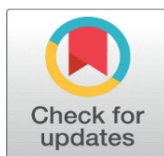
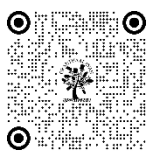


# UNVEILING PATTERNS IN CUSTOMER RELATIONSHIP MANAGEMENT & MARKET CAMPAIGN LITERATURE: A BIBLIOMETRIC ANALYSIS

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## ABSTRACT

The swift evolution of corporate practices in the digital age has heightened the significance of Customer Relationship Management (CRM) and marketing initiatives in promoting customer-centric tactics. This research utilizes a bibliometric analysis of literature pertaining to CRM and marketing campaigns, drawing on data from the Elsevier Scopus database (2000–2024). The research reveals significant patterns and emerging topics at the junction of various fields by analyzing publication trends, main authors, and thematic clusters. The analysis indicates a consistent increase in academic production, with journal articles and conference papers as the primary contributors. Crucial findings highlight the essential function of new technologies, including machine learning, artificial intelligence, and big data analytics, in improving the efficacy of CRM. Network visualizations illustrate topic clusters centered on cause-related marketing, customer happiness, decision-making, and ethical marketing practices. This study highlights the interdisciplinary and worldwide aspects of CRM-MC research, offering a framework for future scholarly investigation and practical implementation. The results provide significant insights for organizations aiming to optimize resource allocation, improve customer engagement, and attain enduring competitive advantage in a progressively competitive landscape.

**Keywords:** Customer Relationship Management, Customer Satisfaction, Market Campaign, Big Data, Data Mining, Cause Related Marketing

## 1. INTRODUCTION

The swiftly changing business landscape has experienced a fundamental transformation in how organisations interact with their clients. Customer Relationship Management (CRM) and marketing campaigns have become essential components in implementing customer-centric strategies, allowing organisations to cultivate enduring relationships and stimulate business growth. CRM, as a strategic methodology, amalgamates technology, procedures, and data analytics to improve customer interactions and provide tailored experiences (Kotler et al., 2017). Simultaneously, marketing initiatives function as strategic tools to attract, retain, and convert customers through new and focused methods. The convergence of these two fields has attracted considerable scholarly and professional interest, as companies want to enhance their marketing strategies via CRM software.

The digital age has transformed CRM and marketing strategies through the expansion of customer touchpoints and enhanced data accessibility. Social media platforms, artificial intelligence (AI), and big data analytics have broadened the capabilities of CRM systems, rendering them essential instruments for data-driven decision-making (Choudhury &

Harrigan, 2019). Marketing initiatives have transitioned from conventional mass advertising to personalised, multichannel tactics designed to engage customers across several media. This evolution highlights the increasing complexity and interconnection of CRM and marketing initiatives, requiring a thorough comprehension of current research trends and patterns.

Bibliometric analysis, a quantitative research methodology that assesses the scientific influence and trends of academic literature, has proven to be a useful instrument for revealing patterns within particular study fields (Donthu et al., 2021). Bibliometric analysis offers significant insights into the intellectual framework of a discipline by scrutinising publishing trends, prominent authors, and citation networks, thereby indicating research hotspots and prospective directions. Despite its potential, few research has utilised bibliometric methodologies to thoroughly examine the junction of CRM and marketing initiatives. This gap underscores the necessity for a thorough review of literature in this field to guide both scholarly inquiry and managerial practice.

This study aims to perform a bibliometric analysis of CRM and marketing campaign literature to discern the fundamental patterns, principal contributors, and theme clusters that define this interdisciplinary field. The study specifically attempts to: (1) analyse temporal publication trends, (2) identify prominent authors, journals, and institutions, and (3) delineate theme clusters and emerging trends in CRM and marketing campaign research. This study aims to synthesise existing knowledge to offer a framework for future research and practical guidance for organisations seeking to utilise CRM in their marketing efforts.

This research is pertinent due to the rapid increase in academic interest and the practical importance of CRM and marketing efforts in the current competitive corporate environment. As organisations increasingly embrace customer-centric strategies, comprehending the relationship between CRM and marketing campaigns is essential for optimising resource allocation, improving customer engagement, and attaining enduring competitive advantage (Payne & Frow, 2017). This work utilises bibliometric analysis to enhance the comprehension of this dynamic and evolving topic, providing essential insights for academics, practitioners, and policymakers.

