

AN ANALYSIS OF THE MARKETING SCIENTIFIC RESEARCH IN ROMANIA

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Abstract

Today’s marketing theory and practice launches a challenge for many of the traditional approaches of conventional marketing as a discipline. This challenge has encouraged the marketing specialists and managers to think about their clients, strategies and marketing instruments in a revolutionary way. In the effort to adapt the traditional marketing model to the future’s imperatives, the Romanian Marketing scientific research pursues to analyze, redefine and enlarge the traditional marketing model. In this context, the purpose of this research is to describe the Romanian scientific activity within the Marketing domain for the years 2015 and 2016.

Keywords: holistic marketing, marketing 3.0, Romanian Marketing scientific research

JEL classification: M31

1. Introduction

Globalization and technology are the two main forces which, as Kotler and Caslione (2009) were underlining, contributed to the creation of “synchronized fragility” in the world economy, making the world more interconnected and interdependent than ever. In this context, managers have to manage their business in conditions of increased turbulence. The economic turbulence became the new type of business normality and it can be defined as

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fast and unpredictable changes coming from the internal or external environment of a business, that affect its performances.

The economic turbulence has two major effects: vulnerability, against which the businesses need a defensive protection and opportunity, which appears when a strong company can steal the clients of another, or even to cheaply buy a weakened competitor. This is the context that forced the current marketing to become a sophisticated managerial process and a science constantly paying attention to the present market reality, a process that needs to combine different cultures, places and reality types in a new business concept (Gamble, Topp, Marsella and Stone, 2002). The replacement of the marketing concept with the holistic marketing concept, that integrates demand management, human resource management and network management was determined by the generalization of the offer and the individualization of the demand, two fundamental phenomena which influence the activity of the businesses (Kotler, Jain and Maesincee, 2009).

The participation era, the era of the globalization paradox and the era of the creative society represent the prerequisites for practicing the current marketing (marketing 3.0), bringing it in the sphere of aspirations, values and human spirit. The modern marketing is in equal measure a relational marketing, an emotional marketing and a marketing that addresses the soul of the consumer (Kotler, Kartajaya and Setiawan, 2010). This type of marketing must represent the basic scientific research domain of the Doctoral Schools from Romania and the analysis performed within our communication aims to highlight this desideratum.

2. The Scientific Research in the Context of Marketing Evolution as an Academic Discipline in Romania

Marketing has emerged as academic discipline more than 80 years ago and as a corporative discipline, 50 years ago. In Romania, the emergence and development of marketing as academic discipline is closely linked to the scientific contributions made by the team of specialists that formed during the time within the Bucharest Academy of Economic Studies. In time, this team was developed through the addition of specialists from universities from Iași, Cluj-Napoca, Timișoara, Craiova, Brașov etc.

The evolution of marketing in Romania was marked by numerous economic, social and political changes, the reference periods can be grouped in two distinct phases: 1970-1990 and 1990 – present.

Between 1970 -1990 the evolution of marketing as an academic discipline was the result of a gradual process, characterized by qualitative and quantitative accumulations. The main moments of this process are:

1971:

- The establishment of the Marketing Department within the Faculty of Commerce, The Bucharest University of Economic Studies and the first time that the an academic course entitled “Marketing” was taught in a country from Easter and Central Europe;
- The organization of the Vth International Marketing Seminar in Timișoara, with the significant contribution of the International Marketing Federation, led by prof. Iosif Constantin Drăgan;
- The establishment of the Romanian Marketing Association (AROMAR) and the appearance of the “Marketing Bulletin” and “Marketing Design” magazines

1971-1980: The publication of valuable papers for the development of marketing within the higher education system in Romania, such as: “Quantitative Methods in Marketing” (1971), “Marketing” (1975), “Marketing in Tourism” (1975), “Internal and International Marketing” (1976), “Market phenomena modeling” (1977), “Marketing Dictionary” (1979). In the same period, the International Marketing Congress from Bucharest is held (1974), an event that gather Romanian and international marketing specialists.

