meeting human needs and desires while achieving this satisfaction with the least possible negative impact on the natural environment (Amoako et al., 2018). Green marketing is a marketing approach that integrates achieving economic goals with a commitment to environmental conservation. Adopting this concept within companies means considering environmental aspects in all their marketing activities (Karim & Ahmad, 2025).

Green marketing focuses on highlighting sustainable practices, efficient waste management, and promoting efforts to protect the environment (Islam et al., 2025). Green marketing strategies are also being implemented to promote the sustainability of marketing operations and to meet the growing demand for environmentally friendly products (Atshan,

2025). Therefore, companies use the "green marketing" strategy to create and promote environmentally friendly and sustainable goods and services that do not negatively affect the environment (Deshmukh, 2024). Green marketing, also known as sustainable marketing, is considered an effective strategy for influencing consumer purchasing intentions. This helps companies gain consumer attention and trust (Marconde et al., 2024).

Definitions of bibliometrics are often quite broad, and many studies have addressed this topic over the years. The concept primarily focuses on the relationship between the volume of scientific data, such as the number of publications and citations on a specific subject, and the associated statistics (Filho et al., 2025). Bibliometric analysis is considered one of the most prominent methods used to analyze, visualize, and explore large amounts of scientific data (Maryanti et al., 2022). Bibliometric analysis is also known as one of the most important research methods used by researchers to understand global research trends in a particular discipline based on the output of academic publications in databases such as Scopus, WoS, and others. This type of method distinguishes between two types of academic research (i.e., review paper and bibliometric analysis) (ALSHARIF et al., 2020). Bibliometric methods have become well-established scientific disciplines in methodology and form an integral part of the methodology for evaluating research in all journals, especially scientific and applied ones (Ellegaard & Wallin, 2015).

The term "bibliometrics" refers to the field that studies and analyzes collections of publications using quantitative analyses methodologies. While the origins of this technique date back to the period between 1950 and 1960, it has witnessed remarkable development during the last two decades thanks to the spread of large electronic databases of academic articles such as the Web of Science (WoS) and Scopus, as well as the increased use of bibliometric analysis software such as Gephi, Leximancer, and VOSviewer (Koldobika et al., 2022). In addition, bibliographic measurement techniques allow for the classification and analysis of large amounts of historical data derived from research conducted within a specific time frame (Ejaz et al., 2022).

Bibliometric analysis is a vital methodology for understanding research environments by using statistical and quantitative techniques to analyze academic literature. With the development of bibliometric methods, its importance has increased, and its applications have diversified due to its pivotal role in identifying the most influential authors, mapping research collaboration networks, and discovering emerging research trends (Koldobika et al., 2022). Bibliometric analysis focuses primarily on revealing the intellectual and social structure of a particular field by identifying pioneering works and authors with outstanding contributions to that scientific area, as well as monitoring collaborative networks and emerging research topics. It provides researchers with a comprehensive view that enables them to understand prevailing trends and identify gaps in the scientific literature (Kumar, 2025).

This widespread adoption of literature reviews reflects the emergence of a broad range of software programs developed over the past decade specifically for working with data repositories such as Web of Science and Scopus. The effective integration of these programs allows researchers specializing in specific scientific fields to create knowledge maps with flexibility (Kirby, 2023). Bibliometric analysis is a modern tool used to classify bibliographic materials, including publications, citations, authors, and institutions, as well as to quantitatively evaluate them in various scientific fields (Lazarides, 2023). Bibliometric studies aim to explore trends and patterns in internal research and auditing using bibliometric analysis with the VOSviewer application (Firdausi et al., 2025). Bibliometric maps show how disciplines, journals, research papers, and authors are related. This is done using VOSviewer, a mapping tool. Bibliometric pairing involves co-authorship, co-repetition, and bibliometric association

(Rabhi et al., 2023). Bibliometrics is a field of research that evaluates the publications of a journal, research institute, research field, country, or other entity and its literary output (Munir, 2022).

Bibliometrics methodologies are divided into two main parts: performance analysis and scientific mapping. Performance analysis focuses on evaluating the contributions of research institutions by measuring the number of publications and their citation impact, thus providing a means of quantifying scientific output. Scientific mapping, on the other hand, examines the relationships between research topics, authors, and institutions, employing techniques such as citation analysis, keyword analysis, and bibliographic correlation to identify the intellectual structure of a scientific field. Bibliometrics analysis is considered an essential tool for understanding and keeping pace with the continuous growth and rapid development of scientific knowledge (Pavlopoulos & Received, 2025).

Highlighting the previously unresolved parts of the general problem to which the article is devoted. Several studies have conducted meta-analyses of global databases at different time points, including studies by Saleem et al. (2021) between 1977 and 2020 on the Web of Science (WOS). Their studies aimed to provide a comprehensive review of published research on green marketing, recognizing this type of research as crucial for promoting sustainable consumption in both developing and developed countries. He Geng (2022) used the CiteSpace platform, which was used to conduct a bibliometric analysis related to the development of research on green marketing and sustainable consumption. The results showed that green marketing within sustainable consumption is a thriving topic with an increasing number of annual publications. The research paper by Bhardwaj et al. (2023) also focused on standardizing findings related to green marketing through a bibliometric survey of articles published from 2011 to May 23, 2022, using data from SCOPUS, and presenting the results in a meaningful way. This is based on the premise that consumer adoption of green products and environmental activism can significantly reduce environmental degradation.

The study by Biercewicz (2024) uses a comprehensive bibliometric analysis to explore the integration of mixed reality in green marketing strategies. The research also aimed to clarify the scientific trends in green marketing and understand the research landscape, relying on data from the academic databases Web of Science and Scopus. Both, studies Sumarsono & Sahid (2025), focused on reviewing 1,252 articles from the Scopus database from 2004 to 2024, using bibliometric analysis with the VOSviewer platform.

