# Research Trends of Branding In The Context of Eduation: A Bibliometric Analysis

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# Research Trends of Branding In The Context of Eduation: A Bibliometric Analysis

**Elsah Fanisyah, Uwes Anis Chaeruman, Suwarno**

**Abstract**
One of the efforts to deal with the development of world globalization and competition in winning the market is to do branding. The purpose of this study is to identify trending topics about branding in the context of education. The research study performed a bibliometric analysis and mapping of information with the help of the Scopus database, VOSviewer for data visualization, and Tableau for data display. Based on our results of analysis, we have obtained 841 publications of branding and 163 branding publication documents related to branding in the context of education. Furthermore, we have defined the development of publications, the most leading countries, subject area, affiliations, source title, author, cited by sources, and kind of research topics related to branding strategies in the context of education. The study contributes by highlighting the trends of branding in the context of education. We also underline that the small number and instability of branding research in the educational context provide opportunities for branding research in the context of education. Despite the results of our analysis in this study, there are still weaknesses that still need to be considered. Further, future research should analyze relevant research clusters for emerging trends on branding in the context of education.

***Abstrak***
Salah satu upaya untuk menghadapi perkembangan globalisasi dan persaingan dunia dalam merebut pasar adalah dengan melakukan branding. Tujuan dari penelitian ini adalah untuk mengidentifikasi trending topik tentang branding dalam konteks pendidikan. Penelitian ini melakukan analisis bibliometrik dan pemetaan informasi dengan bantuan database Scopus, VOSviewer untuk visualitasi data dan Tableau untuk menampilkan data. Berdasarkan hasil analisis, kami telah memperoleh dokumen-dokumen publikasi branding sebanyak 841 dan 163 yang terkait dengan branding di dalam konteks pendidikan, kemudian kami telah mendefinisikan perkembangan publikasi mulai dari negara dengan publikasi terbanyak, bidang subjik, afiliasi, sumber, pengarang, sumber yang dikutip, dan macam-macam topik penelitian terkait strategi branding di dalam konteks pendidikan. Studi ini berkontribusi untuk menyoroti tren branding dalam konteks pendidikan. Kami juga menggarisbawahi, sedikitnya jumlah dan tidak stabilnya penelitian branding di dalam konteks pendidikan menjadi peluang untuk penelitian branding di dalam konteks pendidikan. Terlepas dari hasil analisis kami pada penelitian ini, masih terdapat kelemahan yang masih perlu dipertimbangkan. Selanjutnya, untuk penelitian di masa depan harus menganalisis klaster penelitian yang relevan untuk tren yang muncul pada branding dalam konteks pendidikan.

**Keyword** bibliometric analysis, branding, branding in education

## INTRODUCTION

All countries in the world are facing with the challenge of competing with each other for their place in the competitive market (Samokhvalova, 2017) (Xie, Chen, Wang, Zheng, Jiang, et al., 2020). The rising globalization of the world, as well as the demand for interaction between individuals from widely diverse cultures, beliefs, and origins than in the past. People no longer live and work in isolated market because they are now a part of a global economy with competition from nearly every corner of the world. As a consequence, in order to be more creative, both a state and a corporation must be open to change and accept the notion of diversity (Puri, Smita Kishor et al., 2018), as branding has become a zeitgeist for today's society must be strategic and relevant in order to fulfill the demands of all stakeholders and consumers (employers), particularly in the face of uncertainty in a highly complicated globalization era (Frandsen et al., 2018) (Guillotin, 2018). Brands are generally considered as "identifiers" that distinguish goods or services from competitors, and the importance of branding is also increasing among academics (Kuoppakangas, et al., 2020).

Branding is also a powerful tool in marketing that is starting to be used in education (DiMartino & Jessen, 2016), branding is currently an important issue, especially for educational institutions such as establishing a good reputation in public, so that in the end it can distinguish

themselves from others. (Garipağaoğlu, 2016). Reputation, in this case, is the key to the uniqueness of an educational institution (Hemsley-Brown, Melewar, Nguyen, & Wilson, 2016). For example, when you want to increase the number and quality of students, increase student loyalty, increase alumni links, recruit competent human resources, and get support from the corporate sector (Clark, Chapleo, & Suomi, 2020). If implementing a good brand in the long term can have a positive impact. Because by itself, it can be an attraction for the community (Suryani, 2018).

