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## Global Research Trends in Fashion Merchandising: A Bibliometric Review of Scopus Publications

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### Abstract

Research on fashion merchandising has grown in recent decades, yet systematic mapping of this field remains limited compared to other fashion-related domains. This study examines global research trends, intellectual structure, and thematic evolution in fashion merchandising through a bibliometric review. Data were collected from the Scopus database using the keyword “fashion merchandising” in the TITLE-ABS-KEY fields, yielding 337 publications published between 2006 and 2026. Bibliometric analysis was conducted using VOSviewer to identify publication trends, leading countries and institutions, influential journals and authors, and dominant research themes. The findings reveal a strong geographical concentration of research output in developed countries, particularly the United States and China, while contributions from developing economies remain limited. Thematic analysis highlights growing attention to retail strategy, consumer behavior, entrepreneurship, sustainability, and fashion education, indicating opportunities for more context-specific future research.

**Keywords:** research trend, fashion merchandising, bibliometric

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### INTRODUCTION

The fashion industry is a major global economic sector and an increasingly dynamic field of academic inquiry. Beyond its substantial contribution to employment, trade, and cultural production, the industry continues to evolve in response to rapid changes in consumer behavior, retail systems, and technological innovation. Within this context, fashion merchandising has gained growing scholarly attention due to its strategic role in linking production, distribution, and consumption processes. As a managerial and analytical function, fashion merchandising directly influences marketing strategies, consumer decision-making, digital retail transformation, and sustainability practices across the fashion value chain.<sup>1</sup>

Fashion merchandising encompasses a wide range of activities, including product assortment planning, inventory management, pricing strategy, and visual merchandising, all of which significantly shape consumer experience and purchasing behavior.<sup>2</sup> Recent retail and fashion studies indicate that merchandising has evolved from a primarily operational function into a strategic discipline that integrates data-driven decision making, consumer analytics, and experiential retail design.<sup>3</sup> In particular, research on visual merchandising underscores its increasing importance in shaping store

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<sup>1</sup> Putri, Syifa Izzati Anzania, and Mohammad Iqbal Irfany. 2023. "A Bibliometric Analysis of Eco-Fashion." *Islamic Marketing Review* 2 (2). <https://doi.org/10.58968/imr.v2i2.301>.

<sup>2</sup> Batista, Karen, Ingrid de Matos Martins, and Ricargo Limongi França Coelho. "Visual merchandising: A bibliometric analysis and future research proposals." *Contextus: Revista Contemporânea de economia e gestão* 18, no. 1 (2020): 227-238.

<sup>3</sup> Grewal, Dhruv, Anne L. Roggeveen, and Jens Nordfält. "The future of retailing." *Journal of retailing* 93, no. 1 (2017): 1-6.

atmospherics and enhancing consumer engagement within fashion retail environments.<sup>4</sup>

From both professional and educational perspectives, fashion merchandising is frequently conceptualized as a multidisciplinary field that integrates creative, managerial, and analytical competencies. It prepares individuals to curate balanced product assortments while aligning design creativity with market demand and profitability objectives. Baeza and Quinn emphasize that fashion merchandising education equips learners with technical skills—such as garment construction, pattern development, color selection, and concept research—alongside analytical capabilities required for managing fashion collections in competitive retail environments.<sup>5</sup> This dual orientation highlights the hybrid nature of fashion merchandising, which bridges design-oriented practices and business-driven strategies.

Beyond technical and commercial considerations, recent scholarship has increasingly emphasized the importance of ethical decision-making and sustainability in fashion merchandising practices. As global fashion supply chains face heightened scrutiny regarding environmental impact, labor conditions, and overconsumption, merchandising decisions are no longer evaluated solely based on economic performance. Instead, social responsibility and ethical reasoning have become integral to contemporary fashion management, influencing product selection, sourcing strategies, and consumer communication.<sup>6,7</sup>

Over the past two decades, scholarly research related to fashion merchandising has expanded in parallel with the growing complexity of global fashion markets. However, compared to closely related domains such as fashion marketing, sustainable fashion, and consumer behavior studies, systematic efforts to map the intellectual structure and development of fashion merchandising research remain relatively limited. Existing bibliometric and systematic reviews in the broader fashion literature have predominantly focused on specific subfields, including sustainable fashion<sup>8,9</sup> and fashion marketing.<sup>10</sup> While these studies provide valuable insights into thematic trends and research productivity, they do not offer a comprehensive overview of fashion merchandising as an independent and evolving research domain. Consequently, the overall structure, thematic development, and intellectual connections within fashion merchandising scholarship remain insufficiently mapped.