1980-1989: New valuable marketing papers that left a mark to the development of this academic discipline: “Marketing” (1981), “Book of Problems and Cases at the Marketing Course” (1981, 1982, 1987), “System Analysis in Marketing” (1982), “Decisional Mechanisms in Marketing” (1983), “Models of consumer behavior investigation” (1984). An important moment for the recognition of marketing as an academic discipline in Romania is represented by the presentation of the scientific communication “Marketing in Romania – Theory and Practice” at the Annual Conference of the American Marketing Association (Dearborn, Michigan, SUA, 1983).

The period **after 1990** until present is characterized through the development of marketing in Romania, aspect supported by a few significant moments, such as: the establishment of the Faculty of Marketing within The Bucharest University of Economic Studies (2005), the launch of the first in-depth study program under the name of “Marketing systems” (1995), the first master program in marketing – “Marketing and Business Communication” (2000/2001), the establishment of the Fundamental and Application Research Center in Marketing (CEMARK) (2003/2004), the inclusion of marketing as a compulsory discipline for all the economic bachelor and master study fields (2005), the creation of Marketing specialization with the Doctoral School of The Bucharest University of Economic Studies (2006). In the autumn of 1996, the International Conference dedicated to the anniversary of 25 years of marketing higher education in Romania took place, a conference during which 174 scientific papers were presented.

In this period, the editorials dedicated to marketing continued to appear: “Marketing” (1992), “Promotional Techniques” (1995), “Service Marketing” (1995), “Industrial Marketing” (1994), “Marketing” (2000 and 2002), “Computer Marketing Systems” (2001) etc.

We can affirm that in the present we can talk about the existence, in Romania, of a concrete marketing literature, which, in the last 20 years, offered over 500 distinctive titles, publish in international accredited publishing houses. The results of the scientific researches undertaken were disseminated in specialized magazines in the country (“Marketing Management”, “Romanian Journal of Marketing”, “Marketing Online” etc.) and abroad and the analysis undertaken by the present paper will highlight the level of the scientific research in the marketing field, in the last two years.

3. Research Methodology

The purpose of this research is to describe the Romanian scientific activity within the Marketing domain for the years 2015 and 2016. Three research objectives have been derived from the mentioned purpose: (1) To cluster the Romanian scientific activity within the Marketing domain in accordance with the type of scientific product, (2) To cluster the identified scientific products based on the researched Marketing subdomains and the

used marketing research methods, and (3) To evaluate the Romanian scientific activity's international notoriety.

Secondary data analysis was used for achieving the upper research purpose and objectives. A data-base was created containing the Romanian scientific activity within the Marketing domain. For this we have considered the scientific activity of Marketing professors (professor, associate professor, lecturer, and teaching assistant) from the five Romanian Universities which manage Doctoral Studies for the Marketing domain. More specific, we have compiled the scientific activity of fully-employed Marketing professors from the following Romanian Universities, together with the associated Faculties: The Bucharest University of Economic Studies (Faculty of Marketing), The "Alexandru Ioan Cuza" University of Iasi (Faculty of Economics and Business Administration), "Babeş-Bolyai" University (Faculty of Economics and Business Administration and Faculty of Business), Transylvania University of Braşov (Faculty of Economic Sciences and Business Administration), and West University of Timişoara (Faculty of Economics and Business Administration). For the present research, we have considered two scientific products as output of the Romanian professors' scientific activity: Conference proceedings and scientific articles indexed in international scientific databases, respectively. Google Scholar (search engine which indexes scholarly work) and Researchgate.net (social networking site for researchers) were used as data sources. The final database consists of 192 scientific products (for both the years 2015 and 2016) which have been classified in accordance with the following criteria: type of scientific product (conference proceeding or scientific article published in journals indexed in international databases), type of journal indexing (only for scientific articles – journals indexed in Web of Science and journal indexed in other international scientific databases), country of origin (national or international conference or journal), researched Marketing subdomain, used marketing research method, and number of citations. Cross-tabs have been used as data analysis instruments.

