

## Bibliometric Mapping of Green Marketing Research: Trends, Themes, and Future Directions

Pitri Yanti<sup>1</sup>

<sup>1</sup>Faculty of Economics and Business Education, Universitas Pendidikan Indonesia

Correspondence: [pitri0816@upi.edu](mailto:pitri0816@upi.edu)

| Article Info                                                                                                                                     | ABSTRACT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Article history:</b><br>Received Sept 25 <sup>th</sup> , 2025<br>Revised Sept 30 <sup>th</sup> , 2025<br>Accepted Oct 10 <sup>th</sup> , 2025 | This study conducts a bibliometric analysis to map the development of green marketing research over the period 1992–2025. Using data from the Web of Science Core Collection, a total of 1,245 documents published across 388 sources were analyzed with the bibliometrix package in R. The findings indicate a significant growth in publication trends, particularly after 2010, with the peak observed in 2024. The research field involves 5,297 authors with a strong collaborative culture, as evidenced by an average of 8.29 co-authors per document and 23.86% international co-authorship. Influential journals such as the <i>Journal of Cleaner Production</i> and <i>Business Strategy and the Environment</i> , as well as leading institutions including Amity University and BINUS University, are identified as major contributors. Thematic mapping reveals four clusters: motor themes (commerce, green marketing, sales), niche themes (consumption behavior, sustainability), emerging or declining themes (tourist destination, ecotourism), and basic themes (marketing, consumer behavior). Trend topic analysis further highlights a shift from early environmental concerns, such as recycling and regulations, toward consumer-centered issues including purchase intention, perception, and social media influence. The discussion underscores that green marketing has evolved from a compliance-driven practice to a consumer engagement and value-driven approach. Future research directions emphasize the need for studies in emerging economies, the integration of digital transformation, longitudinal consumer research, and cross-disciplinary collaboration. This study enriches the scientific understanding of green marketing and provides a foundation for advancing sustainability-oriented marketing strategies in diverse contexts. |
| <b>Keyword:</b><br>Green Marketing; Bibliometric Analysis; Sustainability; Consumer Behavior; Research Trends; Collaboration Networks            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|                                                                                                                                                  |  © 2025 The Authors. Published by Envirosafe Buana Nusantara. This is an open access article under the CC BY license ( <a href="https://creativecommons.org/licenses/by/4.0/">https://creativecommons.org/licenses/by/4.0/</a> )                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

## INTRODUCTION

The growing concern for environmental issues and sustainability has driven the emergence of various environmentally friendly marketing strategies, commonly referred to as green marketing. This concept encompasses marketing practices for products and services that take into account their impact on the environment, covering aspects ranging from production and distribution to communication with consumers (Peattie & Crane, 2005). The implementation of green marketing is not solely profit-oriented but also supports the triple bottom line concept, which emphasizes the balance between economic, social, and environmental dimensions (Elkington, 1997).

Over the past two decades, research on green marketing has shown a significant upward trend, driven by increased consumer awareness of sustainability issues and the enforcement of international environmental regulations (Dangelico & Vocalelli, 2017). Nevertheless, despite the growing number of publications, the literature on green marketing remains fragmented across various disciplines, including management, marketing, consumer behavior, and sustainability (Papadas et al., 2019).

Bibliometric analysis emerges as a relevant approach to map the development of green marketing research. This method enables scholars to explore publication trends, identify the most productive authors, influential journals, international collaborations, and the evolution of research themes (Donthu et al., 2021). Consequently, bibliometric studies can provide a more comprehensive understanding of

the scientific landscape of green marketing and highlight research gaps that may serve as the foundation for future investigations.

Based on the bibliometric findings, the research problems of this study are formulated as follows: (1) how publication trends on green marketing have evolved between 1992 and 2025, including growth patterns, citation impact, and collaboration intensity; (2) which journals, authors, institutions, and countries have contributed most significantly to the advancement of this field; (3) what dominant, niche, emerging, and basic themes can be identified in the intellectual and thematic evolution of green marketing research; (4) how collaboration patterns among authors, institutions, and countries are structured in shaping the global development of green marketing; and (5) what research gaps remain to be addressed, particularly in relation to digital transformation, consumer engagement, and the role of emerging economies, in order to enrich the future research agenda.

In line with these research problems, the objectives of this study are: (1) to analyze publication trends and citation performance in the field of green marketing over the period 1992–2025; (2) to identify the most influential journals, authors, institutions, and countries in green marketing literature; (3) to map the intellectual and thematic structure of research, including core, niche, and emerging topics; (4) to examine collaboration networks among authors, institutions, and countries; and (5) to propose a future research agenda by highlighting the identified gaps, particularly those related to socio-economic contexts, digital technologies, and cross-disciplinary approaches.

## RESEARCH METHODS

This study applies a bibliometric analysis to systematically map and evaluate the intellectual structure, performance, and thematic evolution of research on green marketing. Bibliometric analysis is widely recognized as an effective approach in management and marketing studies to assess publication performance, identify influential works, and reveal thematic structures within a discipline (Donthu et al., 2021).