This research elucidates trends in CRM and marketing campaign literature, bridging the divide between theory and practice, and enhancing comprehension of how organisations may leverage CRM to formulate effective, data-driven marketing campaigns.

## 2. RESEARCH METHODOLOGY

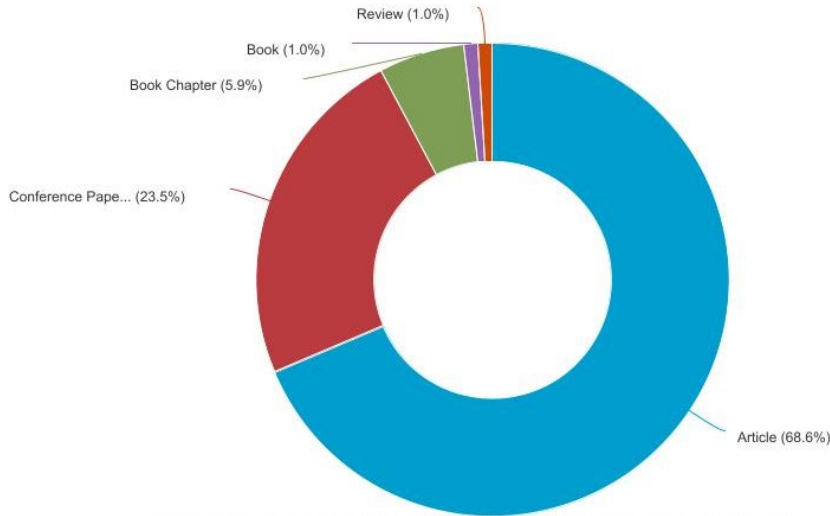
This study performs a comprehensive bibliometric analysis utilising publication data from the Elsevier Scopus database to investigate the research landscape on the impact of customer relationship management on Marketing Campaign (SMM-CE). The Elsevier Scopus database is selected for its extensive coverage of high-quality, peer-reviewed literature across multiple fields (Elsevier, 2023). The search query TITLE-ABS-KEY ("customer relationship management \*" AND "market campaign\*") was employed to locate pertinent publications on CRM-MC. The search focused on items containing these key terms in their title, abstract, or keywords. The analysis spans from 2000 to 2024, ensuring a minimum duration of 10 years for a thorough longitudinal study. The preliminary Scopus search produced a varied assortment of documents, including articles, conference papers, reviews, and book chapters, published in multiple languages. The search results included details on source titles, document types, keywords, connections, and funding organisations. The gathered data was analysed to examine publishing trends, aiming to identify key contributors, prolific authors, prominent institutions, leading nations, publication frequency over time, citation patterns, and the diffusion of research across diverse sources. The VOSviewer program was employed for bibliometric mapping and visualisation. It enabled co-authorship analysis to reveal cooperation networks among scholars and institutions. Furthermore, it facilitated the examination of keyword co-occurrence to discern principal study themes and nascent subjects. Additionally, it facilitated citation analysis to identify the most frequently cited publications and seminal works in CRM-MC (Van Eck & Waltman, 2010). This methodological approach provided a comprehensive study of the research landscape, emphasising key stakeholders, pivotal publications, critical research issues, and developing trends. Consequently, it offered significant insights into the evolution and present condition of research in social media marketing and consumer involvement.