The table below contains information related to the first research objective of clustering the Romanian scientific activity within the Marketing domain in accordance with the type of scientific product.

Table 1 – Romanian scientific activity within the Marketing domain according to the type of scientific product for the years 2015 and 2016

| Year Type of scientific product | 2015 | | 2016 | |
|------------------------------------|------------|---------------|------------|---------------|
| | Romanian | International | Romanian | International |
| Journal articles | 70 (66%) | 13 (12.3%) | 60 (69.8%) | 10 (11.6%) |
| Conference Proceedings | 19 (17.9%) | 4 (3.8%) | 10 (11.6%) | 6 (7%) |
| Total | 106 (100%) | | 86 (100%) | |

Source: Authors' computation

The number of Romanian scientific products (conference proceedings and journal articles) dropped in the year 2016 to 86 from 106 in the year 2015. In both years, 2015 and 2016, Romanian Marketing professors preferred journal articles (78.3% in 2015 and 81.4% in 2016) relative to conference participation and proceedings (21.7% in 2015, and 18.6% in 2016). Moreover, for both years, most of the scientific products are disseminated through national means, either published in national journals (66% of scientific output in 2015, and 60% in 2016) or attendance at conferences organized in Romania (17.9% of scientific output in 2015, and 11.6% in 2016). Noticeable is the fact that the number of conference participation organized outside Romania increased in 2016 to 6 from 4 in 2015.

Table 2 comprises the number of Romanian scientific Marketing articles in accordance with the indexing type and the country of origin of the journal they were published in for the years 2015 and 2016.

Table 2 – Romanian scientific Marketing articles according to the indexing and the country of origin of the journal they were published in, for the years 2015 and 2016

| Year Journal indexing | 2015 | | 2016 | |
|------------------------------|------------|---------------|------------|---------------|
| | Romanian | International | Romanian | International |
| Web of Science | 14 (16.9%) | 7 (8.4%) | 8 (11.4%) | 7 (10%) |
| Other International Database | 56 (67.5%) | 6 (7.2%) | 52 (74.3%) | 3 (4.3%) |
| Total | 83 (100%) | | 70 (100%) | |

Source: Authors' computation

In the year 2015, a number of 83 scientific Marketing articles were written and published; out of these, 21 were published in Web of Science indexed journals (14 Romanian and 7 international) and 62 in journals indexed in other international databases (56 Romanian and 6 International). The same trend can be spotted for the 2016 characterized by a number of 70 written and published scientific Marketing, out of which 15 were published in Web of Science indexed journals (8 Romanian and 7 international) and 55 in journals indexed in other international databases (52 Romanian and 3 International). The low number of Marketing articles published in Web of Science indexed journals relative to articles published in other international databases indexed journals can be easily explained by the higher scientific rigor imposed by the first type of journals.

Information regarding the second research objective of clustering identified scientific products based on the researched Marketing subdomains and the used marketing research methods is to be presented in the following.

Most of the scientific articles published either in journals or Conference proceedings were available free-of-charge. The articles were carefully read and classified by the papers' authors according to the main researched Marketing subdomain. Within the classifying process, there were situations in which two authors have associated two different Marketing subdomains to the same article. Such a distinct classification is not always wrong because (1) within the marketing theory some Marketing subdomains are interconnected (E.g. Consumer behavior and Marketing research) and (2) within one article more than one Marketing subdomain can be researched. The above presented case was solved by a third classification made by a third author.

For both types of scientific products (journal article and conference proceedings), the most researched Marketing subdomain is Consumer Behavior. For the year 2015, 28 journal articles researched Consumer Behavior, 10 Promotion, 6 Tourism Marketing, and 5 Strategic Marketing, while for the year 2016 30 journal articles had as Marketing subdomain Consumer Behavior, 8 Tourism Marketing, 6 Strategic Marketing, and 5 Digital Marketing. With regards to the Conference Proceedings, Consumer Behavior was the researched subdomain for 7 (2015) and 5 (2016), followed by Promotion (4 in 2015) and Marketing Ethics (2 in 2016).

