

A BIBLIOMETRIC ANALYSIS OF THE INTERNATIONAL MANAGEMENT CONFERENCE PROCEEDINGS' PAPERS

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ABSTRACT

The aim of this paper is to develop a bibliometric analysis of the papers published within International Management Conference proceedings, including only those proceedings indexed by Clarivate Analytics in Conference Proceedings Citation Index. The bibliometric analysis will detail three types of metrics: one highlighting characteristics of the published articles (such as the year-wise distribution of papers during 2012-2016, the mean and median page length of articles, the authorship pattern of the articles, the degree of collaboration by year, the distribution of the universities participating to the conference, the distribution of the conference attendees by country) another one presenting aspects related to the citing articles of the proceedings' papers (citations received each year, citations received by country, affiliation, paper type, and proceedings title, top 10 papers from IMC Proceedings sorted by their citation count, Web of Science categories for citing articles) and the last one regarding the usage of the published articles. The results of the analysis highlight the general perception of growing conference (in terms of participants and cited papers) since it has been indexed and offers the possibility to find ways to attract more foreign participants.

KEYWORDS: *authorship pattern, bibliometric analysis, citation analysis, proceedings papers, usage count.*

1. INTRODUCTION

In the past decade, the bibliometric analysis came into light as a fundamental methodology for analysing research (Merigo & Yang, 2017), especially academic literature. It can be applied to different research areas, to journal content or to conference proceedings article, even to authors' research papers. As a method it belongs to the field of library and information science and it first appeared as statistical bibliography (Pritchard, 1969), now being also found as bibliometrics. The concept overlaps with scientometrics, which refers mainly to applying quantitative methods to the history of science in various fields (Manthiramoorathi & Thamaraiselvi, 2016).

The aim of this paper is to analyse all papers published in the Proceedings of IMC, during 2012-2016, in order to provide first an overview of the publication conduct of authors participating at the conference since it has been indexed and to reveal second the impact of the published papers and to highlight third the interest shown for the conference papers over time.

The paper is organized as follows: the first part refers to a brief literature review of several studies developed by using bibliometric analysis, the second part explains the methodology used by authors within this paper, and the third part comprises results and discussion, while the last part concludes upon the developed analysis.

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2. LITERATURE REVIEW

Within the vast literature there are various developed bibliometric analyses, with different aims and for distinct area of study.

There is a first category of bibliometric analyses which aim is to study a particular concept throughout time or its development in accordance with other specific term. For instance, Caya and Neto (2018) conducted a bibliometric review of the available academic literature related to the adaptivity, examining the growth pattern of research and identifying its top areas types of publications and contributing countries and organizations. Moving on, Gaviria-Marin et al. (2018) obtained a bibliometric overview of the academic research on knowledge management in the business and management areas. There are another examples of research developed in this regard but with focus on different subjects: biomass energy and environment (Mao et al., 2018), sustainability (Ertz & Leblanc-Proulx, 2018), creativity in the field of business economics (Castillo-Vergara et al., 2018), born global firms (Dzikowski, 2018) and the examples could continue without an end.

There is a second category of bibliometric analyses applied on articles published by journals or in conference proceedings. For instance, with the aim to explore the journal bibliometric characteristics and the subject relationship with other disciplines by citation analysis, Tsay and Shu (2011) developed such particular study for the Journal of Documentation. Tur-Porcar et al. (2018) examined the publications of The Journal of Psychology: Interdisciplinary and Applied since its creation. The main goal for this research was to provide a complete overview of the key factors affecting the journal. Another example of a bibliometric study is the one developed for The European Journal of Operational Research (Laengle et al., 2017) which presents a general overview of the journal over its lifetime, identifying key contributing countries, institutions, authors, as well as trends in research topics.

As regards the bibliometric analyses developed on papers published in conference proceedings, they all have the purpose of demonstrating that conference proceedings are an important source of scientific knowledge and aim to find and reveal their scientific impact or the researchers' interest shown for a specific proceedings. A comparison has been developed between the scientific impact and aging of conference proceedings and those of scientific literature in general (Lisée, Larivière & Archambault, 2008). The results reveal that the relative importance of proceedings is diminishing over time and that they also age faster than cited scientific literature in general.

Another study developed for analysing papers published in proceedings after being presented at a conference, declares that the papers represent early indicators of scientific development (Hofer et al., 2010). After revealing the general structure of current scholarly interest in international business studies, the authors also use clusters or grouping keywords and providing details on the focused research areas of the papers.

