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Evolution and trends in retailing:

Insights from *International Journal of Retail & Distribution Management*

Abstract

Purpose – This study aims to embark on a bibliometric journey through the *International Journal of Retail & Distribution Management* (*IJR&DM*) to delve into its rich repository of applied retailing research.

Design/methodology/approach – 626 publications in *IJR&DM* between 2015 and 2023 have been retrieved from Scopus for performance analysis of the journal's publication (productivity) and citation (impact) trends as well as a science mapping of the journal's collaborators (contributors) and major themes (contributions).

Findings – The performance analysis highlights the growth in the productivity and impact of *IJR&DM* alongside its most cited publications, most prolific contributors, most relied-on journals, as well as the authors, institutions, countries, and journals that the journal has impacted the most. The co-authorship analysis reveals the collaboration (i.e., international with a high concentration in Europe and North America along with an emerging presence in Asia) of *IJR&DM*. Keyword co-occurrence analysis and bibliographic coupling reveal eight themes. Our exploration revealed close interconnections among various domains including retailing and adaptive strategies, channel strategies, customer experience, market innovations, operations management, relationship marketing, shopping motivation, and sustainability.

Research limitations/implications – Although this study delivers a state-of-the-art overview of the retail industry through the scientific contributions from *IJR&DM*, it remains limited to the insights from a single authoritative source of knowledge on retailing.

Originality/value – No review, to date, has been conducted for *IJR&DM*. This study provides the inaugural retrospective of the scientific contributions of *IJR&DM*, outlining publication and citation trends alongside the intellectual structure of its body of knowledge on retailing. Theoretically, this retrospective is pivotal in charting the intellectual growth and thematic nuances inherent in retail research. Practically, this study serves as a guide for practitioners, enabling them to make strategically informed decisions and craft forward-looking strategies in sync with current realities.

Keywords Bibliometric analysis, *International Journal of Retail & Distribution Management*,

1. Introduction

The retail industry is witnessing a paradigm shift driven by the advent and proliferation of cutting-edge technologies (Lim, 2022). To understand these global changes, our study embarks on a thorough review of key sources in retail research, with a particular focus on *International Journal of Retail & Distribution Management* (*IJR&DM*)—a rich source of retail knowledge that has yet to be analysed retrospectively. Since the onset of the Fourth Industrial Revolution in 2015, as identified and popularised by World Economic Forum Klaus Schwab, and up to the end of 2023, *IJR&DM* has published a significant number of articles and reviews. Our study, therefore, zeroes in on this period, employing bibliometric analysis to capture a contemporary snapshot of the field.

The decision to focus on recent publications in a bibliometric analysis is both strategic and methodologically significant. By aligning with the journal's editorial direction, we ensure that our review remains current and relevant, capturing the latest evolutions within the retail industry. This approach is crucial, especially in an industry characterised by rapid change and technological advancement, as it allows for a more accurate reflection of the state of the art in retail research. Moreover, choosing a specific, recent timeframe echoes the practices of recent journal-focused reviews, as noted by Lim (2022). This periodisation is particularly pertinent in times of significant shifts in the industry, ensuring that the analysis captures pivotal moments and transformative trends. Utilising bibliometric analysis, as recommended by Donthu *et al*. (2021), Lim and Kumar (2024), and Mukherjee *et al*. (2022), is particularly appropriate for this review. Given the extensive body of knowledge contained within *IJR&DM*, bibliometric analysis offers an objective, systematic method to analyse large volumes of literature. This technique enables the identification of patterns, influential works, as well as key contributors and contributions in a way that is both quantitatively robust and comprehensive. This methodological rigor sets the stage for addressing the following research questions (RQs):

RQ1. What are the publication and citation trends of *IJR&DM*? Understanding these trends reveals *IJR&DM*'s productivity and impact over time, indicating how its contributions to retail research have evolved and been received within the academic community.

RQ2. Which are the most influential publications of *IJR&DM*? Identifying these works highlights the pivotal research within *IJR&DM* that has shaped the field of retailing, providing insights into the topics and findings that have resonated most with the academic community.

RQ3. Which are the most prolific contributors (authors, institutions, and countries) of *IJR&DM*? Examining authors, institutions, and countries contributing to *IJR&DM* uncovers the main drivers of research in the retail industry, revealing where leading expertise and insights are concentrated.

RQ4. Which are the most cited journals in *IJR&DM*? This sheds light on the interconnections between *IJR&DM* and other key journals, illustrating the broader academic dialogue and network in retail research.

RQ5. Which are the journals, authors, institutions, and countries that most frequently cite *IJR&DM*? Identifying these journals, authors, institutions, and countries helps to understand the reach and influence of *IJR&DM* in the wider academic landscape.

RQ6. How are collaborations manifested in *IJR&DM*? This explores how collaborative efforts are shaping research in the retail industry, highlighting trends in co-authorship and institutional partnerships.

RQ7. What are the major themes of *IJR&DM*'s publications? Analysing the central themes of *IJR&DM*'s publications provides insights into the evolving priorities and focus areas in retail research.

2. Methodology

The methodology of this research is guided by recent reviews such as Lim (2022) and review guides such as Kraus *et al*. (2022). Specifically, two sub-sections are developed—namely, *review approach*, which explains the approach to review, in this case, bibliometric analysis, and *review procedure*, which explains how the corpus of publications for review was curated and analyse.

2.1. Methodological choice and rationale

Bibliometric analysis is a quantitative technique for analysing the bibliographic data of scientific documents or scholarly outputs, providing an important source of reference for journal editorial boards and potential authors (Donthu *et al*., 2021). Noteworthily, bibliometric analysis has several advantages. First, it can handle a large corpus with ease through automation (Lim, Kumar, *et al*., 2022). Second, it provides greater objectivity in the results generated due to its reliance on quantitative and statistical techniques (Donthu *et al*., 2021). Third, bibliometric analysis can reveal

and visualise the nomological network of key constituents and knowledge in the field using algorithm (Mukherjee *et al*., 2022) while allowing scholars to review the literature in a more systematic manner (Donthu *et al*., 2021).

2.2. Data collection

Scopus was selected as the data source data for this review. The search keyword string "("International Journal of Retail Distribution Management" OR "International Journal of Retail and Distribution Management")" was inserted into the "source title" for the search. The search results were limited to the years 2015 to 2023 due to the reasons mentioned in the introduction. The cleaned corpus/dataset consisted of 607 articles, 19 reviews, and 34 editorials. In line with the calculation of Scopus CiteScore and Web of Science Impact Factor, where only peer-reviewed documents are included, editorials were excluded, and thus, only a total of 626 publications (i.e., articles and reviews) were considered for the analysis. Supplementary information on special issue is provided in Appendix A.

2.3. Data analysis

In line with prior reviews (Varma *et al*., 2022; 2023), this review used two variants of bibliometric analysis—i.e., performance analysis (i.e., the contribution of research components) and science mapping (i.e., the relationship between research components) (Donthu *et al*., 2021; Mukherjee *et al*., 2022)—to analyse and retrospect *IJR&DM*.

