F. Zeynep Bilgin

Professor of Marketing

Department of Business Administration

Faculty of Economics and Administrative Sciences

Marmara University

Goztepe Campus -

TR-34722 Istanbul/Turkey

Tel: + 90.216.338 44 16 / 126, 112;

336 52 73 / 126, 112

Email: zbilgin@marmara.edu.tr

Gerhard A. Wührer

Professor of Marketing

Chair of Institut für Handel, Absatz und Marketing

Johannes Kepler Universitaet

Altenberger Str. 69

A-4040 Linz/Austria

Tel.: + 43.732.24689400

Email: gerhard.wuehrer@jku.at

Trends in the Field of Scholarly Marketing in Turkey –
A Scientometric Review of 25 Years of Master and Ph.D. Thesis Work'

Summary

One of the recent approaches to structure, analyze, visualize and reflect the orientations in the scientific domain is *"bibliometric mapping"*. This type of mapping is a quantitative analysis of bibliographic data, presenting landscapes of scientific research. Fields of application are predominantly natural sciences; studies in business and marketing became recently the focus of attention.

For this paper the authors have created an electronic bibliographic data base of marketing theses from Turkish universities. Results reflect the course of interest in marketing as part of this scientific domain in Turkey, compared to years, universities, institutes, and Turkish academia as advisors.

Keywords: scientometrics, bibliometric study, scholarly marketing, marketing trends, emerging markets

Introduction

The development of science, its logic and the generalizability of its rules is the focus of attention for many interest groups. To mention are those who determine the trends in a country, namely the academia, business people and the politicians (Gauthier, 1998; Noyons, 1999; Chaomei, 2003; Rehn & Kronman, 2006). The reasons behind might be (Noyons, 1999): 1.Curiosity in future trends of scientific undertakings; 2. Being attracted by tax payers interested to grow financial investments using new alternatives in science; 3. Being pushed by the universities focusing on student performance as to keep up the quality and assure financial aid; and 4. Stimulation of scientific journals' academic boards interested in the impact of their published articles and in the most cited authors (Leydesdorff, 2001, Rehn & Kronman, 2006). It is also clear that many of the interest groups mentioned above started to use methods evolved

in the last decades, namely those from bibliometrics and scientometrics. According to Leydesdorff (2001) bibliometric and scientometric methods are the means of describing, measuring, explaining and predicting the organization of scientific communication. These methods further aim to provide compact information for decision making in public policy (Gauthier, 1998). Today, "philosophy of science" oriented approach is also preferred in "marketing" to examine the focus of scientific developments (Sivadas & Johnson, 2005). So, marketing became an important part of science, affecting the business orientations and economic developments in different countries (Gibson, 1998; referring to Kotler, Porter and others), and especially for developing economies (Wood & Vitell, 1986; referring also to Kotler, Drucker, and Cunningham & Hunt).

First of all, in the well known markets of the world change is taking place in a much speedy way than the academia and practitioners were ever used to. Newly emerging needs and market conditions revoke the well known principles of marketing and put pressure on this academic discipline for restructuring its evaluation techniques and methodologies (Altunisik & Torlak, 2006; Burgees & Steenkamp, 2006).

Secondly, research in emerging markets generally is assumed to advance marketing science and practice (Samli, 2004; Wood & Vitell, 1986). Developments in emerging markets reflect certain structural differences compared to other economies, advanced or less developed. Since the traditional "copy-and paste" marketing strategies do not work in these environments, new marketing models should be developed taking into consideration three basic factors characterizing these markets (Chattopadhyay & Dawar, 2004): Low and variable income, an insufficient social security system affecting consumer behavior; variability in consumer behavior and infrastructure; and relative cheapness of labor. So, it is assumed that the core concern should be functionality and consistency of the product, common segmentation, low margins and localization for branding and distribution; and not mainly innovative, high tech products substituting low cost labor, niche marketing, or global brands and high margins. Common market characteristics further justify constructing an "emerging market strategy" applicable in more than one emerging economy in the new world order. Such a perspective has also been proposed based on special case studies from different emerging markets, with the focus on organization, markets, people and operations as the core dimensions to differentiate from advanced economies (Bilgin, Sriram & Wührer, 2004).

The authors of this paper are interested to present a scientific analysis of the trends in the field of 'scholarly marketing' in an emerging economy, Turkey. Why it is attractive to focus on an emerging market and especially on Turkey for academic studies has its scientific reasoning:

1. Their increasing share in the world trade, the attractive investment possibilities they present for firms all over the world, and their growing consumer markets makes it worth to focus on marketing trends in these emerging economies.

2. Turkey is a major political player in the Mediterranean, West Asian and Middle East regions. Besides providing a high level of market attractiveness to foreign investors, foreign operations and direct investments (FDIs) of Turkish companies are increasing in different regions of the world. To mention is a strong and rapidly growing private sector as a landmark of economic success.

3. Turkey is in the Bologna Process since June 2004 with quality focus in higher education, and a bibliometric study of the marketing theses is assumed to presents a view on marketing focus in the Turkish education system. The output of that system is knowledge and graduates, the future managers in Turkey and abroad.