## 3. FINDING AND DISCUSSIONS

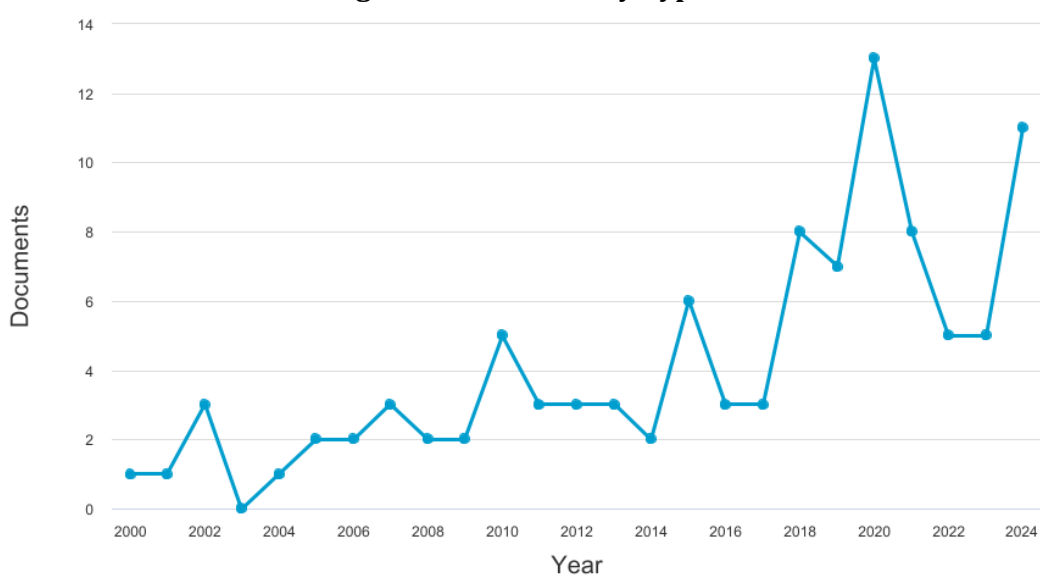
### Published Documents analysis

The Scopus search revealed a significant total of 102 published publications related to CRM-MC research, as depicted in Figure 1. This collection comprises many document types, including 70 Articles, 1 Book, 6 Book Chapters, 24 Conference Papers, and 1 Review. The inquiry explicitly delineates the three predominant document types in this domain. "Articles"

are the predominant category of publication, accounting for a significant 68.6% of the total. This signifies the broad breadth and extent of research in this domain. "Conference Papers" constitute 23.5% of the total, underscoring their importance in offering scholarly insights and comprehensive analyses to the discourse on CRM-MC research.



**Figure 1: Document by Type**



**Figure 2: Publication trend Profile for CRM-MC**

Figure 2 illustrates the "Documents by Year" from Scopus, highlighting the publication trends from 2000 to 2024, demonstrating a steady rise in research production over time. During the early decade, from 2000 to 2010, the volume of publications was meagre, frequently remaining below two documents per year, indicating either a constrained emphasis or an initial phase of study in the field. Between 2011 and 2016, a gradual although consistent ascent is noted, interspersed with periodic variations, resulting in a modest elevation to approximately six documents each year by 2016. A notable increase occurred from 2017 to 2020, culminating in a peak of 12 articles in 2020, suggesting intensified interest or significance, potentially influenced by technology progress or cultural changes. Nonetheless, the trend indicates a decline in 2021 and 2022, presumably attributable to external interruptions, like the global pandemic, which impacted research activity and financing. The ensuing recovery in 2023 and 2024, stabilising at approximately 10 documents, demonstrates resilience and a renewed emphasis in the domain. The graph illustrates the fluctuating nature of research, characterised by phases of expansion, obstacles, and resurgence, highlighting the necessity of continuous involvement from academia and industry.