### 2.1 Data Collection and Screening

The bibliographic data were retrieved from the Scopus database, which is among the most comprehensive and reputable indexing sources for bibliometric studies. The search query was applied to the title, abstract, and author keywords using the following string: ("*green marketing*" OR "*sustainable marketing*" OR "*environmental marketing*" OR "*eco marketing*"). The search was limited to journal articles and review papers published between 1992 and 2026 and written in English.

An initial dataset of 3,498 documents was identified. To ensure quality and relevance, several exclusion criteria were applied: non-article and non-review publications ( $n = 1,199$ ), documents outside the subject area of Business, Management, and Accounting ( $n = 1,025$ ), and non-English publications ( $n = 29$ ). After removing duplicates and incomplete records, the final dataset consisted of 1,245 documents. The step-by-step filtering process is summarized in the PRISMA flow diagram (Figure 1), which illustrates the transition from identification to eligibility and final inclusion.

### 2.2 Data Analysis

The bibliographic data were exported in CSV format from Scopus, containing full records and cited references. The analysis was performed using R Studio with the *bibliometrix* package (Aria & Cuccurullo, 2017), which provides advanced tools for evaluating publication performance, authorship collaboration, citation analysis, and thematic mapping. The bibliometric analysis was structured across four interconnected dimensions. First, scientific production was examined to identify annual publication trends, the most relevant sources, and citation growth. Second, institutional and country contributions were analyzed to reveal the most productive affiliations and international collaboration patterns. Third, the intellectual structure of the field was explored through co-citation networks, bibliographic coupling,

and the identification of influential authors and articles. Finally, conceptual and thematic evolution was mapped by analyzing keyword co-occurrence, thematic clusters, and emerging research trends.

## 2.3 Methodological Consistency

This methodological framework is consistent with prior bibliometric studies in business and marketing domains (Dangelico & Vocalelli, 2017; Papadas et al., 2019; Ramadhani, Yanti, & Sari, 2023). Moreover, it extends insights from the author's earlier research on digital marketing strategies and MSME sustainability (Yanti et al., 2024) as well as cause-related marketing and prosocial consumer behavior (Yanti et al., 2025). By combining performance analysis, science mapping, and thematic evolution, this study provides a comprehensive overview of green marketing research while identifying gaps that may guide future scholarly inquiry.