This highlights the importance of green marketing as a key tool in business sustainability strategies, which are considered drivers of change in the face of environmental degradation. This study differs from previous studies in terms of its timeframe, focusing on the period covered by the articles on green marketing. This differs from previous studies in terms of timeframe, as bibliometric analysis research varies depending on the years of publication, reflecting either a high or low volume of research. Therefore, each bibliometric study represents only the publication period and differs according to the criteria of the years, the type of document used in the analysis, and the analytical tests. All these differences distinguish the current study from previous studies.

Formulation of the purpose of the article (statement of the problem). This study used bibliometric analysis to analyze green marketing articles in the Scopus database from 2000 to 2025. The data were processed using VOSViewer software to identify bibliometric networks, keywords used in green marketing and their relationships, the most cited authors, and the network of relationships between authors. The study aims to:

- Reveal the growing interest in green marketing among researchers, universities, and countries, as evidenced by the increasing number of research papers.

- Examine the conceptual framework of green marketing through literature analysis in the Scopus database.
- Assist researchers interested in understanding and discussing research trends in green marketing.
- Identify research gaps in the field of green marketing.

To achieve the above objectives, this paper seeks to answer the following questions with greater accuracy and objectivity:

1. What is the distribution of publications related to green marketing between 2000 and 2025?
2. Which journals and authors published the largest number of research papers in the field of green marketing? 3) Which countries and academic institutions are interested in publications related to green marketing?
3. What were the most frequently used keywords in green marketing articles between 2000 and 2025?

Statement of the main material of the research with full justification of the scientific results obtained. In order to obtain articles published on the topic of marketing, and before starting the bibliometric analysis of the articles, we relied on articles published in the Scopus database by accessing the database using our personal account. The variable “green marketing” was used as the keyword for searching in Scopus, and 7736 research documents were obtained. In order to reduce the number of published research articles, the number of years was set from 2000 to 2025, and also those published in the specialization of business administration and accounting, as well as the specialization of economics, economics, measurement, and finance. After that, the document type was selected, and only articles were selected; other types of documents, such as books and chapters, were excluded.

As for the language, articles published in English were selected, and other languages were excluded. As for the keywords, "green marketing," "marketing," and "sustainability" were selected. Finally, we obtained a sample of articles that could be analyzed, numbering 997 articles in green marketing. This is shown in Figure 1, which summarizes the steps and methodology followed in the research. The requirements included document type, publication year, language, journal, author, affiliation, abstract, keywords, and number of citations, all exported in CSV format. VOSviewer (version 1.6.10) was used. To analyze co-authorship and co-repetition data, two standard weighting attributes were applied: the "linking attribute" and the "overall link strength attribute."(Yu et al., 2020).

Table 1 – Criteria for Including and Excluding Data

Inclusion Criteria	Green Marketing, Marketing, Sustainable Development
Exclusion Criteria	Green Marketing in (Medical, Engineering, and Sociological Fields)
	Conference Proceedings, Conference Papers, Books, Chapters, and Non-Indexed Publications
Search language	English language only, other languages are to be cancelled. Chinese .Portuguese Spanish.German.

Source: Prepared by the researcher

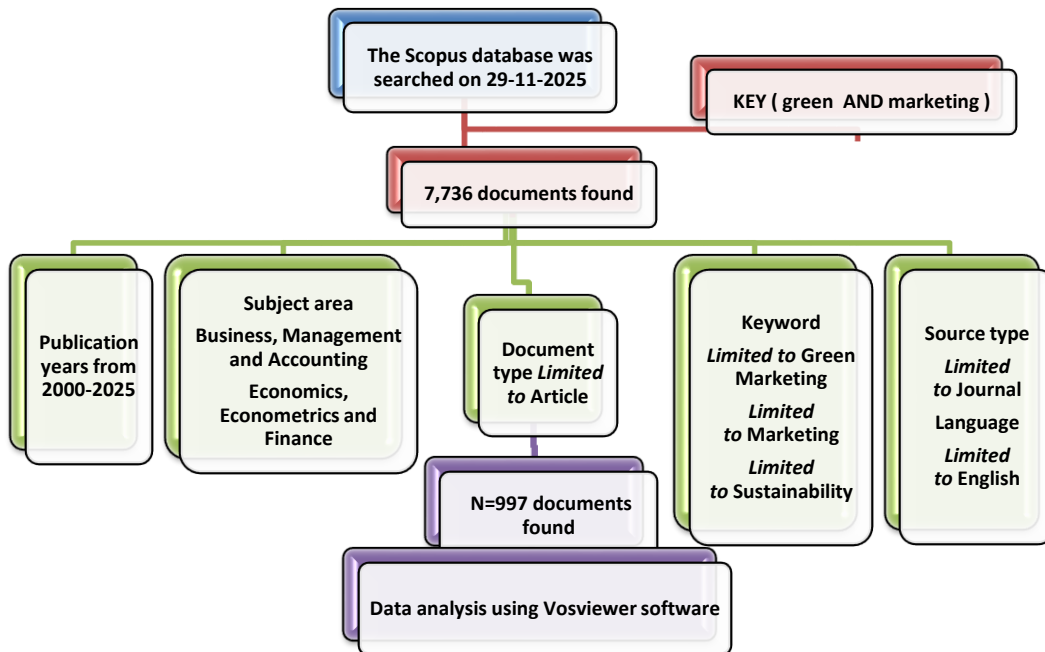


Figure 1 – Analytical flowchart for reviewing green marketing articles
Source: Prepared by the researcher

Results and Discussion.