In particular, performance analysis is a descriptive approach for analysing publication and citation trends, most cited publications, most prolific contributors, most relied-on journals, and impacted authors, institutions, countries, and journals using various metrics such as total publications (TP), total contributing authors (TCA), total cited publications (TCP), total citations (TC), average citations per contributing author (C/CA), average citations per publication (C/P), average citations per cited publication (C/CP), *h*-index (*h*), *g*-index (*g*), and *m*-index (*m*) (Donthu *et al*., 2021). To answer RQ1 to RQ5, we reviewed the productivity and impact indicators for *IJR&DM* and its contributors.

In contrast, science mapping is an exploratory approach for revealing the nomological network of collaborations (e.g., interconnected countries) and themes (e.g., interconnected topics) in a field (Mukherjee *et al*., 2022). We conducted a co-authorship analysis to highlight co-authorship trends in *IJR&DM* to address RQ6 (Baker *et al*, 2021), which identified the countries that had contributed

most frequently to *IJR&DM*. To answer RQ7, we conducted a keyword co-occurrence analysis and a bibliographic coupling analysis of *IJR&DM*'s publications and identified eight major themes that representing a current overview of the journal's knowledge structure. Finally, the visualisation of these networks are done through the Gephi and VOSviewer software (Bastian *et al.*, 2009; Van Eck and Waltman, 2010). The research questions, research methodology, and research outcomes of the review are summarised in Appendix B.

3. Performance analysis

3.1. Publication and citation trends of IJR&DM

Table 1 presents the publication and citation trends of *IJR&DM* between 2015 and 2023 (RQ1). The total number of publications increased to 626 by 2023 from 61 in 2015, with an average of 78 per year. The year 2022 was the most prolific year for the journal (TP: 87). Until 2023, *IJR&DM* received a total of 8,049 citations from its published articles and reviews. The year 2022 has accumulated the highest number of total cited publications (TCP: 74). Both citations per publication (C/P: 27.11) and citations per cited publication (C/CP: 27.54) were the highest in the year 2016. The *h*-index for 2018 and the *m*-index for 2023 were the highest (*h*: 23; *m*: 0.86), though the highest *g*-index was achieved in 2016 (*g:* 39). These data present the trend in publications and citations for *IJR&DM* over the past few years, reflecting its influence and popularity in the academic community, and are expected to reach even higher levels in the coming years. Nonetheless, the apparent decline in citation numbers in recent years can be attributed to the fact that older publications have had more time to accumulate citations compared to newer ones (Chandra *et al.*, 2022). This temporal aspect is a well-acknowledged phenomenon in bibliometrics and underscores the importance of considering publication age when evaluating citation trends (Lim and Kumar, 2024).

[Insert Table 1]

3.2. Most cited publications of IJR&DM

Table 2 lists the most influential publications of *IJR&DM* between 2015 and 2023 (RQ2), of which three have been cited at least 500 times. At the top of the list is Hagberg *et al.* (2016) (TC: 927; C/Y: 132.43) on a conceptual framework of retail digitisation. Followed by Sasmita and Suki (2015) (TC: 802; C/Y: 100.25), studying the impact of brand association, brand loyalty, brand awareness, and brand image on brand equity among young consumers. Furthermore, Hübner *et al.* (2016) (TC: 537; C/Y: 76.71) offers a planning framework for last-mile order fulfilment in omni-channel

grocery retailing. These three articles not only demonstrate outstanding citation counts but also underscore their enduring relevance and influence within the field of retail research during specific periods, emphasising their sustained significance and impact.

[Insert Table 2]

3.3. Most prolific authors of IJR&DM

Table 3 presents the most prolific authors contributing to *IJR&DM* between 2015 and 2023 (RQ3). Diallo is the most prolific author (TP: 8; TCP: 8), followed by Pantano (TP: 7; TCP: 7). Noteworthily, Pantano is also the most cited author during this period (TC: 191). The editorial team is also proactively contributing to the journal, with Towers contributing five publications and helping the journal to receive a total of 177 citations during this period. This highlights the active engagement of the editorial team in contributing to the scholarly content of the journal, further enhancing its academic influence.

[Insert Table 3]

3.4. Most prolific institutions of IJR&DM

Table 4 presents the most prolific institutions contributing to *IJR&DM* from 2015 to 2023 (RQ3). The Université de Lille (France) leads the pack with 15 publications contributed by 27 authors with 530 citations, followed by the Università di Parma (Italy) with 12 publications by 21 authors with 243 citations. As presented in Table 3, Université de Lille's distinguished author is Diallo, while Ieva and Ziliani are the Università di Parma's major contributors. These data provide valuable insights into the substantial contributions made by specific academic institutions to *IJR&DM* during a particular period. The concentration of submissions from these institutions underscores their significant involvement and potential impact within this field.

[Insert Table 4]

3.5. Most prolific countries of IJR&DM

Table 5 presents the most prolific countries contributing to *IJR&DM* between 2015 and 2023 (RQ3). The United States topped the list with 89 publications and 160 contributing authors, followed by the France (TP: 86; TCA: 160). India leads in total citations (TC: 2,032). However, among the remaining data indicators, Sweden appears to be the most influential country based on consistency (C/CA: 15.93; C/P: 30.14; C/CP: 31.86). The *h*-index (*h*: 26) and *g*-index (*g*: 42) are highest in India, whereas the *m*-index (*m*: 0.64) is highest in United States and United Kingdom. In this regard,

both Eastern and Western countries possess potential for collaborative development in future studies of the retail industry.

[Insert Table 5]

3.6. Most cited journals in IJR&DM

Table 6 presents the most cited journals in *IJR&DM* from 2015 to 2023 (RQ4). The most cited journal is *IJR&DM* itself, with 3,739 citations. This is unsurprising as *IJR&DM* itself is a journal focused on retailing. Noteworthily, the journals listed in Table 6 were cited at least 200 times or more, and about 60% of them were ranked "A*" by the ABDC. Of these, 40% were rated as top-quality journals by the CABS (i.e., rated "4*"). In addition, these journals have demonstrated a high impact in terms of journal quality and impact factor (with an impact factor and CiteScore of at least 4). This indicates that the majority of publications in *IJR&DM* originate from contributions sourced from highly reputable journals, reaffirming once more the quality of its knowledge foundation and academic content.

[Insert Table 6]

3.7. Journals, authors, institutions, and countries most frequently citing IJR&DM

Table 7 presents the journals, authors, institutions, and countries that have most frequently cited *IJR&DM* between 2015 and 2023 (RQ5). In terms of journals, *IJR&DM* and the *Journal of Retailing and Consumer Services* are at the top of the list, with 502 and 399 citations, respectively. Noteworthily, about 60% of the journals that have frequently cited *IJR&DM* are ranked "A" by the ABDC while approximately 40% are rated "2" or higher by the CABS. The quality and impact factors of these journals also show a high impact, further affirming that *IJR&DM* has a good standing among reputable journals for the quality of its publications. Pantano (TC: 40), Universitat de València (Spain) (TC: 69), and China (TC: 1,128) were the author, institution, and country citing *IJR&DM* most frequently, respectively. The international and multidisciplinary perspective nurtured by *IJR&DM* solidifies its status as a noteworthy lighthouse for the latest research insights on retailing.

