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A BIBLIOMETRIC STUDY OF SUPPLY CHAIN MANAGEMENT

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Abstract
Supply chain management (SCM) has developed more than three decades. However, very fewer studies explore knowledge dimension of SCM. The purpose of this study is to examine the knowledge dimension of SCM through Bibliometric method. Data was collected from J-Gate online database. In this context, this article aims to review scientific literature related to the supply chain management, published in the J-gate database. Using the term supply chain management and organisational performance, 69 articles were found since 2010-2014, but only 59 articles fulfil the selection criteria, being included in the analysis. The items investigated, by year of publication, were: study type, methodology, type of supply chain investigated, authorship pattern, country-wise distribution of articles. As the survey results, the year 2013 had the highest number of publications, 42% in total; the research method most often used was others while literature review was consider as the second most preferred method for the study. The contribution of this study is to provide core knowledge for both researchers and practitioners to understand the aspects of SCM.
Keywords: Supply chain management, Bibliometric study, Authorship pattern, Type of the supply chain, Type of methodology.

1. INTRODUCTION

Supply chain management (SCM) is a well-known management strategy which attempts to delight its customers by adding value to customer service, to enhance competitive advantage through integrating the main business process in supply chain. Since SCM has been proposed in 1980s, it is already three decades passed (Oliver & Webber 1982). Due to globalisation and information technologies, SCM has become more important and achievable (Cousins et al. 2006). From the past research it is consider that that organization is no longer competing as individual but rather as supply chain (Lambert & Cooper 2000). The members of a supply chain include all companies with which the focal company interacts directly or indirectly through its suppliers or customers, from point of origin to the point of consumption. Thus, the analysis of the supply chain occurs from the focal firm.

In early stage, SCM was recognized as a synonym for logistics but in 21st century, SCM has moved from operation oriented to strategy oriented (Lummus & Vokurka 1999; Mentzer et al. 2001). According to Cousins et al. (2006), SCM has grown as a multivariate discipline. SCM's potential benefits consider it one of the necessary components to organization's competitiveness. This is drawing more attention to

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researchers and practitioners and thus publication of SCM increases dramatically (Charvet et al. 2007; Georgi et al. 2010; Lambert & Cooper 2000).

The nature of research on SCM has been examined in many studies (Cooper et al. 1997; Mentzer et al. 2001; Tan 2001), but very less researcher do bibliometric study. Although study of the intellectual structure was done using bibliometric method by many researchers and provide more objective scope of the study and development (Culnan 1987; Hsiao & Yang 2011; Shiau & Dwivedi 2013). According to Georgi et al. (2010) and Giannakis (2012) intellectual structure of SCM has become an important research issue in recent years. Bibliometric method is a well-known method to describe the intellectual structure in any academic field (Eom 1998; Hsiao & Yang 2011; Pratt et al. 2012; Shiau & Dwivedi 2013). Charvet et al. (2007) combine bibliometrics analysis with keywords to explore the intellectual structure of SCM.

Therefore, this study used the term "supply chain management" and "organisational performance" as a keyword to collect journal articles from J-Gate online database. J-Gate is an electronic gateway to global e-journal literature. It launched in 2001 by Informatics India Limited, J-Gate provides seamless access to millions of journal articles available online offered by 12,356 Publishers. It presently has a massive database of journal literature, indexed from 41,125 e-journals with links to full text at publisher sites.

The remainders of this paper are as follows, section 2 reviews the supply chain management and bibliometric method. In section 3, I present the procedures of data collection and research methodologies. Section 4 shows the results of data analysis and discusses the findings. In Section 5, we conclude the results and contributions of this paper. Finally in the last section, limitations and future research are discussed.

