



## Redefining Market Dynamics: A Bibliometric Lens on Innovation and New Product Strategy Trends

Wiji Safitri<sup>1</sup>, Agus Rahayu<sup>2</sup>, Heny Hendrayati<sup>3</sup>

<sup>123</sup>Universitas Pendidikan Indonesia, Indonesia

Correspondent: [wijisafiri@upi.edu](mailto:wijisafiri@upi.edu)<sup>1</sup>

Received : December 11, 2024

Accepted : January 15, 2025

Published : January 31, 2025

Citation: Safitri, W., Rahayu, A., & Hendrayati, H. (2025). Redefining Market Dynamics: A Bibliometric Lens on Innovation and New Product Strategy Trends. *Ijomata International Journal of Management*, 6(2), 744 – 762.

<https://doi.org/10.61194/ijjm.v6i2.1589>

**ABSTRACT:** Innovation and New Product Strategy are important to the marketing world. With increasingly dynamic consumers and increasingly competitive markets, companies are required to carry out Innovation and New Product Strategies. This aligns with the increasing publication results of this theme over the past five years. Companies need a direction for innovation and new product strategy. In addition, newness is needed in innovation and new product strategy. This study aims to identify trends regarding Innovation and New Product Strategy in Marketing. Furthermore, I want to find newness in the theme. This study uses bibliometric analysis to see trends and newness in marketing research on Innovation and New Product Strategy. Samples were obtained from Scopus data with the keywords Innovation and New Product Strategy in Marketing. Publications were determined in the last five years and the limited keywords were only for marketing. 148 documents were obtained that met the criteria for this research sample. The results of this study are research trends towards entrepreneurship and social media. The newness for further research can connect the keyword customer behavior and new product development with the theme of Innovation and new product strategy, especially in the marketing context.

**Keywords:** Bibliometric, Consumer Behavior, Innovation, Marketing, New Product Strategy.



This is an open access article under the CC-BY 4.0 license

## INTRODUCTION

Innovation and new product strategy are critical concepts in marketing that significantly influence a firm's competitive advantage and market performance. Innovation encompasses introducing new ideas, products, or processes that enhance customer value and improve organizational efficiency. In the context of marketing, innovation can be categorized into product and marketing innovation, both essential for sustaining growth and responding to market dynamics. Product innovation is developing new or significantly improved goods or services that meet customer needs or create new market opportunities. This type of innovation is vital for firms aiming to differentiate

themselves in competitive markets. According to Junge et al., product and marketing innovations can jointly contribute to firm productivity growth, although disentangling their individual effects can be complex due to their interrelated nature (Junge et al., 2016). Moreover, the successful implementation of product innovation often relies on effective marketing strategies that communicate the value of new offerings to potential customers (Gök & Peker, 2020).

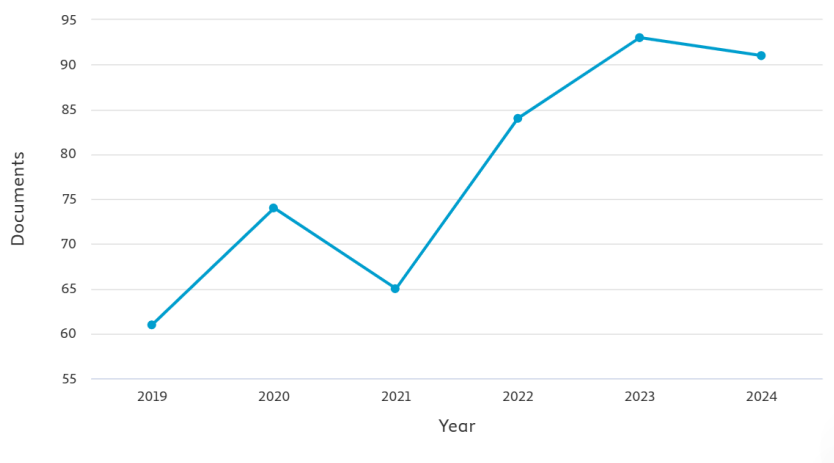
On the other hand, marketing innovation involves implementing new marketing methods that enhance the promotion and distribution of products. This can include changes in product design, packaging, placement, or pricing strategies that better align with consumer preferences. The relationship between marketing innovation and firm performance is underscored by the findings of Vuttichat, who highlights the positive correlation between digital marketing strategies and marketing innovation, particularly for small and medium enterprises (SMEs) (Vuttichat & Patchara, 2023). Furthermore, practical marketing innovation can improve customer engagement and loyalty, which are crucial for sustaining competitive advantage (Svendsen et al., 2011). Developing a coherent new product strategy is a continuous process spanning the entire product lifecycle. It involves various activities, including market research, product design, and strategic planning, to ensure that new products meet market demands and organizational goals (Bogdan et al., 2022). Additionally, aligning product strategies with broader marketing strategies is essential for maximizing the impact of new product launches (Khurum & Gorschek, 2011).

Innovation in marketing is a critical driver for businesses aiming to enhance their competitiveness, attract consumer attention, and create added value. Firstly, innovation acts as a catalyst by enabling companies to respond effectively to market demands and consumer preferences. Research indicates that market orientation—encompassing customer and competitor insights—positively influences innovation outcomes (Miftah et al., 2024) (Zhang & Zhu, 2016). Companies adopting a proactive market orientation are better positioned to implement innovative marketing strategies that resonate with their target audiences, enhancing their competitive edge (Soeprapto, 2022) and (Utami et al., 2022). Moreover, integrating marketing innovation with product innovation has significantly improved marketing performance, suggesting that a holistic approach can yield substantial benefits (Fadilah & Nuvriasari, 2024) (Grimpe et al., 2017). This synergy between marketing and product innovation allows firms to create unique value propositions that capture consumer interest and drive sales.

Secondly, innovation in marketing facilitates the creation of added value through differentiated offerings and enhanced customer experiences. For instance, marketing innovations such as new promotional strategies, pricing models, and distribution channels can significantly improve the perceived value of products and services (Salah et al., 2023) (Quaye & Mensah, 2019). The ability to innovate in these areas attracts consumer attention and fosters customer loyalty, as consumers are more likely to engage with brands that consistently offer novel and relevant experiences (Delhi, 2024). Furthermore, the role of digital marketing as a transformative force highlights the importance of leveraging technology to enhance marketing strategies, ensuring that businesses remain agile and responsive to changing consumer behaviors (Yamamoto & Lloyd, 2019).

Lastly, the competitive landscape necessitates firms to continuously innovate to maintain their market position. Studies have shown that organizations that effectively integrate innovation into

their marketing practices can cultivate sustainable competitive advantages ([Siriram et al., 2023](#)) and ([Maryono et al., 2021](#)). This is particularly evident in sectors where product design and packaging innovations are critical for differentiation ([Quaye & Mensah, 2019](#)). As firms navigate the complexities of modern markets, the ability to innovate enhances their marketing performance and solidifies their standing against competitors. The importance of Innovation and New Product Strategy in Marketing is accompanied by the growth of research that discusses it. The research trends in the last five years are:



**Figure 1.** Research Trends on Innovation and New Product Strategy in Marketing in the Last Five Years. Source: ([Scopus, 2024](#))

Figure 1 shows that the research trend on innovation and new product strategy in marketing in the last five years has been increasing. The number of publications has increased, especially in the previous 2 years, namely in 2023 and 2024. This indicates that it is needed for today's business world. Today's landscape of innovation and new product strategy in marketing research faces several significant problems and gaps that hinder effective development and implementation. These challenges can be categorized into market dynamics, the integration of innovation processes, and the need for a more robust understanding of consumer behavior. One of the primary problems is the rapidly changing market dynamics that complicate the innovation process. Companies often struggle to keep pace with evolving consumer preferences and technological advancements, leading to high failure rates for new products. Research indicates that the failure rates of new products can range from 40% to 90% ([Zeng et al., 2022](#)). Furthermore, the competitive landscape is increasingly characterized by unforeseen variations and uncertainties, such as new regulations and shifting market segments, which complicate innovation ([Diaz et al., 2022](#)). As a result, firms may find it challenging to develop products that meet current market needs effectively.