[Insert Table 7]

4. Science mapping

4.1. Collaborations in IJR&DM

A co-authorship analysis was conducted to reveal the collaborations contributing to *IJR&DM* (RQ6). Figure 1 illustrates the collaborations among the countries to which *IJR&DM* authors belong. The size of their nodes and the multiple links they have with the nodes of other countries point to an important component of the co-authorship (collaboration) network. The United States, United Kingdom, France, and Germany occupy a prominent position as the most productive lynchpin, which can be seen from the size of the nodes with multiple links to other nodes that represent other countries. Similarly, Italy, Greece, China, and Australia represent the most collaborative lynchpins, as they are the most connected in the network. Other notable countries in the network include India, Jordan, Malaysia, and South Korea. This shows that collaborations contributing to *IJR&DM* are indeed global, though there is scope for greater contributions from non-Western countries, as previously indicated by their equally impactful contributions albeit their smaller quantities as compared to their Western counterparts.

[Insert Figure 1]

4.2. Major themes in IJR&DM

We conducted clustering of 626 publications in *IJR&DM* using keyword co-occurrence analysis and bibliographic coupling to unveil the primary themes of the journal (RQ7). The identification of distinctive clusters of knowledge reflecting primary themes can be achieved through the keywords listed by authors. Consequently, Figure 2 displays eight main clusters of keywords occurring at least five times, which is also summarised in Table 8. Additionally, prior studies extensively utilised bibliographic coupling to infer semantic associations among research domains (Baker *et al.*, 2021). Byington *et al.* (2019) recommended that such analyses should focus on the most recent publications to present the latest knowledge structure. Table 8 outlines eight clusters derived from bibliographic coupling of publications based on reference similarity, while also triangulating insights revealed by the keyword co-occurrence analysis (Mukherjee *et al.*, 2022; Sharma *et al.*, 2024).

Cluster 1. Retailing and sustainability. Cluster 1 establishes a nexus between retailing and the imperative of sustainability, exploring how retailers can intertwine ecological stewardship with business operations. The research landscape here is rich with studies dissecting the intersection of retail practices and sustainable development principles, offering a suite of strategies to navigate this terrain. Sekki *et al.* (2023) probe the visual aspects of sustainability, scrutinising how consumers interpret the colour cues of packaging within a retail context and how these perceptions evolve in the transition to household settings. Their work suggests a reevaluation of colour use as a silent communicator of sustainability attributes. Wilson (2015) takes a case study approach to unravel the considerations that retailers face in embedding sustainable practices, delivering a checklist of 15 pivotal factors that are instrumental for the effective organisational assimilation and management of sustainability. Complementing these perspectives, Hübner *et al.* (2016) address the logistical end of the sustainability spectrum by offering a framework for last-mile fulfilment in omni-channel grocery retailing. Their examination of logistical design parameters reveals the trade-offs inherent in planning and provides actionable insights for optimising sustainable supply chain operations. Together, these studies serve to highlight the intertwined nature of retailing and sustainable practices. They provide a foundational understanding for retailers to not only streamline their supply chains for greater ecological and economic efficiency but also to align their operations with broader sustainability goals such as planetary health and the SDGs (Azmat *et al.*, 2023; Lim, 2024).

Cluster 2. Retailing and shopping motivations. Cluster 2 zeroes in on the catalysts behind customer shopping motivation, dissecting how factors such as trust, brand equity, and perceived value fuel the retail engine. Frasquet *et al.* (2017) dissect the relationship between brand trust and attachment and their collective effect on loyalty in multi-channel retail settings. This work is foundational for retailers seeking to navigate the complexities of behavioural loyalty. Su and Chang (2017) delve into the fast fashion industry to unravel the determinants of brand loyalty, underscoring how brand awareness, perceived value, organisational affiliation, and brand uniqueness act as levers of loyalty. Hennigs *et al.* (2015) take a deep dive into the luxury goods market, probing the customer's psyche to understand how various cognitions—financial, functional, personal, and social—affect their interactions with luxury brands, from purchase intention to advocacy to spending willingness. Collectively, these studies paint a vivid picture of the

motivational forces that propel customers through their retail journeys. They illuminate the pathways that lead from initial brand engagement to enduring loyalty. Unpacking the essence of what drives shopping behaviour, these insights serve as a guide for retailers, enabling them to fine-tune their strategies, enhance their value propositions, and cement robust, long-lasting customer relationships and brand allegiance.

Cluster 3. Retailing and customer experience. Cluster 3 delves into the dynamics between retailing and customer experience, shedding light on how various retail aspects shape and are shaped by the customer's journey and interactions. Within this cluster, key topics include the nuances of customer experience design, strategies to deepen customer engagement, and the resulting influence on purchase intention. Pandey and Chawla's (2018) work is pivotal in this theme, probing into how online retail environments sculpt customer experience, satisfaction, and loyalty, while also exploring gender as a differentiating factor in these relationships. Lashkova *et al.* (2020) contribute to the cluster by demonstrating that sensory experiences in retail settings can magnify customer satisfaction and engagement, sparking a sense of exploration and curiosity that can enhance loyalty. Similarly, the work of De Canio *et al.* (2021) is instrumental in illustrating how environmental concerns can reshape the customer experience in sustainable retail contexts. Their study reveals that when customers' environmental awareness is activated, it modulates their experiences with sustainable retailers, subsequently affecting their intention to purchase sustainable packaged food products. This suggests that the customer experience is not only about the direct interaction with the product or service but is also influenced by broader values and principles that customers hold. Together, these studies form a cohesive narrative that customer experience in retail is a multifaceted construct influenced by digital interfaces, sensory engagement, and ethical considerations. The collective insights from these studies provide retailers with a deeper understanding of how to curate customer experiences that resonate with contemporary values and drive loyalty, thereby shaping a retail ecosystem that is responsive and adaptive to evolving customer expectations.