Bibliometric analysis has emerged as a robust quantitative approach for examining scientific production, collaboration patterns, and thematic development across academic disciplines, including fashion and retail studies.<sup>11</sup> By analyzing large-scale bibliographic data, bibliometric methods enable objective assessment of how research topics evolve over time, which authors, institutions, and countries contribute most significantly to knowledge production, and how key concepts are interconnected within a field. Previous bibliometric studies in retail and fashion-related research have demonstrated the effectiveness of this approach in identifying dominant research clusters, emerging themes, and geographical imbalances in scholarly contributions.<sup>12</sup>

As the fashion industry faces increasingly complex challenges—such as digital integration, data-

<sup>4</sup> Basu, Rituparna, Justin Paul, and Kandarp Singh. "Visual merchandising and store atmospherics: An integrated review and future research directions." *Journal of Business Research* 151 (2022): 397-408.

<sup>5</sup> Baeza, Chris, and Elizabeth Quinn. "Transforming the fashion industry by: the evolution of design & merchandising education." In *ICERI2021 Proceedings*, pp. 7643-7649. IATED, 2021.

<sup>6</sup> Bick, Rachel, Erika Halsey, and Christine C. Ekenga. "The global environmental injustice of fast fashion." *Environmental Health* 17, no. 1 (2018): 92.

<sup>7</sup> Karaosman, Hakan, Gustavo Morales-Alonso, and Alessandro Brun. "From a systematic literature review to a classification framework: Sustainability integration in fashion operations." *Sustainability* 9, no. 1 (2016): 30.

<sup>8</sup> Ng, Sai-Leung, and Shou-Hung Chen. "Mapping the Research Landscape of Sustainable Fashion: A Bibliometric Analysis." In *Metrics*, vol. 2, no. 4, p. 21. MDPI, 2025.

<sup>9</sup> Ruslan, Budiana, Erna Maulina, Rusdin Tahir, Rivani, and R. Anang Muftiadi. "Sustainable consumer behavior: bibliometric analysis for future research direction in Muslim fashion context." *Sustainability* 15, no. 24 (2023): 16824.

<sup>10</sup> Ismail, Nisrina Nur, and Lina Nurjanah. "Mapping Research on Fashion Marketing Using Biblioshiny-R (2014-2024)." *Cakrawala Repotori IMWI* 7, no. 2 (2024): 687-698.

<sup>11</sup> Büttner, Ana Julia, and Suzane Strehlau. "Distinguishing fashion consciousness from fashion involvement: review and survey." *Journal of Fashion Marketing and Management: An International Journal* 29, no. 3 (2025): 395-410.

<sup>12</sup> Donthu, Naveen, Satish Kumar, Debmalya Mukherjee, Nitesh Pandey, and Weng Marc Lim. "How to conduct a bibliometric analysis: An overview and guidelines." *Journal of business research* 133 (2021): 285-296.

driven personalization, ethical consumption, and sustainability demands—a comprehensive bibliometric assessment of fashion merchandising research becomes increasingly relevant. Mapping global research trends not only facilitates a deeper understanding of the field's historical development but also provides strategic direction for future academic inquiry. Therefore, this study aims to conduct a bibliometric review of international publications on fashion merchandising indexed in the Scopus database, with a focus on identifying publication trends, dominant research themes, and the contributions of leading authors, institutions, and journals.

Accordingly, this study is guided by the following research questions:

**RQ1:** How have global research trends in fashion merchandising evolved over time based on annual publication output and growth patterns in Scopus-indexed journals?

**RQ2:** Which authors, institutions, countries, and journals have played the most influential roles in the development of fashion merchandising research, and how are global scientific collaboration networks structured?