Why is it important to focus on "scholarly marketing" and evolve new perspectives in this field? One of the driving forces in competitiveness may be a strong marketing background (Kotler, 1997; Ries & Trout, 1997) and its application. Managers dealing with marketing have mostly specialized in this area in their higher education. The *"university infrastructure"* provides the educational background (Leydesdorff, 2001) from the area of economics and business for skilled employees and managers. The *"academia"* in different universities lectures marketing courses at bachelor, masters and PhD levels, supervise graduate level theses of their students, and reflect the recent thinking of the scientific domain marketing. Long term corporate strategy depends a lot on this knowledge. So, information on graduate level marketing education can provide insights about the interest areas and accumulated knowledge which is then reflected by the young managers into strategy development.

The authors of this paper are stimulated by the scientific search to create a synergy between different domains: philosophy of science, methodology, and approaches to marketing. They are motivated to reflect "marketing thought" and its future based on curiosity on the following matters: 1. the link between upper level marketing education and marketing as science; 2. the scientific development in marketing in a particular region reflected in the body of marketing theses; 3. the trends and the focus marketing can presume in the near future.

For that study, a data set of masters and PhD theses on marketing provided by Council of Higher Education YÖK and written in different universities all over Turkey in a period of more than the last 25 years are used.

Before proceeding with the methodology, at first glance it is worth to look at the university system in Turkey, and the areas of interest of the Turkish marketing academia over the years.

The Higher Education in Turkey

The web site of the Council of Higher Education YÖK presents a detailed history of Turkish higher education which dates back to 11th century Nizamiye Medrese of Seljuk Turks in Baghdad (http://www.yok.gov.tr/english/partl.doc), a system very similar to medieval universities. Education was on religion, law, rhetoric, philosophy, mathematics, astronomy and medicine. After several periods of reorganization and innovation of the university system during Ottoman Empire, a drastic reform came in the Republic time in 1931-1933, with a new structure of the university system (Hirsch, 2005; http://www.yok.gov.tr/english/partl.doc). Another wave of change started in 1981 with a new constitution giving more rights to the Council of Higher Education YÖK to steer main activities of higher education institutions, such as planning, organization, governance, instruction and research; eliminating the institutional and functional fragmentation in the system, and permitting the establishment of private universities (http://www.yok.gov.tr/english/partl.doc).

Table 1: List of Turkish Universities*

Period	1933 -1960	1961-1980	1981-1990	1991 -2000	2001 - 2007	Total
Universities Established	7 public	12 public	9 public 1 private	25 public 19 private	9 public 10 private	62 public 30 private

* without military and police academies

Source: The Turkish Higher Education System Part 1- History,
http://www.yok.gov.tr/english/part1.doc

In the period from 1923 to 2007, the number of universities increased from 1 to 92. For the time being there are 62 state universities (two English-speaking, one French-speaking, one polyglot) and 30 private universities (mostly English speaking). In the period 1923-2001, student enrolment increased from 2,914 to 1,664,364, annual number of graduates from 321 to

5

245,433, number of academic staff from 307 to 70,012. The number of students in Masters Studies was 73,466 and in PhD studies 22,514 in 2001, as given by YÖK web page.

On Marketing Trends in Turkey

When it is about the hot topics in marketing for the Turkish academia, the most recent trends in marketing can be seen in congresses. The focuses of the national marketing congresses over the last five years are as follows: The topic of the year 2007 is "competition, marketing and retailing"[1]. Innovativeness, locations / types for retailing, change management, value creation, consumption culture, postmodern consumption, social marketing, customer relations management and customization, marketing esthetics, and design for competition are the tracks. Further interest is on research methodology, and on marketing education in Turkey. Flashy concepts appearing in the titles are retailtainment[2], technology retailing, word of mouth, ecosystem valued marketing, cynical marketing, strategic marketing intelligence, experimental marketing, regulatory focus theory, and marketing engineering. A study on world retail trade literature topics, a content analysis on shopping web sites, and positioning of the retailing sector in Turkey for retailing literature reflect the interest in bibliometric studies. The year 2006[3] focus was "value creation in marketing" with value chain network planning and management, and interaction. In the year 2005[4] the topic was "international marketing", with a variety of papers on export marketing, international distribution, international customer, European Union markets, and also on e-business / e-marketing. The 2004 Congress[5] on "marketing dynamics between Turkey and EU" focused on strategic alliances, firms' internationalization, brand value creation for export, B2C-B2B-B2G, quality, export performance and competitiveness strategies, customs union and unfair competition. The topic of the 2003 Congress was "conjunctures in marketing"[6]. It would be an interesting point for further discussion, how congresses effect scholarly marketing education and research in Turkey. Dealing with the diffusion of impetus of ideas for the scientific work, it is interesting to see how innovations in marketing thought are generated and are transferred to build the link between universities and industry.

Another perspective on the marketing orientations in Turkey reflects that with the liberalization of trade in January 1980, the customer oriented approach started. The interest for big scale

retailing began in the 1990's, logistics in the 2000. The value orientation age started to merge with the other marketing orientations in the 2000's (Tek, 2007).