Cluster 4. Retailing and adaptive strategies. Cluster 4 encapsulates the dynamics between evolving retail environments and customer behavioural responses. The studies within this cluster examine how retailing entities adapt to and shape customer experiences and behaviours, particularly under varying conditions. Kazancoglu and Demir (2021) delve into the e-commerce

domain, exploring how the flow experience impacts repurchase intentions during the COVID-19 pandemic. They identify key factors such as immersion and concentration that significantly affect customer satisfaction, underscoring the need for adaptive digital retail strategies that foster these elements. Nair (2018) shifts the focus to the brick-and-mortar sphere, analysing how store attributes influence customer satisfaction and intention in the grocery sector. The findings suggest that customer satisfaction mediates the relationship between store characteristics and patronage intentions, indicating that the in-store experience remains a critical factor in fostering customer loyalty. Bressolles *et al*. (2015) bring in the service-profit chain perspective, highlighting how service quality translates to customer value and satisfaction in online settings. This study reinforces the importance of high-quality service as a fundamental component of successful online retailing, advocating for strategies that prioritise customer satisfaction to drive loyalty. Collectively, these studies illuminate the importance of retailers' ability to understand and quickly adapt to changes in customer preferences and market conditions. Leveraging insights on customer satisfaction, service quality, and the immersive aspects of shopping experiences, retailers can devise strategies that are responsive to customer needs, enhance engagement, and ultimately strengthen the retail brand-customer relationship. These adaptive strategies are not only crucial for immediate success but also for long-term resilience in the face of market fluctuations and evolving customer trends.

Cluster 5. Retailing and relationship marketing. Cluster 5 investigates the interplay between retailers and customers, highlighting the evolving shopping behaviours such as showrooming and webrooming, and their implications for relationship marketing. This cluster investigates how these behaviours influence customer-retailer relationships and the overall retail landscape. Arora *et al*. (2020) dissect the phenomenon of showrooming, where consumers examine products in physical stores only to purchase them online. Their study underscores the pivotal role of context and perceived value in driving intentional showrooming, suggesting that retailers need to innovate their in-store experiences to convert showroom visitors into purchasers. Flavian *et al*. (2021) delve into mobile word-of-mouth (m-WOM) and its impact on customer preferences, particularly within physical retail environments. Their findings illuminate the significant influence of in-store m-WOM, especially regarding electronic products and fashion accessories, and delineate the differing impacts of anonymous versus familiar sources of information. This insight is crucial for retailers aiming to harness the power of m-WOM to enhance in-store experiences and customer conversion

in the sale process. Al Nawas *et al.* (2021) explore the dual shopping values—utilitarian and hedonic—and their effects on word-of-mouth and brand communication. Their research contributes to a deeper understanding of how shopping values shape consumer conversations and interactions with brands, offering retailers valuable strategies to foster positive brand relationships and advocacy. Together, these studies provide a comprehensive view of modern customer behaviours and their implications for relationship marketing within the retail sector. They offer retailers strategic insights into managing customer relationships, enhancing engagement through personalised experiences, and leveraging word-of-mouth in both online and offline contexts to bolster brand loyalty and market presence.

Cluster 6. Retailing and operations management. Cluster 6 examines the mechanisms of retail operations, highlighting the synergy between digital marketing strategies and traditional retail frameworks. This cluster navigates through the multifaceted dimensions of e-commerce, franchising, and logistics, shedding light on their collective impact on retail performance and operational efficiency. Loupiac and Goudey (2020) investigate the interplay between digital and physical retail channels, revealing how online browsing experiences shape consumer expectations of physical store features. Their research illuminates the critical role of digital presence in enhancing the physical retail experience, suggesting that a cohesive brand image across channels can significantly influence consumer perceptions and in-store behaviour. Kajalo and Lindblom (2015) explore the determinants of success for small-scale retailers, focusing on the pivotal roles of market and entrepreneurial orientations. Their findings highlight the necessity of a strong market orientation and an adaptive entrepreneurial spirit in navigating the competitive retail landscape. This study emphasises the integration of marketing capabilities as a lever for optimising business performance, providing a roadmap for small retailers to thrive. Pantano *et al.* (2018) delve into intelligent retail, advocating for the adoption of smart applications to revolutionise retail services. Their interdisciplinary approach unveils the potential of leveraging technology to streamline operations, enhance customer experiences, and secure a competitive edge in the market. This study underscores the importance of innovation in operational strategies, pushing the boundaries of traditional retail management. Collectively, these studies offer a comprehensive overview of operations management in the retail sector, from digital transformations and strategic marketing to logistical innovations and technological advancements. They furnish actionable insights for

retailers to navigate the complexities of the modern market, optimise operational processes, and foster sustainable growth in an ever-evolving retail environment.

Cluster 7. Retailing and channel strategies. Cluster 7 delves into the strategic integration of multiple retail channels to create a cohesive shopping experience. This cluster examines how retailers navigate the complex landscape of omni-channel strategies to align with evolving consumer expectations and technological advancements. Frasquet *et al*. (2017) provide a cross-cultural examination of loyalty within multi-channel retail settings, uncovering that offline loyalty significantly bolsters online loyalty, with brand trust and attachment acting as key mediators. This study, spanning diverse cultural backgrounds, underscores the global relevance of integrated channel strategies in fostering consumer loyalty. Picot-Coupey *et al*. (2016) present a longitudinal case study of Direct Optic, showcasing the nuanced journey from a multi-channel to an omni-channel retail approach. The research highlights the early-stage challenges encountered in organisational adaptation, cultural shifts, managerial alignment, and marketing strategies, offering a roadmap for retailers embarking on this transformative journey. Jocevski *et al*. (2019) further explore the intersection of digitalisation and omni-channel retailing, identifying seamless customer experience, integrated analytics, and efficient supply chain management as pivotal elements for a successful transition to an omni-channel model. This study elucidates the critical dimensions retailers must navigate to thrive in a digitally connected marketplace. Together, these studies provide comprehensive insights into the dynamics of channel strategy in retailing, emphasising the importance of a seamless integration across channels, the role of customer loyalty, and the challenges and opportunities presented by digital transformation.

Cluster 8. Retailing and market innovations. Cluster 8 explores the latest trends within the evolving retail landscape. This cluster delves into how technological advancements, ethical considerations, and personalised marketing strategies are reshaping customer expectations and retail experiences. Sohn *et al*. (2020) delve into the intersection of artificial intelligence and fashion, investigating consumer reactions to fashion products designed with generative adversarial network (GAN) technology. Their findings reveal that while functional, social, and cognitive values significantly boost consumers' willingness to pay, the disclosure of GAN technology usage tends to decrease payment willingness, highlighting the nuanced consumer attitudes toward artificial intelligence in product design. Grappe *et al*. (2021) turn the focus to ethical marketing, examining

consumer attitudes toward cruelty-free cosmetics. Their study underscores the importance of marketing claim credibility, along with individual attitudes, subjective norms, and animal welfare concerns, in shaping purchase intentions. This research suggests that personal values and ethical considerations are increasingly central to consumer decision-making in the cosmetics sector. Verhagen *et al*. (2022) investigate the efficacy of location-based mobile marketing, offering insights into how the perceived value and intrusiveness of location-consistent mobile messages affect consumer attitudes toward store visits. Their validated model provides a strategic framework for leveraging mobile marketing to enhance retail engagement, emphasising the balance between personalisation and privacy. Collectively, these studies provide a rich tapestry of insights into the dynamic interplay between innovation, ethics, and technology in retailing. They highlight the critical role of customer perceptions in the adoption of market innovations, offering valuable guidance for retailers aiming to navigate the complexities of modern markets with strategic agility and ethical consideration.