There are authors considering that the international scientific conference proceedings are the only reliable source of references (Lazarev, Safonenko and Yunusova, 2008). Such approach conducted to a study for the field of magnetic fluids and in bone marrow purging and processing for which the authors Lazarev, Safonenko and Yunusova (2008) ended up presenting a detailed citation study. Other authors (Diem & Wolter, 2013) use bibliometric analysis as a method for measuring and elucidating the research performance of individual researchers. Depending on the authors' creativity, bibliometrics is also used to explore the extent to which editorial board members of journals publish their research in their own journals (Ioannou, 2018; Zdenek & Lososova, 2018).

All in all, by reporting to the mentioned studies, the present paper will further focus on the published papers of the International Management Conference, becoming the first research of its kind for IMC proceedings.

3. METHODOLOGY

The present study intends to analyse all papers published in the Proceedings of IMC, during 2012-2016. This period of time refers to proceedings indexed by Clarivate Analytics in Conference Proceedings Citation Index. We will refer further to the following volumes:

Proceedings of the 6th IMC: Approaches in Organizational Management and Economy, Proceedings of the 7th IMC: New Management for the New Economy, Proceedings of the 8th IMC: Management Challenges for Sustainable Development, Proceedings of the 9th IMC: Management and Innovation for Competitive Advantage, Proceedings of the 10th IMC: Challenges of Modern Management.

So, by referring only to these five conference proceedings, we will be able to conduct a bibliometric analysis detailing three types of metrics: one highlighting characteristics of the published articles another one presenting aspects related to the citing articles of the proceedings' papers and the last one regarding the usage of the published articles.

As members in the conference organization, we had easily collected all data needed. However, they are available on the conference website, at the previous conferences section. We also used the Web of knowledge database for citations received by papers from 2012 till present.

So, by studying all appropriate features for each conference volume, the following types of analyses could be presented and discussed:

- a) The analysis of published articles by referring to:
 - The year-wise distribution of papers during 2012-2016;
 - The mean and median page length of articles;
 - The authorship pattern of the articles;
 - The degree of collaboration by year;
 - The distribution of the universities participating to the conference;
 - The distribution of the conference attendees by country;
- b) The analysis of received citations:
 - Information related to citing articles: citations received each year, citations received by country, affiliation, paper type, and proceedings title;
 - Top 10 papers from IMC Proceedings sorted by their citation count;
 - Web of Science categories for citing articles;
- c) The analysis of articles' usage (which refers mainly to the interest shown for a specific article indexed by the platform, in terms of downloading or saving relevant information on the articles or accessing related links).

4. RESULTS AND DISCUSSION

4.1. The analysis of published articles

The first part of our analysis manages to substantiate some salient characteristics of the papers publication during the last five years (containing volumes indexed ISI Proceedings). By observing table 1, one can see the year-wise distribution of papers, quite similar for 2014 and 2015 and registering a high decrease from 2015 to 2016, but not in terms of participation, but in terms of publication. Not all participants of the 10th edition of International Management Conference agreed to publish their works in the conference proceedings.

Table 1. Year-wise distribution of papers during 2012-2016

Year	Articles	%of total	Cumulative total articles	Cumulative % of articles
2012	98	20.46%	98	20.46%
2013	82	17.12%	180	37.58%
2014	118	24.63%	298	62.21%
2015	117	24.43%	415	86.64%
2016	64	13.36%	479	100.00%
Total	479	100%	-	-

Source: authors based on IMC proceedings' analysis

Table 2 provides insights on the authorship pattern for the published conference papers. In 2012, authors preferred single participation to the 7th edition, while the situation changed next year when the number of 2 authors' papers increased. In time, the number of papers with 4 authors increased significantly, so the overall number of authors and conference participants also registered an increase. So, for all five years, for a total number of articles of 479, there is a corresponding number of authors that it is more than two times higher, neither more nor less than 976 authors.

