Annex 1. Ranking of most referred Marketing journals per number of articles

|  |  |
| --- | --- |
| **Journal title** | **Nr. of articles** |
| Business Horizons | 13 |
| Journal of Business Research | 11 |
| Journal of Retailing and Consumer Services | 9 |
| Electronic Commerce Research and Applications | 8 |
| Industrial Marketing Management | 7 |
| Journal of Interactive Marketing | 7 |
| Journal of Destination Marketing Management | 7 |
| International Journal of Research in Marketing | 5 |
| International Journal of Forecasting | 5 |
| Australasian Marketing Journal | 4 |
| Public Relations Review | 4 |
| Journal of Consumer Psychology | 2 |
| International Business Review | 2 |

Annex 2. Number of articles per year

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** | **Total** |
| **Nr.** | 48 | 61 | 92 | 168 | 393 | 798 | 1560 |

Annex 3. Number of articles per Continent and year by Products

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Continents\**  **Products** | **2010** | | **2011** | | **2012** | | **2013** | | **2014** | | **2015** | |
| **services** | **goods** | **services** | **goods** | **services** | **goods** | **services** | **goods** | **services** | **goods** | **services** | **goods** |
| Europe | 26 | 27 | 24 | 26 | 44 | 47 | 83 | 83 | 172 | 187 | 354 | 369 |
| North America | 15 | 15 | 25 | 24 | 35 | 35 | 58 | 58 | 132 | 138 | 203 | 216 |
| Asia | 11 | 12 | 18 | 20 | 25 | 27 | 54 | 56 | 134 | 140 | 323 | 334 |
| Oceania | 1 | 1 | 7 | 7 | 5 | 5 | 15 | 15 | 30 | 31 | 61 | 64 |
| South America | 2 | 2 | 1 | 1 | 2 | 3 | 3 | 3 | 10 | 10 | 13 | 14 |
| Africa | 0 | 0 | 1 | 2 | 1 | 1 | 0 | 0 | 4 | 4 | 8 | 9 |
| Central America and Caribbean | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 |

Annex 4. Frequency of Top 5 Big Data terms per year by Products

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Nr** | **Term\Products** | **2010** | | **2011** | | **2012** | | **2013** | | **2014** | | **2015** | |
| **services** | **goods** | **services** | **goods** | **services** | **goods** | **services** | **goods** | **services** | **goods** | **services** | **goods** |
| 1 | architecture | 1397 | 1400 | 1338 | 1371 | 1413 | 1478 | 4154 | 4162 | 7018 | 7103 | 14446 | 14544 |
| 2 | analytics | 335 | 342 | 1035 | 1062 | 1614 | 1693 | 2100 | 2122 | 5642 | 6166 | 11042 | 11552 |
| 3 | algorithm | 196 | 215 | 545 | 534 | 669 | 724 | 1083 | 1089 | 2283 | 2676 | 4812 | 5189 |
| 4 | Big Data | 46 | 47 | 56 | 56 | 85 | 91 | 396 | 399 | 1784 | 1825 | 4631 | 4663 |
| 5 | prediction | 54 | 56 | 220 | 230 | 254 | 255 | 319 | 358 | 1591 | 1896 | 3082 | 3538 |

Annex 5. Number of articles per year by Sector

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Sectors\Year** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** |
| basic materials | 7 | 9 | 12 | 24 | 42 | 103 |
| consumer goods | 34 | 39 | 60 | 120 | 280 | 565 |
| energy | 16 | 19 | 26 | 50 | 125 | 294 |
| financials | 15 | 30 | 41 | 81 | 171 | 374 |
| healthcare | 34 | 40 | 61 | 105 | 257 | 525 |
| industrials | 23 | 32 | 48 | 89 | 202 | 403 |
| technology | 48 | 58 | 88 | 162 | 378 | 764 |
| telecommunications | 17 | 16 | 31 | 73 | 147 | 275 |
| tourism | 13 | 24 | 34 | 62 | 151 | 285 |
| utilities | 9 | 10 | 16 | 32 | 98 | 180 |