Previous researchs about bibliometric analysis on branding has been carried out, including 1) bibliometric analysis related to brand personality (Lara-Rodríguez, Rojas-Contreras, & Duque Oliva, 2019), 2) bibliometric analysis related to artificial intelligence on branding (Novichkov, Puzynya, Grishina, Fursova, & Buley, 2021), 3) bibliometric analysis of branding trends (Majerova, Gajanova, & Nadanyiova, 2021), 4) bibliometric analysis of brand content strategy in social media (Cuevas-Molano, Sánchez Cid, & Matosas-López, 2019), and 5) bibliometric analysis of the New Paradigm Of Branding In Social Media(Avasthi, De, & Dikkatwar, 2021). From the previous research, it is an opportunity for us to discuss research trends about branding in the context of education.

Through the development of science, especially technology, has developed very quickly and provided convenience in life, such as the existence of technology related to statistical data analysis that can assist in describing the results of a study. Therefore, we will use VOSviewer data analysis to visualize the data and Tableau to display data results from the Scopus database (Irmade, Suwarno, & Anisa, 2021). The primary aim of this study is to get a better understanding of the quantitative and visual components of the literature related to branding for future research trends.

## METHODS

We use bibliometric analysis or a quantitative method to reflect and describe published academic articles. Furthermore, we are using VOSviewer and Tableau software as tools to analyze data (Ding & Yang, 2020). VOSviewer is a program developed to create and view bibliometric maps, and the VOSviewer software is also available for free at www.vosviewer.com (van Eck & Waltman, 2010), (Sinkovics, 2016). We also use Tableau because it can integrate data querying, exploration, and data visualization in one process (Murphy, 2013).

Our research uses a literature database from Scopus, which has become a popular method for providing insight into research in a particular field (Xie, Chen, Wang, Zheng, & Jiang, 2020). Based on our search in May 2021 in the Scopus database, we have obtained publications using the keyword "Branding and Education" as many 841 publication documents. Which are classified articles (595), conference papers (76), book chapters (72), reviews (37), books (26), conference reviews (17), notes (8), editorials (7), short surveys (2), and letters (1). The purpose of our use of bibliometric analysis is to examine the development of trends in branding in the context of education so that it can be a guide and opportunity for future research. Our research question (RQ) is RQ1. how is the development of publications related to branding in the context of education ?, RQ2. what are the leading countries, subject area, and the top affiliations most productive in branding in the context of education ?, RQ3. who are the most active from source title, author, cited source in branding in the context of education ?, and RQ4. what kind of research topics of branding strategy related to branding in the context of education ?.

## FINDINGS AND DISCUSSION

In this section, we defined the result of our bibliometric analysis using documents from the Scopus database. We used a document that included documents organized by year, documents organized by author, documents organized by subject area, documents organized by affiliation, documents organized by region/country, documents organized by source title, most prolific authors, most common disciplines, and top journals.

1. *Publication Growth*

Branding has been published on Scopus from 1989 until 2021, with a total of 841 publications. Although, its growth there is a decrease as well as an increase as shown in figure 1.