Figure 2 illustrates the historical trend of articles published on green marketing in the Scopus database. Based on the results shown in the figure, the number of articles published on green marketing in both 2000 and 2001 was six research papers. Publication then declined in 2002, 2003, and 2004, demonstrating very slow growth. Publication increased from 2005 to 2013, reaching a total of 50 research papers, before decreasing again. A gradual increase in publications is observed, indicating a more upward trend from 2014 to 2024. A total of 997 articles were produced and indexed in the Scopus database over 25 years of research. 2024 is considered the year with the highest number of publications on green marketing, with 108 research papers. Figure 1 shows that recent years have witnessed a significant increase in researchers' interest in green marketing, indicating a promising growth trend.

Figure 3 shows the main fields that are spreading in the subject of green marketing, where the specialization of management and business has a high percentage of 41.3 %, followed by the specialization of sociology at 14.1 %, and also the specialization of economics at 13.9 %, followed by other specializations that are interested in publishing in green marketing, but to a weak and varying degree.

Figure 4 shows the countries interested in publishing in green marketing. We note that the United States ranked first with 190 research papers, followed by India with 136 documents; China with 127 documents; the Kingdom with 81 documents; Australia with 50 documents; Malaysia with 48 documents; Italy with 42 documents; Canada and Taiwan with 33 documents each; and Germany with 28 articles.

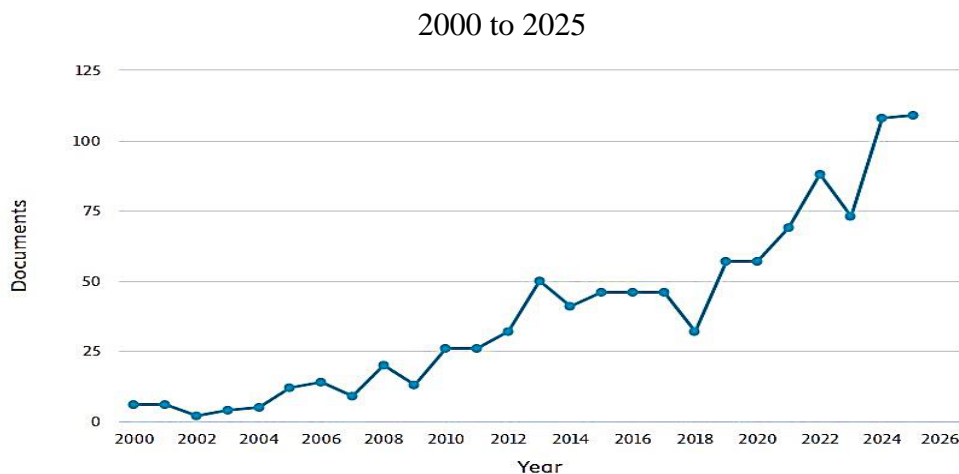


Figure 2 – Distribution of published articles by year from Source: Prepared by researchers using the Scopus Labs database

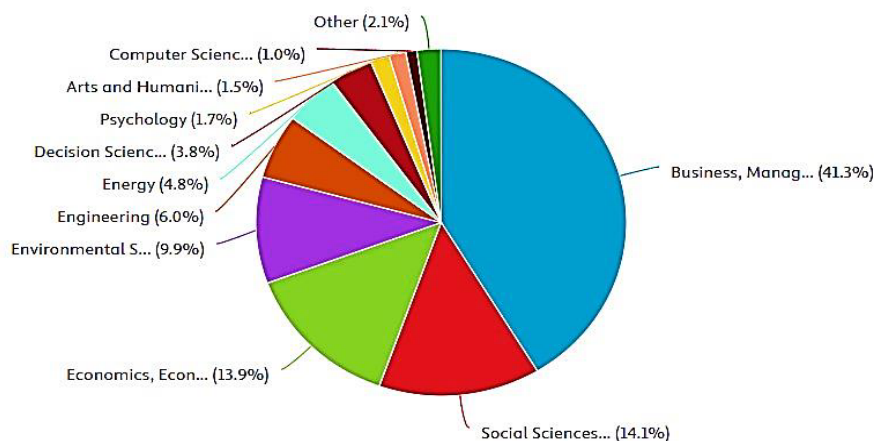


Figure 3 – Distribution of different types of documents for green marketing. Source: Prepared by researchers using the Scopus Labs database.

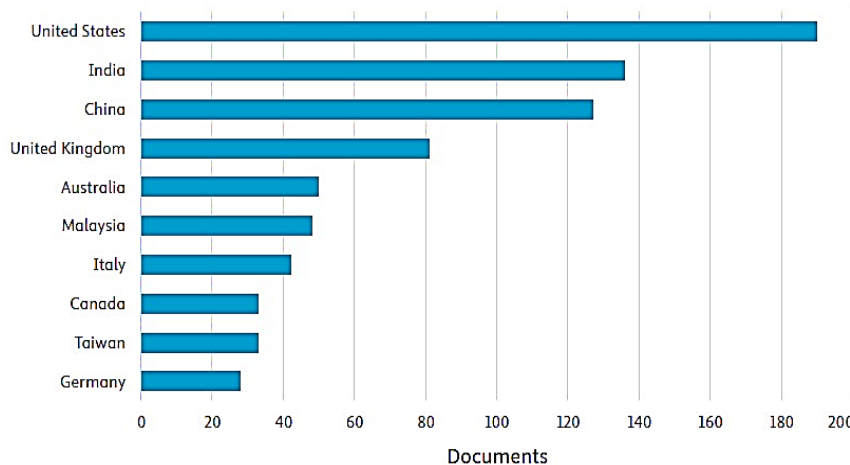


Figure 4 – 10 Countries with the Highest Publication Rates of Green Marketing Source: Prepared by researchers using the Scopus Labs database.