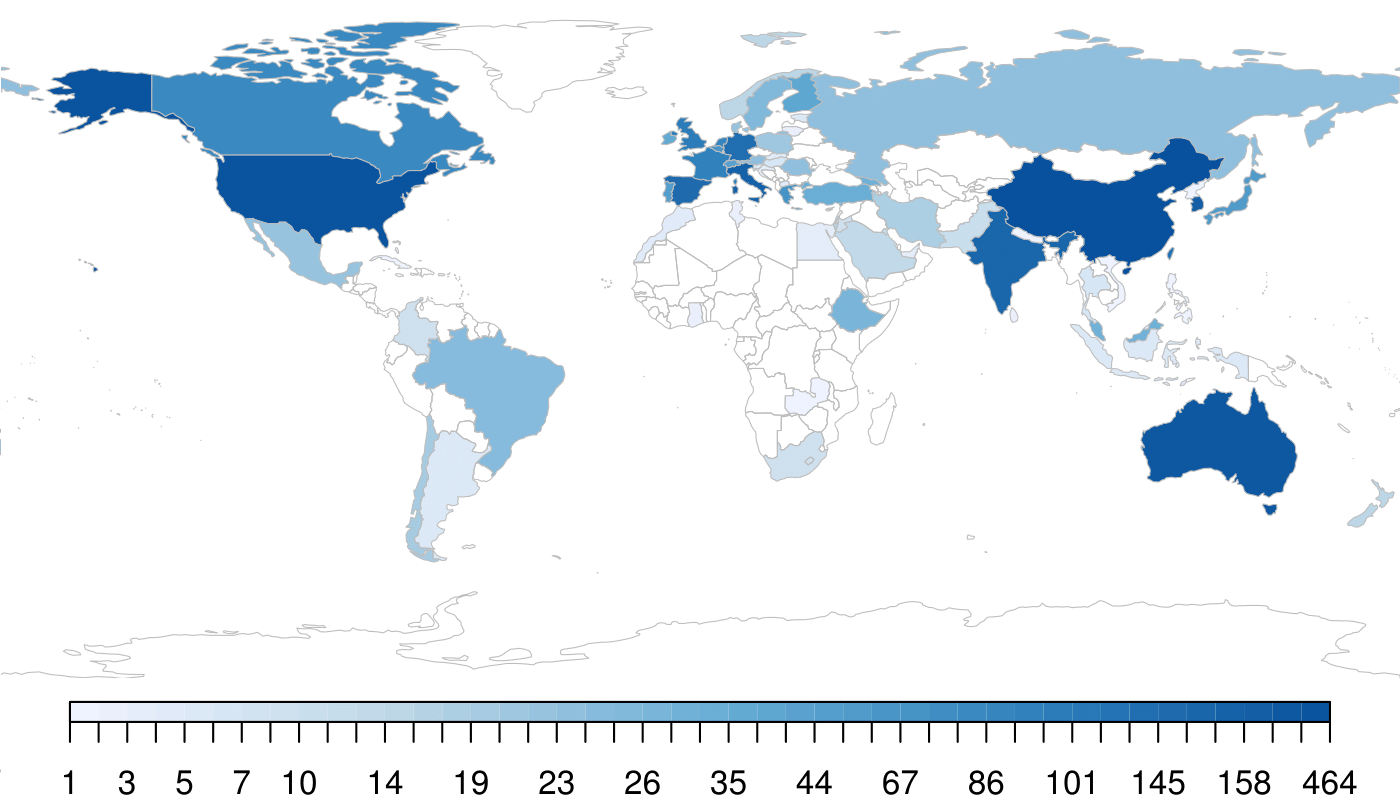
Annex 6. Frequency of Top 5 Big Data terms per year by Sectors