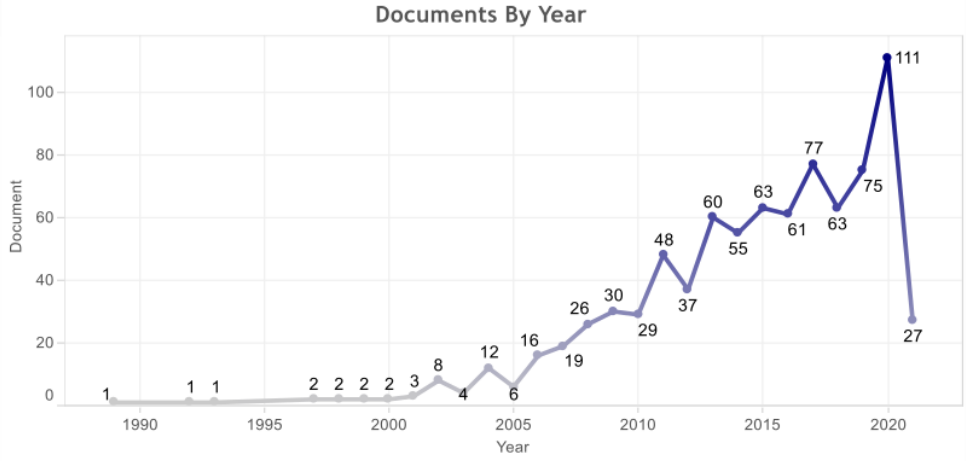



Figure 1. Total Number of Scopus Publications About Branding in All Context

From the figure above, we can see that there are 841 publications related to branding. However, after manually sorting from all these publications, there were 163 branding publications in the context of education. The first publication related to branding in the context of education started from 2002 to 2021, and 2020 became the year with the most publications, as shown in figure 2 :

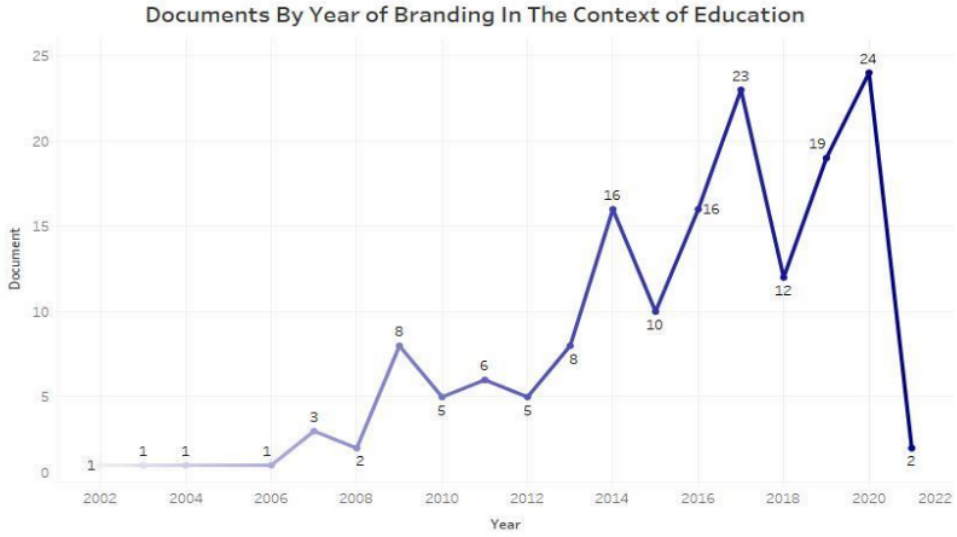



Figure 2. Total Number of Scopus Publications About Branding In The Context Of Education

2. *Leading Country, Subject Area, and Affiliations*

We have obtained 79 countries that have contributed first in publishing about branding from 1989 to 2021. From these countries, the top 10 countries with the highest number of publications are showing in figure 2. the highest number is 274 or 32.58%, the second is England

120 or 14.27%, then Australia 63 or 7.49%, Canada 43 or 5.11%, India 41 or 4.88%, China 26 or 3.09%, Netherlands 20 or 2.38%, Malaysia 19 or 2.26%, and South Africa 16 or 1.90%, and Germany 15 or 1.78%.