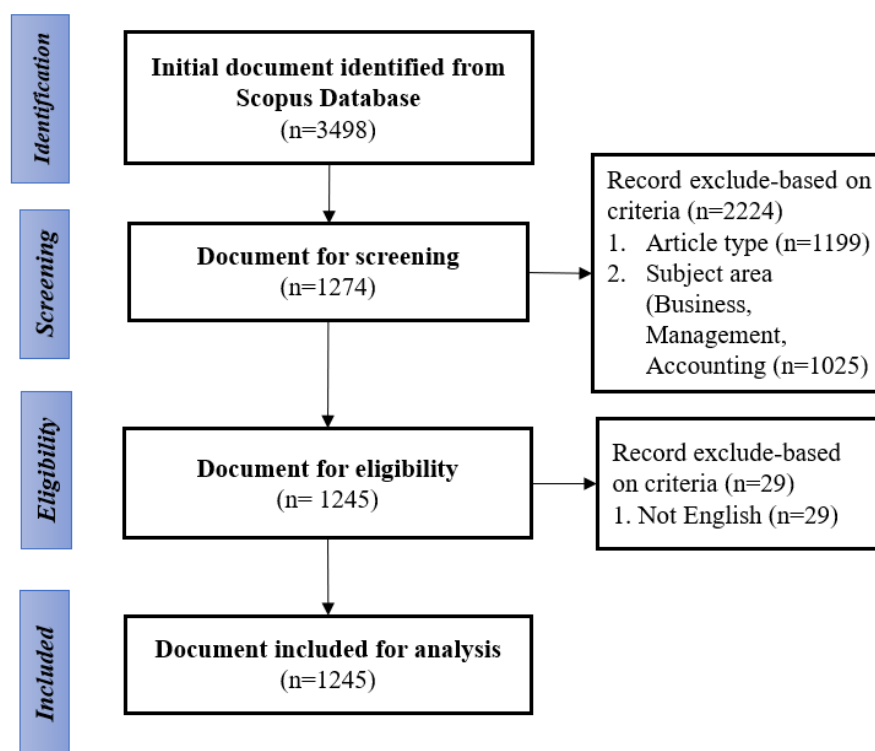


Figure 1. PRISMA

## RESULTS AND DISCUSSION

### Result

#### 3.1 Main Bibliometric Indicators

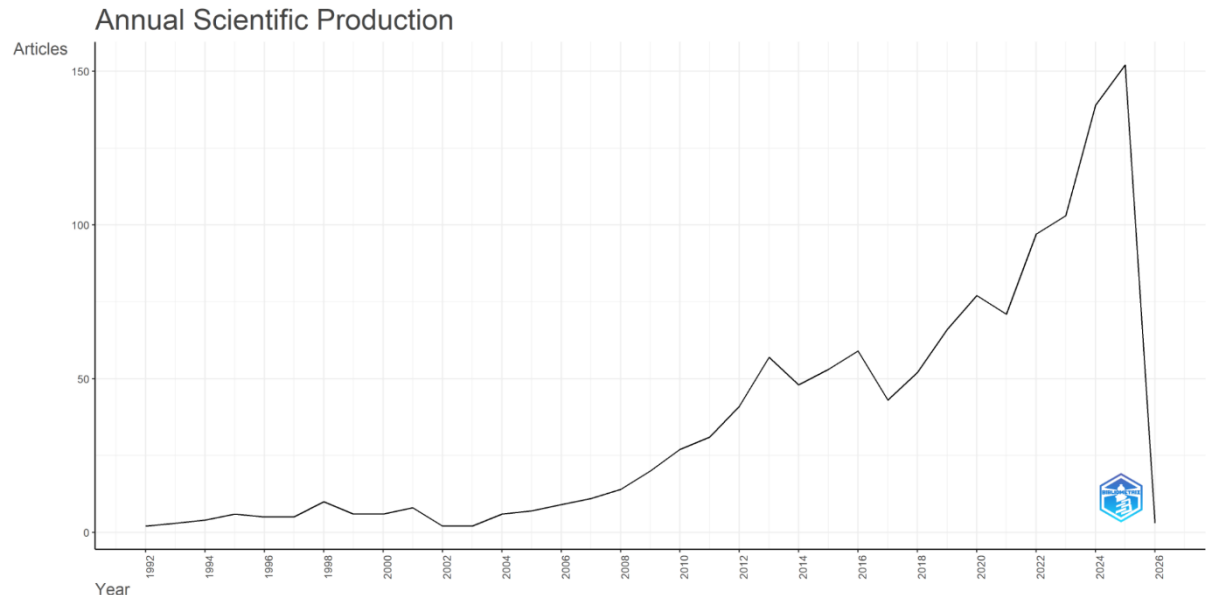
The bibliometric analysis indicates that a total of 1,245 documents were published across 388 sources within the selected timespan. The research field engaged 5,297 authors, with an average of 8.29 co-authors per document, reflecting a collaborative research culture. Interestingly, no single-authored articles were identified, emphasizing the importance of teamwork in this domain. Moreover, 23.86% of the publications were internationally co-authored, suggesting a significant level of cross-border research collaboration. In terms of content, the dataset includes 3,784 unique keywords and cites 7,664 references, highlighting both thematic richness and a strong foundation of prior knowledge. The average citation per document is 62.11, which demonstrates the high impact of publications in this field. These findings are presented in Figure 2.



**Figure 2. Main Bibliometric Indicators**

### 3.2. Annual Scientific Production

The annual trend of scientific production between 1992 and 2026 reveals a consistent increase in scholarly output. During the early period (1992–2005), the number of publications remained relatively low, with fewer than 10 articles per year. A gradual rise is observed from 2006 onwards, with a sharp increase beginning in 2010. The peak of publication occurred in 2024, with more than 150 articles published. However, the drastic decline in 2026 is likely due to incomplete data collection for the ongoing year rather than a real decrease in research activity. These dynamics are illustrated in Figure 3.