2. LITERATURE REVIEW

Supply chain management

Supply Chain Management term was introduced in 1982 by consultants (Oliver & Webber 1982). According Cooper et al. (1997), it was considered as a synonym for logistics because everybody considered it a vague concept in business management in that time. After decades of evolution, several studies tried to examine the nature and scope of SCM. According to Cooper et al. (1997), SCM framework consists of three closely related elements, business processes, management component and the supply chain. Mentzer et al. (2001) proposed that the final goal of SCM is to increase the

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customer satisfaction and competitive advantage. Recently, the Council of Supply Chain Management Professionals (CSCMP) claim that "supply chain management encompasses the planning and management of all activities involved in sourcing and procurement, conversion, and all logistics management activities. Today's SCM includes the concern of environmental and social responsibility to develop sustainable supply chain management (SSCM) or green supply chain management (GSCM) which has been proved by the study conducted by (Ageron et al. 2012; Björklund et al. 2012; Gimenez & Tachizawa 2012; Green Jr et al. 2012). The foundation of SCM is becoming stable and starting to combination with these new elements.

 Some researchers studied the intellectual structure of SCM through bibliometric method in the past decade. For examples, Charvet et al. (2007) used Business Source Complete (BSC) scholarly business database as a data source to collect and extract the core articles which related to SCM from 1985 to 2005. Georgi et al. (2010) collected source articles from Journal of Business Logistic (JBL) from 1987 to 2007 and applied bibliometric method. Giannakis (2012) selected the ten journals which are important in the field of SCM and applied bibliometric method to understand the intellectual structure of SCM.

Bibliometric method

The bibliometric method try to track and report the statistical knowledge of a particular term or concept published in a source of information and dissemination of knowledge. The term bibliometric was first used in December 1969 by Fairthorne in his article published in the Journal of Documentation on bibliometric description and it reported that the term had been involuntarily given by Pritchard (in Broadus, 1987) and Fairthorne had dedicated the term Statistical Bibliography or Bibliometrics as statistical information about how many times a particular concept of knowledge is reported or studied in a scientific publication or class.

3. RESEARCH METHODOLOGY

This study was developed from a bibliometric survey, seeking to expand knowledge regarding publications in Supply chain management from the database J-gate in the period 2010-2014. We performed the analysis of scientific publications, reviewed and indexed in this database. J-gate was used as the source for data collection. Over the years of 2010-2014, a total number of 59 articles have been downloaded from the source site http://openj-gate.org/category/open-access/. The required data of all the articles related to the bibliographic analysis, such as title of the articles, number of authors, address of authors, number of pages etc. were taken from the database.

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4. ANALYSIS AND DISCUSSION

Year wise distribution of articles

Table-1 depicts the year wise publication statistics of supply chain management. Within this specified period of 2010-2014, a total number of 59 articles have been used in this study. The highest numbers of 25 articles were found in the year 2013 at a rate of 42.38%. The average number of publication per year is 12 articles (rounded off to nearest figure).

TABLE1 - YEAR WISE DISTRIBUTION OF ARTICLES

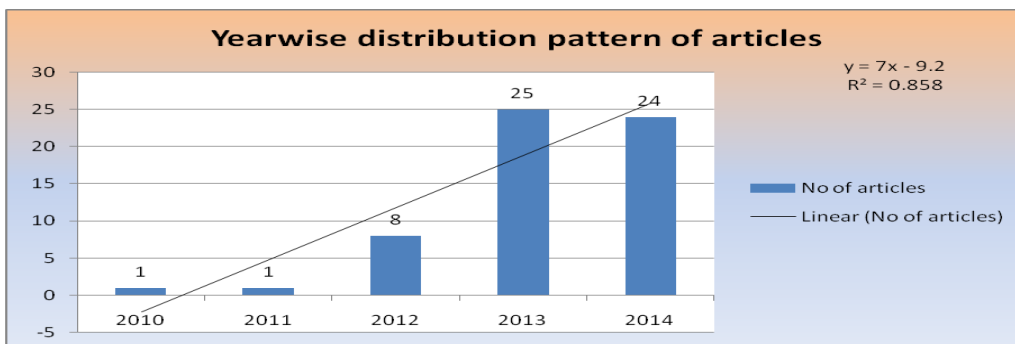| Year	No of articles	% of total
2010	1	1.69
2011	1	1.69
2012	8	13.56
2013	25	42.38
2014	24	40.68
Total	59	100