Table 2. The authorship pattern of the articles

Authorship	Number of articles per year					Total articles	Total authors
	2012	2013	2014	2015	2016		
Single	47	27	31	38	19	162	162
2 authors	31	39	48	38	24	180	360
3 authors	16	14	24	28	13	95	285
4 authors	4	2	14	13	8	41	164
5 authors	0	0	1	0	0	1	5
Total authors	173	155	260	250	138	-	976
Total articles	98	82	118	117	64	479	-
Average number of author(s) per article	1.76	1.89	2.2	2.13	2.15		2.03

Source: authors based on IMC proceedings' analysis

Based on the analysed number of articles with one or more authors, one is able to calculate the degree of collaboration for each year, meaning for each conference edition. The formula revealed by Subramanyam (1983) is used, as follows:

$$C = \frac{N_m}{N_m - N_s} \quad (1)$$

where C represents the degree of collaboration;

N_m represents the number of articles with more than 1 author;

N_s represents the number of articles with 1 single author.

As follows in table 3, the degree of collaboration reported for each proceedings ranges from 0.52 to 0.74, reporting a relatively high level of collaboration. So, one is able to receive a clear idea of the extent of collaboration for written papers presented at ones of the IMC's editions. Moreover in Table 4, the mean and median page length were calculated.

Table 3. The degree of collaboration reported for each proceedings

Year	Proceedings title	1 author	> 1 authors	Degree of collaboration
2012	Proceedings of the 6th IMC: Approaches in organisational management	47	51	0.52
2013	Proceedings of the 7th IMC: New Management for the New Economy	27	55	0.67
2014	Proceedings of the 8th IMC: Management challenges for sustainable development	31	87	0.74
2015	Proceedings of the 9th IMC: Management and innovation for competitive advantage	38	79	0.68
2016	Proceedings of the 10th IMC: Challenges of Modern Management	19	45	0.70

Source: authors based on IMC proceedings' analysis

Throughout the last indexed five years, the mean page length varied from 8 to 10 pages and so did the median value. The latter shows that 50% of the authors participated with conference papers that had more than the reported value per each year, and the other 50% participated with papers which length was below that value.

The conference template has a rule for the size of the manuscripts, which must be of maximum 16 full pages. By seeing the results with the mean and median values, the rule may transform itself in one regarding the minimum length page of 8 or 9 pages. 2014 is the only year with a mean and median value of 10 pages per paper.

Table 4. Mean and median page length of articles

Year	Total articles	Total pages for articles	Mean page length	Median page length
2012	98	784	8.04	8
2013	82	729	8.89	9
2014	118	1191	10.09	10
2015	117	1105	9.44	9
2016	64	564	8.81	9

Source: authors based on IMC proceedings' analysis

Table 5 and 6 provide information on the conference participants, based on their affiliation to an institution or to residence country. The organizing Faculty of Management, part of The Bucharest University of Economic Studies provides the most participants each year, followed by Babes Bolyai University from Cluj and University of Bucharest. Polytechnic University of Bucharest joined the conference in 2014, while University of Craiova in 2013. Obviously, the most participants are from Romania.

In this regard, ranked second is France, followed by Poland, Bulgaria and Turkey. There were also registered single participation from Brazil, Germany, Hungary, Iceland, India, Indonesia, Iran, Italy, Kazakhstan, Latvia, Oman, Ukraine and USA. From Table 6 one can observe also that 2014 and 2015 had the most foreign participants.

Table 5. The distribution of the conference participating universities

University	2012	2013	2014	2015	2016	Total	%	Rank
The Bucharest University of Economic Studies	53	48	69	62	40	272	56.78	1
Babes Bolyai University from Cluj	6	5	7	7	1	26	5.42	2
University of Bucharest	11	0	6	4	3	24	5.01	3
Valahia University of Targoviste	3	5	4	6	4	22	4.59	4
West University of Timisoara	6	2	5	2	2	17	3.54	5
Lucian Blaga University of Sibiu	3	2	5	2	0	12	2.5	6
University of Craiova	0	2	3	4	2	11	2.29	7
Dunarea de Jos University Galati	1	2	2	1	1	7	1.46	8
Polytechnic University of Bucharest	0	0	1	3	3	7	1.46	8
Constantin Brancusi University	2	0	1	2	1	6	1.25	9

Source: authors based on Web of Science (2018)