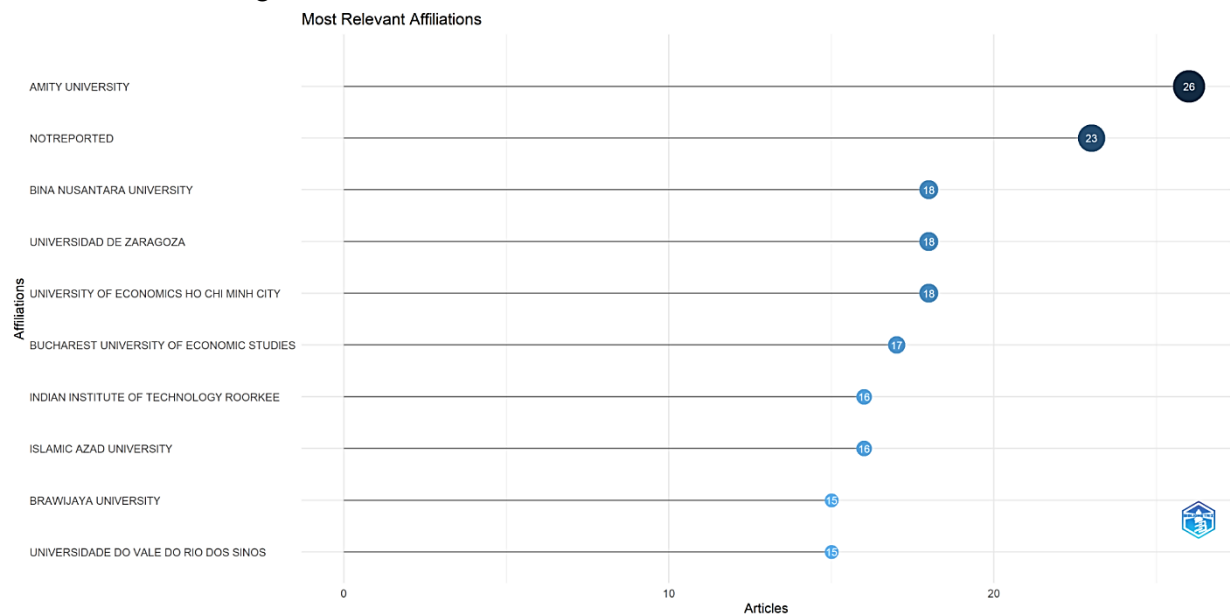


**Figure 3. Annual Scientific Production**

### 3.3 Most Relevant Affiliations

Institutional contributions are led by Amity University with 26 articles, followed by BINUS University, Universidad de Zaragoza, and University of Economics Ho Chi Minh City, each contributing 18 articles. The Bucharest University of Economic Studies follows with 17 publications. Other notable institutions include the Indian Institute of Technology Roorkee and Islamic Azad University (16 each), as well as Brawijaya University and Universidade do Vale do Rio dos Sinos (15

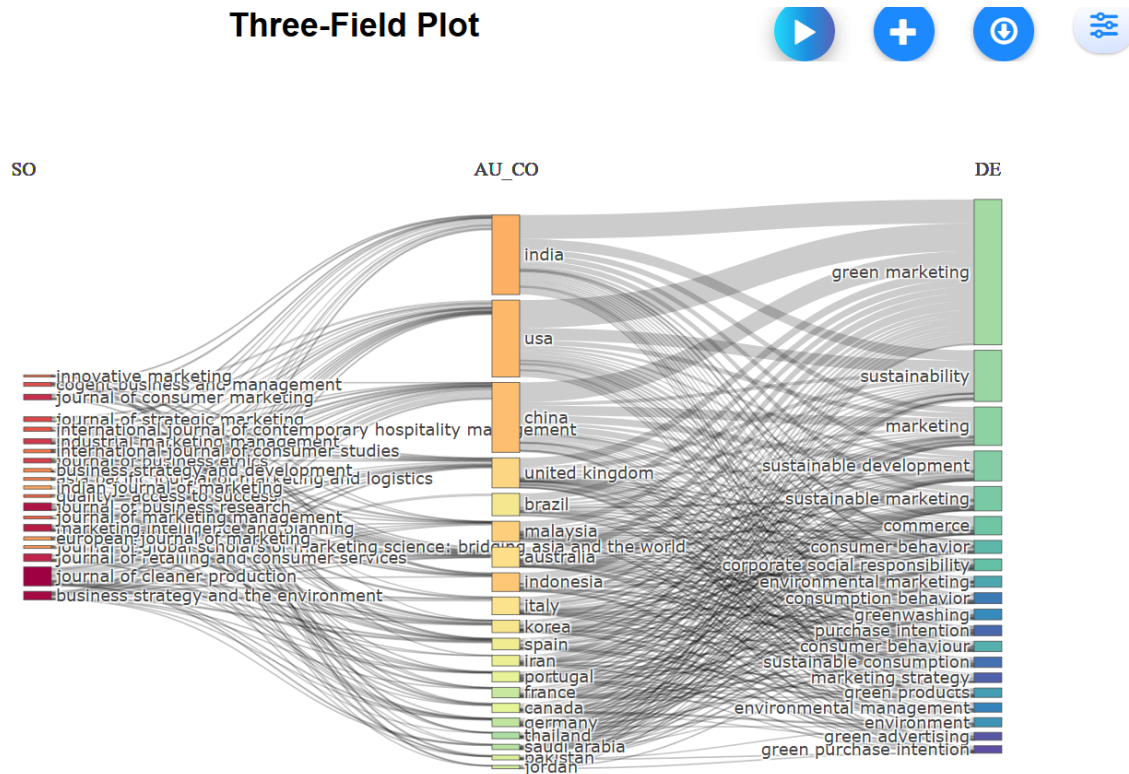
each). These results illustrate that research output is distributed across diverse regions, including Asia, Europe, and Latin America, underlining the global scope of marketing-related scholarship. These details are summarized in Figure 4.