[Insert Figure 2 and Table 8]

5. Conclusion

Consistent with the viewpoint of Mukherjee *et al*. (2022), the insights gained from this review of *IJR&DM* contribute to both theory and practice. Yet, driving while only looking through the rearview mirror is not an option. Therefore, we devised a future agenda based on emerging trends and practices within retailing while maintaining congruence with the scope of *IJR&DM*.

To begin, the sustainability of supply chains is facing unprecedented challenges. As highlighted by Lim (2023), global events such as the outbreak of COVID-19 and the conflict between Ukraine and Russia (Lim, Chin *et al*., 2022) have significantly disrupted the normal operations of supply chains, compelling researchers to swiftly seek effective strategies to restore and enhance supply chain sustainability (Chen *et al*., 2022). Future research directions may focus on exploring the potential of technological collaborations, encompassing but not limited to autonomous delivery robots, blockchain technology, drones, IoT-enabled distribution systems, and autonomous vehicles (Al Mashalah *et al*., 2022; Li *et al*., 2021). These technological tools are expected to provide more sustainable solutions for addressing global crises and challenges.

The next direction pertains to customers' shopping motivations, such as emotions, which play a pivotal role in shaping marketing and retail strategies (Mookherjee *et al*., 2021). Positive emotions,

such as attitudes and trust, have been demonstrated to profoundly impact purchasing behaviour, retailer loyalty, and the formation of word-of-mouth (Liu *et al*., 2023; Wang *et al*., 2022). However, the emotional factors vary across different countries and segments (Hossain, 2023). Therefore, managers need to understand these underlying emotional determinants in order to formulate policies and provide maximum benefits. Future research could further explore technology-driven experiences, such as the emotional responses elicited by visual and multi-touchpoint devices, and how these reactions directly influence retailers' profitability (Keller *et al*., 2022). Understanding the interplay between these emotions and technology-driven experiences is crucial in creating more compelling retail environments.

Customer experience research in the retail environment, especially in relation to the impact of intelligent technologies adopted by offline stores on purchase decisions, unveils intriguing insights. For instance, Grewal and Roggeveen (2020) suggest that creating immersive screens and personalised product recommendations enables stores to offer more tailored shopping experiences. Studies by Chandra *et al*. (2022) and Riegger *et al*. (2022) further support this, emphasising the significance of personalised experiences in shaping customers' brand cognition and emotional connections. Through the application of intelligent technology, stores can craft a unique shopping environment for customers. However, there is a necessity for further research into customers' perceptions of the in-store ambiance. For instance, customers' perception of a store's attractiveness stands as a pivotal factor in the retail industry as it impacts their shopping intentions (Jin *et al*., 2021). Future research could delve into diverse in-store environment configurations to gain deeper insights into how intelligent technology shapes customer psychology, consequently influencing their experiential value.

As we envision the future development of the retail industry, exploring emerging forms of digital markets and embedding them as part of retail operations is crucial for its overall advancement. Research into platforms like TikTok, among others, has become pivotal for social interaction and brand promotion (Joshi *et al*., 2024). Strategically engaging celebrities, key opinion leaders, and virtual influencers has emerged as an effective promotional strategy. This approach not only boosts brand exposure but also fosters closer interaction and connectivity on social media. Simultaneously, helping companies understand customer behaviour patterns can also inspire innovation and lead to better adaptation to the ever-changing market.

Moving onto relationship marketing, future research should delve into the dynamic relationship between retailers and customers, particularly the impact of customer empowerment on this relationship. Studies indicate that empowered customers tend to forge favourable connections with retailers (Cheah *et al*., 2022). When customers feel empowered, they exhibit higher levels of trust and satisfaction, fostering enduring emotional connections that fortify brand and retailer relationships with customers (Lim, Cheah, *et al*., 2022). Thus, conducting comprehensive inquiries into customer empowerment is integral to achieving short-term and long-term success and strengthening retailer- customer relationships (Mishra *et al*., 2023). Such inquiries aim to deeply understand how customers perceive and respond to their sense of involvement and decision-making authority during the shopping process. Consequently, this exploration can shed light on how these factors influence their attitudes toward brands, loyalty, and eventual purchase behaviour.

Retail operations also need continuous monitoring and timely interventions. For example, in order to stay up-to-date with current trends in customer behaviour, retailers will need to be present at platforms where their target customers are present. Notably, customers in retail are often influenced by platform features, which directly shape their perception and trust (Flavian *et al*., 2021). For instance, posts on social media have the ability to stimulate desires, while comments and friends' opinions also play crucial roles (Aragoncillo and Orus, 2018). However, future analyses need to consider how to effectively control these confounding factors involving social media posts, online reviews, and friend opinions. Such control will aid in a more accurate understanding of the actual impact of individual and interpersonal factors on customer sentiments and preferences.

Transitioning to channel strategies, future research could focus on developing models that facilitate the transition from multi-channel retailing to omni-channel retailing, prioritising integration, and seamlessness. Investigating the integration of showrooming and webrooming approaches can also contribute to sales growth, profitability, and overall loyalty (Flavián *et al*., 2020). However, beyond the significance of integration, gaining deeper insights into how retailers integrate and synchronise elements across the omni-channel retailing marketing mix is equally crucial in shaping regular and timely purchasing behaviour or sales (Lim, Cheah, *et al*., 2021, 2022). Future research in the retail domain might delve into exploring various integration models. For instance, understanding how to leverage technology and innovation to craft a more appealing and

cohesive omni-channel experience to attract and retain customer interest. This may involve cross-platform interactive experiences and seamless transitions between online and offline, ensuring customers enjoy consistent brand experiences anytime and anywhere (Lim, Cheah, *et al.*, 2022).

Last but not least, the potential impacts of emerging technologies and market innovations like artificial intelligence (i.e., machine learning, deep learning, and generative artificial intelligence), augmented-and-virtual realities, 3D printing, and live-streaming on the retail market are indeed intriguing (Ameen *et al.*, 2022; Luo *et al.*, 2024; Soon *et al.*, 2023). Virtual try-on experiences, non-fungible tokens (NFTs), metaverse, and associated business models have become focal points of research, with recent studies emphasising the new opportunities in these realms (Kumar *et al.*, 2024; Malik *et al.*, 2022; Youn *et al.*, 2023). However, the widespread application of these technologies has also raised concerns. While exploring the potential benefits of these new technologies, it is crucial to bear in mind the importance of safeguarding customer rights, not only to create a secure and trustworthy retail environment but also to uphold customer privacy and data security (Cheah *et al.*, 2022).