Another significant gap lies in the integration of innovation processes within organizations. While strategic innovation is crucial for responding to changing market demands, many firms fail to establish cohesive frameworks that link innovation with their overall marketing strategies (Pasupuleti, n.d.). This disconnect can lead to missed opportunities for leveraging new technologies and insights to enhance product development and market performance ([Ayar Şentürk & Özkan, 2023](#)). Moreover, the literature often emphasizes the importance of organizational culture in fostering innovation. Yet, there remains a lack of empirical studies that explore how

these cultural factors influence the success of new product strategies (Pasupuleti, n.d.). Without a supportive internal culture, the innovation potential may not be fully realized, leading to suboptimal outcomes in product development. Additionally, there is a pressing need for a deeper understanding of consumer behavior in the context of innovation. As firms increasingly rely on consumer insights to drive product development, gaps in knowledge about how different consumer segments perceive and adopt new products can hinder effective marketing strategies (Zeng et al., 2022). For instance, while some research highlights the importance of branding and packaging innovations in enhancing product appeal (Reyta et al., 2024), there is still limited exploration of how these elements interact with consumer psychology and decision-making processes. This lack of insight can result in marketing strategies that do not resonate with target audiences, ultimately affecting the success of new products.

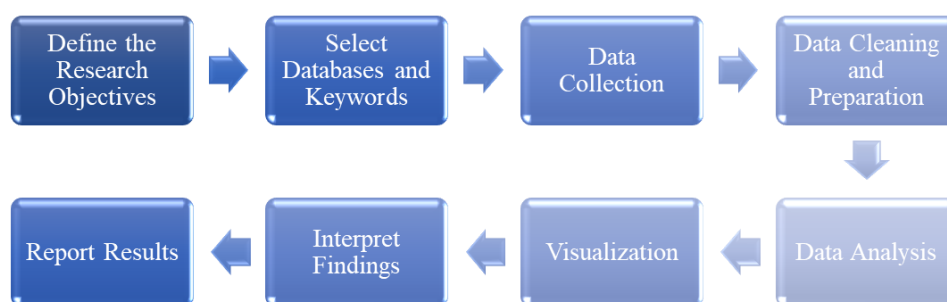
Research gaps can be identified through bibliometrics, a systematic analysis of published literature. By examining trends, researchers can locate underexplored areas and inform future studies. This approach helps identify areas that have received limited attention, guiding future research agendas. For example, a bibliometric review of management research during the COVID-19 pandemic identified clusters of research themes (Ayoko et al., 2021). Additionally, bibliometric analysis can uncover the relationships between research themes and their evolution. For example, the study by Naqvi emphasizes the importance of mapping research gaps in health sciences, demonstrating how bibliometric frameworks can be utilized to synthesize existing literature and identify critical areas needing further exploration (Naqvi et al., 2024). Moreover, bibliometric studies often highlight the contributions of specific authors or institutions, which can lead to the identification of thought leaders and emerging voices in a field. For instance, Guo's work on innovation strategies in high-tech ventures illustrates how bibliometric methods can reveal influential research that shapes industry practices and academic discourse (Guo, 2019). Recognizing these contributions can inspire new collaborations and foster innovative ideas that address existing gaps in the literature. Furthermore, bibliometric analysis can also assess the impact of specific innovations or strategies on market performance, as seen in the research by Talwar et al., which systematically reviews consumer resistance to digital innovations (Talwar et al., 2020). By aggregating findings from various studies, bibliometrics can provide a comprehensive overview of the factors influencing innovation adoption, thereby identifying areas where further research is needed to understand consumer behavior better.

Several studies have conducted bibliometric analyses to examine the research landscape on innovation and new product development. Marzi et al. (Marzi et al., 2021) and (Peng et al., 2021) reviewed the development of the NPD management literature over the last ten years, applying bibliometric analysis to discover five main research clusters. Similarly, (Huang et al., 2019) conducted a bibliometric review of the technology and innovation management (TIM) field, including product and process innovation research. Furthermore, bibliometric analyses have examined the relationship between innovation and related concepts, such as sustainability (Hernández & De Paula, 2021) and open innovation (Randhawa et al., 2016). These studies have helped to map the intellectual structure and emerging trends in these research areas. In addition, several studies have employed bibliometric methods to analyze the research on innovation systems, policies, and management (Wu & Junior, 2023) (Dagnino et al., 2015). These analyses have

provided insights into innovation research's cognitive structures, performance, and visualization. In the study to be conducted, the author will identify Innovation and New Product Strategy in Marketing by using Scopus-indexed publications for the last 5 years and using two keywords at once, namely innovation and new product strategy, especially in the marketing field. This is done to narrow down trends, especially in innovation and new product strategy marketing. Data using publications for the last five years is more up-to-date because developments in the world of marketing are very fast and dynamic; it is expected to find the right keywords to map innovation and new product strategy in the future. So, this study aims to find trends in innovation and new product strategies in marketing and novelties in the two fields, which will provide references for practitioners, academics, and policymakers.

## METHOD

This study uses bibliometric analysis, which entails gathering a dataset of publications and analyzing it through various quantitative metrics, thereby enabling researchers to interpret the data systematically (Yilmaz & Tuzlukaya, 2024). This method typically includes citation analysis, co-citation analysis, and bibliographic coupling, all quantitative techniques aimed at understanding the relationships and impacts of scholarly works (Kim & Kim, 2021). The sample consists of 148 documents indexed by Scopus. The criteria for determining the sample are provided by using keywords in Scopus, such as "Innovation and New Product Strategy in Marketing." The tool used in this study is Vosviewer, which has three views: network visualization, overlay visualization, and density visualization. The bibliometric analysis steps carried out in this study are as follows:



**Figure 2.** Bibliometric Analysis Steps

In Figure 2, the first stage is to Define the Research Objectives; this foundational step sets the direction for the entire analysis (Coombes, 2023) (Bee Ling & Wai Ching, 2023). Select Databases and Keywords. This step identifies relevant databases (e.g., Scopus, Web of Science) and formulates a comprehensive search strategy using specific keywords related to the marketing field. This step ensures that the literature search is thorough and relevant (Gora et al., 2024); (Muttaqin & Fitriyah, 2023). At this stage, the author takes data from articles indexed by Scopus with the keywords Innovation and New Product Strategy in Marketing. From these keywords, a total of 1358 publications were obtained.