**Figure 4. Most Relevant Affiliations**

### 3.4 Three-Field Plot Analysis

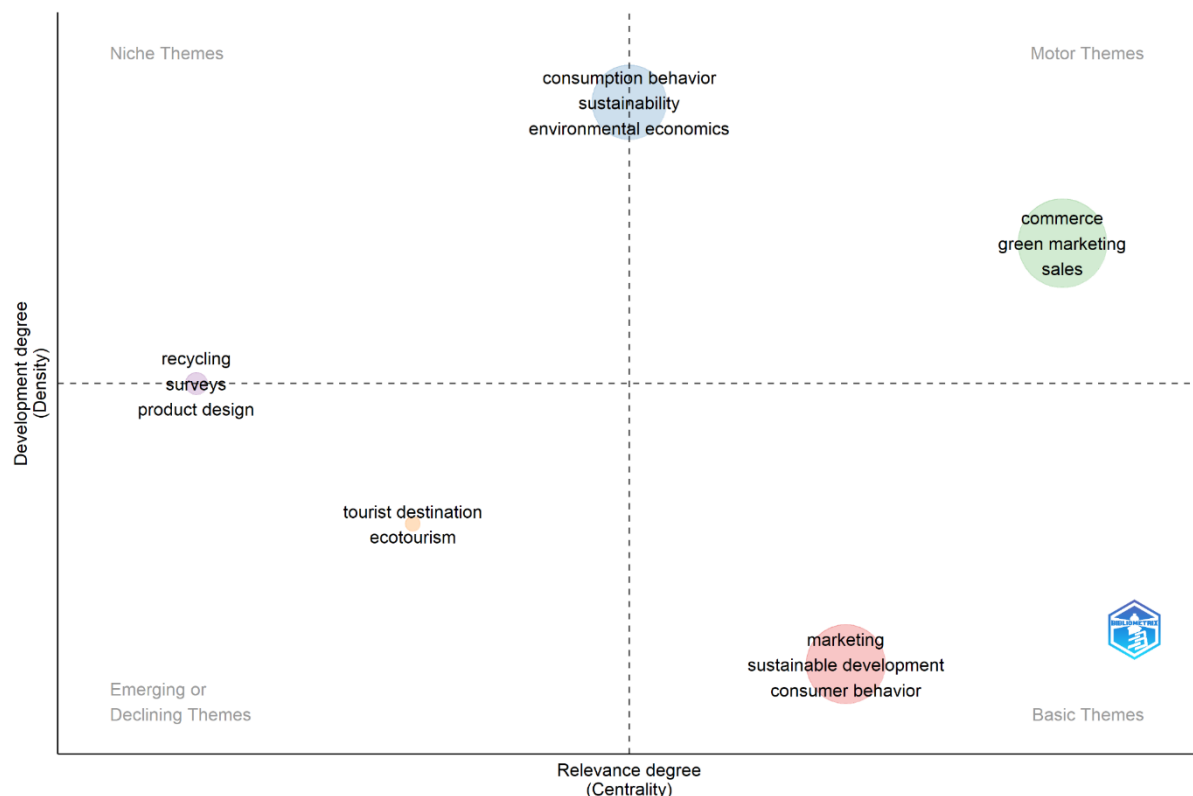
The three-field plot highlights the relationships between sources, countries, and keywords. Journals such as *Journal of Cleaner Production*, *Business Strategy and the Environment*, and *Journal of Consumer Marketing* are among the most prominent outlets. Countries like India, USA, China, and the United Kingdom are dominant contributors to green marketing research. Meanwhile, frequently used keywords include “green marketing,” “sustainability,” “sustainable development,” and “consumer behavior,” reflecting the thematic richness and interdisciplinary nature of the field. This visualization provides a comprehensive understanding of how academic sources, geographical regions, and thematic focuses interact within the domain of green marketing. These linkages are illustrated in Figure 5.



**Figure 5. Three-Field Plot Analysis**

### 3.5. Thematic Evolution and Research Trends

The thematic evolution of green marketing research highlights several distinct clusters of development over time. As shown in Figure 5, the thematic map categorizes research themes into four quadrants: (1) Motor Themes, such as *commerce*, *green marketing*, and *sales*, which represent well-developed and highly relevant topics driving the field; (2) Niche Themes, including *consumption behavior*, *sustainability*, and *environmental economics*, which are specialized yet influential within particular research areas; (3) Emerging or Declining Themes, such as *tourist destination* and *ecotourism*, which may either be developing new relevance or losing traction; and (4) Basic Themes, including *marketing*, *sustainable development*, and *consumer behavior*, which form the foundational knowledge base for ongoing scholarship.