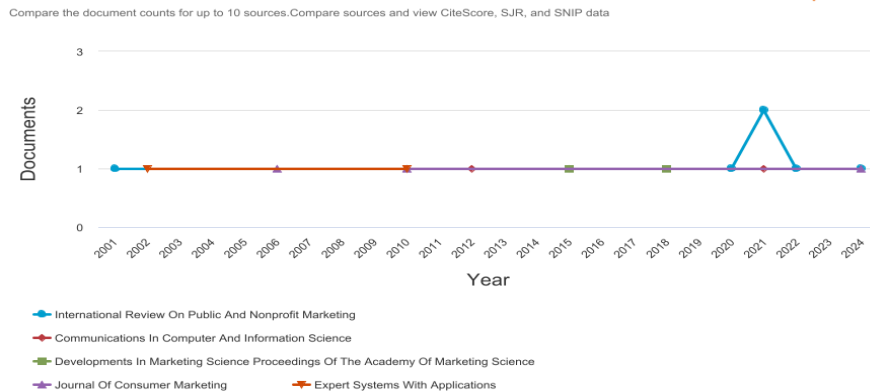
**Table:1 Top 20 Mostly cited Papers**

<b>Title</b>	<b>Year</b>	<b>Cited by</b>	<b>Document type</b>
“The role of brand/cause fit in the effectiveness of cause-related marketing campaigns”	2004	330	Article
“A Churn Prediction Model Using Random Forest: Analysis of Machine Learning Techniques for Churn Prediction and Factor Identification in Telecom Sector”	2019	211	Article
“Cause-relating marketing: The effects of purchase quantity and firm donation amount on consumer inferences and participation intentions”	2010	169	Article
“The effect of strategic and tactical cause-related marketing on consumers’ brand loyalty”	2006	138	Article
“The impact of perceptual congruence on the effectiveness of cause-related marketing campaigns”	2015	123	Article
“The Impact of Customer Relationship Management and Company Reputation on Customer Loyalty: The Mediating Role of Customer Satisfaction”	2022	120	Article
“Consumer perceptions of cause related marketing campaigns”	2010	119	Article
“The moderating influence of consumers’ temporal orientation on the framing of societal needs and corporate responses in cause-related marketing campaigns”	2010	97	Article
“Hashtag homophile in twitter network: Examining a controversial cause-related marketing campaign”	2020	57	Article
“Mining preferences from superior and inferior examples”	2008	56	Conference paper
“Role of knowledge management and analytical CRM in business: Data mining based framework”	2011	53	Article
“Cause-related marketing: An exploratory study of campaign donation structures issues”	2007	50	Article
“Beyond the target customer: Social effects of Customer relationship management campaigns”	2017	49	Article
“Cause related marketing among Millennial consumers: The role of trust and loyalty in the food industry”	2019	47	Article
“Customers Segmentation in the Insurance Company (TIC) Dataset”	2018	44	Conference paper

“Cause-related marketing in online environment: the role of brand-cause fit, perceived value, and trust”	2020	38	Article
“A model for predicting customer value from perspectives of product attractiveness and marketing strategy”	2010	38	Article
“The responsabilization of “development consumers” through cause-related marketing campaigns”	2019	33	Article
“Visual Design, Message Content, and Benefit Type: The Case of A Cause-Related Marketing Campaign”	2020	31	Article
“Predicting customer’s gender and age depending on mobile phone data”	2019	30	Article

The table enumerates the 20 most-cited papers in the field, emphasising their substantial contributions to cause-related marketing and customer relationship management. The most-cited publication, "The Role of Brand/Cause Fit in the Effectiveness of Cause-Related Marketing Campaigns" (2004), received 330 citations, highlighting the significance of congruence between brand and cause for marketing efficacy. The Churn Prediction Model Utilising Random Forest (2019), referenced 211 times, demonstrates the implementation of machine learning for customer retention in the telecommunications industry. Other significant works encompass "Cause-relating marketing: The effects of purchase quantity and firm donation amount on consumer inferences and participation intentions" (2010) with 169 citations, and "The effect of strategic and tactical cause-related marketing on consumers' brand loyalty" (2006) with 138 citations, both emphasising consumer behaviour and loyalty in relation to marketing strategies.