As presented by Tuncer (2006), the first publications on marketing started in 1954. Marketing education became a specific field of interest in the 1970's, later covering advertising, international marketing, distribution channels / logistics, and consumer behavior. By the end of 1950's M. Oluç dealt with definition and history of marketing, market extension, income and population, buyer motives and behavior, fashion, marketing functions, transportation and warehousing, standardization, and financing functions. In the same years Çelikel focused on psychology of advertising, advertising tools and media types, direct advertising, trade fairs and exhibitions, brand name and trade mark, and advertising campaigns. In 1960's the focus was on tourism and agriculture marketing. The first books published by the Turkish academia were on marketing research, marketing strategies and sales. 1970's books on advertising, physical distribution, logistics and channel management, marketing cost analysis and pricing, product policies, marketing planning, research and industrial marketing came to the market. In 1975, the 'Marketing Management Seminars' at Istanbul University incorporated 18 topics, reflecting also the specialization areas of professors: marketing within the organization; marketing planning / consumer behavior motivators and socio-cultural specifications / social responsibility of marketing; supplier problems; consumer behavior models / advertising / marketing research; product policy / new product development; pricing; promotion; customer – advertising agency relations; distribution policy / channel systems; physical distribution; international marketing; and sales force.

Turkish academicians' research studies in the field of marketing have also been criticized (Altunisik & Torlak, 2006) for being most of quantitative nature focusing on statistical data analysis packages tools presenting and reflecting the dominance of the "positivist approach"; for not keeping up with the change in the market environment and technology necessitating new methodologies and research structure; for not bringing a solution to a relevant business problem because of poor contact between the academia and the practitioners[7]; and for the theoretical and conceptual basis or research models and analysis techniques not being always appropriate for the data set, and for weak conclusions. An intensive analysis of the theses written so far via a new method, the bibliometrics, may extend and change the criticism expressed here although it is not our primary goal.

Aim and Objectives of the Study

The main aim of this study is to determine the development and the present status of marketing focus in terms of scholarly theses writing in a selected emerging market, Turkey.

The objectives of the study here are:
1. to present a general structure of the marketing theses written in Turkey
2. to reveal the different content areas of marketing thesis Turkey over time
3. to sketch out the trends and structures of scholarly marketing thought over time

For the first objective, descriptive statistics have been looked for. For the second and third objectives, a bibliometric study was conducted and tested to present the content clusters.

This study will not just shed light to the trends in marketing in the Turkish higher education, but also fill a gap with the use of new technologies and methodologies for analyzing marketing content.

Research Design

The mapping of science has been a long-lasting effort for the detection of the evolution of intellectual structures (Rehn & Kronman, 2006). A variety of concepts may be considered as units of analysis. They may be words, terms, documents, collection of individual authors, groups of them, specialties, and scientific communities. Based on chosen concepts several approaches which reveal the relationships between them are possible (Chaomei, 2003, Rehn & Kronman, 2006): word co-occurrences in text, document co-citation, author co-citation, or patent co-citation. Bibliometrics is an interdisciplinary science in which statistical and mathematical indicators, methods and models are used to study written scientific communication or more general information, mostly collected in large databases containing scientific publications or patents (Janssens, 2007), and has been selected for this study.

Data Sources, Retrieving, and Structuring

In Turkey, all universities are under the supervision of the Council of Higher Education, namely YÖK (Yükseköğretim Kurulu). From 1985 on the YÖK system became more systematic in registering the theses information. A copy of each thesis written in any university all over Turkey is to be sent to YÖK, where a very large, on line data base is established. The analysis of that data gives us an idea about many different aspects of these studies. For this study, the creation of the bibliographic data base (Noyons, 2005) for further investigation followed a three step process (Sanz-Casado et al., 2007):

Step 1: Data acquisition
Under the YÖK web site Thesis Center / Thesis Search, the expression "pazarlama" (marketing) in Turkish was entered. The appearing list incorporates the thesis title, name of author, the type of thesis – masters or Ph.D. –, the completion year, information on availability of the abstract and the full text, and a number given by YÖK to that study. A detailed search was carried out for all universities, all years. Additional information like name of the advisor, department / faculty / institute and subject area, the keywords and abstracts are linked to each thesis. On request, a data set incorporating the information stated above for the theses under the general concept "pazarlama" was provided by YÖK thesis center[8] to the authors in form of a digital file, covering the entries until 2004. One may argue that also in other academic fields marketing related theses have been written.

Step 2: Preprocessing:
The formatted file was translated into English. The key words appeared in the original file in two columns, those in English and in Turkish. The keywords in their English version were kept and those in Turkish were translated into English; duplications were avoided. There was no ranking for priority or importance of the keyword appearing in the thesis.

Step 3: Cleansing, Consistency and Completion:
The Turkish author of this study checked the YÖK web site and completed the list for up to end of 2006. Names of universities for each thesis were also added to the file. There were missing advisor names and key words. A research assistant[9] in Marmara University contacted the university libraries and institutes via email and telephone for the missing advisor names.

Among a total of 63 theses where advisors' names were missing, 40 thesis advisor names could be found and written into the file. She further went through the individual thesis data of YÖK for the key words, searched the on line catalogue data bases of different universities' libraries, or contacted the librarians and authors via email and telephone, asked for providing that information from the hard copies available. From the 72 theses where keywords were missing, for 20 theses the keywords could be completed. For the other theses the keywords had not been indicated at all.