FIGURE 1 - YEAR WISE DISTRIBUTION OF ARTICLES

Authorship pattern of the articles

Authors have identified six kind of authorship pattern by analysing the contributed articles to study the authorship pattern of the articles in the concerned area. The numbers of articles contributed by each category of authors have been depicted in the table2 to make a clear understanding of authorship pattern. Majority of the papers were written as dual author pattern which is about 40% of the total.

TABLE 2 - AUTHORSHIP PATTERN OF THE ARTICLES

No of Authors	No of articles					Total	%
	2010	2011	2012	2013	2014		
1	0	0	0	7	3	10	16.6
2	1	0	3	11	8	23	39.6
3	0	1	2	5	10	18	30.5
4	0	0	1	1	2	4	6.7
5	0	0	1	1	1	3	5
6	0	0	1	0	0	1	1.6
Total	**1**	**1**	**8**	**25**	**24**	**59**	**100**

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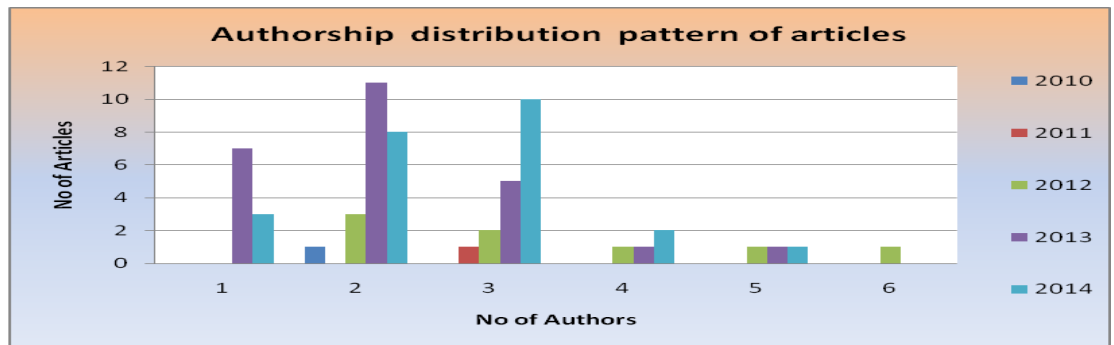**MANAGEMENT RESEARCH AND PRACTICE VOL. 8 ISSUE 1 (2016) PP: 25-38**

FIGURE 2 - AUTHORSHIP PATTERN OF THE ARTICLES

Country wise distribution of the articles

It is revealed from the table-3 that, during this period 2010-2014 of study total 15 countries contribution found. The geographical distribution of the articles has been decided on the basis of the affiliation and the address of the first author. From the analysis it is observed that, India, Malaysia, USA, Iran and China are the top five contributors and contributed 18,9,7,5 and 4 papers respectively during 2010-2014. Table3 is depicting the details with respect to country-wise distribution of articles.

TABLE 3 - COUNTRY WISE DISTRIBUTION OF THE ARTICLES

Rank	Country	No of articles	% of Total
1	India	18	30.5
2	Malaysia	9	15.3
3	USA	7	11.8
4	Iran	5	8.5
5	China	4	6.8
6	Bangladesh	3	5.08
7	Tunis	2	3.38
8	Pakistan	2	3.38
9	South Korea	2	3.38
10	Brazil	2	3.38
11	Australia	1	1.7
12	SriLanka	1	1.7
13	Ghana	1	1.7
14	Uganda	1	1.7
15	Kenya	1	1.7
Total		59	100