Figure (5-b) 10 shows the most productive early authors in publishing green marketing research. Figure 5 highlights the most productive authors, with Polonsky, M.J., contributing approximately six articles. He is followed by Chen, Y.S., who authored five articles, followed by Leonidou, C.N. (5 articles), Mehraj, D. (5 articles), Sarkis, J. (5), and Taufique, K.M.R. (5 articles). They are followed by Borchart, M., Dangelico, R.M., Iraldo, F., and Kautish, P., each with four research papers.

Based on Figure 5a, Bucharest University of Economic Studies is the leading contributor to green marketing publications in Bucharest, Romania, with 14 articles. Florida State University in Florida follows with 11 papers, then Deakin University in Victoria, Australia, and Symbiosis International Deemed University in Pune, India, each with 10 papers. The Hong Kong Polytechnic University in China has nine papers, followed by the University of Leeds in England, Universiteit Twente in the Netherlands, Sapienza University of Rome in Rome, Amity University in Noida, India, and Leeds University Business School in Leeds, England, each with eight papers.

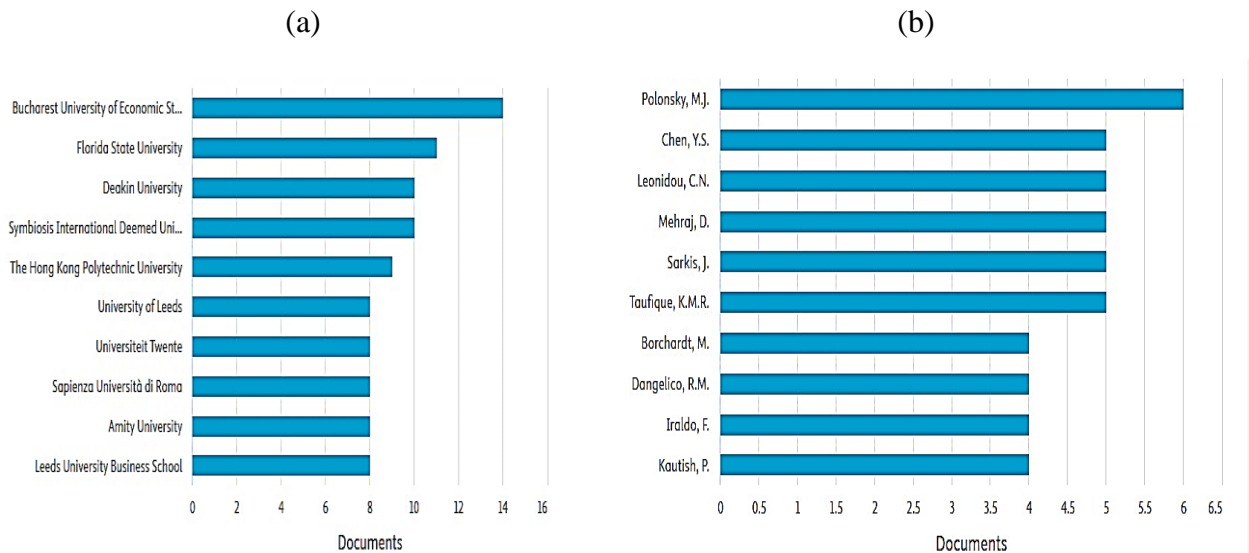


Figure 5 – 10 Authors and Universities Interested in Publishing on Green Marketing
Source: Prepared by researchers using the Scopus Labs database.

In analyzing the Scopus database content of the most published scientific journals in the field of green marketing, we found the data as shown in table 2. The following analysis criteria were defined: "Journal Citation Score," "Most Cited Articles," "Number of Citations," "Publisher," "Total Publications," and "Total Citations," as shown in Table 2. We note that the Journal of Cleaner Production leads in publications, followed by Business Strategy and the Environment, the Journal of Retailing and Consumer Services, and the remaining journals as shown in Table 2. We have also determined TP = Total Publications and TC = Total Citations for each journal, as well as its Cite Score and Publisher. Additionally, we have identified the most cited article in each journal for the year 2025, along with the number of citations.

Table 2 – The top 10 highly productive journals on green marketing, during the period (2000-2025)

Journal	TP	TC	Cite Score	The Most Cited Article (Reference)	Times Cited	Publisher
Journal of Cleaner Production	18950	393051	20.7	Green And Low-Carbon Matrices For Engineered/Strain-Hardening Cementitious Composites (ECC/SHCC): Toward Sustainable And Resilient Infrastructure	78	Elsevier
Business Strategy and the Environment	1293	30608	23.7	A PRISMA-Based Systematic Review On Economic, Social, And Governance Practices: Insights And Research Agenda	30	John Wiley & Sons
Journal of Retailing and Consumer Services	35837	1578	22.7	Implications Of Retailer-Owned Digital Twins Services: The Trade-Offs Between Customer Experience, Misfit Returns Reduction, And Investment Costs	3	Elsevier
Environment, Development and Sustainability	3249	36078	11.1	Intelligent Ecofriendly Transport Management System Based On Iot In Urban Areas	67	Springer Nature
Journal of Business Research	3243	82008	25.3	Maximising Sustainable Performance: Integrating Servitisation Innovation Into Green Sustainable Supply Chain Management Under The Influence Of Governance And Industry 4.0	51	Elsevier
Resources, Conservation and Recycling	2196	54240	24.7	Advances In Thermochemical Valorization Of Biomass Towards Carbon Neutrality	65	Elsevier
Innovative Marketing	302	964	3.2	The Role Of Digital Marketing Tools In Promoting Tourism: An Applied Study On Online Marketing Strategies	4	LLC CPC Business Perspectives
Journal of Consumer Marketing	251	1497	6	Anthropomorphic Generative AI Chatbots For Enhancing Customer Engagement, Experience And Recommendation	11	Emerald Publishing

Quality - Access to Success	809	1307	1.4	3D Printing Technologies For Enhancing Sustainability In Supply Chains	6	SRAC - Societatea Romana Pentru Asigurarea Calitatii
Cogent Business and Management	2075	10257	4.9	Artificial Intelligence-Based Chatbots–A Motivation Underlying Sustainable Development In Banking: Standpoint Of Customer Experience And Behavioral Outcomes	14	Cogent OA

Note: TP = Total Publications, TC = Total Citation

Co-Occurrence Network Of All Keywords.