**Figure 6. Thematic Map**

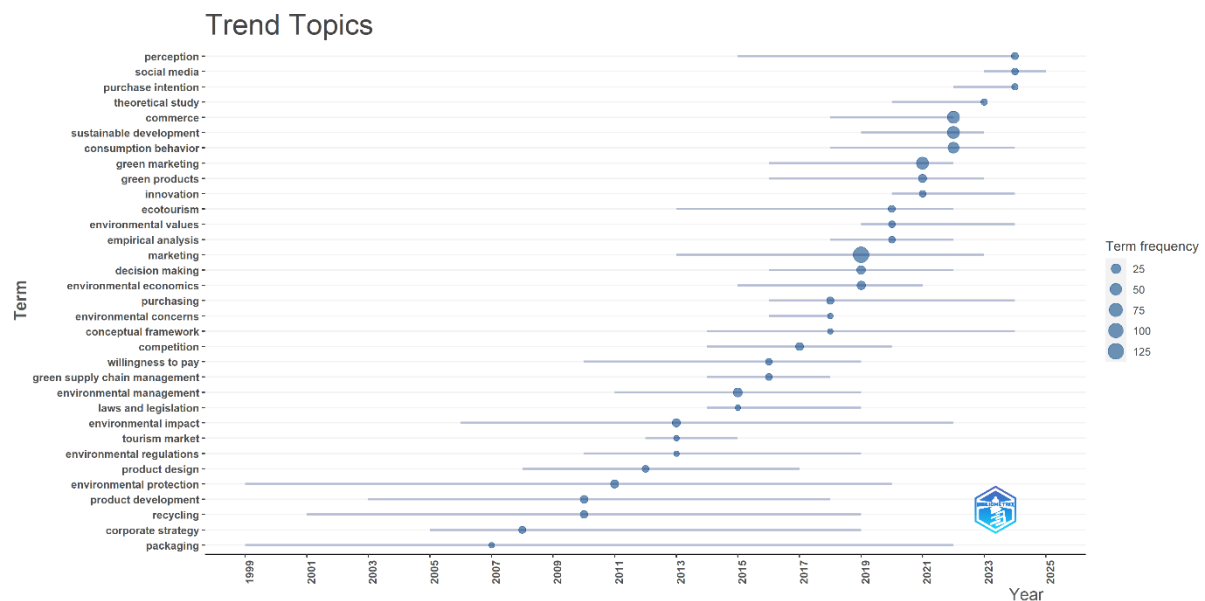
Recent research by Yanti and colleagues demonstrates how these themes evolve in practice. For instance, studies on marketing automation and MSMEs (Yanti et al., 2023; Yanti et al., 2024) represent motor themes that connect commerce and sustainability through digital strategies. Similarly, investigations into purchase path optimization (Yanti et al., 2024), adaptation of Islamic finance for MSMEs in the halal industry (Gunarto & Yanti, 2024), and personal branding in education (Harisandi et al., 2025) illustrate how foundational marketing concepts are extended into new contexts.

Basic and niche themes are further reinforced by bibliometric studies on asset pricing (Ramadhani et al., 2023) and applications of the capital asset pricing model in energy sectors (Yanti et al., 2023), which highlight adjacent financial discourses linked with sustainable development. Meanwhile, consumer-centered perspectives are increasingly visible through analyses of social media advertising in education (Gunarto & Yanti, 2022), emotional intelligence and lecturer performance (Gunarto et al., 2022), and cause-related marketing in prosocial fashion (Yanti et al., 2025).

Emerging and interdisciplinary themes also intersect with organizational behavior and social sustainability, as seen in studies on work-life balance influenced by digitalization and family support (Rekarti et al., 2025), and book reviews highlighting leadership in social work organizations (Yanti & Yusiana, 2024) as well as urban capitalism in India (Yanti et al., 2025). These contributions confirm that sustainability scholarship expands not only in marketing and consumer research but also into finance, education, and social work domains.

Together, the trend topic analysis presented in Figure 6 provides an overview of the temporal progression of keywords in this field. Between 1999 and 2010, early research emphasized recycling, product design, and environmental regulations. From 2011 onwards, focus shifted toward sustainable development, consumer behavior, and green marketing, reflecting the increasing importance of sustainability in both academia and industry. In recent years (2018–2025), emerging topics such as purchase intention, social media, and perception have gained prominence, illustrating how digitalization and consumer psychology are shaping the discourse on green marketing (Yanti et al., 2024; Yanti et al.,

2025). Together, these results demonstrate that while the field has matured around core concepts such as sustainability and marketing, it continues to expand into new directions, particularly in the areas of consumer engagement and digital strategies.



**Figure 7. Trend Topic**

## Discussion

The bibliometric analysis reveals that research on green marketing has experienced significant growth over the past two decades, indicating that sustainability is no longer a peripheral issue but a central theme in marketing scholarship. The consistent rise in publications, particularly after 2010, demonstrates the increasing academic and industry relevance of environmental issues. This finding aligns with prior studies emphasizing the integration of sustainability into marketing practices as both a consumer demand and a regulatory necessity (Dangelico & Vocalelli, 2017; Kumar et al., 2022; Donthu et al., 2021).

Institutional contributions highlight the global nature of this research field, with universities in Asia, Europe, and Latin America actively involved. This reflects a growing awareness of the role of green marketing in diverse economic and cultural contexts. As Yanti et al. (2023, 2024) observed in the context of MSMEs, digital marketing strategies and automation can support sustainability-oriented practices, suggesting that technological adoption is an emerging driver of green marketing's evolution. Similarly, Chen et al. (2021) found that technological innovation and environmental responsibility are increasingly intertwined in firms' competitive strategies.

Thematic and trend analyses further reveal a shift from traditional environmental concerns, such as recycling and regulations, toward consumer-centered topics, including purchase intention, perception, and social media influence. This aligns with Yanti et al. (2025), who showed that cause-related marketing and visual strategies in prosocial fashion significantly impact purchase intentions, underscoring the intersection between sustainability and consumer psychology. Other works by Yanti and colleagues reinforce this perspective: education branding and social media advertising (Harisandi et al., 2025; Yanti, and Gunarto., 2022), lecturer performance through emotional intelligence and competency (Gunarto et al., 2022), as well as work-life balance influenced by digitalization (Rekarti et al., 2025). Furthermore, reviews of contemporary scholarship in social work leadership (Yanti & Yusiana, 2024) and urban capitalism (Yanti et al., 2025) indicate that sustainability discourses are broadening beyond marketing to encompass organizational, social, and spatial dimensions.