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Nr.** | **basic materials** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** |
| 1 | analytics | 60 | 343 | 126 | 576 | 1022 | 1807 |
| 2 | architecture | 77 | 170 | 207 | 483 | 560 | 473 |
| 3 | machine learning | 76 | 192 | 85 | 67 | 191 | 803 |
| 4 | algorithm | 55 | 195 | 45 | 186 | 308 | 588 |
| 5 | prediction | 16 | 16 | 26 | 169 | 167 | 681 |
|  |  |  |  |  |  |  |  |
| **Nr.** | **consumer goods** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** |
| 1 | architecture | 1071 | 1135 | 1070 | 2708 | 5255 | 10189 |
| 2 | analytics | 221 | 711 | 804 | 1552 | 4566 | 8796 |
| 3 | algorithm | 136 | 417 | 372 | 702 | 1738 | 3092 |
| 4 | Big Data | 33 | 39 | 66 | 332 | 1624 | 3924 |
| 5 | prediction | 37 | 205 | 143 | 176 | 1207 | 2715 |
|  |  |  |  |  |  |  |  |
| **Nr.** | **energy** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** |
| 1 | architecture | 556 | 772 | 489 | 1583 | 3730 | 7061 |
| 2 | analytics | 146 | 370 | 639 | 777 | 1818 | 4484 |
| 3 | algorithm | 102 | 246 | 224 | 348 | 924 | 1608 |
| 4 | prediction | 32 | 174 | 67 | 151 | 1054 | 1170 |
| 5 | Big Data | 17 | 11 | 20 | 107 | 493 | 1953 |
|  |  |  |  |  |  |  |  |
| **Nr.** | **financials** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** |
| 1 | architecture | 677 | 861 | 663 | 1940 | 3193 | 6374 |
| 2 | analytics | 90 | 614 | 904 | 1068 | 2552 | 5370 |
| 3 | Big Data | 9 | 29 | 49 | 272 | 1246 | 2638 |
| 4 | prediction | 15 | 190 | 215 | 211 | 834 | 2398 |
| 5 | algorithm | 29 | 276 | 105 | 265 | 769 | 1463 |
|  |  |  |  |  |  |  |  |
| **Nr.** | **healthcare** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** |
| 1 | architecture | 1106 | 1017 | 1168 | 2759 | 5557 | 10305 |
| 2 | analytics | 288 | 727 | 1427 | 1616 | 4264 | 8634 |
| 3 | algorithm | 205 | 354 | 589 | 815 | 2019 | 3811 |
| 4 | Big Data | 33 | 40 | 46 | 256 | 1448 | 3464 |
| 5 | prediction | 50 | 214 | 138 | 298 | 1726 | 2808 |
|  |  |  |  |  |  |  |  |
| **Nr.** | **industrials** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** |
| 1 | architecture | 869 | 867 | 845 | 2553 | 3796 | 8285 |
| 2 | analytics | 144 | 850 | 959 | 1351 | 3597 | 5926 |
| 3 | algorithm | 77 | 360 | 344 | 720 | 1487 | 2427 |
| 4 | prediction | 33 | 66 | 200 | 284 | 1141 | 2334 |
| 5 | Big Data | 22 | 42 | 41 | 156 | 1053 | 2556 |
|  |  |  |  |  |  |  |  |
| **Nr.** | **technology** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** |
| 1 | architecture | 1400 | 1371 | 1470 | 4148 | 7087 | 14505 |
| 2 | Analytics | 342 | 1029 | 1622 | 2098 | 5893 | 11140 |
| 3 | Algorithm | 215 | 550 | 709 | 1185 | 2552 | 4961 |
| 4 | Big data | 47 | 56 | 89 | 393 | 1811 | 4637 |
| 5 | prediction | 56 | 222 | 255 | 393 | 1659 | 3329 |
|  |  |  |  |  |  |  |  |
| **Nr.** | **telecommunications** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** |
| 1 | architecture | 739 | 363 | 769 | 1419 | 3845 | 6410 |
| 2 | analytics | 148 | 248 | 230 | 807 | 1871 | 3780 |
| 3 | Big Data | 22 | 8 | 26 | 155 | 1050 | 2125 |
| 4 | algorithm | 88 | 102 | 67 | 343 | 959 | 1262 |
| 5 | prediction | 7 | 7 | 50 | 103 | 590 | 700 |
|  |  |  |  |  |  |  |  |
| **Nr.** | **tourism** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** |
| 1 | architecture | 469 | 732 | 576 | 1160 | 3239 | 5356 |
| 2 | analytics | 60 | 572 | 734 | 731 | 2188 | 3594 |
| 3 | Big Data | 15 | 20 | 25 | 185 | 1026 | 2207 |
| 4 | prediction | 11 | 23 | 62 | 130 | 983 | 2007 |
| 5 | algorithm | 8 | 225 | 116 | 207 | 726 | 952 |
|  |  |  |  |  |  |  |  |
| **Nr.** | **utilities** | **2010** | **2011** | **2012** | **2013** | **2014** | **2015** |
| 1 | architecture | 240 | 269 | 248 | 755 | 2280 | 3685 |
| 2 | analytics | 68 | 161 | 136 | 651 | 1406 | 2503 |
| 3 | prediction | 22 | 13 | 61 | 101 | 996 | 897 |
| 4 | algorithm | 33 | 23 | 36 | 184 | 648 | 901 |
| 5 | Big Data | 9 | 4 | 8 | 36 | 607 | 941 |

