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### **Environmental management and social marketing: a bibliometric analysis**

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#### **Abstract**

The primary purpose of this study is to analyze the structure and dynamics of scientific publications in the field of environmental management and social marketing in their relationship. The authors analyzed the original keywords in the field of environmental management and social marketing. They carried out the analysis of works in the Scopus scientometric database with the subsequent use of the analytics built in the database, as well as modern software for bibliometric analysis VOSviewer and SciMAT. This study included many papers published in seven languages in the field of economics and ecology (also taking into account works from the interdisciplinary category to more fully include all possible papers). Library analysis has revealed the popularity of the use of these categories with authors from different countries with research over the years. Listed six clusters of a collaboration of countries by co-authorship. The journals with the most massive citations of the analyzed categories are listed. There is a stable dynamics of the number of studies in these categories in the subperiod 2011-2016. However, current trends until 2020 show that the popularity of research, and most importantly, their relevance will remain at the peak in subsequent years. The study may be the basis for further research in the use of marketing principles to deepen the theory of environmental management.

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