In the end there existed a data base selected by the criterion "pazarlama", which have been checked for consistency and completeness. The data have been converted into a SPSS file for further investigation and study. A total of 1252 theses sets cover the years 1980 to 2006. The data set will be updated on occasion in the future and augmented (Noyons, 2007, p.17) with further information to answer additional, special research questions, e.g. the development of brand knowledge in theses level and its diffusion into managerial application.

Different ways to create a list for thesis written in the field marketing could come to the minds of the reader: why not to focus on all basic areas the marketing is interested in? why not simply to follow the concepts stated in the index or table of contents of a general marketing book and search the thesis under these different concepts. That kind of a search would put limitations to the study. It would most probably highlight the developments in different stated areas, but not in the core of marketing itself. The authors consider the search process under 'pazarlama' as an overall criterion to the body of marketing theses. It is the starting point without limitations in the rhizome (Ecco, 1999) of marketing type knowledge.

Main structures of data set – a description

Before starting out with the description and interpretation of the scientometrics related analysis the reader should have an idea of the informational elements (Noyons, 1999) provided by the data: The general descriptions provided in Table 2 gives us a first impression of the data and their specific attributes. The overall advisor work is done by 508 professors (full, associate, assistant) from 55 universities where masters and PhD theses under the category marketing were written. This academia has given their valuable input to the students at Masters and PhD

level. Roughly 70 % of the work is dedicated to the field of '*isletme'* ('management science' or 'business administration') as the first subject.

This field of study also appears as the second or the third subject for thesis presented reveals that most of the theses written in marketing area are connected to the field 'business'. Most of the other fields also present a link to business related, 'service industry' or 'agriculture' to mention. Institutes for Social Sciences are the leading part of the universities where 88.5 % of the theses written in the field marketing are submitted to[10].

Table 2: General Structure of the data set of marketing theses 1980 – 2006 in Turkey

Variables	Figures		Comment
Name of Author	N = 1252		95.4 % of the authors' names appear only once, the rest twice. These authors have written a Masters and PhD thesis.
Years	n	*%*	Most of the theses recorded by YÖK have been written during
1980 - 1986	17	1,4	the last 10 years. (Nearly 63 % are from the period 1997–2006)
1987 - 1991	137	10,9	One third of the works are done in the years 1997 to 2001.
1992 - 1996	311	24,8	About 12 % are from 1991 and earlier.
1997 - 2001	423	33,8	
2002 - 2006	364	29,1	
Total	1252	100,0	
Name of Advisor	N_{Ad}= 508		In 98.2 % of the thesis written the academic advisor is known. 24.6 % of the professors and docents out of N_{Ad} have advised a thesis work only once; 75.6 % have done this twice and more; 20.6 % more than ten times; and 3 advisors more than 20 times.
University	N_U = 55		So far the advisory work can be located at 55 universities throughout Turkey, the average number of thesis supervised per university in marketing is 12, the range is 1 to 231; average 22.76; variance 1394,295.
Language	N= 1252		87 % of the theses work done is written in Turkish, followed by about 12.1 % in English; to a much lesser extend in German (0.7 %) and French (0.2 %).
Type of Thesis	N = 1252		Master thesis is by far the typical one, it numbers up to 84.9 %. The others are PhD dissertations.
Keywords: summary per cases	N = 1252		Up to 90 % of the theses have 1 to 3 keywords; the average keyword structure is 3.3 with a variance of 3.5; minimum 1, maximum 10, range 9.

The keywords are either set by the students or suggested by their advisers. The keyword structure shows us a great variety of variables. It has to be mentioned that about 85 % of the keywords are appear more than twice. As can be assumed the distributions are skewed. The

question is what to do with the keywords only given once or very rare, say 5 or 10 times. Leydesdorff (2001) states that: "Words which occur only once can be regarded as noise, since they can only indicate difference and no similarity." For that reason he suggests to omit the least frequent ones.

Methodological Annotations

Co-occurrence matrices, such as co-citation, co-word, and co-link matrices provide the data for mapping and understanding the structure of underlying document sets (Leydesdorff and Vaughan, 2006). Several possibilities exist to arrange the data in form of matrices: a theses by keyword matrix is an asymmetrical form of such a matrix. The theses are the row entries where the keywords are the column entries. Such a matrix will be the basis for further analysis here.. Such a matrix (see Table 3) can easily be converted (de Nooy et al., 2005) by matrix manipulation into a keyword by keyword matrix or vice versa into a thesis by thesis matrix.

Table 3: Example of an asymmetrical theses – keyword matrix – structure of data set

	Keyword 1	Keyword i	Keyword i+1	Keyword m
Thesis 1	1	0	1	0
Thesis 2	1	1	0	1
Thesis j	1	0	1	1
Thesis j+1	1	1	0	1
Thesis n	1	1	1	0

Looking at the thesis by keyword matrix makes it clear, that we face a special input for the later following analysis of the keywords. Since a special keyword (Keyword i may only be assigned once for a given thesis, the values in the matrix are '0' which means absence of that specific keyword for that thesis (such as for Thesis j); or '1' which marks that the thesis (Thesis 2, j+1, or n) is related to the field described by a specific keyword. One may attach additional attributes to each thesis such as date of publication, name of advisor, university, institute, number of pages and the like for further analysis.