Table 6. The distribution of the conference attendees by country

Country	2012	2013	2014	2015	2016	Total	% of 479	Rank
Romania	93	74	109	100	58	434	90.6%	1
France	3	1	3	2	1	10	2.08%	2
Poland			1	4	1	6	1.25%	3
Bulgaria	1	1	1	1		4	0.83%	4
Turkey			1	3		4	0.83%	4
South Africa				1	2	3	0.62%	5
Albania			2			2	0.41%	6
England			1	1		2	0.41%	6
Greece				1	1	2	0.41%	6
Portugal		1			1	2	0.41%	6
Taiwan				2		2	0.41%	6
Spain		1			1	2	0.41%	6
Brazil				1		1	0.2%	7
Germany				1		1	0.2%	7
Hungary		1				1	0.2%	7
Iceland		1				1	0.2%	7
India				1		1	0.2%	7
Indonesia		1				1	0.2%	7
Iran			1			1	0.2%	7
Italy				1		1	0.2%	7
Kazakhstan				1		1	0.2%	7
Latvia			1			1	0.2%	7
Oman					1	1	0.2%	7
Ukraine				1		1	0.2%	7
USA		1				1	0.2%	7
Total	97	82	120	121	66	486		

Source: authors based on Web of Science (2018a)

4.2. The analysis of citing articles and received citations

The next part of the analysis refers to the articles that cite the IMC proceedings' papers. Web of science database reports a number of 83 citing articles (71 without self-citations) which hold 91 citations. The overall h-index for conference proceedings is 4, meaning that there are 4 papers that have each been cited at least 4 times (and those citations are recorded by the WoS database).

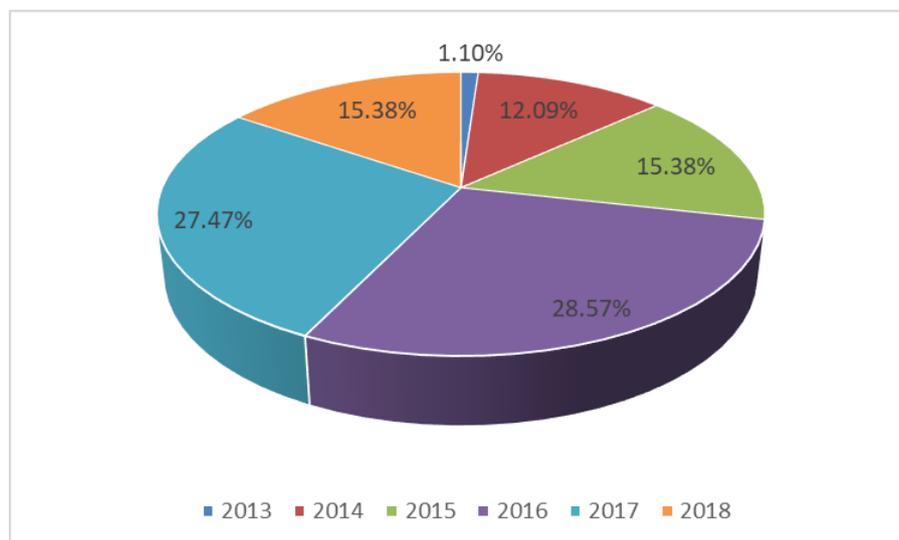


Figure 1. Citations received per year (as percentage of total)

Source: Web of Science (2018d)

According to the WoS analysis results (2018d), among the 71 citing articles, 47 are also proceedings papers, 25 are articles and 2 are review papers. Going further with detailing facts, those 47 citing proceedings papers, 12 are published within the International Management Conference proceedings, 9 are published within the International Multidisciplinary Scientific Conferences on Social Sciences and Arts, 2 are from the Euromed Academy of Business Conference Book of Proceedings, 2 from International Multidisciplinary Scientific Geoconference SGEM and other 2 from Strategica conference proceedings. With a single given citation for IMC published papers, are the following: Inted Proceedings, Interdisciplinary Management Research Interdisziplinare Managementforschung, Lecture Notes in Business Information Processing, Proceedings of International Scientific Conference Business Logistics in Modern Management, Proceedings of the European Conference on Social Media, Review of Management and Economic Engineering International Management Conference.

Table 7 clearly presents the current situation on received citations, referring to the Top 10 papers from IMC Proceedings sorted by their citation count. These citations are counted by the WoS platform and refer only to other articles from similar publications (indexed by WoS). There is a high likelihood that these reported papers have also citations that have not been counted as they are in articles indexed in international databases or in books.

Moreover, after presenting citation information based on paper type and proceedings titles, one can observe from Figure 2, the distribution of received citation by organisations. The major part of received citations is from authors affiliated to the Bucharest University of Economic Studies, followed by Opole University of Technology from Poland and Babes Bolyai University from Cluj.