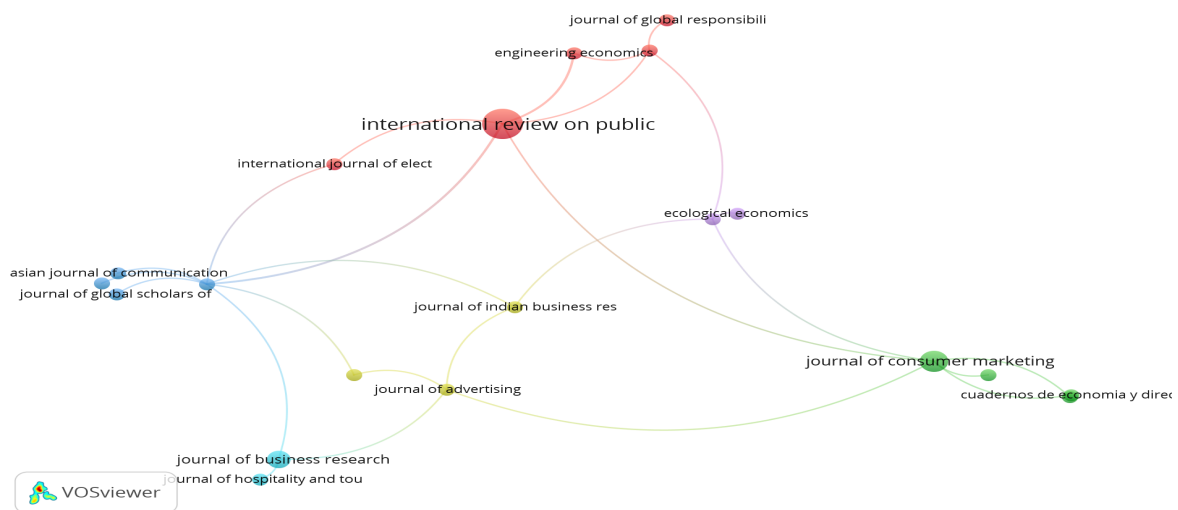
Studies including The Impact of Perceptual Congruence on the Effectiveness of Cause-Related Marketing Campaigns (2015, 123 citations) and The Impact of Customer Relationship Management and Company Reputation on Customer Loyalty: The Mediating Role of Customer Satisfaction (2022, 120 citations) emphasise the significance of consumer perceptions and satisfaction in the success of campaigns. Consumer perceptions of cause-related marketing campaigns (2010, 119 citations) and The moderating influence of consumers' temporal orientation on the framing of societal needs and corporate responses (2010, 97 citations) examine the psychological and temporal aspects of consumer engagement. Research papers focussing on current concerns encompass "Hashtag Homophily in Twitter Networks." Analysing a contentious cause-related marketing initiative (2020, 57 citations) and cause-related marketing within the digital realm: The significance of brand-cause alignment, perceived value, and trust in digital and social media initiatives (2020, 38 citations). Investigations into CRM and predictive models, including Mining Preferences from Superior and Inferior Examples (2008, 56 citations) and Customer Segmentation in the Insurance Company (TIC) Dataset (2018, 44 citations), underscore progress in data-driven marketing methodologies. These works collectively highlight the progression of cause-related marketing and CRM, mixing conventional theories with new technologies to meet consumer wants and preferences.



**Figure 3: Top Source Journal titles for CRM-MC**

Figure 3 compares the document counts from five sources—International Review on Public and Non-profit Marketing, Communications in Computer and Information Science, Developments in Marketing Science Proceedings of the Academy of Marketing Science, Journal of Consumer Marketing, and Expert Systems with Applications—spanning the years 2001 to 2024. The horizontal axis denotes the years, whilst the vertical axis signifies the annual publication count of papers. Between 2001 and 2020, the document output for these sources remained consistently stable, generally yielding one or less papers annually. This era indicates restricted research contributions within these publications for the chosen field. In 2022, Expert Systems with Applications experienced a significant increase, publishing as many as three documents. This increase underscores a rise in submissions to this journal, maybe fuelled by an escalating interest in the application of expert systems within marketing or non-profit domains.

Conversely, the other journals exhibited a stable although modest publishing rate during the timeline, indicating constant contributions without notable variations. It indicates that, although the majority of sources made minor contributions to the discipline, certain journals, such as Expert Systems with Applications, have seen a significant increase in recent years, likely correlating with technological improvements and their incorporation into marketing science.



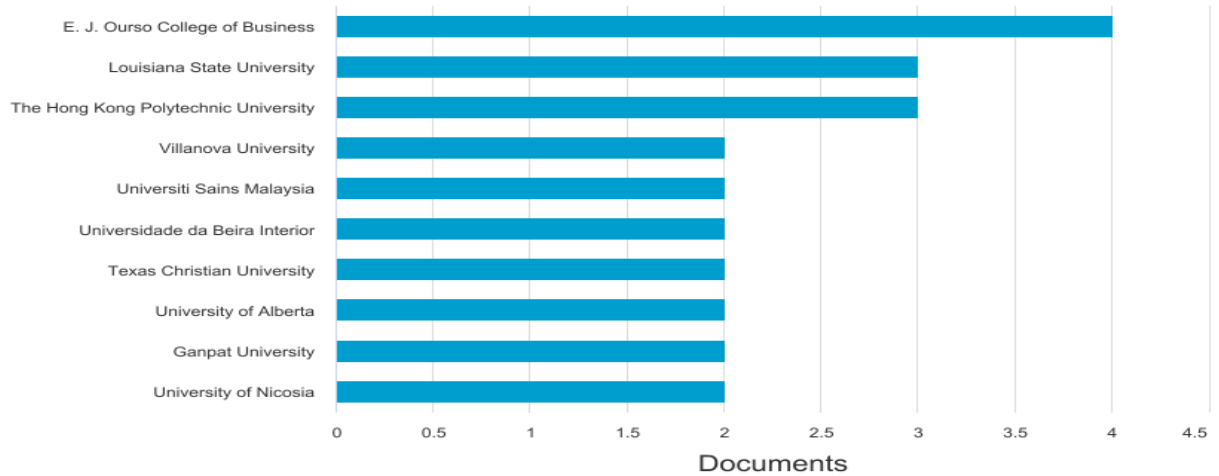
**Figure 4: Analyzing titles of source on CRM-CE through a network map.**