Bibliometric results

For reasons of a cut-off value[11], at least 5 occurrences or more was chosen as the basis for further analysis, and the keyword 'marketing' was omitted. It is self-evident that this concept provides no additional information: as the theses are from the field of marketing, it is more than redundant. A total of 209 keywords remains for further bibliometric analysis. One of the points could be, to have a special look at that not so frequent ones to investigate their importance of meaning in a later step. Figure 1 illustrates the keywords as nodes and how they are interwoven in a three-dimensional space.

At the core are the most interlinked ones, the most central, the most in between, shown as dark grey. Then comes the semi-periphery of meaning (light grey), and at the edges of the knowledge corpus are the less frequently interlinked (small white). A closer analytical look at the different keywords shows, which ones mark the centre of the development of the last 27 years of scholarly theses writing: A cluster and discriminant analysis (Everitt, 2001) (hierarchical clustering algorithm = Ward, measure = squared Euclidean distances) based on co-occurrence of the keywords reveals three areas of different density. A subsequent analysis of the three clusters by keywords yields significant results and shows the discriminatory (see Table 4) power of the concepts.

Table 4: Test of Discriminant Functions by Wilks' Lambda

Test of functions	Wilks-Lambda	Chi-square	df	Significance
1 to 2	,000	1107,438	408	,000
2	,008	510,886	203	,000

The core cluster consists of 21 key concepts, the semi periphery of 37, and the periphery cluster of 151 keywords. The development of the cluster dendrogram and fusion of keywords follows a microstructure which mostly joins the concepts by content. Apparently, the main content of the theses works deal with those important marketing topics. The 21 keywords in the core cluster are:

- *Internet and e-commerce*, - E-BUSINESS
- advertising, promotion, public relation, -IMC
- *consumer behavior, consumers, purchasing behavior*, -CUSTOMER BEHAVIOR

- strategy, planning, strategic marketing, strategic planning, - STRATEGY AND PLANNING FOR MARKETING
- *export, international marketing, SMEs, production, competition,* -INTERNATIONALIZATION
- Turkey, organization, marketing methods, and distribution channels, - OPERATIONALIZATION OF MARKETING IN TURKEY

The top key concepts group fairly around an inner consistent meaning. The core, or center of the core cluster keyword map starts with 'e-business' focus, then follows the 'IMC' (Integrated Marketing Communication) approach. Special substructures are devoted to 'customer behavior', and 'strategy and planning in marketing'. Internationalization and competition are covered by another keyword structure within the core. Apparently the theses further have a strong focus on operationalization of marketing in Turkey with methods, distribution and organization of business.

Table 5: Key words of the semi periphery

Microstructure			
1	2	3	4
TOURISM MARKETING	CUSTOMER FOCUS	BANK MARKETING	SERVICE & QUALITY ASSURANCE
Tourism	data base marketing	tv advertisements	service quality
international tourism	customer services	personal banking	quality
tourism organizations	customer relations	credit cards	customer satisfaction
tour operators	information technology	consumer credits	management
promotion activities	technology	credits	service marketing
tourism sector	CRM	credit marketing	
market share	customers	commercial banks	
hotels	customer loyalty	banking	
five star hotels	relationship marketing		
travel agencies	service sector		
agencies	banks		
tourism marketing	banking sector		

The top keywords (dark grey) are also very central (see Figure 1) as they link other concepts pertaining to the semi-periphery (grey ones) cluster and periphery parts (small, white) of the concept network. The semi periphery intermediates between the core and the periphery of the