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Figure 1. Collaborations in *IJR&DM* between 2015 and 2023
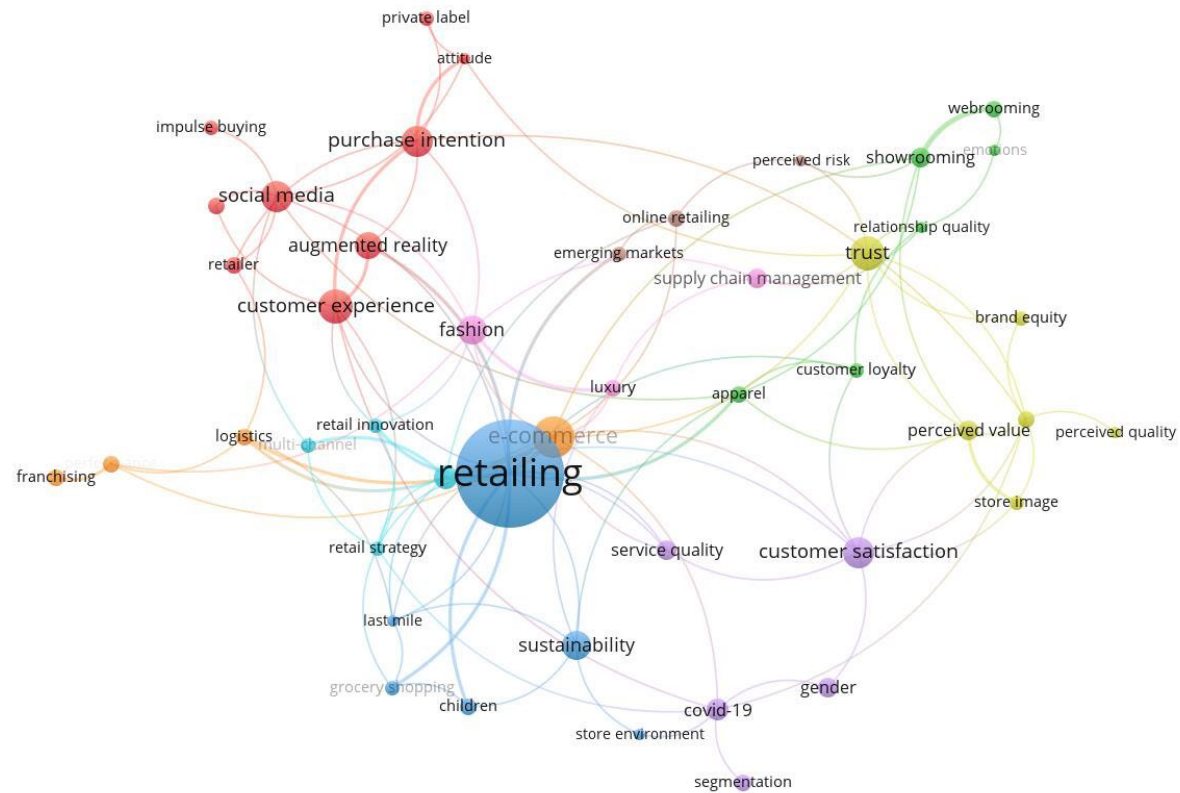
Figure 2. Keyword co-occurrence network of major clusters (themes) in *IJR&DM* between 2015 and 2023

Note(s): Cluster 1 (blue): Retailing and sustainability. Cluster 2 (yellow): Retailing and shopping motivations. Cluster 3 (red): Retailing and customer experience. Cluster 4 (purple): Retailing and adaptive strategies. Cluster 5 (green): Retailing and relationship marketing. Cluster 6 (orange): Retailing and operations management. Cluster 7 (light blue): Retailing and channel strategies. Cluster 8 (brown): Retailing and market innovations.

Appendix A. Special issues published in *IJR&DM* between 2015 and 2023

Year	Volume	Issue	TP	Special issue title (theme)
2015	43	4/5	10	Sustainability in retailing
2015	43	10/11	9	Innovation in luxury value chain
2016	44	3	7	Post crisis in Europe
2016	44	10	6	Kids and retailing: Future trends part 1 – Children, shopping and their representation
2016	44	11	6	Kids and retailing: Future trends part 2 – Children in their retail context
2017	45	5	6	Adding strategic and operational value to retail and distribution
2017	45	7/8	13	The store and the internet of things: Retail operations, marketing and beyond
2019	47	6	7	Kids and retailing: Wellbeing of the child
2019	47	7	5	Institutional environment and collaborations/consolidations in B2B
2019	47	9	6	Marketing intelligence in retail and distribution management
2019	47	12	11	Physical and digital marketplaces – Where marketing meets operations
2020	48	9	6	Supply chain and distribution management in Central and Eastern Europe
2021	49	7	14	Transforming retail channels in the digital era: Marketing and operations perspectives
2022	50	2	7	Developing customer value across contemporary retail channels. New insights and future directions
2022	50	3	6	Retailing 2020: A balance of technology and customer experience
2022	50	8/9	13	Building Resilience in Retail for the Post-COVID World – Marketing & Operations Perspectives
2023	51	8	5	Retail Reinvention through Retaining Customer Engagement

Note(s): TP = Total publications.

Appendix B. Research overview

<table>
<tr>
<td rowspan="1">Research questions</td>
<td>
RQ1. What are the publication and citation trends of <i>IJR&DM</i>?
RQ2. Which are the most influential publications of <i>IJR&DM</i>?
RQ3. Which are the most prolific contributors (authors, institutions, and countries) of <i>IJR&DM</i>?
RQ4. Which are the most-cited journals in <i>IJR&DM</i>?
RQ5. Which are the journals, authors, institutions, and countries that most frequently cite <i>IJR&DM</i>?
RQ6. How are collaborations manifested in <i>IJR&DM</i>?
RQ7. What are the major themes of <i>IJR&DM</i>'s publications?
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<tr>
<td rowspan="1">Research methodology</td>
<td>
Data retrieval
1. Search Scopus database for source name "International Journal of Retail Distribution Management" OR "International Journal of Retail and Distribution Management".
2. Retrieve bibliometric data of 626 relevant articles and reviews (i.e., publications).

Performance analysis (RQ1–RQ5)
1. Publication and citation trends of <i>IJR&DM</i>.
2. Most cited publications of <i>IJR&DM</i>.
3. Most prolific contributors (authors, institutions, and countries) of <i>IJR&DM</i>.
4. Most cited journals in <i>IJR&DM</i>.
5. Journals, authors, institutions, and countries most frequently citing <i>IJR&DM</i>.