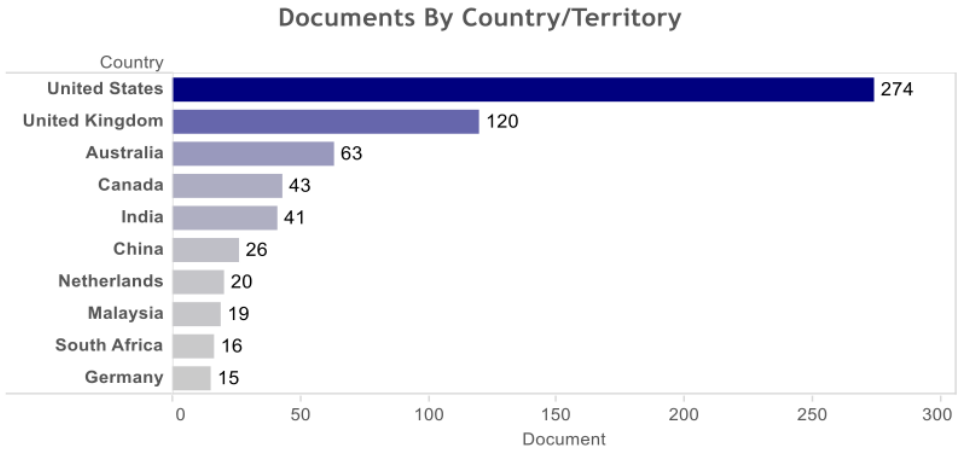



Figure 3. Leading Country Distribution

Furthermore, based on subject area documents published. We have obtained the top 10 documents from the subject area in figure 3 include Social Sciences, including education (51.24%), Business, Management and Accounting (41.26%), Medicine (11.41%), Economics, Econometrics and Finance (10.10%), Engineering (9.75%), Computer Science (9.51), Arts and Humanities (7.49 %), Environmental Science (4.51%), and Psychology (4.28%), and Earth and Planetary Sciences (1.90%).

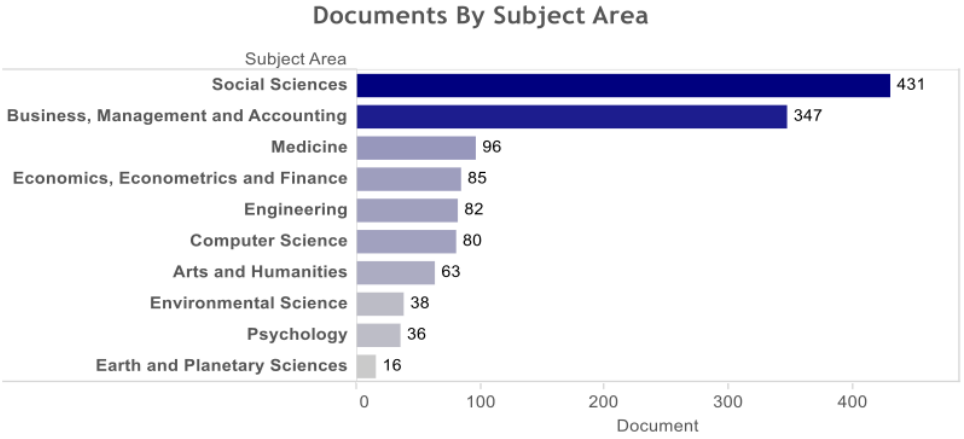



Figure 4. Top 10 Subject Area

We have also obtained the document by affiliations from the Scopus database and analyzed using Tableau. Furthermore, the top 10 most affiliations are showing in figure 4. The top 10 affiliations include Bournemouth University (1.43%), The George Washington University (0.95%), Middlesex University (0.83%), Pennsylvania State University (0.83%), The University of Queensland (0.71%), University of Massachusetts Boston (0.71%), Brunel University London (0.59%), East China University of Science and Technology (0.59%), Edinburgh Napier University (0.59%), and Queensland University of Technology (0.59%).

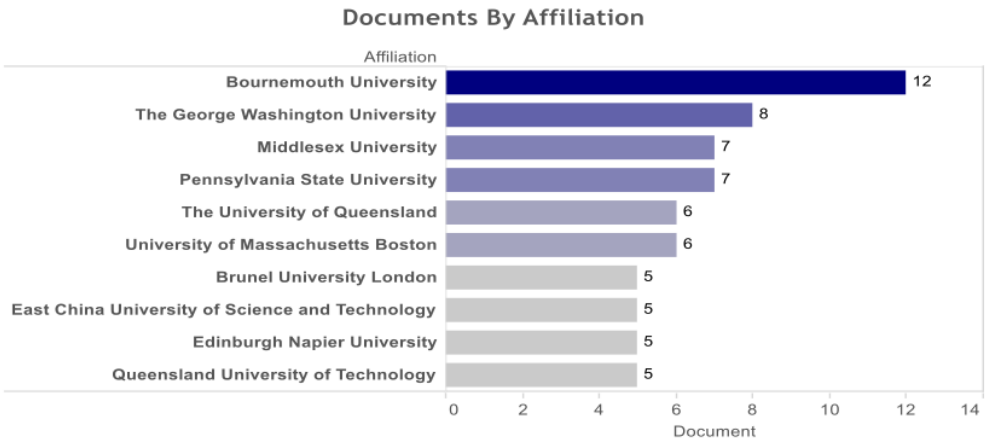



Figure 5. Top 10 Affiliate Contribution

3. *The Most Source Title, Authors, and Cited Source*

3.1 *The Most Source Title*

Branding has been covered in a lot of journals, proceedings, and books. In table 1, we have obtained the top 10 source titles of branding, and the Journal of Marketing for Higher Education is the most related to branding in the context of education.