Table 7. Top 10 papers from IMC Proceedings sorted by their citation count

No crt.	Title of paper	Authors	Proceedings	Received citations
1	Diversity management's stakeholders and stakeholders management	Maj (2015)	Proceedings of the 9th IMC: Management and innovation for competitive advantage	6
2	An economic analysis on the degree of market concentration: competition indicators	Busu (2012)	Proceedings of the 6th IMC: Approaches in organisational management	5
3	Assessing quality of health services from Romania in terms of patient	Popa and Stefan (2014)	Proceedings of the 8th IMC: Management challenges for sustainable development	4
4	Identifying the intensity of intrapreneurship within the companies of the northwest region of Romania	Borza, Maier and Bordean (2012)	Proceedings of the 6th IMC: Approaches in organisational management	3
5	Key issues related to the human resources management nowadays	Androniceanu (2012)	Proceedings of the 6th IMC: Approaches in organisational management	3
6	Managerial communication and its influence on organizational performance	Todericiu and Stanit (2012)	Proceedings of the 6th IMC: Approaches in organisational management	3
7	Knowledge management as a determinant of innovation in enterprises	Olkiewicz (2015)	Proceedings of the 9th IMC: Management and innovation for competitive advantage	2
8	The influence of the public passenger transport system on the quality of urban life. Study case: Bucharest	Ciobanu, Bugheanu and Ciobanu (2015)	Proceedings of the 9th IMC: Management and innovation for competitive advantage	2
9	Technology entrepreneurship and entrepreneurial strategies	Roja and Nastase (2014)	Proceedings of the 8th IMC: Management challenges for sustainable development	2
10	Development discrepancies between Western and Eastern EU countries: a statistical analysis of textile and apparel clusters	Girneata and Mascu (2014)	Proceedings of the 8th IMC: Management challenges for sustainable development	2

Source: Web of Science (2018b)

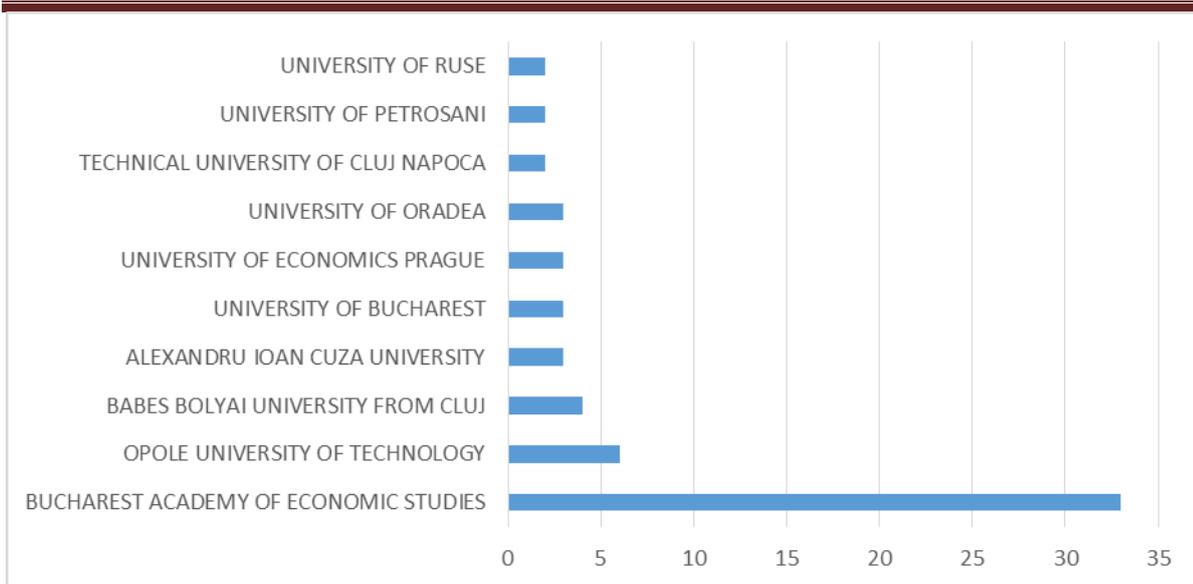


Figure 2. Citations received by organisations
 Source: Web of Science (2018d)

In accordance with the reported organisations, the WoS platform provides citations by country or region. Figure 3 reveals the fact that the majority of received citations are from Romania, followed by Poland, Bulgaria and Czech Republic. Malaysia, Slovakia, Spain and Ukraine contribute each with 2 citations.