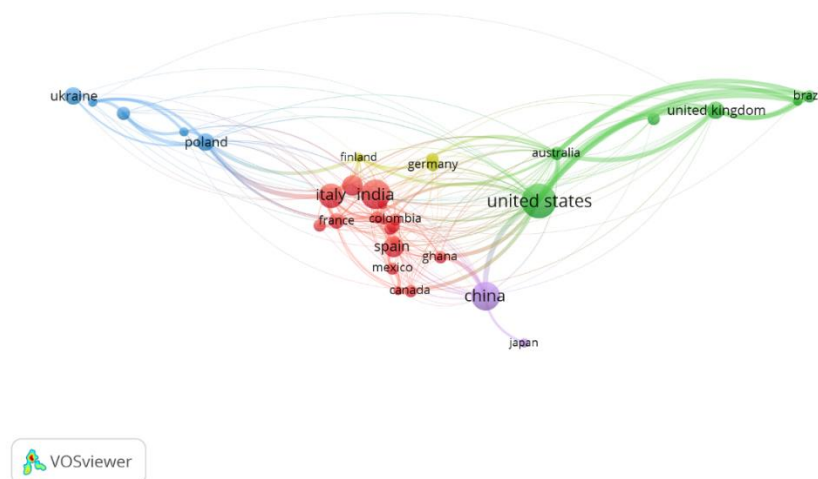
**Data Collection:** This step executes the search strategy to collect relevant publications. This involves downloading bibliographic data from the selected databases, including titles, abstracts, keywords, and citation information ([Geissdoerfer et al., 2017](#)); ([Yanti et al., 2022](#)). **Data Cleaning and Preparation:** review the collected data for duplicates and irrelevant entries. This step may involve refining the dataset to focus on peer-reviewed articles and relevant journals, ensuring the quality of the analysis ([Pangarso et al., 2022](#)). At this stage, the author conducted screening publications from 2019 to 2024, with the keyword "marketing" and limited to articles, so 148 documents were obtained.

The next step is data analysis, which uses bibliometric techniques such as citation analysis, co-citation analysis, and bibliographic coupling to analyze the literature. This step helps identify influential authors, key publications, and emerging research trends within the marketing domain ([Shekhar & Shah, 2023](#)); and ([Zupic & Čater, 2015](#)). Data analysis in this study uses deductive methods to produce general to specific findings such as country bibliography pairs, institution bibliography pairs, journal bibliography pairs, publication bibliography pairs, author bibliography pairs, and co-occurrence of author keywords.

**Visualization,** using software tools (e.g., VOSviewer, Bibliometrix) to create visual representations of the data, such as citation networks and co-authorship maps. Visualization aids in interpreting complex relationships within the literature ([Thümmler, 2023](#)); ([Vatananan-Thesenvitz et al., 2019](#)). Visualization in this study uses Network Visualization, Overlay Visualization, and Density Visualization. Interpret findings, analyze the visualizations and data to conclude the research landscape, identify gaps in the literature, and suggest areas for future research. This step is crucial for informing marketing strategies and academic discourse ([Maldonado-Erazo et al., 2021](#)). **Report Results:** Compile the findings into a comprehensive report or publication detailing the bibliometric analysis's methodology, results, and implications. This final step ensures that the insights gained are disseminated to relevant stakeholders ([Garduño Realivazquez et al., 2023](#)) and ([S. Verma & Gustafsson, 2020](#)).

## RESULT AND DISCUSSION

This bibliometric analysis research uses a deductive method. The deductive approach is particularly beneficial in identifying shifts in research focus and emerging trends. By analyzing citation patterns and co-citation networks, researchers can uncover the most prolific authors and institutions and the key themes that shape the discourse in a given field ([Farrukh et al., 2022](#)) and ([Rosyidah et al., 2022](#)). In this study, general to specific findings will be discussed regarding country bibliography pairs, institution bibliography pairs, journal bibliography pairs, publication bibliography pairs, author bibliography pairs, and co-occurrence of author keywords. This will result in more specific research findings. The results of the network visualization of country bibliographic pairs are:

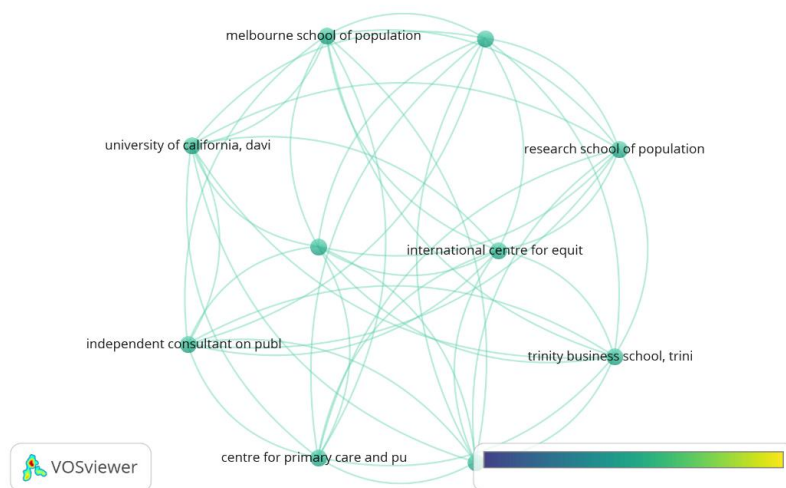


**Figure 3.** Network Visualization of Country Bibliographic Pairs

In Figure 3, we can see the network visualization of the country bibliography pairs. The researcher used a threshold: the minimum number of publications from a country is 2. 35 countries meet the criteria from 50 countries. Regarding link strength, the United States ranks first with a total link strength of 1710, 259 citations, 25 publications, and is connected to 31 other countries. In terms of interconnectedness, the United States is not connected to the other four countries. Although the United States ranks first in terms of total link strength, in terms of citations, Italy ranks first with 314 citations. For details of countries with the order of number of publications, number of citations, and total link strength in order are: United States (25, 259, 1710), India (18, 114, 79), China (17, 45, 525), Italy (12, 314, 542), Spain (9, 192, 118), Indonesia (9, 29, 70), United Kingdom (6, 147, 1025), Poland (6, 150, 719), Ukraine (6, 14, 95), France (5, 270, 235), Australia (4, 190, 1019), Czech Republic (4, 86, 302), Germany (4, 26, 60), Brazil (3, 116, 793), Ghana (3, 130, 358), Canada (3, 13, 325), Sweden (3, 37, 219), Mexico (3, 47, 193), Turkey (3, 26, 177), Portugal (3, 22, 93), Colombia (3, 22, 75), South Africa (3, 32, 72), Taiwan (3, 7, 21), Iran (3, 42, 18), Ireland (2, 87, 813), Finland (2, 53, 394), Kenya (2, 22, 309), Lithuania (2, 5, 303), Vietnam (2, 6, 272), Japan (2, 0, 54), Philippines (2, 39, 50), Malaysia (2, 18, 44), Pakistan (2, 36, 13), Thailand (2, 2, 13), and United Arab Emirates (2, 0, 0). In addition, Figure 1 shows different colors for each country that reflect the cluster. Each cluster is visually distinguished by a unique color, which allows for immediate recognition of thematic areas within the broader research landscape (Nuringsih et al., 2023) (Waltman et al., 2010). In the visualization, it is formed into 5 clusters. Cluster 1 consists of 18 countries: Canada, Colombia, France, Ghana, India, Indonesia, Iran, Italy, Kenya, Malaysia, Mexico, Pakistan, Philippines, Portugal, Spain, Taiwan, Thailand and Turkey. Cluster 2 comprises six countries: Australia, Brazil, Ireland, South Africa, the United Kingdom, and the United States. Cluster 3 comprises 5 countries: the Czech Republic, Lithuania, Poland, Ukraine, and Vietnam. Cluster 4 consists of 3 countries, namely Finland, Germany, and Sweden. Cluster 5 consists of 2 countries, namely China and Japan.