The keyword co-occurrence network map shows the entire period. The distance between certain keywords reveals their relevance and connection to the topic. The closer the distance, the greater the relevance (Liu et al., 2025). To answer the question, "What are the most frequently occurring keywords in green marketing research between 2000 and 2025?" we used frequency testing as a type of analysis. We selected authors' keywords that appeared at least 5 times in the program. A total of 259 keywords were identified from the data, as shown in figure 6.

As shown in Figure and Table 3, the most frequently used keywords in green marketing studies are "green marketing" (584 occurrences), "marketing" (364), "sustainability" (287), and "sustainable development" (111), followed by "commerce" (91) and "consumption behavior" (66). The remaining keywords are shown in Table 3 along with their frequency in the research articles. A review of the publications reveals that most researchers use "green marketing," "marketing," and "sustainability" as keywords in their research. Co-occurrence testing showed that green marketing is associated with topics including the circular economy, green behavior, carbon footprint, brand image, and brand value.

Researchers have combined green marketing with topics including consumer behavior and perception, consumption, corporate social responsibility, and the relationship between green marketing and the environment. They have also explored environmental attitudes, environmental awareness, environmental behavior, and all related environmental concerns, including environmental consciousness, environmental economics, environmental management, and environmental marketing, with a focus on environmental protection and its relationship to green marketing. This is evident in the frequent use of terms such as "environmental regulations," "environmental responsibility," "environmental strategy," and "environmental sustainability." All these topics are illustrated in the keyword frequency map.

Country Co-Authorship Analysis.

Table 3 presents an analysis of co-authorship among the countries with the greatest influence and most prolific publications on green marketing, as well as the degree of collaboration between these countries. Figure 7 illustrates the network of co-authorship among countries in scientific articles on green marketing. The countries represented by larger circles have greater co-authorship and connection strength. Furthermore, the links demonstrate the cooperative relationships between different countries, and their thickness and distance indicate the strength of their collaboration. The variety of colors on the map represents the diversity of research trends. The countries with the highest number of publications are the United States (191) and India (137); the countries with the highest number of citations are the United States (17,563) and China (8,336); and the countries with the highest overall co-authorship value are the United States (47) and China (46).

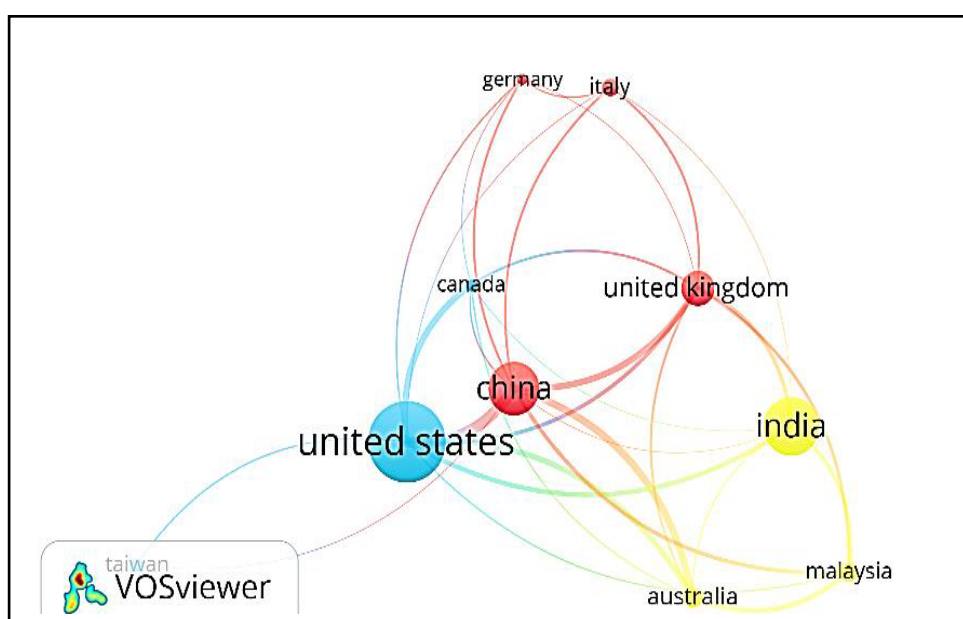


Figure 7: Country-specific co-authoring network of green marketing
Source: It was created using VOSviewer software

Table 3 – Country co-authorship analysis.

Country	Documents	Citations	Total Link Strength
United States	191	17563	47
India	137	8248	21
China	127	8336	46
United Kingdom	83	8082	32
Australia	50	3775	29
Malaysia	47	2721	22
Italy	42	1890	10
Taiwan	32	5070	3
Canada	31	5387	17
Germany	28	1745	9

Source: Prepared by the researcher using VOSviewer software

Analysis Of Co-Authorship By Authors.

Newly formed authoring networks are created using VOSviewer to identify key co-authors in the research by analyzing the strength of collaboration (Judijanto et al., 2023). VOSViewer software can provide and display detailed information about bibliographic maps related to measurements. This software allows researchers to explore and analyze a large bibliographic map in a way that facilitates understanding the relationships between different components (Series, 2021). Out of 2,529 authors, each with at least one research paper, we identified five groups. Each group consists of researchers who share a common relationship in co-authoring papers on green marketing, as illustrated in the figure. Each circle represents an author, and each color represents a group. There are four colors, representing four research groups. The first group, in red, includes Bhardwaj, Sima; Chitins, Smita; Das, Manish; Kumar, Sushant; and Srinaman. The second group, in green, includes Alghavis Racha Ali, Brokardo Laura, Patel Ajay Kumar, and Rahman Inis.

