

**THE IMPACT OF TERRITORIES TRANSFORMATIONAL PROCESSES ON
MARKETING COMMUNICATIONS DEVELOPMENT: BIBLIOMETRIC
ANALYSIS**

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The work aims to systematize scientific knowledge on the transformational processes in marketing development. The objectives of the work are to understand the content and characteristics of existing research on transformational processes, connection with marketing processes, and to identify areas of research in recent years. The articles on transformational processes in the Web of Science database were selected in the first stage. More than 4,000 publications were initially selected for these queries 'transformational processes' in the Web of Science database. Only articles published in English from 2017 to 2021 inclusive were left. It was founded 1789 articles. An analysis of the most cited publications on transformation processes was conducted. Hierarchical cluster analysis was performed based on keywords. Visualization of scientific literature topics was carried out with the help of the VOSviewer program. As a result of cluster analysis, 7 clusters were identified on transformation processes: economic and social, health and educational transformations; behavioral features; innovations; people at work; leadership and organization changes; team climate and workplace; behavioral factors, job characteristics, and motivation. Most of the clusters relate to enterprise activities and marketing activities, in particular on competitive advantages, creativity, innovation, market orientation, product development, service, SMEs, corporate social responsibility, customer orientation, and others. The results of this study may be useful to researchers and practicing marketers to develop long-term marketing programs focused on current trends.

Keywords: *transformational processes, marketing communications, bibliometric analysis, digitalization*

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INTRODUCTION

Transformations in society and the economy have interested scientists for many generations. The concept of the transformation process as a socio-economic phenomenon is at the crossroads of different sciences. Thus, in the economic sciences, transformation and transformation processes are considered the qualitative change in the economic system. In sociological research, social change is one of the problems of transformational societies. Transformation processes are an integral part of the development of socio-economic systems.

Development, in turn, is a necessary condition for the operation of the enterprise. To understand the impact of transformations on the marketing activities of the enterprise and forecast future market trends, it is necessary to analyze changes in the transformation

processes in the dynamics. And the intersection of the features of transformation processes and marketing components determines the relevance of the study.

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

Interest in transformational processes is growing every year. There is a huge amount of research in the scientific literature [1-3].

The work of many scientists is devoted to the marketing orientation of business and digital transformations [4-5].

Many domestic and foreign scientists have studied the transformation processes. Many papers are devoted to transformational leadership [6]

Several works are devoted to teamwork and Workplace [7; 8], corporate social responsibility [9], organizational climate, and culture [10]. Some works are devoted to the consideration of COVID-19 [11]. Also, in recent years, more and more work on green competitiveness has appeared [12]. Also, much of the work is devoted to innovation as an engine of transformational change.

SETTING OBJECTIVES

The work aims to systematize scientific knowledge on the transformational processes in marketing development. The objectives of the work are to understand the content and characteristics of existing research on transformational processes, connection with marketing processes, and to identify areas of research in recent years.

RESEARCH METHODS

The articles on transformational processes in Web of Science database were selected in the first stage. More than 4,000 publications were initially selected for these queries 'transformational processes' in the Web of Science database. Only articles published in English from 2017 to 2021 inclusive were left. It was founded 1789 articles.

The analysis of publications and spheres, countries of affiliation of authors, journals, and authors was carried out, the most cited publications on transformation processes were singled out.

Hierarchical cluster analysis was performed based on keywords. Visualization of scientific literature topics was carried out with the help of the VOSviewer program.

RESEARCH RESULTS

During 2017-2021, 1789 articles were published on transformation processes 537 papers have been published in management, 197 papers in business, and 149 educational research.

Most of the works belong to authors from the USA (437 publications), China (242 publications), England (191 publications), Australia (156 publications), Canada (120 publications), Germany (100 publications), the Netherlands (95 publications), Ukraine (75 publications).

Most of the works submitted by the following authors: Le P.B. (10 articles), Cai W.J. (7 articles), Lei J. (7 articles), Jang J. (7 articles), Hasson H. (6 articles), Schwarz U.V. (6 articles), Uddin M.A. (6 articles), Van Cnippenberg D. (6 articles).