Bibliographic pairs of institutions are shown in Figure 4 with overlay visualization. This study uses a threshold: the number of publications from an institution is one publication and has been cited at least 10 times. Of 339 institutions, 114 institutions met the threshold. In this study, the ranking is based on the strength of total linkage, where 10 institutions have the same strength and are

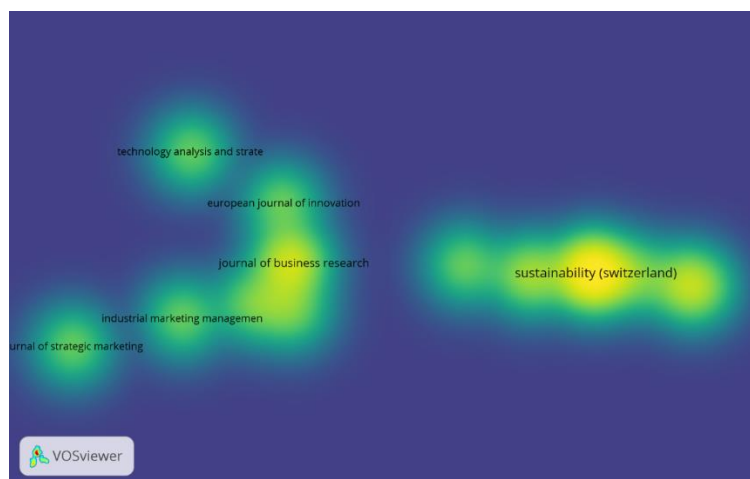
included in cluster 1; besides that, the number of citations from these 10 institutions is the same as 84. These institutions are the Center for Primary Care and Public Health, Consultants Independent Public Health Law, Institute for Physical Activity and Nutrition, International Center for Equity in Health, Melbourne School of Population and Global Health, Research School of Population Health, School of Fitness and Nutrition Sciences, School of Health and Social Development, Trinity Business School, and the University of California. The following Overlay Visualization Image of 10 interconnected institutions:



**Figure 4.** Overlay Visualization of Interconnected Institutions

In Figure 4, purple, blue, green, and yellow indicate the year of publication. Yellow indicates the latest (current) publication. The 10 institutions made publications about in 2021.

The bibliography pairs of journals are shown in Figure 5 with the Density Visualization display. The researcher uses a threshold at this stage. Namely, the minimum number of publications from a journal is 2, and citations are 2. Of the 112 journals, 17 journals meet the threshold. The solid yellow color indicates more publications than other journals. The image is as follows:

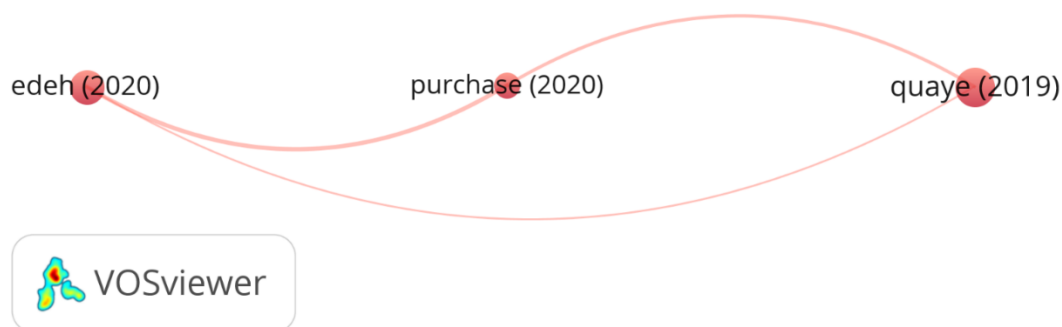


**Figure 5.** Density Visualization of Journal Bibliography Pairs



Researchers ranked journals based on total link strength, whereas the Journal of Business Research ranked first with 57 total link strengths, 57 citations, and four publications. Although the Journal of Business Research ranked first in total link strength, the journal with the most citations was Jurnal Industrial Marketing Management, with 104 citations. In order based on Total Link Strength, Number of Citations, and Number of documents are: Journal of Business Research (57, 57, 4), Journal of Asia Business Studies (45, 19, 2), Journal of Business and Industrial Marketing (40, 70, 2), European Journal of Innovation Management (34, 18, 2), International Marketing Review (30, 57, 3), Industrial Marketing Management (26, 104, 2), Technology Analysis and Strategic Management (14, 3, 2), Journal of Open Innovation: Technology, Market, and Complexity (11, 75, 2), Sustainability (752witzerland) (9, 89, 7), Journal of Product Innovation Management (8, 2, 2), International Journal of Research in Marketing (6, 16, 2), IEEE Transactions on Engineering Management (5, 21, 2), Journal of Strategic Marketing (3, 43, 2), Case Journal (0, 5, 2), Emerald Emerging Markets Case Studies (0, 10, 13), Financial and Credit Activity: Problems of Theory and Practice (0, 11, 2), Journal of Advanced Research in Dynamic and Control Systems (0, 3, 2).

Figure 4 shows a pair of publication bibliographies with Network Visualization. Researchers use a threshold at this stage: a minimum of 50 citations. Of the 148 documents that meet, there are eight publications. Of the eight publications, there are three related publications, namely Edeh (2020), Purchase (2020), and Quaye (2019). The following is a Network Visualization Image of the Bibliography Publication Pair:



**Figure 6.** Publication Bibliography Pair with Network Visualization.

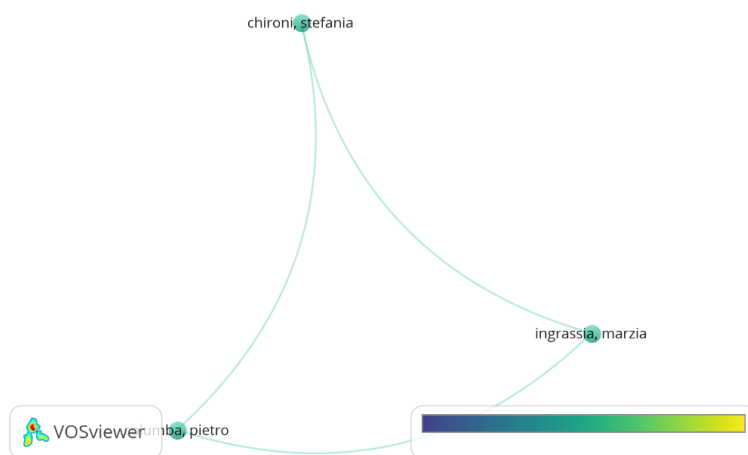
As shown in Figure 6, there are four influential publications on innovation and new product strategy in marketing. The most cited publication is Quaye (2019), with 122 citations, followed by Edeh (2020), with 98 citations, and Purchase (2020), with 53 citations. It can be seen that Quaye's (2019) publication is the most influential article on Innovation and New Product Strategy in Marketing. The article's title is Marketing Innovation and Sustainability Competitive Advantage of Manufacturing SMEs in Ghana. The study reveals that product design, packaging, promotion, retail, and pricing innovations provide a sustainable market advantage for SMEs in water, beverage, detergent, and metal fabrication. Integrating marketing competence and innovative activities marginally improves competitive advantage despite physical resources.

The second influential article is Edeh (2020), "Effect of Innovation Strategies on Export Performance: New Empirical Evidence from Developing Market Firms. The study explores the

impact of technological and non-technological innovations on the export performance of SMEs in Nigeria, a lower-middle-income country. It finds that product innovation negatively affects export performance, while process and marketing innovations increase it. The study also reveals that external collaborations influence innovation and export performance. The findings could help design effective public policy instruments for promoting firm innovation in developing countries.