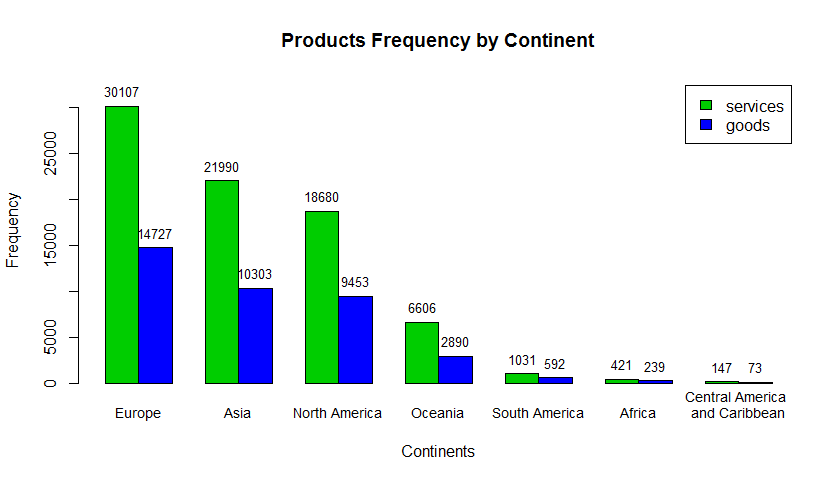
Annex 7. Frequency of Geographical information by continents

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Continents** | Africa | Asia | Central America and Caribbean | Europe | North America | Oceania | South America |
| Africa |  | 5 | 0 | 10 | 5 | 1 | 1 |
| Asia | 5 |  | 0 | 97 | 128 | 38 | 6 |
| Central America and Caribbean | 0 | 0 |  | 3 | 3 | 0 | 0 |
| Europe | 10 | 97 | 3 |  | 124 | 53 | 16 |
| North America | 5 | 128 | 3 | 124 |  | 37 | 11 |
| Oceania | 1 | 38 | 0 | 53 | 37 |  | 4 |
| South america | 1 | 6 | 0 | 16 | 11 | 4 |  |

Annex 8. World map with authors’ affiliation frequency by country



Annex 9. Products frequency by continent



Annex 10. Sectors frequency by continent