knowledge domain developed by the marketing theses. Table 5 gives an overview of these keywords.
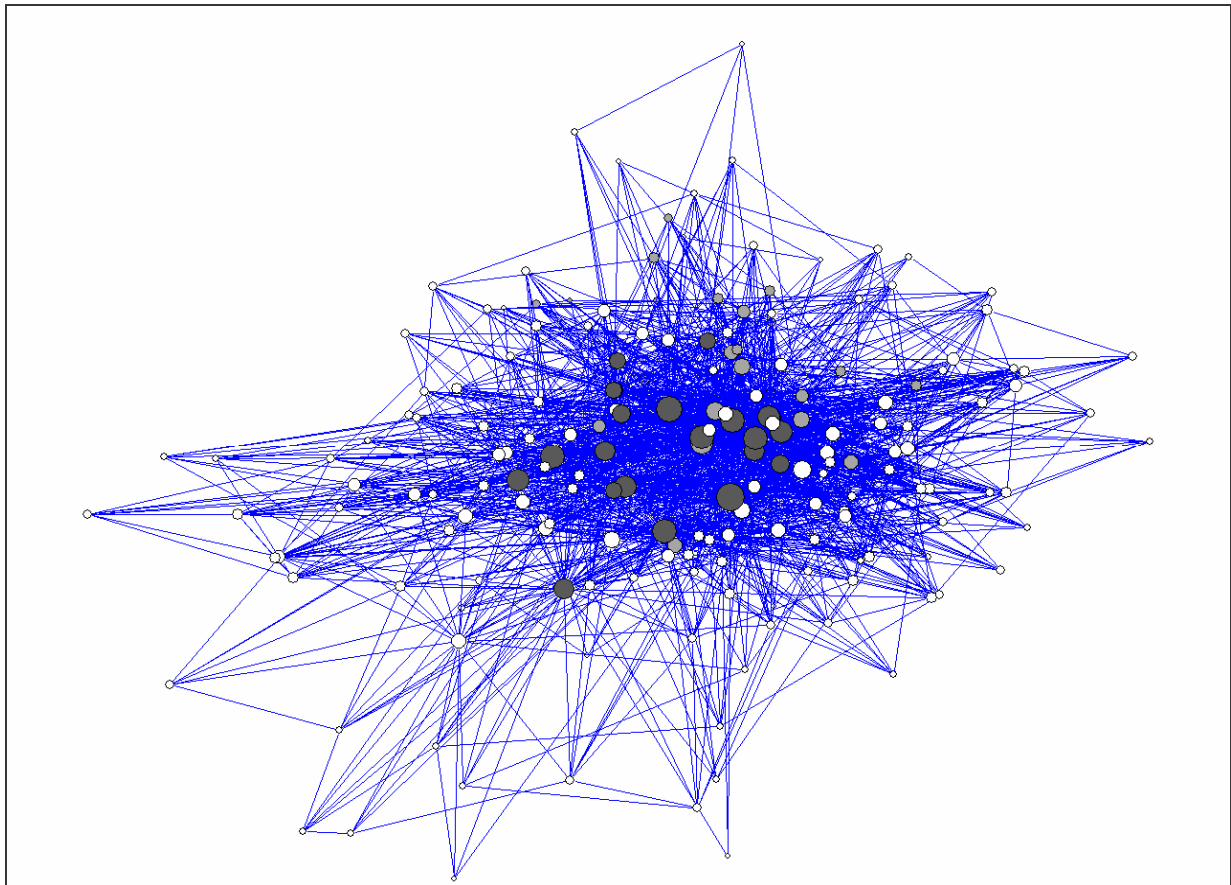

Figure 1: Visualization of keywords structure and linkages

For the interpretation of the key concepts of the semi periphery we see a more or less clear microstructure. The largest sub-grouping is headed by tourism related theses parts, whereas the second addresses customer focus and the relevant instruments used in these and other service sectors. Micro structure 3 links product offers in the banking sector. Sub cluster 4 is dealing with quality and service assurance for customer satisfaction.

Interesting to note here is the overlapping observed in microstructure 2 and 3 (banks, banking) and 2 and 4 (customer, service). We can observe the same development in factor analysis, when certain variables 'load' on more than one factor.

The last step will show an overview on the remaining keywords (151). In the periphery Table 6 is an excerpt of the micro grouping in the cluster of periphery of keywords. The interpretation is somewhat straightforward. Number 1 apparently focuses on the agricultural sector and the marketing task related issues. Microstructure 2 covers keywords which are retailing and direct marketing such as e-purchasing; cluster 3 describes a facet of internationalization again, deals with branding and image, culture and communication in international environments. In cluster 4 we see a lifestyle oriented segmentation focus for brand positioning.

Interesting to note are the general statement on service sector and banking as specific where most CRM and customer attempts are needed because of the intangible and variable nature of the supplied offer, namely the service.

Table 6: Keywords of the periphery - excerpt

Microstructure			
1	2	3	4
AGRICULTURE AND MARKETING	DISTRIBUTION: RETAILING AND DIRECT MARKETING – web sites	INTERNATIONALIZATION WITH BRANDING, IMAGE, CULTURE AND COMMUNICATION	LIFESTYLE SEGMENTATION AND BRAND POSITIONING
transportation	supermarkets	brand management	automobile
storage	retailing	international firms	consumer profile
agriculture sector	retail sales organizations	globalization	life style
packaging	accommodation organizations	culture	decision making
fruits	information systems	marketing communication	brand
vegetables	trade	image	
fresh products	shopping behavior	brand image	
agricultural marketing	e-marketing	consumption	
frozen food	shopping	design	
marketing channels	Web sites	international markets	
standardization	computers	communication	
	direct marketing		

In summarizing the first clues of scholarly writing on the master and PhD level in Turkey one sees a clear structure in the core concepts, the bibliometric results even show, that in the semi periphery of the keyword network there exists a meaningful structure of keywords linking marketing related content. It can be labeleld with: tourism marketing, customer focus, bank marketing, service&quality assurance. The keywords of the periphery are partly industry related, or reflect special areas of interest such as internationalization, or lifestyle segmentation, and brand positioning. The picture is not as clear regarding core and semi periphery. What about variations over time? Is there a dynamic development in the frequencies of the three partitions of the knowledge domain?

A Chi-Square test performed on the distributions of keywords by time shows highly significant results (see Table 7),

Table 7: Chi-Square-Tests Pearson – Knowledge structure: core, semi periphery, periphery

		by years classified	by university*
Knowledge structure	Chi-Square	41,486	428,241
	df	10	125
	Sig.	,000	,000

*based on 25 universities, all cell frequencies above 5

An inspection of the distribution of core, semi periphery and periphery over time shows following results (see table 8).