Most articles have been published in Sustainability (54 articles), Frontiers In Psychology (48 articles), Leadership Organization development Journal (34 articles), Baltic Journal Of Economicstudies (22 articles), Journal Of Business Ethics (16 articles), Journal Ofknowledgemanagement (16 articles).

They were cited 13,803 times, an average of 7.71 times per document, the H-index is 46. The most cited articles are presented in Table 1.

To understand the topics of existing research on transformational processes, articles on transformational processes published during 2017-2021 based on the Web of Science database were highlighted. Based on these articles, a hierarchical cluster analysis was performed (using VOSviewer). He made it possible to identify the main directions of modern research and group them into clusters (Fig. 1).

Table 1 – The most cited articles during 2017-2021 on the transformation processes on the basis of Web of Science databases

Title of article	Authors	Journal	Year of publications	Number of citations
Organic synthesis provides opportunities to transform drug discovery	Blakemore D. C. et al	Nature Chemistry	2014	497
A Century of Work Teams in the Journal of Applied Psychology	Mathieu J.E. et al	Journal of Applied Psychology	2017	184
Multilevel Influences on Voluntary Workplace Green Behavior: Individual Differences, Leader Behavior, and Coworker Advocacy	Kim A. et al	Journal of Management	2017	163
On Corporate Social Responsibility, Sensemaking, and the Search for Meaningfulness Through Work	Aguinis H. & Glavas A.	Journal of Management	2019	146
How Servant Leadership Influences Organizational Citizenship Behavior: The Roles of LMX, Empowerment, and Proactive Personality	Newman A. et al	Journal of Business Ethics	2017	145
Organizational Climate and Culture: Reflections on the History of the Constructs in the Journal of Applied Psychology	Schneider B. et al	Journal of Applied Psychology	2017	124
Inclusive leadership: Realizing positive outcomes through belongingness and being valued for uniqueness	Randel A.E. et al	Human Resource Management Review	2018	112
Disentangling the antecedents of ambidexterity: Exploration and exploitation	Koryak O et al	Research Policy	2018	111
Do Humble CEOs Matter? An Examination of CEO Humility and Firm Outcomes	Ou A.Y.; Waldman D.A. & Peters on S.J.	Journal of Management	2018	105
Transformational leadership and performance outcomes: Analyses of multiple mediation pathways	Ng T.W.H.	Leadership Quarterly	2017	100

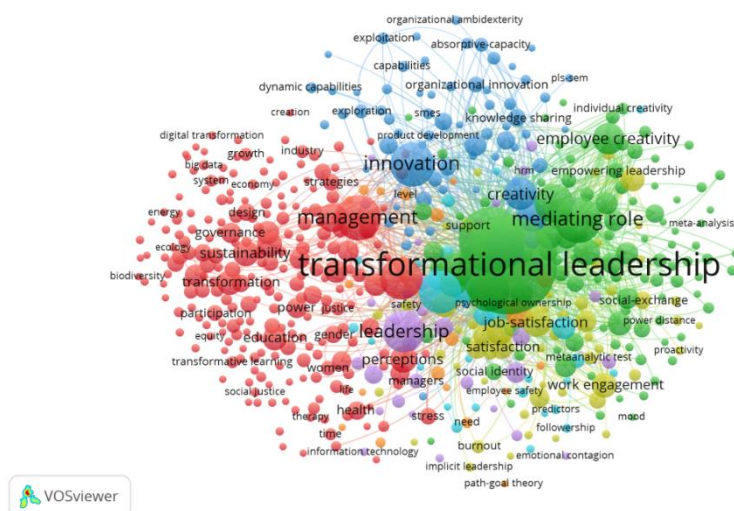


Figure 1 - Clusters in transformational processes in 2017-2021 years based on Web of Science data

As shown in figs. 3, there were identified seven clusters.

Cluster 1 (red) includes 232 keywords. The focus is on economic and social, health, and educational transformations. The following keywords are related to marketing processes: adaptation, adaptation, artificial intelligence, benefits, big data, business model, collaboration, community, creation, digital transformation, design, effectiveness, impact, identity, internet, market, online, opportunities, social media, strategies, value creation.

Cluster 2 (green) includes 111 words. It deals with behavioral characteristics, transformational leadership, cooperation, corporate social responsibility, creative process engagement, social identity, social networks. The focus is on the person as a member of society.