Table 1. Top 10 Documents By Source Title

| Source Title | Total Document | Percentage (N = 841) |
|---|---|---|
| Journal Of Marketing For Higher Education | 32 | 3,80 |
| Journal Of Brand Management | 12 | 1,43 |
| International Journal Of Educational Management | 11 | 1,31 |
| Journal Of Business Research | 11 | 1,31 |
| Journal Of Product And Brand Management | 8 | 0,95 |
| Place Branding And Public Diplomacy | 8 | 0,95 |
| Emerald Emerging Markets Case Studies | 7 | 0,83 |
| Journal Of Islamic Marketing | 6 | 0,71 |
| Corporate Reputation Review | 5 | 0,59 |
| International Journal Of Scientific And Technology Research | 5 | 0,59 |

3.2 *The Most Authors*

We have also obtained cited authors from the Scopus database, the most extracted and sorted according to the number of publications. We are analyzing the most outstanding Scopus authors using the help of VOSviewer. Table 2 below shows the top 10 most cited authors.

Table 2. Top 10 Highly Cited Authors

| Rank | Author | Citations | Total Link Strength |
|---|---|---|---|
| 1 | Chapleo C. | 260 | 48 |
| 2 | Wæraas A. | 177 | 24 |
| 3 | Melewar T.C | 144 | 14 |
| 4 | Nguyen B | 108 | 15 |
| 5 | Kitchen P.J | 106 | 3 |
| 6 | Stephenson A.L | 70 | 7 |
| 7 | Girard T. | 64 | 21 |
| 8 | Pinar M. | 64 | 21 |
| 9 | Foroudi P. | 59 | 3 |
| 10 | Yerger D.B | 55 | 6 |

3.3 *The Most Cited Sources*

Scopus most cited sources are extracted and sorted by the number of publications. We have obtained the most cited sources analyze using the help of VOSviewer. Table 3 shows the top 10 most cited sources.

Table 3. Top 10 Highly Cited Sources

| Rank | Source | Citations | Total Link Strength |
|---|---|---|---|
| 1 | Journal of Marketing for Higher Education | 543 | 92 |
| 2 | Journal of Business Research | 507 | 72 |
| 3 | Journal of Product and Brand Management | 414 | 35 |
| 4 | Journal Brand Management | 218 | 43 |
| 5 | Journal Hospitality and Tourism Research | 214 | 1 |
| 6 | Higher Education | 196 | 17 |
| 7 | European Journal of Marketing | 173 | 19 |
| 8 | Journal of Islamic Marketing | 115 | 4 |
| 9 | International Journal of Educational Management | 114 | 40 |
| 10 | Corporate Reputation Review | 99 | 20 |

4. *Research Topics Of Branding Strateregy Related To Branding In The Context Of Education*

4.1 *Keywords Co-Accurances Analysis*

The results of the analysis through the VOSviewer co-occurrences show that 169 keywords are showing in figure 5. In the network visualization results, each keyword is representing by a circle, and each circle and label size diameter indicates how often the keyword appears. The bigger circle, the more it will appear. The distance between two circles indicates the proximity of the two keywords. The line indicates the co-occurrence of the two keywords. As a result, the more frequently two keywords occur together, the thicker the line among them (Hu, Sun, & Wu, 2019).