FIGURE 3 - COUNTRY WISE DISTRIBUTION OF THE ARTICLES

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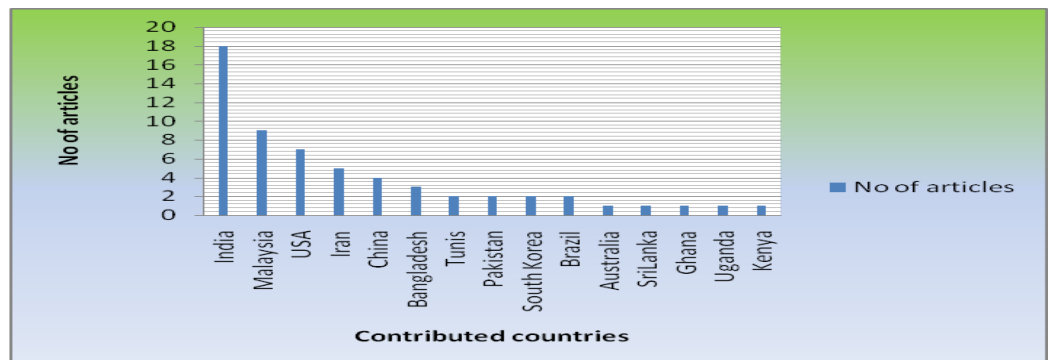
Types of Supply chain

From the table 4 it is clear that in the collected articles that second highest number of papers done the research on the industry supply chain. So in the collected papers it is clear that no specified supply chain has the predominance for the study as well as research.

TABLE 4 - TYPES OF SUPPLY CHAIN

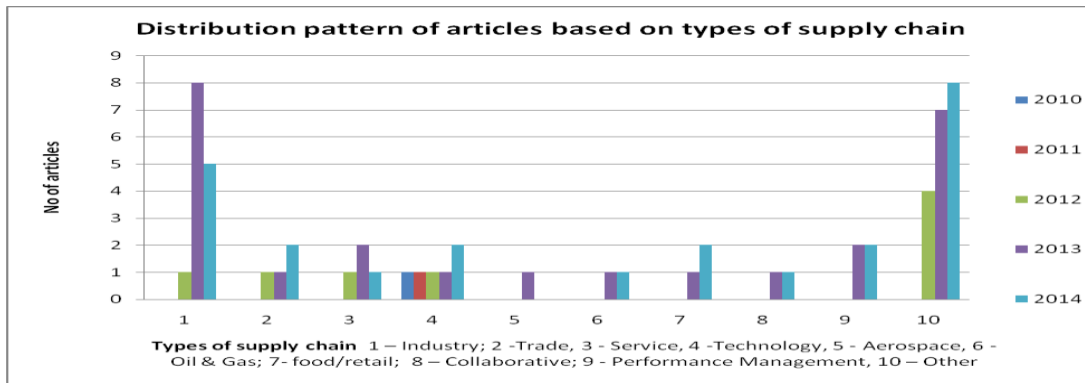| Types of supply chain	1 – Industry; 2 -Trade, 3 - Service, 4 -Technology, 5 - Aerospace, 6 - Oil & Gas; 7- food/retail; 8 – Collaborative; 9 - Performance Management, 10 – Other.										
Year	No of articles	1	2	3	4	5	6	7	8	9	10	Total
2010	1	0	0	0	1	0	0	0	0	0	0	1
2011	1	0	0	0	1	0	0	0	0	0	0	1
2012	8	1	1	1	1	0	0	0	0	0	4	8
2013	25	8	1	2	1	1	1	1	1	2	7	25
2014	24	5	2	1	2	0	1	2	1	2	8	24
Total	59	14	4	4	6	1	2	3	2	4	19	59

FIGURE 4 - TYPES OF SUPPLY CHAIN

Type of Research study

From the table 5 it is depicted that no specific methodology has predominance. Although literature review seems to be most used method for conducting the study and comprising the 27% of the total and thus can be consider as the most likely way among the researchers.