Science mapping (RQ6–RQ7)
1. Collaborations in <i>IJR&DM</i> discovered via co-authorship analysis.
2. Major themes in <i>IJR&DM</i> unpacked via keyword co-occurrence analysis and bibliographic coupling.
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<tr>
<td rowspan="1">Research outcomes</td>
<td>
1. Growth in publications and citations reflects the productivity and impact of <i>IJR&DM</i>.
2. Highly cited publications reflect the influence of <i>IJR&DM</i>.
3. Contributors of <i>IJR&DM</i> are fairly international, but mainly concentrated in France, the United States, and India.
4. Most cited journals in <i>IJR&DM</i> are rated as top journals by ABDC and CABS, which signal that the knowledge produced by <i>IJR&DM</i> is grounded in high-quality evidence.
5. Top journals, authors, institutions, and countries citing <i>IJR&DM</i> reflect the journal's impact and influence.
6. Collaborations are prominent in <i>IJR&DM</i>.
7. Major themes in <i>IJR&DM</i> include (i) retailing and sustainability, (ii) retailing and shopping motivations, (iii) retailing and customer experience, (iv) retailing and adaptive strategies, (v) retailing and relationship marketing, (vi) retailing and operations management, (vii) retailing and channel strategies, and (viii) retailing and market innovations.
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Appendix C. Table summaries

Table 1. Annual publication and citation trend of *IJR&DM* between 2015 and 2023

Year	TP	TCP	TC	C/P	C/CP	*h*	*g*	*m*
2015	61	61	1,603	26.28	26.28	22	37	0.59
2016	64	63	1,735	27.11	27.54	22	39	0.56
2017	68	68	1,367	20.10	20.10	22	32	0.69
2018	63	63	1,244	19.75	19.75	23	31	0.74
2019	71	68	909	12.80	13.37	17	25	0.68
2020	71	71	546	7.69	7.69	12	17	0.71
2021	80	62	260	3.25	4.19	7	11	0.64
2022	87	74	255	2.93	3.45	7	9	0.78
2023	61	44	130	2.13	2.95	6	7	0.86
Total	626	574	8049	12.86	14.02	54	76	0.71

Note(s): TP = Total publications. TCP = Total cited publications. TC = Total citations. C/P = Average citations per publication. C/CP = Average citations per cited publication. *h* = *h*-index. *g* = *g*-index. *m* = *m*-index.

Source: Authors' own compilation.

Table 2. Most cited publications in *IJR&DM* between 2015 and 2023

TC	C/Y	Title	Author(s)	Year
927	132.43	The digitalization of retailing: An exploratory framework	Hagberg *et al*.	2016
802	100.25	Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image	Sasmita and Suki	2015
537	76.71	Last mile fulfilment and distribution in omni-channel grocery retailing: A strategic planning framework	Hübner *et al*.	2016
340	56.67	Mobile payments adoption by US consumers: an extended TAM	Bailey *et al*.	2017
315	39.38	Mobile shopping: A classification framework and literature review	Groß	2015
313	44.71	Channel design to enrich customers' shopping experiences: Synchronizing clicks with bricks in an omni-channel perspective – the Direct Optic case	Picot-Coupey *et al*.	2016
259	32.38	Communicating packaging eco-friendliness: An exploration of consumers' perceptions of eco-designed packaging	Magnier and Crié	2015
254	31.75	A study on the impact of consumer risk perception and innovativeness on online shopping in India	Thakur and Srivastava	2015
234	39.00	Understanding how Millennial shoppers decide what to buy: Digitally connected unseen journeys	Hall *et al*.	2017
219	31.29	An integrated model of self-service technology (SST) usage in a retail context	Demoulin and Djelassi	2016

Note(s): C/Y = Average citations per year. For abbreviations, refer to Table 1.

Source: Authors' own compilation.

Table 3. Most prolific authors of *IJR&DM* between 2015 and 2023

Author	Affiliation	Country	TP	TCP	TC	C/P	C/CP	*h*	*g*	*m*
Diallo, M.F.	Université de Lille	France	8	8	81	10.13	10.13	6	8	0.75
Pantano, E.	University of Bristol	United Kingdom	7	7	191	27.29	27.29	5	7	0.71
Ieva, M.	Università di Parma	Italy	5	5	122	24.40	24.40	4	5	0.80
McColl, J.	Glasgow Caledonian University	United Kingdom	5	5	36	7.20	7.20	4	5	0.80
Oeser, G.	Bielefeld University of Applied Sciences	Germany	5	5	40	8.00	8.00	4	5	0.80
Towers, N.	University of Gloucestershire	France	5	5	177	35.40	35.40	5	5	1.00
Ziliani, C.	Università di Parma	Italy	5	5	122	24.40	24.40	4	5	0.80
Arora, S.	Indian Institute of Technology	India	4	4	103	25.75	25.75	4	4	1.00
Lombart, C.	Audencia Business School	France	4	4	66	16.50	16.50	4	4	1.00
Louis, D.	Université de Nantes	France	4	4	62	15.50	15.50	4	4	1.00

Note(s): For abbreviations, refer to Table 1.

Source: Authors' own compilation.

Table 4. Most prolific institutions of *IJR&DM* between 2015 and 2023

Institution	Country	TP	TCA	TCP	TC	C/CA	C/P	C/CP	*h*	*g*	*m*
Université de Lille	France	15	27	15	530	19.63	35.33	35.33	9	15	0.60
Università di Parma	Italy	12	21	12	243	11.57	20.25	20.25	8	12	0.67
NEOMA Business School	France	12	21	12	176	8.38	14.67	14.67	8	12	0.67
Universitat de València	Spain	12	29	12	225	7.76	18.75	18.75	6	12	0.50
Lunds Universitet	Sweden	12	22	11	219	9.95	18.25	19.91	8	12	0.67
Universite de Rennes 1	France	9	18	9	241	13.39	26.78	26.78	8	9	0.89
ESSCA School of Management	France	9	33	9	65	1.97	7.22	7.22	5	8	0.63
Göteborgs Universitet	Sweden	8	13	8	536	41.23	67.00	67.00	7	8	0.88
Indian Institute of Technology Kharagpur	India	7	14	7	141	10.07	20.14	20.14	7	7	1.00
Middlesex University	United Kingdom	7	8	7	227	28.38	32.43	32.43	7	7	1.00

Note(s): Institutions = Author affiliated institution. TCA = Total contributing authors. C/CA = Average citations per contributing author. For abbreviations, refer to Table 1.

Source: Authors' own compilation.

Table 5. Most prolific countries of *IJR&DM* between 2015 and 2023

Country	TP	TCA	TCP	TC	C/CA	C/P	C/CP	*h*	*g*	*m*
United States	89	160	87	1660	10.38	18.65	19.08	23	36	0.64
France	86	160	84	1646	10.29	19.14	19.60	22	37	0.59
India	78	147	77	2032	13.82	26.05	26.39	26	42	0.62
United Kingdom	69	148	68	1732	11.70	25.10	25.47	25	39	0.64
Italy	44	109	42	899	8.25	20.43	21.40	18	29	0.62
Sweden	37	70	35	1115	15.93	30.14	31.86	18	33	0.55
Germany	36	82	35	1082	13.20	30.06	30.91	18	32	0.56
Spain	32	77	32	483	6.27	15.09	15.09	13	21	0.62
China	23	74	22	354	4.78	15.39	16.09	11	18	0.61
Australia	22	62	22	519	8.37	23.59	23.59	12	22	0.55

Note(s): Country = Author affiliated country. For abbreviations, refer to Table 1 and Table 4.

Source: Authors' own compilation.