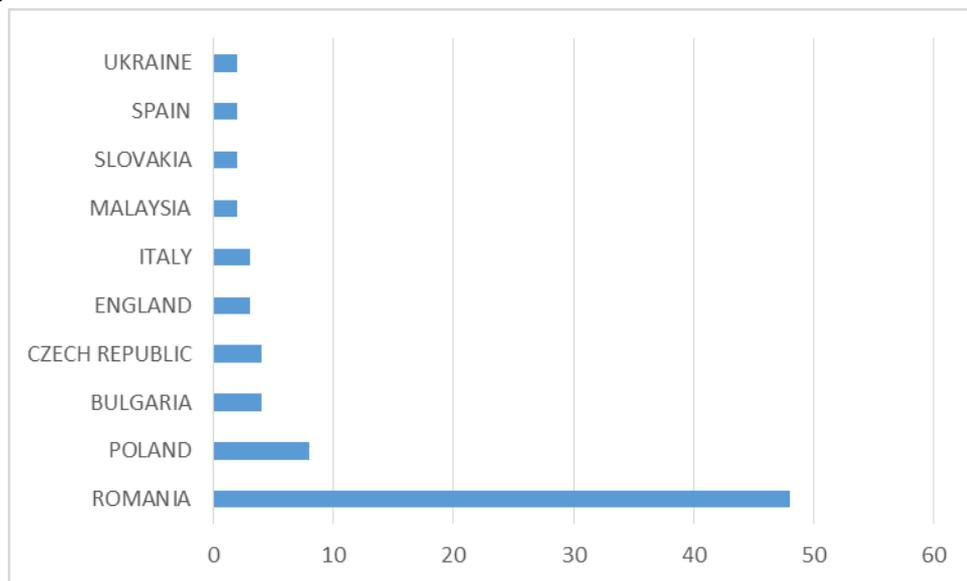


Figure 3. Citations received by country
 Source: Web of Science (2018d)

Within Table 8 are included WoS categories for describing the field or area for those articles providing citations for conference papers. The main categories are Management and Economics, and very close behind them is ranked Business. Two categories referring to environmental aspects, are providing 5 and 4 citations. Among them there are also categories referring to Computer Science and Education. The information referring to the articles included in certain WoS categories that cite the IMC papers are useful in highlighting specific subjects to treat in further editions. The main themes were indeed related to approaches and developments in Management, Economics and Business.

Table 8. Web of Science categories for citing articles

No. crt.	Web of science category	Count	% of total
1	Management	28	38.35%
2	Economics	25	34.27%
3	Business	20	27.39%
4	Social sciences interdisciplinary	13	17.8%
5	Environmental studies	5	6.85%
6	Environmental sciences	4	5.48%
7	Education educational research	3	4.11%
8	Green sustainable science technology	3	4.11%
9	Planning development	3	4.11%
10	Computer science information systems	2	2.74%
11	Computer science interdisciplinary applications	2	2.74%
12	Education scientific disciplines	2	2.74%
13	Information science library science	2	2.74%
14	Materials science textiles	2	2.74%
15	Agricultural economics policy	1	1.37%
16	Business finance	1	1.37%
17	Communication	1	1.37%
18	Computer science artificial intelligence	1	1.37%
19	Energy fuels	1	1.37%
20	Health policy services	1	1.37%

Source: Web of Science (2018b)

4.3. Analysis of articles' usage

The Web of Science platform (WoS) provides a feature called Usage count available since 2013, when the count started on WoS platform or from the last 180 days. For the second option available, the reported number may go up or down, as the platform records values only from the last six months and as the window of time shifts or advances. While citation activity reported by the platform capture the impact of the research, the usage counts refer mainly to the interest shown for a specific article indexed by the platform. This interest may refer to accessing a link to the full-length article at the publisher's website, or to downloading information related to the article (authors, title, abstract or full record, meaning details related to conference proceedings, editors, pages and so on) or to saving the article by using the Marked list, EndNote or other file formats. Therefore, for newly published articles or for articles that have not been around in the field for so long to gather citations, or just because some areas or disciplines are slower in citing others (humanities in particular traditionally show low citation count) the usage activity is revealed by the WoS platform.