The third group, in blue, includes Chun Hayoon, Cronin J., Gippelhausen Michael, and M. Holt J. Thomas. The fourth research group, in yellow, includes Glim Mark and Widav Rampalak. As shown in Figure 8.

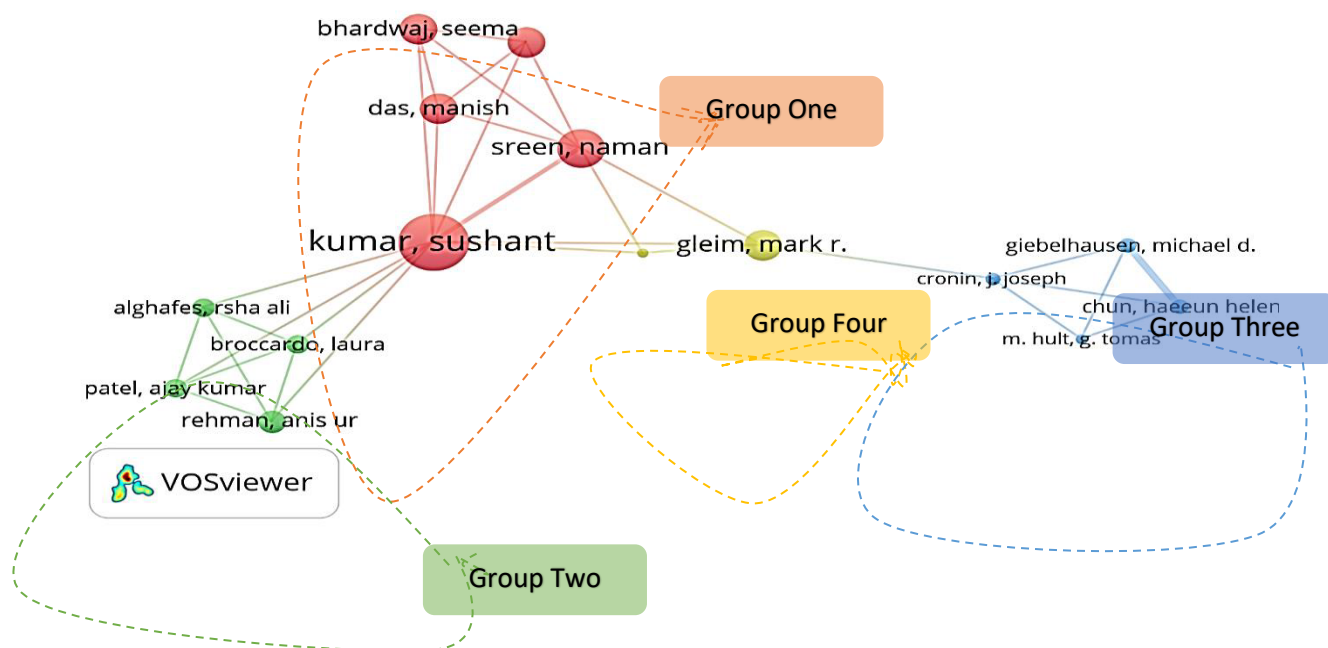


Figure 8 – Network visualization of a collaborative work by researchers in green marketing
Source: It was created using VOSviewer software

Organizations Co-Authorship Analysis.

To identify research organizations collaborating on the topic of green marketing, we selected organizations in the program that had at least one article and zero citations and whose research papers were compiled with other organizations. We obtained 1000 out of 1790. We selected to display 9 organizations in a red group, and on the map, we obtained the following figure. Countries as shown in the table. The red group includes: Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan and business engineering and management, university literaturehnica of bucharest, bucharest, bucharest, Romania and department of business

administration, istanbul sabahattin zaim university, kucukcekmece, istanbul, turkey and department of finance, universitatea din pitesti, pitesti, arges, Romania and department of financial and economic analysis, bucharest university of economic studies, bucharest, Romania and department of management sciences, hazara university pakistan, mansehra, Pakistan and department of management, and government college of management sciences, mansehra, Pakistan and universitatea lucian blaga din sibiu, sibiu, sibiu, Romania. As for the rest of the organizations, each organization works separately.

The number of research papers published by each organization is as follows: Azerbaijan State University of Economics (UNEC), based in Azerbaijan, Turkey: 2 research papers; Faculty of Engineering and Business Administration, Polytechnic University of Bucharest, Romania: 1 research paper with 52 citations; Department of Business Administration, Sabahattin Zaim University, Küçükçekmece, Istanbul, Turkey: 1 research paper with zero citations; Department of Finance, Pitesti Argeş University, Romania: 1 research paper with 103 citations; Department of Financial and Economic Analysis, Bucharest University of Economic Studies, Romania: 1 research paper with 31 citations; Department of Administrative Sciences, Hazara University, Mansehra, Pakistan: 2 research papers with 26 citations; Department of Management, Lucian Blaga de Sibiu University, Romania: 1 research paper with 394 citations; Government College of Administrative Sciences, Mansehra, Pakistan: 1 article with 26 citations. Finally, Lucian Blaga de Sibiu University, Romania: 267 citations. This is shown in Table 4.