Cluster 3 (blue) includes 69 words. It concerns various innovations. Related to marketing queries: competitive advantages, creativity, customer satisfaction, green creativity, green transformational leadership, innovation, innovation performance, innovativeness, market orientation, product, product development, product innovation, process innovation, service, service innovation, SMEs.

Cluster 4 (yellow) includes 56 words dedicated to the person as a part of society who spends a lot of time at work.

The keywords related to marketing are corporate social responsibility, customer orientation, demand, engagement, motivation.

Cluster 5 (purple) includes 36 words related to leadership and organization changes.

Cluster 6 (blue) includes 33 words related to climate in the team, workplace. Personality, responsibility, trust, safety, followers are related to marketing.

Cluster 7 (orange) includes 21 words related to behavioral factors, job characteristics, motivation, etc. Keywords need, values are related to marketing.

Thus, most clusters relate to enterprise activities and marketing activities. How the topics of publications have changed over the years is presented in Fig. 2



Figure 2 – Dynamics of keyword changes in 2017-2021 years based on Web of Science data

As can be seen from the figure, the biggest changes took place during the second half of 2018-2020. Among the modern research areas are the following: digital transformation, creation, organization innovation, safety, power distance, social justice, style. Most likely, they will develop in the coming years.

CONCLUSIONS

During 2017-2021, 1789 articles published in English on transformation processes (according to the Web of Science database). They cited 13,803 times, an average of 7.71 times per document, H-index is 46.

As a result of cluster analysis there were identified seven clusters on transformation processes: economic and social, health and educational transformations; behavioral features; innovations; people at work; leadership and organization changes; team climate and workplace; behavioral factors, job characteristics, and motivation. Most clusters relate to enterprise and marketing activities, including competitive advantages, creativity, customer satisfaction, green creativity, green transformational leadership, innovation, innovation performance, innovativeness, market orientation, product, product development, product innovation, process innovation, service, service innovation, SMEs, corporate social responsibility, customer orientation, demand, engagement, motivation, personality, responsibility, trust, safety, followers, need, values.

The analysis of keywords in the dynamics allowed to identify areas of research that have emerged recently and are likely to be further developed: digital transformation, creation, organization innovation, safety, power distance, social justice, style.

The results of this study may be useful to researchers and practicing marketers to develop long-term marketing programs focused on current trends.

АНОТАЦІЯ

Нестеренко В.І, Ясніковські А, Росохата А.С., Корощенко В. Вплив трансформаційних процесів територій на розвиток маркетингових комунікацій: бібліометричний аналіз.

Робота спрямована на систематизацію наукових знань про трансформаційні процеси розвитку маркетингу. Завданнями роботи є розуміння змісту та особливостей існуючих досліджень щодо трансформаційних процесів, зв'язку з маркетинговими процесами та визначення напрямів досліджень останніх років. На першому етапі були відібрані статті про трансформаційні процеси в базі даних Web of Science. Спочатку було відібрано понад 4000 публікацій за запитом «трансформаційні процеси» в базі даних Web of Science. Були відібрані лише статті, опубліковані англійською мовою з 2017 по 2021 рік включно. Було знайдено 1789 таких статей. Проведено аналіз найбільш цитованих публікацій про трансформаційні процеси. Ієрархічний кластерний аналіз виконано на основі ключових слів. Візуалізація тем наукової літератури здійснювалася за допомогою програми VOSviewer. В результаті кластерного аналізу було визначено 7 кластерів щодо трансформаційних процесів: економічні та соціальні, медичні та освітні перетворення; особливості поведінки; інновації; люди на роботі; зміни керівництва та організації; клімат і робоче місце в колективі; поведінкові фактори, особливості роботи та мотивація. Більшість кластерів стосуються підприємницької діяльності та маркетингової діяльності, зокрема щодо конкурентних переваг, креативності, інновацій, ринкової орієнтації, розробки продукції, обслуговування, малого та середнього бізнесу, корпоративної соціальної відповідальності, орієнтації на клієнта тощо. Результати цього дослідження можуть бути корисними для дослідників і маркетологів-практиків для розробки довгострокових маркетингових програм, орієнтованих на поточні тенденції.

Ключові слова: маркетингові комунікації, трансформаційні процеси, бібліометричний аналіз, диджиталізація.

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