Together, these findings highlight the transition of green marketing from a compliance-driven practice toward a consumer engagement and value-driven approach, while also underscoring the importance of interdisciplinary integration across marketing, finance, education, and social work.

### Future Research Directions

Based on the findings, several future research avenues can be identified. First, while green marketing has been studied extensively in developed countries, there is a need for deeper exploration in emerging economies, where institutional pressures and consumer expectations may differ (Papadas et al., 2019; Leonidou et al., 2013). Future studies should address how cultural and socio-economic differences influence green consumer behavior, particularly in regions such as Southeast Asia, Africa, and Latin America. Second, the role of digital transformation in shaping sustainable marketing strategies deserves more attention. As noted by Yanti et al. (2023, 2024), marketing automation and online strategies significantly improve performance in MSMEs. This suggests an opportunity to investigate how digital platforms, artificial intelligence, and big data can enhance consumer engagement in sustainability initiatives. Emerging research highlights the potential of social media analytics and online communities to foster sustainable consumption (Dwivedi et al., 2021). Third, longitudinal studies that trace the evolution of consumer perceptions toward sustainability could provide valuable insights into behavioral shifts. Emerging themes such as prosocial marketing, consumer trust, and social media influence merit systematic examination to understand their long-term impact (Del Río-González, 2005; Kumar & Polonsky, 2019). Finally, more cross-disciplinary research is needed to integrate insights from environmental science, psychology, and management. Works on education branding, consumer psychology, finance, and social work (Harisandi et al., 2025; Ramadhani et al., 2023; Rekarti et al., 2025; Yanti & Yusiana, 2024; Yanti et al., 2025) already point to such intersections. Building on these, future research should embrace interdisciplinary approaches to provide a holistic understanding of how green marketing contributes not only to business outcomes but also to societal well-being. Scholars have argued that this kind of integration is essential for addressing sustainability challenges effectively (Elkington, 1997; Yawson & Spinardi, 2020).

### CONCLUSION

This bibliometric study provides a comprehensive overview of the intellectual landscape of green marketing research from 1992 to 2026. The results show a steady increase in publication output, high levels of international collaboration, and a strong thematic shift from traditional environmental concerns toward consumer-focused and digitally mediated approaches. Leading institutions across multiple regions have contributed to shaping this field, underlining its global relevance. The findings underscore that green marketing has evolved into a multidisciplinary domain that combines sustainability, consumer psychology, and digital innovation. However, gaps remain in understanding cultural diversity, technological integration, and the long-term behavioral impact of green marketing strategies. Addressing these gaps will enrich both academic knowledge and practical applications, guiding firms and policymakers in promoting sustainability through effective marketing strategies.

### REFERENCES

- Aria, M., & Cuccurullo, C. (2017). bibliometrix: An R-tool for comprehensive science mapping analysis. *Journal of Informetrics*, 11(4), 959–975.
- Biswas, A., & Roy, M. (2015). Green products: An exploratory study on the consumer behaviour in emerging economies of the East. *Journal of Cleaner Production*, 87, 463–468.
- Chen, C. (2006). CiteSpace II: Detecting and visualizing emerging trends and transient patterns in scientific literature. *Journal of the American Society for Information Science and Technology*, 57(3), 359–377.
- Chen, Y., Chang, C. H., & Yeh, Y. L. (2021). Corporate social responsibility, green innovation, and sustainable development: A stakeholder perspective. *Sustainability*, 13(4), 2047.