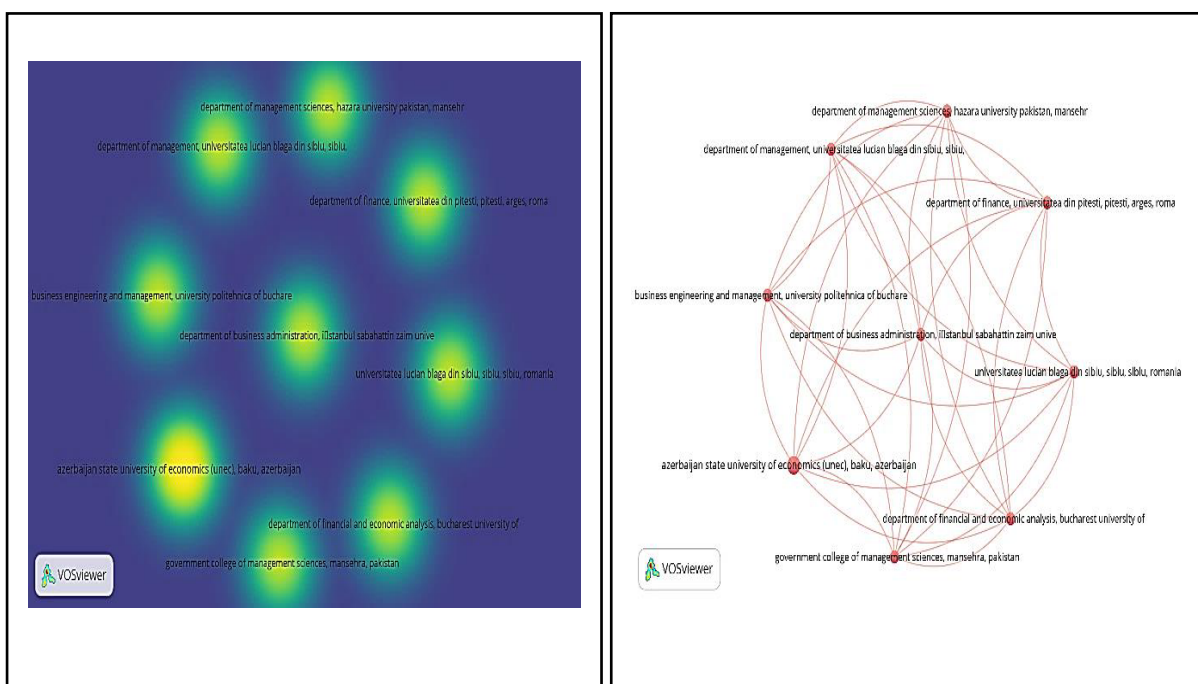


Figure 9 – Network visualization a-b of collaborative work between organizations in the field of green marketing.
Source: It was created using VOSviewer software

Table 4 – Collaborative work between organizations in the field of green marketing

Organization	Country	Documents	Citations	Total Link Strength
Azerbaijan State University Of Economics (Unec),	Turkey	2	28	8
Business Engineering And Management, University Politehnica Of Bucharest, Bucharest, Bucharest,	Romania	1	52	8
Department Of Business Administration, İstanbul Sabahattin Zaim University, Kucukcekmece, Istanbul	Turkey	1	0	8
Department Of Finance, Universitatea Din Pitesti, Pitesti, Arges	Romania	1	103	8
Department Of Financial And Economic Analysis, Bucharest University Of Economic Studies, Bucharest	Romania	1	31	8
Department Of Management Sciences, Hazara University Pakistan, Mansehra	Pakistan	1	26	8
Department Of Management, Universitatea Lucian Blaga Din Sibiu, Sibiu, Sibiu	Romania	1	394	8
Government College Of Management Sciences, Mansehra,	Pakistan	1	26	8
Universitatea Lucian Blaga Din Sibiu, Sibiu, Sibiu,	Romania	1	267	8

Source: Prepared by the researcher using VOSviewer software

The time distribution network shows the colored correlations with a yellow line, recent research relationships, and that most of the research was conducted in 2025.

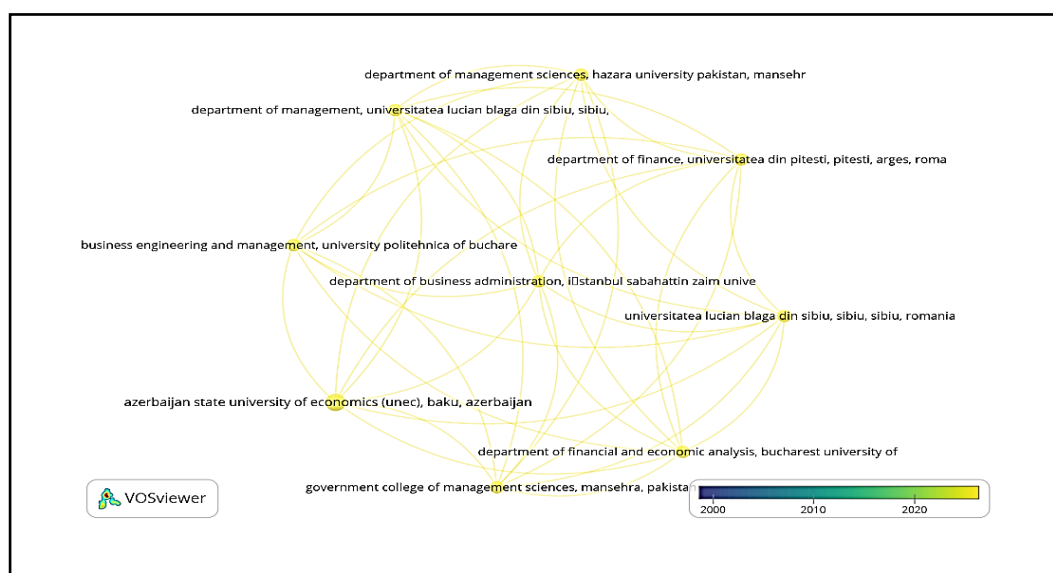


Figure 10 – Network visualization of collaborative work between organizations in the field of green marketing

Source: It was created using VOSviewer software

Conclusions from this research and prospects for further developments in this area. This study aimed to provide an overview of published research on green marketing in the Scopus database from 2000 to 2025. This was achieved by identifying the document type (article), language (English), and specialization (business administration and economics). A valid article was then obtained and uploaded in CSV format for analysis. Software was used for bibliometric analysis and bibliometric map extraction. The co-frequency test for keywords and the co-authorship test for authors, countries, and research institutions were performed, and the following results were obtained:

What is the distribution of publications related to green marketing between 2000 and 2025?