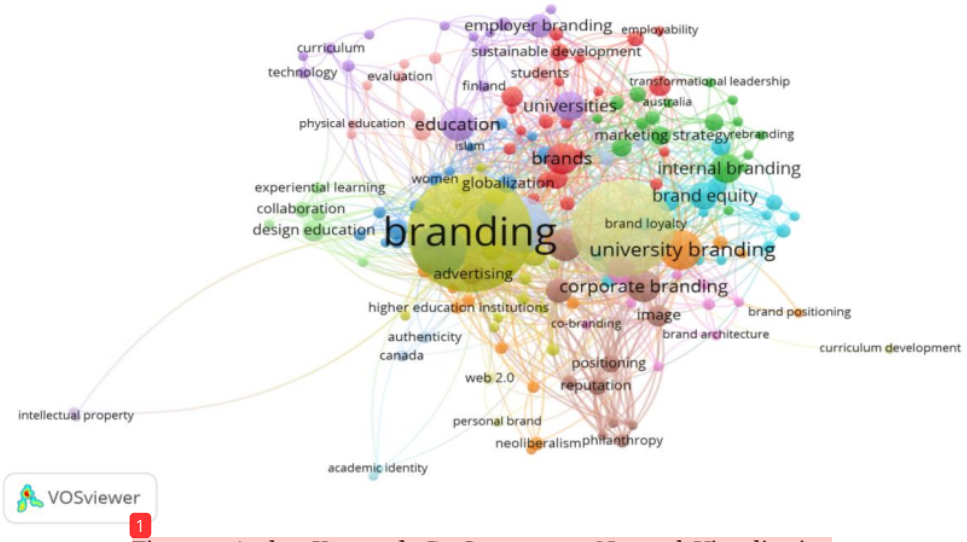



Figure 5. Author Keywords Co-Occurrences Network Visualization

Based on figure 5, we have obtained the top 5 co-occurrence keywords through network visualization. The keyword that often appears in publications 1) Branding as the first keyword with the most occurrences, 2) University branding being the second most appearing keyword, 3 ) Corporate branding, 4) Brands, and the last 5) education. In the VOSviewer co-occurrence keyword, we also obtained density visualization in Figure 6. The density visualization display shows the importance of the area on the map based on color. (Sinkovics, 2016). The color of each node in the keyword density visualization plate is determined by the density of the item at that node. In other words, the node's color is determined by the amount of items in the node's surroundings. Keywords occur more frequently in the red region; keywords show less frequently in the green area (Irmade et al., 2021).




Figure 6. Author Keywords Co-Occurrences Density Visualization

Based on the figure above, it shows that the top 5 keyword co-occurrences through visualization density which have depth in publications related to branding include 1) branding as the keyword with the most occurrences, then 2) University branding being the second most popping keyword, then 3) Corporate branding, 4) Brands, 5) and the last is keyword branding in the context of education. From all clusters in figure 6, we manually sort kind of co-occurrence density visualization keywords related to branding strategies in the context of education, including branding, education, university branding, university, curriculum, evaluation, design education, internal branding, brand equity, brand loyalty, image, reputation, higher education institutions, academic identity, curriculum development, rebranding, co-branding, employer branding, advertising, and transformational leadership.

## CONCLUSION

We started this research by analyzing all academic articles on branding in the context of education by using the keyword "Branding and Education" in the Scopus database. We have collected 841 publications. Furthermore, we sorted manually from 841 documents to find out the number of branding publications in the context of education and obtained 163 branding publications in the context of education. The publication growth of branding trends has started from 1989 to 2021, and branding trends in the context of education have started from 2002 to 2021, and most papers writen in the journal. The United States became the country with the highest number of publication contributions, namely 274 or 32.58%. We also defined that the phenomenon of branding is also related to Social Sciences, including the field of education. The top of the source title, author, and the cited source is from the Journal Of Marketing For Higher Education. The first publications on Branding in the context of education were published in 2002 by the Journal of Research in International Education. The most number of publications is in 2020 because there are 24 publications. Then, kinds of co-occurrence density visualization keywords related to branding strategies in the context of education, including branding, education, university branding, university, curriculum, evaluation, design education, internal branding, brand equity, brand loyalty, image, reputation, higher educational institutions, academic identity, curriculum development, rebranding, co-branding, employer branding, advertising, and transformational leadership.

Furthermore, we have defined the trends of branding research in the context of education as increased and decreased, so that this research result can be an opportunity for future research to be able to raise topics related to branding in the context of education. Despite the study's findings, there are certain flaws that need be highlighted in future research, because this study relied on specific keywords to obtain documents published and indexed by Scopus. However, this approach has already been widely utilized in bibliometric analysis research. Scopus, on the other hand, is one of the largest online databases covering all scientific articles, although it does not include all accessible sources. Any exclusions from our research are also much appreciated. We also said that no search query is suitable for collecting all scientific articles. Despite these constraints, this study highlights branding trends in the context of education.

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# Research Trends of Branding In The Context of Eduation: A Bibliometric Analysis

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