Figure 4 exhibits a network visualisation produced using VOSviewer, depicting the interconnections across several academic periodicals. The "International Review on Public" serves as the key node of the network, linking to many other journals and underscoring its significance within the analysed framework. The links among the nodes demonstrate citation or co-citation relationships.

Significant connections encompass associations between the "International Review on Public," the "Journal of Global Responsibility," "Engineering Economics," and "Ecological Economics," which appear to concentrate on subjects of economics and responsibility. Furthermore, publications such as the "Journal of Consumer Marketing" and "Cuadernos de Economía y Dirección" are affiliated with the marketing field. Publications like the "Asian Journal of Communication" and the "Journal of Global Scholars" advocate for regional and communication-centric viewpoints. Additional journals, such as the "Journal of Advertising," "Journal of Indian Business Research," and "Journal of Business Research," underscore the marketing and business research sector.

The colour-coded clusters indicate thematic groupings, with each group representing a different study field related through citations, as demonstrated in the VOSviewer network.

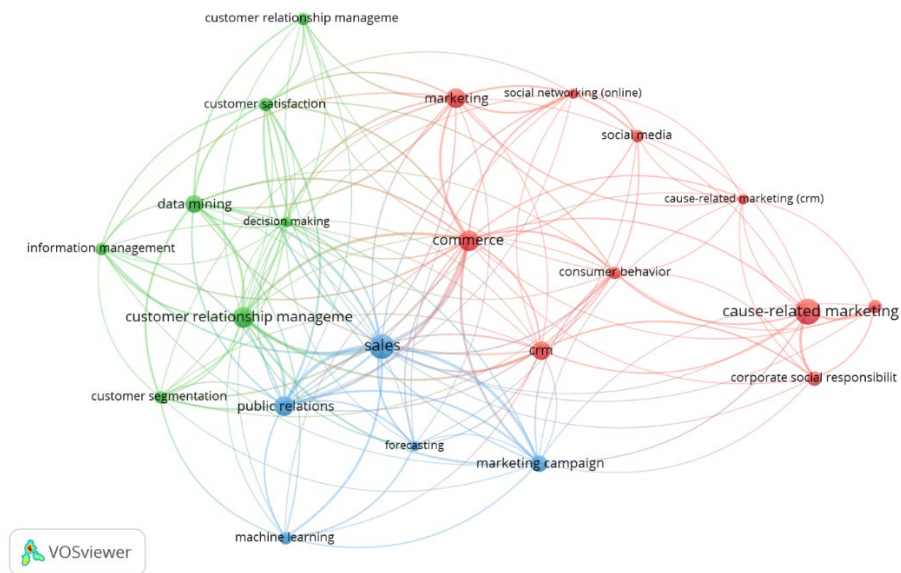
Compare the document counts for up to 15 affiliations.



**Figure 5: Affiliations on CRM-MC Research (2000-2024)**

Figure 5 presents a summary of the quantity of documents produced by different academic institutions, as documented in Scopus, highlighting their contributions to scholarly study. The E. J. Ourso College of Business is the most prolific contributor, with a document count above 4.5 publications. Louisiana State University and The Hong Kong Polytechnic University closely follow, each disseminating between 3 and 4 publications, indicating their vigorous participation in research production. Mid-tier contributors are institutions such as Villanova University, Universiti Sains Malaysia, and Universidade da Beira Interior, each possessing document counts between 2 and 3. Other institutions, including Texas Christian University, University of Alberta, Ganpat University, and University of Nicosia, also provide significant contributions, however with marginally lower yields ranging from 1.5 to 2 documents.

This chart illustrates the variety of institutions engaged in research, with significant representation from North America, Asia, and Europe. It highlights the cooperative essence of academic publishing, as institutions from many locations exhibit their dedication to furthering knowledge across multiple disciplines. The distribution of document counts illustrates differing research capabilities and emphases among various colleges, highlighting the worldwide character of scholarly communication.