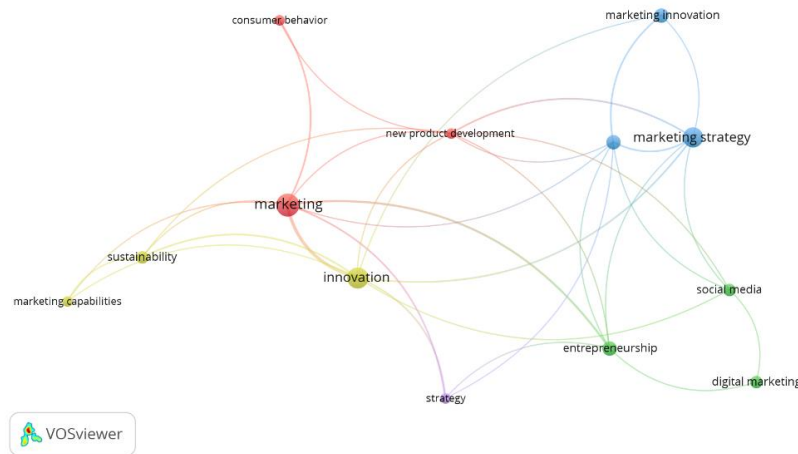
The third influential article is Purchase (2020) entitled Marketing Innovation: A Systematic Review. This study explores marketing innovation, focusing on product or service design, distribution, promotion, or pricing changes. It suggests a growing trend to consider new distribution channels, branding strategies, communication types, and pricing mechanisms. Digitization drives innovation, while co-creation, service-dominant logic, and user community perspectives are also being explored.

The author bibliography pairs are shown in Figure 7 with Overlay Visualization. The researcher used a threshold: the minimum number of publications from the author is two and the minimum number of citations is 25. Out of 467 authors, four authors meet the set threshold. Out of 4 authors, three authors are related to each other. The following is a picture of the author's bibliography pairs with Overlay Visualization:



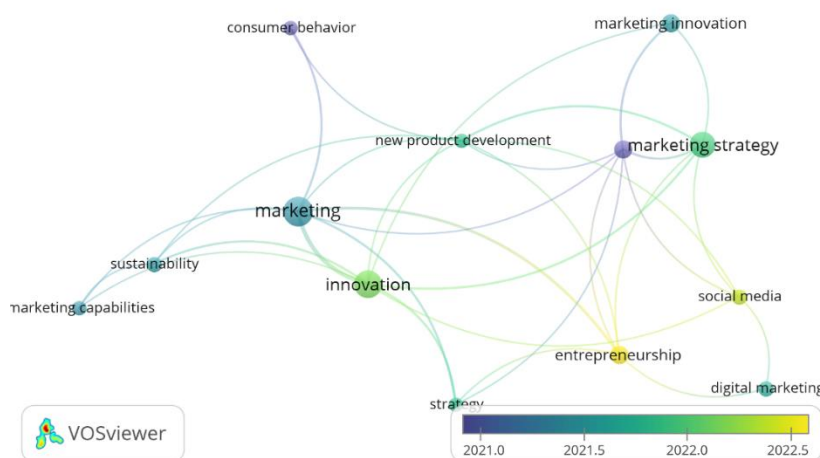
**Figure 7.** Author Bibliography Pair with Overlay Visualization

Figure 7. Regarding the Author Bibliography Pair, it can be seen that several colors range from purple, blue, green, and yellow. The more yellow the color, the more recent the publication by the author is. The three authors, namely Igrassia, Chironi, and Columba, are in light green with an average publication in 2021. Next, the author maps the co-occurrence of the author's keywords. At this stage, the author uses a minimum threshold of co-occurrence of keywords of 5. Out of 670 keywords, 13 meet the threshold. The image of the co-occurrence of the author's keywords with the Network Visualization display is:



**Figure 8.** Keyword Co-Occurrence with Network Visualization View

Figure 8, regarding the Co-Occurrence display with Network Visualization, shows that the keyword with the first order with 21 occurrences and a total link strength of 18 is marketing. In second place is innovation, then in order are marketing strategy, new product development, product innovation, entrepreneurship, strategy, social media, sustainability, marketing innovation, consumer behavior, marketing capability, and digital marketing. In addition, a keyword cluster is often used with each other. This cluster is colored red and is included in cluster 1. Cluster 1 consists of the keywords consumer behavior, marketing, and new product development. The keywords customer behavior and new product development can be used as novelties in further research because they are closely related to marketing and are rarely researched. Furthermore, the researcher displays it with Overlay Visualization as in the following Figure:



**Figure 9.** Overlay Visualization of Co-Occurrence of Author Keywords

In Figure 9. There is a yellow color in the Overlay Visualization of the Co-Occurrence of Author Keywords. The yellow color here describes keywords with the latest publications. These keywords consist of entrepreneurship and social media. With this, if we look at the research trend with the

theme of innovation and new product strategy in marketing, the trending research is entrepreneurship and social media.

Early 2000s: Henard and Szymanski ([Henard & Szymanski, 2001](#)) conducted a meta-analysis on the drivers of new product success, highlighting the importance of product innovation for business sustainability. Verhoef and Leeflang ([Verhoef & Leeflang, 2009](#)) examined the marketing department's influence within firms, finding that innovativeness is a key determinant of its influence. Late 2000s and early 2010s: Joueid and Coenders ([Joueid & Coenders, 2018](#)) explored the relationship between marketing innovation and new product portfolios, emphasizing the role of innovative marketing strategies in driving new product performance. Verma ([D. R. Verma, 2022](#)) discussed advertising innovation's significance in opening new markets and increasing organizational revenue.

Mid-2010s: Govindarajan and Ramamurti ([Govindarajan & Ramamurti, 2011](#)) introduced the concept of "reverse innovation" and its implications for global strategy. Late 2010s and early 2020s: Bouhelal and Adouka (2022) explored the shift from product innovation strategy to marketing innovation strategy as a means of adding value to firms. Boniface (2023) proposed a framework for matching different types of innovation strategies to emerging business situations.

Recent years: Kolapo et al. ([Kolapo et al., 2021](#)) investigated the impact of strategic marketing innovation on bank performance in Nigeria. Grimpe et al. ([Grimpe et al., 2017](#)) examined the relationship between investments in marketing innovation and new product performance. The chronological overview highlights the evolving research focus, from the early emphasis on product innovation and the marketing department's influence to the more recent recognition of the importance of marketing innovation and the need to align innovation strategies with emerging business contexts. The research also reflects the growing importance of technological advancements, customer preferences, and global market dynamics in shaping innovation and new product strategy trends in marketing.