- Dangelico, R. M., & Vocalelli, D. (2017). “Green Marketing”: An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263–1279.
- Del Río-González, P. (2005). Analysing the factors influencing clean technology adoption: A study of the Spanish pulp and paper industry. *Business Strategy and the Environment*, 14(1), 20–37.
- Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, 133, 285–296. <https://doi.org/10.1016/j.jbusres.2021.04.070>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168.
- Elkington, J. (1997). *Cannibals with Forks: The Triple Bottom Line of 21st Century Business*. Capstone.
- Gunarto, M., & Yanti, P. (2022). Analysis of intention factors joining course using advertising social media. In *Proceedings of the 3rd Asia Pacific International Conference on Industrial Engineering and Operations Management (IEOM 2022 Malaysia)* (pp. 3795–3807). IEOM Society International. <https://ieomsociety.org/proceedings/2022malaysia/610.pdf>
- Gunarto, M., Nura, A., & Yanti, P. (2022). Effect of emotional intelligence and competency on lecturer’s performance. In *Proceedings of the 5th European International Conference on Industrial Engineering and Operations Management (IEOM 2022 Rome)*. IEOM Society International. <https://ieomsociety.org/proceedings/2022rome/563.pdf>
- Gunarto, M., & Yanti, P. (2024). Adaptation of Islamic Finance to the performance of MSMEs in the halal food industry. *Etikonomi*, 23(2), 369–382. <https://doi.org/10.15408/etk.v23i2.34271>
- Harisandi, P., Hurriyati, R., Gaffar, V., Wibowo, L. A., Yanti, P., Yusriani, S., & Purwanto. (2025). Personal branding of lecturers and word of mouth: Effective education strategy in increasing the attractiveness of entrepreneurship study program and reputation of Pelita. *IJORER: International Journal of Recent Educational Research*, 6(3), 758–774. <https://doi.org/10.46245/ijorer.v6i3.813>
- Kumar, P., & Polonsky, M. J. (2019). Green marketing mix: A critical review. *International Journal of Environmental Technology and Management*, 22(1), 25–46.
- Kumar, S., Sureka, R., & Lim, W. M. (2022). Sustainability marketing: A bibliometric analysis and future research directions. *Journal of Business Research*, 150, 768–784.
- Leonidou, C. N., Katsikeas, C. S., & Morgan, N. A. (2013). “Greening” the marketing mix: Do firms do it and does it pay off? *Journal of the Academy of Marketing Science*, 41(2), 151–170.
- Naderi, I., & Strutton, D. (2015). I’m not that kind of green consumer: Assessing the impact of green marketing strategies on consumers’ attitudes. *Journal of Business Research*, 68(4), 997–1005.
- Papadas, K. K., Avlonitis, G. J., & Carrigan, M. (2019). Green marketing orientation: Conceptualization, scale development, and validation. *Journal of Business Research*, 101, 145–163.
- Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce or prophecy? *Qualitative Market Research: An International Journal*, 8(4), 357–370.
- Ramadhani, I., Yanti, P., & Sari, M. (2023). Analisis bibliometrik dari sewindu penelitian tentang asset pricing. *Jurnal Akuntansi*, 18(2), 184–195. <https://doi.org/10.37058/jak.v18i2.9072>
- Rekarti, E., Yusriani, S., Utomo, K. W., Patrio, S. P. S., Riftana, F. D. C., & Yanti, P. (2025). How do digitalization, self-efficacy, and family support influence perceived work-life balance among Indonesia’s service sector employees? *IJORER: International Journal of Recent Educational Research*, 6(5), 1384–1397. <https://doi.org/10.46245/ijorer.v6i5.887>
- Van Eck, N. J., & Waltman, L. (2010). Software survey: VOSviewer, a computer program for bibliometric mapping. *Scientometrics*, 84(2), 523–538.
- Yawson, R. M., & Spinardi, G. (2020). Sustainable branding and consumer engagement: A review of current research and practice. *Journal of Marketing Management*, 36(11–12), 1007–1030.
- Yanti, P., & Gunarto, M. (2022). Analysis of intention factors joining course using advertising social media. In *Proceedings of the 3rd Asia Pacific International Conference on Industrial Engineering and Operations Management (IEOM 2022 Malaysia)* (pp. 3795–3807). IEOM Society International. <https://ieomsociety.org/proceedings/2022malaysia/610.pdf>
- Yanti, P., & Gunarto, M. (2024). Adaptation of Islamic Finance to the performance of MSMEs in the halal food industry. *Etikonomi*, 23(2), 369–382. <https://doi.org/10.15408/etk.v23i2.34271>
- Yanti, P., Gunarto, M., Harisandi, P., & Yusiana, R. (2024). Optimizing purchase path: Enhancing buying decisions through SEO with store brand awareness as a mediator. *Jurnal Ekonomi Manajemen*, 10(2), 171–185. <https://doi.org/10.37058/jem.v10i2.12683>
- Yanti, P., Hurriyati, R., & Dirgantari, P. D. (2023). Leveraging marketing automation to enhance customer relationship management and improve management performance in MSME B2B. *Jurnal Riset Multidisiplin dan Inovasi Teknologi*, 2(1), 184–196. <https://doi.org/10.59653/jimat.v2i01.419>

- Yanti, P., Hurriyati, R., Gaffar, V., & Dirgantari, P. D. (2024). Optimising MSMEs B2B marketing performance through marketing automation in CRM strategy. *Jurnal Manajemen*, 28(3), 495–518.
- Yanti, P., Hurriyati, R., Gaffar, V., & Widjajanta, B. (2025). Visual style of cause-related marketing and purchase intention in prosocial fashion. In *Proceedings of the 9th Global Conference on Business, Management and Entrepreneurship (GCBME)*.
- Yanti, P., Ramadhani, I., & Sari, M. (2023). Analisis capital asset pricing model pada sektor energi periode 2020–2022. *Jurnal Ekonomi Manajemen*, 9(2), 115–122. <https://doi.org/10.37058/jem.v9i2.8724>
- Yanti, P., Salsabil, I., & Rani, A. M. (2025). Book review: *Markets, Capitalism and Urban Space in India: Right to Sell*. *Urban Studies*, 62(1), 210–212. SAGE Publications. <https://doi.org/10.1177/00420980241234567>
- Yanti, P., & Yusiana, R. (2024). Book review: *Social work leadership and management: Current approaches and concepts for social and human service organisations* (Arnold, M., Ed.). *Journal of Human Behavior in the Social Environment*, 1–4. Routledge. <https://doi.org/10.1080/10911359.2024.xxxxx>