An increase in publications is observed, indicating a more upward trend from 2014 to 2024. A total of 997 articles were produced and indexed in the Scopus database over 25 years of research. 2024 is considered the year with the highest number of publications on green marketing, with 108 research papers.

Which journals and authors published the largest number of research papers in the field of green marketing?

The most productive author, with Polonsky, M.J., contributing approximately six articles. He is followed by Chen, Y.S., who authored five articles, followed by Leonidou, C.N. (5 articles), Mehraj, D. (5 articles), Sarkis, J. (5), and Taufique, K.M.R. (5 articles). They are followed by Borchardt, M., Dangelico, R.M., Iraldo, F., and Kautish, P., each with four research papers. The Journal of Cleaner Production leads in publications, followed by Business Strategy and the Environment and the Journal of Retailing and Consumer Services.

Which countries and academic institutions are interested in publications related to green marketing?

The countries are interested in publishing in green marketing. We note that the United States ranked first with 190 research papers, followed by India with 136 documents; China with 127 documents; the Kingdom with 81 documents; Australia with 50 documents; Malaysia with 48 documents; Italy with 42 documents; Canada and Taiwan with 33 documents each; and Germany with 28 articles. Bucharest University of Economic Studies is the leading contributor to green marketing publications in Bucharest, Romania, with 14 articles. Florida State University in Florida follows with 11 papers, then Deakin University in Victoria, Australia, and Symbiosis International Deemed University in Pune, India, each with 10 papers.

What were the most frequently used keywords in green marketing articles between 2000 and 2025?

The most frequently used keywords in green marketing studies are "green marketing" (584 occurrences), "marketing" (364), "sustainability" (287), and "sustainable development" (111), followed by "commerce" (91) and "consumption behavior" (66). A review of the publications reveals that most researchers use "green marketing," "marketing," and "sustainability" as keywords in their research.

Co-occurrence testing showed that green marketing is associated with topics including the circular economy, green behavior, carbon footprint, brand image, and brand value. The countries with the highest total value of co-authorship are the United States (47) and China (46). There are four research groups in the co-authorship. The first group, in red, includes Bhardwaj, Seema, Chittens, Smita, Das, Manish, Kumar, Sushant, and Srinaman. The second group, in green, includes Algavis, Racha Ali, Brokardo, Laura, Patel, Ajay Kumar, Rahman, and Ines. The third group, in blue, includes Chun Hayun, Cronin, J., Giblehausen, Michael, M. Holt, and J.

Thomas. The fourth research group, in yellow, includes Gleim, Mark, and Widav. The study points to research prospects that include conducting a bibliometric analysis of green marketing articles by comparing databases such as Scopus and WoS in order to give a larger and more comprehensive picture of the research gaps in green marketing.

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Ахлам Тамрі, доктор наук, факультет бізнесу (лабораторія MQEMADD), Університет Зіане Ашур, Джельфа, Алжир

Мокhtar Рабхі, професор факультету бізнесу Університету Джельфа (Алжир, Алжир)

Мохаммед Саїд Джуаль, професор факультету бізнесу Університету Джельфа (Алжир, Алжир)

Бібліометричний погляд зеленого маркетингу: база даних SCOPUS 2000-2025.

Це дослідження має на меті описати розвиток публікацій у галузі досліджень зеленого маркетингу на основі статей, опублікованих у базі даних Scopus. Для пошуку в Scopus було використано ключове слово «зелений маркетинг». Роки дослідження 2000-2025, а публікації обмежувалися галузями бізнес-адміністрування та бухгалтерського обліку. Вибірка з 997 статей була отримана для аналізу за допомогою програмного забезпечення VOSviewer. Дані показали тенденцію до зростання публікацій з 2014 по 2024 рік. У 2024 році було зафіксовано найбільшу кількість публікацій з зеленого маркетингу – 108 дослідницьких робіт. Сполучені Штати очолили список зі 190 публікаціями, далі йдуть Індія зі 136 та Китай зі 127. Polonsky, M.J. був найпліднішим автором, який написав приблизно шість статей. За ним йде Чен Ю.С., автор 5 статей. Бухарестський університет економічних досліджень є провідним автором публікацій з зеленого маркетингу в Бухаресті, Румунія, з 14 статтями. Такі журнали, як «Чистіше виробництво», «Бізнес-стратегія та навколишнє середовище», а також «Роздрібна торгівля та споживчі послуги», очолили список найактивніших публікацій у цій галузі. Крім того, перехресне тестування показало, що найчастіше використовуваними ключовими словами в дослідженнях зеленого маркетингу були «зелений маркетинг» (584 рази), «маркетинг» (364 рази) та «сталій розвиток» (287 разів). Зелений маркетинг асоціюється з такими темами, як циркулярна економіка, зелена поведінка, вуглецевий слід та імідж бренду. Аналіз співавторства в різних країнах показав, що країнами з найвищим загальним значенням співавторства є Сполучені Штати та Китай. Bhardwaj, Seeta, Chitins, Smita, Das Manish, Kumar, Sushant, та Srinatan представляють спільну дослідницьку групу. Це дослідження закликає до подальших досліджень зеленого маркетингу шляхом порівняння глобальних баз даних, щоб виявити більше наукових прогалів та забезпечити повне уявлення про зелений маркетинг.

Ключові слова: Бібліометричний аналіз; зелений маркетинг; співавторство; база даних Scopus; програмне забезпечення VOSviewer.

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