The research results found that the trend of innovation and new product strategy in marketing is related to entrepreneurship and social media. Research shows that an entrepreneurial mindset often drives innovation in marketing. This is in line with what ([Ndlovu1 et al., 2024](#)) and ([Jemal & Fisher, 2023](#)) said: an entrepreneurial mindset often drives Innovation in marketing. Entrepreneurship involves the courage to take risks, the ability to read market opportunities, and creativity in creating new solutions. This is relevant in the current context, where competition in the global market is getting tighter. In particular, modern entrepreneurs are creating new products and innovating in how they are marketed. For example, startups use a lean marketing approach by leveraging real-time consumer data to test marketing strategies. This reflects that product innovation and marketing strategy must go hand in hand. Large companies also learn from this approach by creating more flexible business models to accommodate changing consumer needs. In addition, innovation trends and new product strategies in marketing are closely related to social media. Social media platforms provide a direct line to consumers, allowing firms to gather real-time insights into customer preferences, pain points, and emerging trends. These insights are critical for designing innovative products that resonate with target markets. The insights gathered from social media are critical for designing innovative products that resonate with target markets,

Social media platforms facilitate the co-creation of value between firms and consumers, enabling enhanced engagement and the development of products that better meet customer needs ([Jeswani, 2023](#)) and ([Pelletier et al., 2020](#)). This research contributes to innovation and new product strategy in marketing. The current trend is to link entrepreneurship and social media. This has great implications for the practical world where Innovation is at the heart of new product strategy, enabling companies to offer unique value to consumers. In the era of rapidly growing entrepreneurship, innovation is an important competitive advantage, especially for startups. This trend is reinforced by social media, which provides a platform to communicate innovation to a global audience. For example, unique features or new technologies can easily go viral through social media, providing wide exposure and increasing product adoption. In addition, technology significantly increases adaptability to ever-evolving market dynamics ([Hendrayati et al., 2024](#)).

### CONCLUSION

Based on the research and discussion results, it was concluded that the United States has a greater total link strength than other countries based on the bibliographic pairs of countries. However, Italy has the largest number of citations. Furthermore, based on bibliographic pairs of institutions, 10 countries have the same total link strength and the same number of citations. They are included in cluster 1, namely the Center for Primary Care and Public Health, Consultants Independent Public Health Law, Institute for Physical Activity and Nutrition, International Center for Equity in Health, Melbourne School of Population and Global Health, Research School of Population Health, School of Fitness and Nutrition Sciences, School of Health and Social Development, Trinity Business School, and University of California. Based on Journal Bibliography Pairs, the Journal of Business Research has the highest total link strength, but the Journal of Industrial Marketing Management ranks first for the highest citations. Based on the most cited Publication Bibliography Pair is Quaye (2019). Based on the Bibliography of the Authors, Igrassia, Chironi, and Columba are the most recent to publish.

Based on Co-Occurrence, researchers found research trends when we link Innovation and New Product Strategy together in Marketing, namely entrepreneurship and social media. This study has used a database of reputable international journal publications, Scopus, and the latest publications over the past 5 years. It is hoped that with the novelty of the research taken and reputable journals, it can find the right trend for Innovation and New Product Strategy in marketing. The discovery that trends in innovation and new product strategy tend to focus on entrepreneurship and social media has significant policy implications, including Supporting the Digital Entrepreneurship Ecosystem. Entrepreneurship is increasingly shifting towards digital, utilizing social media as the main marketing and product development tool. Government policies must support the development of this ecosystem by providing digital infrastructure, financial access, and relevant skills training. Among the policy recommendations are Increasing fast and affordable internet access to support social media-based entrepreneurship, especially in underserved areas, and Integrating digital entrepreneurship training into national job training programs to help individuals master social media-based marketing and product innovation. Meanwhile, the benefits for practitioners are that entrepreneurs can more easily access resources to develop innovation-based

businesses. At the same time, digital skills training will expand their ability to use social media for marketing.

New things that can be studied in further research can be related to customer behavior and new product development. Customer behavior is now easier to access and understand through various data sources, such as social media, e-commerce platforms, or digital surveys. Policies must support collecting, managing, and analyzing standardized consumer data to help companies identify market needs. Practitioners can use consumer behavior data to create more relevant products, increasing the chances of success of new products in the market. This can be done, among other things, by creating regulations that protect consumers' data, so that collecting and analyzing data does not violate privacy. New product development requires large investments, especially based on customer behavior analysis results. Policies encouraging innovation funding can help companies, especially small and medium-sized companies, invest in research and development (R&D). The limitation of this study is that it uses one database, namely Scopus. It is hoped that further research will use indexed data, including the Web of Science and Google Scholar.

## REFERENCE

- Ayar Şentürk, H., & Özkan, K. T. (2023). The relationships among the logic of value innovation, strategic decisions, and market-driven factors. *Journal of Business and Industrial Marketing*, 38(12), 2643–2654. <https://doi.org/10.1108/JBIM-07-2022-0354>
- Ayoko, O. B., Caputo, A., & Mendy, J. (2021). Management research contributions to the COVID-19: a bibliometric literature review and analysis of the contributions from the Journal of Management & Organization. *Journal of Management and Organization*, 27(6), 1183–1209. <https://doi.org/10.1017/jmo.2021.70>
- Bee Ling, F., & Wai Ching, P. (2023). A Bibliometric Analysis of Biodegradable Products in Circular Economy and Consumer Perception. *KnE Social Sciences*, 2023, 655–669. <https://doi.org/10.18502/kss.v8i20.14630>
- Bogdan, M., Andrey, S., & Sami, H. (2022). A Process Model of Product Strategy Development : A Case of a B2B SaaS Product. *23rd International Conference*. <https://doi.org/10.1007/978-3-031-21388-5>
- Boniface, O. (2023). Matching the Typology of innovations to different emerging business situations. *Journal of Management and Science*, 13(2), 70–88. <https://doi.org/10.26524/jms.13.24>
- Bouhelal, F., & Adouka, L. (2022). Shift from Product Innovation Strategy to Marketing Innovation Strategy to Add Value to the Firm. *Management Dynamics in the Knowledge Economy*, 10(2), 167–178. <https://doi.org/doi:10.2478/mdke-2022-0012>
- Coombes, P. (2023). A review of business model research: What is next for industrial marketing scholarship? *Journal of Business and Industrial Marketing*, 38(3), 520–532. <https://doi.org/10.1108/JBIM-06-2021-0296>
- Dagnino, G. B., Levanti, G., Minà, A., & Picone, P. M. (2015). Interorganizational network and

- innovation: A bibliometric study and proposed research agenda. *Journal of Business and Industrial Marketing*, 30(3–4), 354–377. <https://doi.org/10.1108/JBIM-02-2013-0032>
- Delhi, A. (2024). Innovation in Business Management Exploring the Path to Competitive Excellence. *APTISI Transactions on Management (ATM)*, 8(1), 58–65. <https://doi.org/10.33050/atm.v8i1.2204>
- Diaz, C. A. B., Del Riego Navarro, A., Perez, A. R., & Nourmohammadi, A. (2022). Availability Analysis of Reconfigurable Manufacturing System Using Simulation-Based Multi-Objective Optimization. *Advances in Transdisciplinary Engineering*, 21, 369–379. <https://doi.org/10.3233/ATDE220156>
- Fadilah, E., & Nuvriasari, A. (2024). The Influence of Digital Marketing, Marketing Innovation and Competitor Orientation on the Marketing Performance of Bamboo Crafts MSMEs in Yogyakarta. *East Asian Journal of Multidisciplinary Research*, 3(5), 1909–1920. <https://doi.org/10.55927/eajmr.v3i5.9571>
- Farrukh, M., Raza, A., Meng, F., & Wu, Y. (2022). CMS at 13: a retrospective of the journey. *Chinese Management Studies*, 16(1), 119–139. <https://doi.org/10.1108/CMS-07-2020-0291>
- Garduño Realivazquez, K. A., Camarena, J. L., & Wendlandt Amézaga, T. R. (2023). Social responsibility in micro, small and medium enterprises: a bibliometric analysis from 1972 to 2021. *Revista Del Centro de Investigación de La Universidad La Salle*, 15(60), 233–270. <https://doi.org/10.26457/recein.v15i60.3592>
- Geissdoerfer, M., Savaget, P., Bocken, N. M. P., & Hultink, E. J. (2017). The Circular Economy – A new sustainability paradigm? *Journal of Cleaner Production*, 143(February), 757–768. <https://doi.org/10.1016/j.jclepro.2016.12.048>
- Gök, O., & Peker, S. (2020). THE IMPACT of MARKETING'S INNOVATION-RELATED CAPABILITIES on A FIRM'S INNOVATION PERFORMANCE. *International Journal of Innovation Management*, 24(6). <https://doi.org/10.1142/S1363919620500541>
- Gora, K., Dhingra, B., & Yadav, M. (2024). A bibliometric study on the role of micro-finance services in micro, small and medium enterprises. *Competitiveness Review*, 34(4), 718–735. <https://doi.org/10.1108/CR-11-2022-0174>
- Govindarajan, V., & Ramamurti, R. (2011). Reverse innovation, emerging markets, and global strategy. *Global Innovation and Knowledge Strategies*. <https://doi.org/https://doi.org/10.1002/gsj.23>
- Grimpe, C., Sofka, W., Bhargava, M., & Chatterjee, R. (2017). R&D, Marketing Innovation, and New Product Performance: A Mixed Methods Study. *Journal of Product Innovation Management*, 34(3), 360–383. <https://doi.org/10.1111/jpim.12366>
- Guo, R. (2019). Effectuation, opportunity shaping and innovation strategy in high-tech new ventures. *Management Decision*, 57(1), 115–130. <https://doi.org/10.1108/MD-08-2017-0799>
- Henard, D. H., & Szymanski, D. M. (2001). Why Some New Products are More Successful than