The results displayed after sorting all articles of the five analysed proceedings, show the following:

- As compared with the citation ranking (table 7) which provides a list of the first 10 works with the highest number of citations received in other Clarivate Analytics indexed publications, the usage count reveals works (other than those cited) for which a particular interest has been shown.
- The papers reported within Table 9 have no citations recorded by the platform, except Dobrin Cosmin et al. (2015) and Ispas and Babaita (2012) with one citation each. There is no doubt that if searching for citations in articles indexed in international databases or in books, both categories of papers (from the top 10 most cited and from top 10 most used within platform) could change the counts.
- The most used items are articles from Proceedings of the 6th IMC: Approaches in organisational management, so the first indexed volume from the 6th edition in 2012.

Table 9. Top 10 articles sorted by their usage count

No crt.	Title of paper	Authors	Proceedings	Usage count
1	One Management Method, Two Countries. Lean Method Applied in Romania and France	Dobrin Cosmin et al. (2015)	Proceedings of the 9th IMC: Management and innovation for competitive advantage	13
2	PESTEL Analysis on Petroleum Industry	Trifu A.E. (2012)	Proceedings of the 6th IMC: Approaches in organisational management	13
3	Opportunities for Driving Continuous Improvement through TQM, Lean and Six Sigma within Business Process Management	Soare (2012)	Proceedings of the 6th IMC: Approaches in organisational management	13
4	Management and Organizational Behavior in the European Union Business Environment	Popescu and Drucy (2012)	Proceedings of the 6th IMC: Approaches in organisational management	12
5	The Concept of Performance in Business Organizations - Case Study on the Employee Performance in Romanian Business Organizations	Dobrin Cosmin et al. (2012)	Proceedings of the 6th IMC: Approaches in organisational management	12
6	The Effects of Leadership Style on the Employees' Job Satisfaction and Organizational Commitment from the Hotel Industry	Ispas and Babaita (2012)	Proceedings of the 6th IMC: Approaches in organisational management	11
7	Model for Improving the Strategy Development and Implementation in Emerging Markets	Ciocoiu and Serban (2012)	Proceedings of the 6th IMC: Approaches in organisational management	10
8	The Importance of Motivation Theories in Delivering the Promised Services to Customers	Caruntu and Caruntu (2012)	Proceedings of the 6th IMC: Approaches in organisational management	10
9	The Value-Based Management Approach: From the Shareholder Value to the Stakeholder Value	Munteanu et al. (2012)	Proceedings of the 6th IMC: Approaches in organisational management	9
10	Business Model Innovation Diffusion among Companies	Bojoaga, Crisan and Petrisor (2012)	Proceedings of the 6th IMC: Approaches in organisational management	9

Source: Web of Science (2018c)

5. CONCLUSIONS

A general bibliometric analysis was conducted within this paper. The authors focused on three types of characteristics specific to the conference papers rather than on their content. Most of the findings are in accordance with the general perception of a growing conference in terms both participants and impact and interest for the published papers. The analysis of the citation report showed that the conference has a h-index of 4, obtained from an overall count of 91 citations. The major part of citing articles providing the citations are conference papers, followed by journal articles. From total received citations, the most of them are from authors affiliated to the Bucharest University of Economic Studies, followed by Opole University of Technology from Poland and Babes Bolyai University from Cluj, Romania. The analysis captured some particular features for each of the five conference editions, from 2012 till 2016. Out of 479 published papers and indexed in Conference Proceedings Citation Index, over 90% of them belong to Romanian authors. This may alert the fact that both international visibility and attendance of the conference are at a low level now. This may require several actions regarding the spread of call for papers through e-mail, conference site and other specific websites.

Regarding the interest in the conference papers, we appreciate a relatively low level of usage reported by the WoS platform, taking into account that there are six years since the sixth edition of the conference. By their nature, the conference papers are poorly cited or used by other indexed publications. In the same time, a difference in citation or usage could be revealed if all kinds of citations would be studied (citations in books or in articles indexed in international databases).

All in all, this analysis represents a first step in generating an overview on the International Management Conference proceedings. It can be enriched with a second type of bibliometric analysis, the one referring to the papers' content in order to obtain information on the published research within proceedings. We aim at repeating the present analysis five years from now, after indexing other conference proceedings in the Conference Proceedings Citation Index.

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