Table 8: Frequencies of elements of knowledge structure

	1980 – 1986 %	1987 – 1991 %	1992 – 1996 %	1997 – 2001 %	2002 – 2006 %
Core	30,43	18,82	11,83	10,71	11,05
Semi periphery	13,04	22,35	15,38	17,86	18,42
Periphery	56,52	58,82	72,78	71,43	70,53

The dynamics of the periphery are the most prominent ones. At the beginning they are prevalent with about half of the structures of the theses. The core concepts cover about one third, the semi periphery is comparatively small. The proportion of the core reduces till the end of time of observation in the period 2002 to 2006; the semi periphery remains stabile with about 18 percent in the end. The growth of the periphery concepts is significant; the proportion is about 70 percent in the last period. A sharp increase starts at the beginning of the 90s. An interpretation of the development is that the core concepts remain more or less stabile in the period of the last 15 years. Around those concepts others follow and come into existence. The development occurs at the edge of the knowledge topography. Here the location of differentiation can be found. The new theses are linked by the keywords to the existing areas of scholarly marketing. One may argue whether the variation in the keywords is due to some time variation of the word itself or not. These findings need further validation (Noyons, Ed. C.M., 1999 and Leydesdorff, 2001). A chi-square test of the empirical distribution of the knowledge structure by universities shows significant results too (see table 7). It reflects the increase of number of universities in the last 15 years (see table 1) and is in consistence with the time based development too.

Conclusions

The underlying spirit of the Turkish universities is "Scientia dux vitae certissimus". With this bibliometric study, a contribution to the development of scientific knowledge could be attained. As to the concluding remarks, most of the theses recorded by YÖK have been written during the last 10 years. This reflects a parallel development in the education system with most of the universities being also established in the last 15 years (Table1).

Turkey is highly export oriented where the industries are also dominated by SMEs which mirrors the core focus of the theses. Besides, in this emerging market the focus like in e-business are highly followed, and customer is given a priority. Parallel to the publications in the market (like those of MediaCat), there is also a strong and pertaining interest in advertising policies. Nevertheless, the attraction of FDIs in the market makes strategic planning and thinking also an important area of analysis for long term competitiveness, which is sustained in the theses throughout the years. Not to forget is the widespread development of the

multinational retail chains in the Turkish market which triggers the distribution channel related topics for the marketing thought.

As of the semi-periphery, the students' and their advisors' interest in the two growing and profitable sectors in Turkey[12], tourism and banking can be seen, where most of the key concepts revolve. On service and its quality are placed great emphasis, with most recent technical devices assuring customer satisfaction and loyalty. The periphery reflects the importance of the agriculture sector[13] in this self sufficient emerging market. The logistics systems' emphasis is in accordance to the demands of the agricultural sector. The growing trend for internationalization of retailing is reflected in a separate sub-category. Competitiveness via branding in the global market environment as well as the attention paid to the automotive industry with a lifestyle look reflect the areas important for the global success of this emerging market.

Supporting this general view, that trends are followed, the study reflects the changes in the managerial interest over time: grouped around a stabile focus reflected in the concepts of the core, growing areas of interest develop at the edge of the knowledge domain of scholarly marketing. Here the new things are happening.

The description of the development of the knowledge domain based on theses works gives us an idea, where the application side of of marketing develops. Here at the marketplace the offers of the universities on one side and the demand of the managerial world on the other side meet. It is transfer work which is done by the theses writers and their supervisors. It does become a field of interest and is a counterweight to the discussion of importance of publishing in A- and B-journals.

In short it can be stated that regarding the topics chosen for Masters or PhD studies, the students are highly interested in the trendy developments taking place in the Turkish market and the world. Scholarly writing on thesis level in Turkey apparently matches the expectations and demands of the managerial field of applied marketing which is in it an important aim of marketing science.