- Others. *Journal of Marketing Research*, 38(3), 362–375. <https://doi.org/10.1509/jmkr.38.3.362.18861>
- Hendrayati, H., Achyarsyah, M., Marimon, F., Hartono, U., & Putit, L. (2024). *The Impact of Artificial Intelligence on Digital Marketing: Leveraging Potential in a Competitive Business Landscape*. 8(6), 2343–2359.
- Hernández, I. M. D. la V., & De Paula, L. B. (2021). Scientific mapping on the convergence of innovation and sustainability (innovability): 1990–2018. *Kybernetes*, 50(10), 2917–2942. <https://doi.org/10.1108/K-05-2020-0328>
- Huang, Y., Ding, X. H., Liu, R., He, Y., & Wu, S. (2019). Reviewing the Domain of Technology and Innovation Management: A Visualizing Bibliometric Analysis. *SAGE Open*, 9(2). <https://doi.org/10.1177/2158244019854644>
- Jemal, J. T., & Fisher, K. S. (2023). Entrepreneurial Mindset and Venture Success: A Study of Startups in Vancouver, Canada. *Journal of Entrepreneurship and Project Management*, 7(9), 1–10. <https://doi.org/10.53819/81018102t5220>
- Jeswani, D. R. (2023). The Role and Importance of Social Media Marketing in Brand Building. *Irish Interdisciplinary Journal of Science & Research*, 07(04), 01–09. <https://doi.org/10.46759/ijrsr.2023.7401>
- Joueid, A., & Coenders, G. (2018). Marketing Innovation and New Product Portfolios. A Compositional Approach. *Journal of Open Innovation: Technology, Market, and Complexity*, 4(2), 19. <https://doi.org/https://doi.org/10.3390/joitmc4020019>
- Junge, M., Severgnini, B., & Sørensen, A. (2016). Product-Marketing Innovation, Skills, and Firm Productivity Growth. *Review of Income and Wealth*, 62(4), 724–757. <https://doi.org/10.1111/roiw.12192>
- Khurum, M., & Gorschek, T. (2011). A method for alignment evaluation of product strategies among stakeholders (MASS) in software intensive product development. *Journal of Software Maintenance and Evolution*, 23(7), 494–516. <https://doi.org/10.1002/smr.536>
- Kim, J. S., & Kim, S. (2021). Thirty years of the Journal of Derivatives and Quantitative Studies: a bibliometric analysis. *Journal of Derivatives and Quantitative Studies*, 29(4), 258–279. <https://doi.org/10.1108/JDQS-08-2021-0020>
- Kolapo, F. T., Mokuolu, J. O., Dada, S. O., & Adejayan, A. O. (2021). Strategic marketing innovation and bank performance in Nigeria. *Innovative Marketing*, 17(1), 120–129. [https://doi.org/10.21511/im.17\(1\).2021.10](https://doi.org/10.21511/im.17(1).2021.10)
- Maldonado-Erazo, C. P., Álvarez-García, J., Río-Rama, M. de la C. del, & Ronny Correa-Quezada 4. (2021). Corporate Social Responsibility and Corporate Performance in Indonesia. *SPLASH Magz*, 1(2), 5–8. <https://doi.org/10.54204/splashmagzv01no2pp5to8>
- Maryono, Farida, N., Ngatno, & Prabawani, B. (2021). Building innovation capabilities on collaboration and market orientation for improving marketing performance of wood



- furniture craft. *Humanities and Social Sciences Letters*, 9(4), 439–451. <https://doi.org/10.18488/journal.73.2021.94.439.451>
- Marzi, G., Ciampi, F., Dalli, D., & Dabic, M. (2021). New Product Development During the Last Ten Years: The Ongoing Debate and Future Avenues. *IEEE Transactions on Engineering Management*, 68(1), 330–344. <https://doi.org/10.1109/TEM.2020.2997386>
- Miftah, H., Limakrisna, N., & Hanan, S. (2024). The Influence of Market Orientation with Product Innovation of Hydroponic Vegetables in Bogor City, West Java. *Formosa Journal of Applied Sciences*, 3(5), 2405–2418. <https://doi.org/10.55927/fjas.v3i5.9159>
- Muttaqin, R., & Fitriyah, H. (2023). DIGITAL MARKETING IN MSMES: BIBLIOMETRIC ANALYSIS Rizal. *Jurnal Manajemen Dayasaing*, 2(3), 310–324. <https://bnr.bg/post/101787017/bsp-za-balgaria-e-pod-nomer-1-v-buletinata-za-vota-gerb-s-nomer-2-pp-db-s-nomer-12>
- Naqvi, W. M., Yousif, M. G. H., Arora, S., & Mishra, G. V. (2024). Bridging, Mapping, and Addressing Research Gaps in Health Sciences: The Naqvi-Gabr Research Gap Framework. *Cureus, March*. <https://doi.org/10.7759/cureus.55827>
- Ndlovu1, S. G., Radebe, T. N., Xulu, N. C., & Mlambo, V. H. (2024). *International Journal of Social Science Research and Review in Indonesia*. 7(5), 83–95.
- Nuringsih, K., N, N. M., Maupa, H., & Payangan, O. R. (2023). Understanding Sustainable Entrepreneurship Study Through Bibliometric Analysis (Grounded Theory). *International Journal of Application on Economics and Business*, 1(2), 793–804. <https://doi.org/10.24912/v1i2.793-804>
- Pangarso, A., Sisilia, K., & Peranginangin, Y. (2022). Circular Economy Business Models in the Micro, Small, and Medium Enterprises: A Review. *Etikonomi*, 21(2), 313–334. <https://doi.org/10.15408/etk.v21i2.24052>
- Pasupuleti, M. (n.d.). *Strategic innovation: the product manager's guide to conquering new markets*. <https://doi.org/https://doi.org/10.62311/nesx/97881>
- Pelletier, M. J., Krallman, A., Adams, F. G., & Hancock, T. (2020). One size doesn't fit all: a uses and gratifications analysis of social media platforms. *Journal of Research in Interactive Marketing*, 14(2), 269–284. <https://doi.org/10.1108/JRIM-10-2019-0159>
- Peng, R., Chen, J., & Wu, W. (2021). Mapping Innovation Research in Organizations: A Bibliometric Analysis. *Frontiers in Psychology*, 12(November), 1–16. <https://doi.org/10.3389/fpsyg.2021.750960>
- Quaye, D., & Mensah, I. (2019). Marketing innovation and sustainable competitive advantage of manufacturing SMEs in Ghana. *Management Decision*, 57(7), 1535–1553. <https://doi.org/10.1108/MD-08-2017-0784>
- Randhawa, K., Wilden, R., & Hohberger, J. (2016). A Bibliometric Review of Open Innovation: Setting a Research Agenda. *Journal of Product Innovation Management*, 33(6), 750–772.