**Figure 6 : Co-occurrence network of Keywords**

The visualisation is a network map generated with VOSviewer, illustrating in Figure 6 the interconnections among key concepts within a certain research subject. The nodes signify concepts, whilst the links denote co-occurrence or thematic associations. The clusters are colour-coded to emphasise theme groupings.

The red cluster encompasses subjects pertinent to marketing, including commerce, social media, cause-related marketing, and corporate social responsibility (CSR). This group highlights the impact of social media and internet networking on consumer behaviour and marketing tactics. The associations illustrate the increasing significance of ethical and purpose-driven marketing strategies.

The green cluster emphasises customer relationship management (CRM), decision-making, data mining, and customer happiness, illustrating the use of data-driven tactics to improve customer experiences and facilitate decision-making processes. This cluster emphasises the significance of analytics and information management in contemporary business processes.

The blue cluster encompasses subjects including sales, public relations, marketing initiatives, and machine learning. This group emphasises the utilisation of sophisticated technology, including machine learning, to enhance sales strategies and marketing initiatives, as well as the significance of public relations in consumer engagement.

The network diagram illustrates the interrelated aspects of contemporary marketing, CRM, and sales strategies, highlighting the use of technology, ethical marketing practices, and data analytics to enhance customer engagement and business results. The shown clusters demonstrate the interrelation and overlap of different issues, highlighting the interdisciplinary character of modern business research.

#### 4. CONCLUSIONS

This bibliometric analysis delivers a thorough examination of the developing domain of Customer Relationship Management (CRM) and marketing campaign (CRM-MC) research. This study reveals the dynamic interaction between these two essential domains by analysing publication trends, principal authors, and topic clusters. The results indicate substantial development in academic interest, especially since 2010, driven by technological advancements, enhanced data accessibility, and the growing significance of customer-centric tactics (Choudhury & Harrigan, 2019; Donthu et al., 2021). The field's advancement, evidenced by the consistent increase in publications and citations, highlights the escalating acknowledgement of CRM and marketing campaigns as vital instruments for enhancing client involvement and propelling corporate prosperity.

Significant findings indicate that academic output in CRM-MC research has diversified, with journal articles becoming the primary medium for knowledge dissemination, succeeded by conference papers and book chapters. This diversity signifies a strong and multidisciplinary dialogue (Elsevier, 2023). The analysis highlights the pivotal significance of significant publications, including those examining cause-related marketing, machine learning applications, and consumer perceptions, in establishing the conceptual framework of this domain (Payne & Frow, 2017). These foundational publications connect theoretical comprehension with practical application, illustrating the significance of CRM-driven, data-informed methods in contemporary marketing efforts.

The network visualisations and keyword co-occurrence analysis highlight the interconnectedness of CRM-MC research, demonstrating clusters centred on themes such as social media marketing, ethical and cause-related marketing, decision-making, data analytics, and customer satisfaction (Van Eck & Waltman, 2010). The advent of sophisticated technologies such as machine learning, big data, and artificial intelligence has revolutionised CRM systems into essential instruments for customising client experiences and enhancing resource distribution (Choudhury & Harrigan, 2019). The interaction of technology, consumer behaviour, and corporate responsibility constitutes the foundation of contemporary research trends, highlighting the complex challenges and potential within this domain.

Institutional contributions elucidate the global scope of CRM-MC research, featuring substantial participation from North America, Asia, and Europe. Prominent universities including E. J. Ourso College of Business, Louisiana State University, and The Hong Kong Polytechnic University illustrate the international cooperation and academic engagement propelling this discipline. The participation of several academic stakeholders highlights the global and interdisciplinary significance of CRM-MC research. This study offers a framework for future academic research and practical implementation. The recognised trends and deficiencies provide practical insights for scholars and professionals aiming to enhance CRM strategies and create efficient, data-informed marketing campaigns. Organisations can utilise these data to improve consumer interaction, cultivate brand loyalty, and secure a lasting competitive edge in a progressively digital and customer-centric market (Kotler et al., 2017; Payne & Frow, 2017). This research underscores the necessity of

integrating theoretical advancements with practical applications in CRM and marketing efforts, enabling organisations to remain adaptable and sensitive to the evolving dynamics of customer demands and technological innovations.

## Conflicts of Interest

None.

## Acknowledgments

None.

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