Bibliography

- Altunisik, R. & Ö. Torlak (2006), "Türkiye'de Pazarlama Arastirmalarinin Genel Bir Değerlemesi ve Nitel Yöntemlerin Artan Önemi". Pazarlama *ve Pazarlama Araştirmalari Dergisi* 1 (1), Ocak: 56-72.
- Bilgin, F.Z., V. Sriram & G.A.Wührer (2004), *Drivers of Global Business Success – Lessons from Emerging Markets*, London: Palgrave Macmillan.
- Burgess, St. M. & J.-B. E.M. Steenkamp (2006), "Marketing renaissance: How research in emerging markets advances marketing science and practice", *International Journal of Research in Marketing*, 23 (4): 341.
- Chaomei, C. (2003), *Mapping Scientific Frontiers. The Quest for Knowledge Visualization*, London: Springer: 139ns.
- Chattopadhyay, A. & Niraj D. (2004), "Rethinking how you market in emerging markets", *INSEAD Executive Education e-Newsletter*.
- Ecco, U. (1999), *Im Labyrinth der Vernunft*, 4. ed. , Leipzig: Reclam.
- Everitt, B.S. (2001), *Cluster Analysis*, 4th Ed. London: Sage Publications.
- Gauthier, E. (1998), *Bibliometric Analysis of Scientific and Technological Research: A User's Guide to the Methodology*, Canada: Science and Technology Redesign Project Statistics, ST-98-08.
- Gibson, R. (ed.) (1997), *Rethinking the Future. Business, Principles, Competition, Control, Leadership, Markets and the World*, London: Nicholas Brealey Publising.
- Hirsch, E. E. (2005), *Anilarim – Kayzer Dönemi, Weimar Cumhuriyeti, Atatürk Ülkesi – Aus des Kaisers Zeiten durch Weimarer Republik in das Land Atatürks, Eine unzeitgemessene Autobiographie*, 9th Ed., Ankara: Tübitak Popüler Bilim Kitapları.
- Janssens, F. (2007), *Clustering of Scientific Fields by Integrating Text Mining and Bibliometrics*, Dissertation Katholieke Universiteit Leuven: 83.
- Kotler, P. (1997), "Mapping the Future Market Place", in R. Gibson (ed.), *Rethinking the Future. Business, Principles, Competition, Control, Leadership, Markets and the World*, London: Nicholas Brealey Publishing: 196-210.
- Leydesdorff, L. & L. Vaughan (2006), "Co-occurrence Matrices and their Application in Information Science: Extending ACA to the Web Environment", Journal *of American Society for Information Science and Technology (JAIST)*,http: http://dlist.sir.arizona.edu/1499/01/index.htm, URL: 01.09.07: 1
- Leydesdorff, L. (2001), *The Challenge of Scientometrics. The Development, Measurement, and Self-Organization of Scientific Communications*, Leiden, Netherlands: DSWO.
- de Nooy, W., A. Mrvar & V. Batagelj (2005), Exploratory Social Network Analysis with Pajek, Cambridge: University Press:10.
- Noyons, Ed. C.M. (1999), *Bibliometric Mapping as a Science Policy and Research Management Tool*, http: http://www.cwts.nl/cwts/Noyons_1999, URL: 5.4.2007
- Rehn, C. & U. Kronman (2006), Bibliometric Handbook for Karolinska Institutet, Karolinska Institutet University Library Publications 11-27.
- Ries, A. & J. Trout (1997), "Focused in a Fuzzy World", in R. Gibson (ed.), *Rethinking the Future. Business, Principles, Competition, Control, Leadership, Markets and the World*, London: Nicholas Brealey Publishing: 181-195.
- Samli, A. C. (2004), *Entering & Succeeding in Emerging Countries: Marketing to the Forgotten Majority*, Mason, Ohio: Thomson Corporation, Southwestern.
- Sanz-Casado, E., C. Suarez-Balseiro, I. Iribarren-Maestro, M. Ramirez de Santa Pau & J. de Pedro-Cuesta (2007), "Bibliometric mapping of scientific research on prion diseases, 1973-2002", *Information Processing & Management* 43: 273-284.

- Sivadas, E. & M.S. Johnson (2005), 'Knowledge flows in marketing: An analysis of journal article references and citations', *Marketing Theory* 5(4):339-361.
- Tek, Ö.B. (2007), http://web.deu.edu.tr/baybars/kopyaa/Tek-yayin.htm, URL: 25.08. 07
- The Turkish Higher Education System Part 1 – History, http://www.yok.gov.tr/english/partl.doc, URL:20.08.07
- Tuncer, D. (2006), "Pazarlama Egitiminin Gelisimi", *Pazarlama ve Pazarlama Araştırmaları Dergisi* 1 (1), Ocak: 5-12.

---

[1] The 12th National Congress in Marketing in Turkey was hosted by Sakarya University on October 18 to 20, 2007. See for details the web site http://www.pazarlamaturkiye.com/content/view/54/77/.

[2] entertainment based retailing

[3] The 11th National Congress in Marketing in Turkey, hosted by Dokuz Eylül University, Izmir; http://web.deu.edu.tr/maritime/pazarlama2006.html, URL: 25.08.07

[4] The 10th National Congress in Marketing in Turkey, http://www.emu.edu.tr/pazarlamakongresi/?link=kongreprogrami, URL: 25.08.07

[5] 9. Ulusal Pazarlama Kongresi - "Türkiye-Avrupa Birliği Pazarlama Dinamikleri", 06 - 08 EKİM 2004, http://www.pazarlamakongresi2004.gazi.edu.tr/duyuruweb.htm, URL: 25.08.07

[6] 8.Ulusal Pazarlama Kongresi, http://www.anatoliajournal.com/turizmbulteni/temmuz2002.html,URL:25. 8. 07

[7] A point which is apparently not specific to the relationship between academia and practitioners in Turkey. See for instance S. Brown (2005), Writing Marketing. Literary Lessons from Academic Authorities, (2005), Sage: London, p. 67 where he states that the marketing function is held in comparatively low esteem by CEOs.

[8] The authors want to thank from YÖK Ms. Filiz Yilmaz for compiling the excell data and Ms. Güler Kumsel from the library sending them the data.

[9] The authors want to thank Ms. Sibel Aydoğan for her very careful work on completing the data set.

[10] In the Turkish higher education system, graduate level education is tied to institutes, not faculties.

[11] Leydesdorff, L. (2002), suggests a cut-off value of one, ibid. 70, but is not consistent in his approach, see for instance Leydesdorff, L. (2004), "The university-industry knowledge relationship: Analyzing patents and the science base of technologies', Journal of the American Society for Information Science & Technology 55(11), pp. 991-1001), http://users.fmg.uva.nl/lleydesdorff/HiddenWeb/index.htm, URL.: 02.09.07, p. 10

[12] See for details statistical data on http://www.die.gov.tr/istatistikler.html

[13] Ibid.