Table 3 - Romanian scientific Marketing products according to the used marketing research method for the years 2015 and 2016

| Scientific Marketing Research Method \ Year | 2015 | | 2016 | |
|---|-----------------|------------------------|-----------------|------------------------|
| | Journal article | Conference proceedings | Journal article | Conference proceedings |
| Marketing Experiment | 0 | 0 | 0 | 2 |
| Focus-Group | 0 | 0 | 4 | 0 |
| Interview | 10 | 2 | 7 | 0 |
| Netnography | 0 | 0 | 1 | 0 |
| Neuromarketing | 0 | 0 | 1 | 0 |
| Observation | 0 | 1 | 0 | 0 |
| Secondary Data Analysis | 28 | 5 | 26 | 3 |
| Survey | 43 | 11 | 31 | 7 |
| Other | 2 | 4 | 0 | 4 |
| Total | 83 | 23 | 70 | 16 |

Source: Authors' computation

Based on the upper table's data, we can conclude the most used marketing research methods are survey (43 for journal articles and 11 for conference proceedings in 2015 and 31 for journal articles and 7 for conference proceedings in 2016, respectively) and secondary data analysis (28 for journal articles and 5 for conference proceedings in 2015 and 26 for journal articles and 3 for conference proceedings in 2016, respectively). Noticeable is the fact that in 2016 newer marketing research methods (Neuromarketing and Netnography) have been used.

Table 4 – Romanian scientific Marketing products according to the number of citations for the years 2015 and 2016

| Citations \ Year | 2015 | | | | | | | | | 2016 | | | | | |
|------------------------|------------|----|----|---|---|---|---|---|---|-----------|---|---|---|---|---|
| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 0 | 1 | 2 | 3 | 4 | 5 |
| Journal articles | 47 | 13 | 12 | 2 | 4 | 2 | 1 | 1 | 1 | 61 | 3 | 1 | 3 | 1 | 1 |
| Conference Proceedings | 16 | 3 | 1 | 0 | 3 | 0 | 0 | 0 | 0 | 14 | 0 | 0 | 0 | 0 | 0 |
| Total | 106 (100%) | | | | | | | | | 86 (100%) | | | | | |

Source: Authors' computation

The last objective of evaluating the Romanian scientific Marketing products' international notoriety was achieved by using Google Scholar's Citation instrument. Thus, the citation frequency (including self-citation) of every scientific product was determined and included in the upper table (Table 4). The average citation/article is 1.08 (2015) and 0.33 (2016), while for conference proceedings 0.74 (2015) and 0 (2016). The difference in citations for the both scientific products (2015 and 2016) can be easily explained by the fact that, on average, an older article has a higher probability to be cited than a newer one. Noteworthy is the fact that articles published in scientific journals are cited more often than articles included in conference proceedings.

4. Conclusions

The purpose of the paper was to describe the Romanian scientific activity within the Marketing domain for the years 2015 and 2016. Based on the stated purpose, three objectives were derived and achieved through data analysis and interpretation. In this sense, (1) in both years, 2015 and 2016, Romanian Marketing professors preferred journal articles (83 in 2015 and 70 in 2016) relative to conference participation and proceedings (23 in 2015, and 26 in 2016). Further on (2), in 2015 21 journal articles were published in Web of Science indexed journals (14 Romanian and 7 international) and 62 in journals indexed in other international databases (56 Romanian and 6 International). A similar trend can be spotted for 2016 characterized by a number of 70 written and published scientific Marketing articles, out of which 15 were published in Web of Science indexed journals (8 Romanian and 7 international) and 55 in journals indexed in other international databases (52 Romanian and 3 International). Lastly, the international notoriety of the Romanian scientific Marketing products is described by the average number of citations/journal article (1.08 in 2015 and 0.33 in 2016) and average number of citations/conference proceedings article (0.74 in 2015 and 0 in 2016)

5. References:

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