TABLE 5 - TYPE OF STUDY

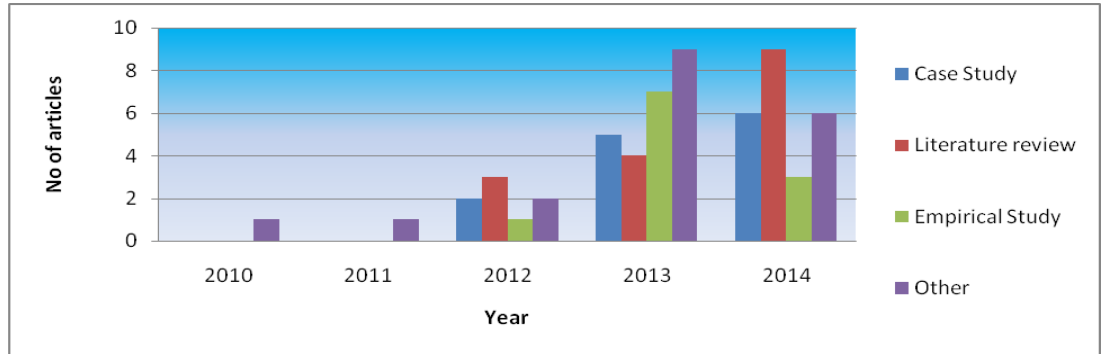| Year	case study	Literature review	Empirical Study	Other	Total
2010	0	0	0	1	1
2011	0	0	0	1	1
2012	2	3	1	2	8
2013	5	4	7	9	25
2014	6	9	3	6	24
Total	13	16	11	19	59

FIGURE 5 - TYPE OF STUDY

Lengthwise distribution pattern of the articles

From the table 6 it is clear that highest number of papers have been found in the page length of 1-10 which is the 61% of the total. This could not be said as the good size for a research articles.

TABLE 6 - LENGTHWISE DISTRIBUTION PATTERN OF THE ARTICLES

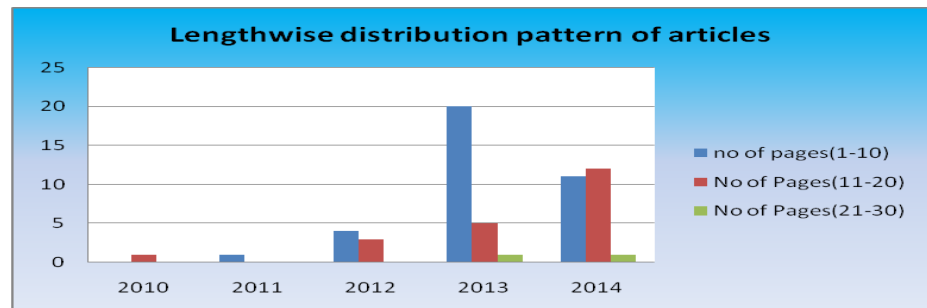| Length	No of papers in each year					Total	%
	2010	2011	2012	2013	2014		
1-10	0	1	4	20	11	36	61.02
11-20	1	0	3	5	12	21	35.59
21-30	0	0	0	1	1	2	3.39
Total	1	1	7	26	24	59	100

FIGURE 6 - LENGTHWISE DISTRIBUTION PATTERN OF THE ARTICLES

The Major themes of the surveyed articles

No.	Key Themes	Author/Authors
1	Model Development/Framework	Nakhla &Akaichi,2010;sharma,H.et al.,2011;Arabzad,S.M. et al.,2012; Islam and Habib(2013);Pathik&Habib,2012;Ali&Habib,2012;Badole,C.M. et al.2012;Dash,S.R. et al.(2013);Shukla,R.K. et al.(2013); Jellouli,O.(2013); Gray, B. et al.(2013); Ogunwolu, L. et al.(2014);Kim,S.H.(2014); Tesfay,Y.Y.(2014);Singhry,H.B. et al.(2014); Saad,S. et al.(2014); Roghanian, E. et al.(2014);