<https://doi.org/10.1111/jpim.12312>

- Reyta, F., Purnama, S., & Foster, B. (2024). Local Agricultural Product Packaging Innovation as an Effort to Improve Branding and Sustainable Excellence of Farmer Community Products in Ciburial Village, West Bandung Regency. *Britain International of Humanities and Social Sciences (BIOHS) Journal*, 6(1), 1–8. <https://doi.org/10.33258/biohs.v6i1.1059>
- Rosyidah, E., Hermana, J., & Warmadewanthi, I. D. A. A. (2022). A Study of Waste Projection through Bibliometric Analysis. *IOP Conference Series: Earth and Environmental Science*, 1211(1). <https://doi.org/10.1088/1755-1315/1211/1/012020>
- Salah, E., Ragheb, M. A., Elgharbawy, A., & Tantawi, P. I. (2023). The impact of marketing knowledge on Customer Satisfaction with mediating role of marketing innovation: evidence from Egyptian real estate development companies. *Journal of Business and Management*, 10(0), 0(0, 00000000). <https://doi.org/10.21608/aja.2023.192237.1399>
- Scopus. (2024). *Innovation and New Product Strategy in Marketing*. <https://www.scopus.com/term/analyzer.uri?sort=plf-f&src=s&sid=06b9f899e7c1b15700bf6aefdd8b14fa&sot=a&sdt=a&sl=101&s=TITLE-ABS-KEY%28Innovation+and+New+Product+Strategy+in+Marketing%29+AND+PUBYEAR+%3E+2018+AND+PUBYEAR+%3C+2025&origin=resultslist&count=10&a>
- Shekhar, S. K., & Shah, M. A. (2023). Sports Marketing and Conceptual Evolution: A Bibliometric Analysis. *SAGE Open*, 13(3), 1–12. <https://doi.org/10.1177/21582440231192915>
- Siriram, R., du Plessis, C., Bisset, C., & Koekemoer, O. (2023). *Innovation and Firm Competitive Advantages*. October. <https://doi.org/10.5772/intechopen.113323>
- Soeprapto, E. F. (2022). The Effect of Market Orientation and Entrepreneurial Leadership on Performance Innovation with Organizational Ambidexterity as an Intervention based on Technology 4.0. *Proceedings of the International Conference on Applied Science and Technology on Social Science 2022 (ICAST-SS 2022)*, 718–724. [https://doi.org/10.2991/978-2-494069-83-1\\_125](https://doi.org/10.2991/978-2-494069-83-1_125)
- Svendsen, M. F., Haugland, S. A., Grønhaug, K., & Hammervoll, T. (2011). Marketing strategy and customer involvement in product development. *European Journal of Marketing*, 45(4), 513–530. <https://doi.org/10.1108/03090561111111316>
- Talwar, S., Talwar, M., Kaur, P., & Dhir, A. (2020). Consumers' resistance to digital innovations: A systematic review and framework development. *Australasian Marketing Journal*, 28(4), 286–299. <https://doi.org/10.1016/j.ausmj.2020.06.014>
- Thümler, N. (2023). Agility in Marketing: a Bibliometric Analysis. *Business: Theory and Practice*, 24(1), 173–182. <https://doi.org/10.3846/btp.2023.17090>
- Utami, D., Mulyono, L. E. H., & Furkan, L. M. (2022). The Effect of Market Orientation and Product Innovation to Increase Marketing Performance Moderated by Creativity. *International Journal of Social Science Research and Review*, 5(2), 20–36. <https://doi.org/10.47814/ijssrr.v5i2.164>

- Vatananan-Thesenvitz, R., Schaller, A. A., & Shannon, R. (2019). A bibliometric review of the knowledge base for innovation in sustainable development. *Sustainability (Switzerland)*, *11*(20), 1–22. <https://doi.org/10.3390/su11205783>
- Verhoef, P. C., & Leeﬂang, P. S. H. (2009). Understanding the Marketing Department’s Influence within the Firm. *Journal of Marketing*, *73*(2), 14–37. <https://doi.org/10.1509/jmkg.73.2.14>
- Verma, D. R. (2022). Marketing, Innovation and Indian Strategy. *International Journal of Research in Marketing Management and Sales*, *4*(1), 17–20. <https://doi.org/10.33545/26633329.2022.v4.i1a.91>
- Verma, S., & Gustafsson, A. (2020). Investigating the emerging COVID-19 research trends in the field of business and management: A bibliometric analysis approach. *Journal of Business Research*, *118*(July), 253–261. <https://doi.org/10.1016/j.jbusres.2020.06.057>
- Vuttichat, S., & Patchara, P. (2023). Causal relationship model of marketing innovation and competitiveness of small and medium enterprises (SMEs) with digital technologies in Thailand. *F1000Research*, *12*, 1040. <https://doi.org/10.12688/f1000research.138941.2>
- Waltman, L., van Eck, N. J., & Noyons, E. C. M. (2010). A unified approach to mapping and clustering of bibliometric networks. *Journal of Informetrics*, *4*(4), 629–635. <https://doi.org/10.1016/j.joi.2010.07.002>
- Wu, S., & Junior, B. M. (2023). Emerging technologies and global health: A systematic review generating bibliometric evidence for innovation management. *BMJ Innovations*, 165–176. <https://doi.org/10.1136/bmjinnov-2022-001064>
- Yamamoto, K., & Lloyd, R. A. (2019). The Role of Big Data and Digitization in Just-In-Time (JIT) Information Feeding and Marketing. *American Journal of Management*, *19*(2), 126–133. <https://doi.org/10.33423/ajm.v19i2.2074>
- Yanti, Y., Ismail, T., Hanifah, I. A., & Muschlish, M. (2022). Bibliometric Analysis of the Concept of Using Enterprise Resource Planning in the Micro, Small and Medium Enterprises (MSME) Sector. *TEM Journal*, *11*(3), 1229–1234. <https://doi.org/10.18421/TEM113-31>
- Yilmaz, A. A., & Tuzlukaya, S. E. (2024). The relation between intellectual capital and digital transformation: a bibliometric analysis. *International Journal of Innovation Science*, *16*(2), 244–264. <https://doi.org/10.1108/IJIS-08-2022-0145>
- Zeng, F., HE, Q., Li, S., & Luo, A. (2022). Residential mobility boosts new product adoption. *Psychology and Marketing*, *40*(5).
- Zhang, J., & Zhu, M. (2016). Market orientation, product innovation and export performance: evidence from Chinese manufacturers. *Journal of Strategic Marketing*, *24*(5), 377–397. <https://doi.org/10.1080/0965254X.2015.1052538>
- Zupic, I., & Čater, T. (2015). Bibliometric Methods in Management and Organization. *Organizational Research Methods*, *18*(3), 429–472. <https://doi.org/10.1177/1094428114562629>