Table 6. Most cited journals in *IJR&DM* between 2015 and 2023

Journal	TC	ABDC ranking	CABS rating	WoS impact factor	Scopus CiteScore
International Journal of Retail & Distribution Management	3,739	A	2	4.4	7.3
Journal of Retailing and Consumer Services	2,227	A	2	10.4	16.1
Journal of Retailing	1,934	A*	4	10.0	12.3
Journal of Business Research	1,537	A	3	11.3	16.0
Journal of Marketing	1,220	A*	4*	12.9	22.1
Journal of Consumer Research	803	A*	4*	7.2	13.5
Journal of Marketing Research	735	A*	4*	6.1	11.2
Journal of the Academy of Marketing Science	587	A*	4*	18.2	23.0
European Journal of Marketing	465	A*	3	4.4	8.1
Psychology and Marketing	295	A	3	6.7	7.9

Note(s): ABDC ranking = Journal ranked based on the Australian Business Deans Council 2022 Journal Quality List. CABS rating = Journal rating based on the Chartered Association of Business Schools 2021 Academic Journal Guide. WoS = Web of Science.

Source: Authors' own compilation.

Table 7. Journals, authors, institutions, and countries most frequently citing *IJR&DM* between 2015 and 2023

Rank	Journal	TC	ABDC ranking	CABS rating	WoS impact factor	Scopus CiteScore	Author	TC	Institution	TC	Country	TC
1	*International Journal of Retail and Distribution Management*	502	A	2	4.4	7.3	Pantano, E.	40	Universitat de València	69	China	1,128
2	*Journal of Retailing and Consumer Services*	399	A	2	10.4	16.1	Dwivedi, Y.K.	29	Bina Nusantara University	66	India	1,121
3	*Sustainability*	362	N.R.	N.R.	3.9	5.8	Gil-Saura, I.	26	UCSI University	56	United States	912
4	*Journal of Business Research*	142	A	3	11.3	16.0	Paul, J.	26	Universiti Sains Malaysia	55	United Kingdom	729
5	*Frontiers in Psychology*	86	N.R.	N.R.	3.8	4.5	Wang, X.	26	Universiti Putra Malaysia	49	Malaysia	487
6	*International Journal of Consumer Studies*	78	A	N.R.	9.9	10.3	Ruiz-Molina, M.E.	22	Lunds Universitet	49	Italy	468
7	*Asia Pacific Journal of Marketing and Logistics*	74	A	1	3.7	7.4	Yuen, K.F.	21	Griffith University	49	Spain	413
8	*International Review of Retail Distribution and Consumer Research*	73	B	1	3.6	5.1	Rana, N.P.	19	Universiti Utara Malaysia	45	Germany	376
9	*Journal of Cleaner Production*	70	A	2	11.1	18.5	Dhir, A.	19	University of Manchester	44	Australia	360
10	*British Food Journal*	67	B	1	3.3	5.4	Ahn, J.	17	Middlesex University	42	France	354

Note(s): N.R.= Not rated. For abbreviations, refer to Table 1 and Table 6.

Source: Authors' own compilation.

Table 8. Major clusters (themes) based on keyword co-occurrences and bibliographic coupling for *IJR&DM* between 2015 and 2023

Cluster (theme)	Keyword	Occurrence	Total link strength	Relevant articles		
				Title	Author(s)	Year
Cluster 1 (blue): Retailing and sustainability	Retailing	44	19	Packaging journey from retail to home: How the meaning of sustainability for colour transforms	Sekki *et al.*	2023
	Sustainability	12	6	The triple bottom line: Undertaking an economic, social, and environmental retail sustainability strategy	Wilson	2015
	Grocery shopping	6	5	Last mile fulfilment and distribution in omni-channel grocery retailing: A strategic planning framework	Hübner *et al.*	2016
Cluster 2 (yellow): Retailing and shopping motivations	Trust	14	8	Understanding loyalty in multichannel retailing: The role of brand trust and brand attachment	Frasquet *et al.*	2017
	Brand equity	6	2	Factors affecting college students' brand loyalty toward fast fashion: A consumer-based brand equity approach	Su and Chang	2017
	Perceived value	8	7	The complexity of value in the luxury industry: From consumers' individual value perception to luxury consumption	Hennigs *et al.*	2015
Cluster 3 (red): Retailing and customer experience	Customer experience	14	9	Online customer experience (OCE) in clothing e-retail: Exploring OCE dimensions and their impact on satisfaction and loyalty – Does gender matter?	Pandey and Chawla	2018
	Customer engagement	7	2	Dual effect of sensory experience: Engagement vs diversive exploration	Lashkova *et al.*	2020
	Purchase intention	13	9	Enhancing consumers' pro-environmental purchase intentions: The moderating role of environmental concern	De Canio *et al.*	2021
Cluster 4 (purple): Retailing and adaptive	COVID-19	9	7	Analysing flow experience on repurchase intention in e-retailing during COVID-19	Kazancoglu and Demir	2021

strategies	Customer satisfaction	13	8	Analyzing the relationship between store attributes, satisfaction, patronage-intention and lifestyle in food and grocery store choice behavior	Nair	2018
	Service quality	8	4	An examination of the online service-profit chain	Bressolles *et al.*	2015
Cluster 5 (green): Retailing and relationship marketing	Showrooming	8	7	Understanding consumers' showrooming behaviour: A stimulus–organism–response (S-O-R) perspective	Arora *et al.*	2020
	Webrooming	7	4	Mobile word of mouth (m-WOM): Analysing its negative impact on webrooming in omnichannel retailing	Flavian *et al.*	2021
	Relationship quality	5	4	E-retailer cognitive and emotional relationship quality: Their experiential antecedents and differential impact on brand evangelism	Al Nawas *et al.*	2021
Cluster 6 (orange): Retailing and operations management	E-commerce	17	15	How website browsing impacts expectations of store features	Loupiac and Goudey	2020
	Franchising	7	2	Market orientation, entrepreneurial orientation and business performance among small retailers	Kajalo and Lindblom	2015
	Logistics	7	7	A new approach to retailing for successful competition in the new smart scenario	Pantano *et al.*	2018
Cluster 7 (light blue): Retailing and channel strategies	Multi-channel	6	4	Understanding loyalty in multichannel retailing: The role of brand trust and brand attachment	Frasquet *et al.*	2017
	Omni-channel	10	12	Channel design to enrich customers' shopping experiences: Synchronizing clicks with bricks in an omni-channel perspective – The Direct Optic case	Picot-Coupey *et al.*	2016
	Retail innovation	6	5	Transitions towards omni-channel retailing strategies: A business model perspective	Jocevski *et al.*	2019
Cluster 8 (brown): Retailing and market	Artificial intelligence	6	3	Artificial intelligence in the fashion industry: Consumer responses to generative adversarial network (GAN) technology	Sohn *et al.*	2020

| innovations | Animal welfare | 7 | 4 | "Not tested on animals": How consumers react to cruelty-free cosmetics proposed by manufacturers and retailers? | Grappe *et al.* | 2021 |
| | Location congruency | 4 | 2 | How location-based messages influence customers' store visit attitudes: An integrative model of message value | Verhagen *et al.* | 2022 |

Source: Authors' own compilation.