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No.	Key Themes	Author/Authors
2	Information technology (IT) applications	Somashekhar, I. C. et al.(2013);Shaikh, M.J.(2013),Rath and Samal(2013); Hui, F.C. et al.(2014);Mongare and Nasidai (2014); Shahabi, V. et al.(2014)
3	Strategy	Lu, Q. et al.(2013);Muralidhar,P. et al.(2013); Pattnaik, M.(2013); Sinha and Swati(2014)
4	Performance	Mohanty,R.P. et al.,2012;Mansoor,Y.(2013), Sahoo, A.K. and Mishra, U.S.(2013);Yang and Choi (2013); Castillo-Villar and Herbert-Acero(2013);Bokade and Raut(2013); Lee,K.L. et al.(2014);Frederico,G.F.(2014); Pule and Kalinzi(2014); Mensah,C. et al.(2014); Mohammadi, M.A.et al.(2014);
5	Implementation	Abu Seman et al.2012;Lakshmi,P. &Visalakshmi,S.2012;Rath,R.C.(2013); Razi, F.F. (2014)
6	Sustainability	Yang, X.(2013);Vijayan,G.(2014);
7	Supply chain flexibility, Security	Jayant and Ghagra(2013);Chang,X. et al.(2014);Leong,C.E.(2014);
8	Coordination & Colloboration	Ariffin, A.S. et al.(2013);Subramani and Agarwal(2013);Wu and Zhao(2014);
9	Lean concepts	Wijewardana and Rupasinghe(2013);
10	Forcasting	Varghese,V. et al.2012;
11	TQM/Service quality	Sahoo, A.K.(2013);Gnanlet and Yayla-Kullu(2013);
12	Authorship Trends	Morgan and Lightner-Laws(2013);
13	Critical Success Factors	Ab Talib and Abdul Hamid(2014); Bhattacharya, S. et al.(2014)
14	GSCM	Deshmukh and Vasudevan (2014)
15	Knowledge management	Mahmoodi and Jahromi(2014)

Source: compiled by Author from the literature

Findings

The purpose of the study is to explore the knowledge /research structure of SCM. Our data sources collected from the J-Gate database and only 59 articles found suitable for the study since 2010-14 which is a very small sample size. Furthermore, country's productivity has been analysed and found that highest number of papers are contributed by Indian authors during this period of time .We discover that SCM still receives wide attention by researchers, but no specific institute or university is having its dominance in the research of supply chain. Dual authorship pattern is definitely a choice for researchers to contribute in SCM literature. The Main Themes among the researchers are development of framework with respect to the study.

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5. CONCLUSIONS

In this paper a network of academic journals that were available in J-Gate database, used to represent the academic field of SCM and analysed through bibliometric method. Based on the findings, several insights have been generated on the way that the SCM has evolved how knowledge and ideas are disseminated. The evolution of the SCM discipline over the last 30 years represents an interesting case study to analyse how the changes in the environment influenced academic research. The way that the field will evolve in the next 30 years with the ever-greater emphasis on inter-disciplinary (and even non-disciplinary) research, represents a great opportunity and challenge for the SCM discipline to acquire a central role in the research in the management field. As it is by nature a hybrid field of socio-economic and engineering disciplines, it can provide an ideal over the last few years, several approaches are used in supply chains in order to increase the competitiveness of companies, seen the current business environment requires organizations immediate responses to the needs demanded by customers.

The limitation of this study is that it only take articles which are in J-Gate database so its restricting the broad spectrum of articles published in other journals which are not in the database and thus required further study to analyses. The broadening of interest in SCM is a healthy phenomenon, but there should be increased clarity concerning the definition and core concepts. Researchers in SCM will need to cast a broader net in searching for contributions and concepts.

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