**RQ3:** What are the dominant research themes, key terms, and thematic clusters in fashion merchandising studies, and how have these themes evolved based on keyword co-occurrence and bibliometric mapping?

## METHOD

This study employs a bibliometric research design with a quantitative–descriptive approach to map and analyze the development of research in the field of fashion merchandising. Bibliometric analysis is used to identify publication trends, leading authors, institutions, countries, journals, and patterns of keyword usage within the selected field of study. The quantitative approach enables objective processing of publication data using bibliographic indicators such as publication frequency and collaboration patterns, while the descriptive approach is applied to interpret the results through tables, graphs, and network visualizations.<sup>13</sup>

Through this approach, the study aims to provide a comprehensive overview of the intellectual structure, research dynamics, and thematic evolution of fashion merchandising research at the global level. This analysis also facilitates the identification of dominant research themes and potential research gaps that may inform future scholarly investigations. It should be noted that this study does not focus on citation impact indicators; therefore, the findings emphasize research productivity, thematic patterns, and relationships among bibliographic elements rather than the scientific impact of individual publications.

### Data Source and Search Strategy

Data collection was conducted using the Scopus database, which is recognized as a reputable international index of peer-reviewed scientific publications and provides comprehensive search and filtering features suitable for bibliometric research. Scopus was selected due to its broad multidisciplinary coverage, high-quality indexing standards, and detailed bibliographic metadata, including information on authorship, institutional affiliations, publication years, keywords, subject areas, and references.

The literature search was performed by applying the keyword “fashion merchandising” to the TITLE-ABS-KEY fields to ensure substantive relevance to the research topic. The publication period was limited to 2000–2026, representing approximately 25 years of publication activity, in order to capture both the early development and recent evolution of fashion merchandising research. All records retrieved from this search constituted the initial dataset for further screening.

### Article Selection Procedure

The literature selection process was conducted systematically and illustrated using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework to ensure transparency and reproducibility. The PRISMA framework applied in this study was adapted from Page et al. and consisted of four main stages: identification, screening, eligibility assessment, and

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<sup>13</sup> Donthu, Naveen, Satish Kumar, Debmalya Mukherjee, Nitesh Pandey, and Weng Marc Lim. "How to conduct a bibliometric analysis: An overview and guidelines." *Journal of business research* 133 (2021): 285-296.

inclusion.<sup>14</sup>

At the identification stage, documents were retrieved from Scopus based on the predefined keyword search strategy. During the screening stage, documents were filtered by publication type, retaining only peer-reviewed journal articles and excluding conference proceedings, books, book chapters, editorials, and other non-article sources. At the eligibility stage, articles were further assessed to ensure that fashion merchandising constituted a primary research focus and that complete bibliographic metadata were available. All documents that met the selection criteria were retained as the final dataset for bibliometric analysis. The entire data collection and selection process is illustrated in the PRISMA flow diagram in Figure 1.

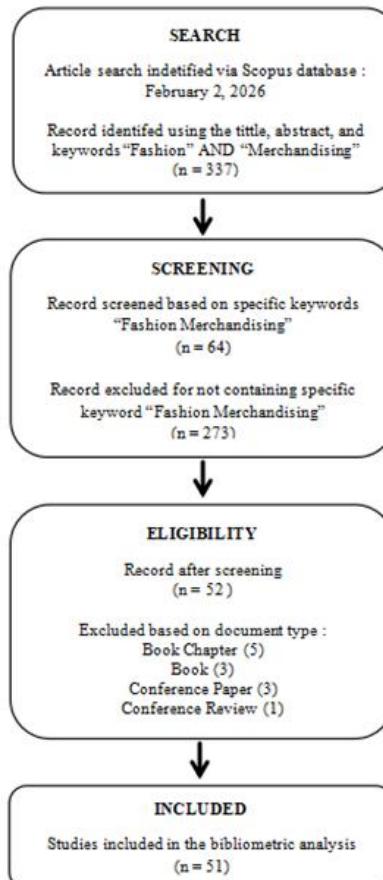


Figure 1. PRISMA flow diagram of the article selection process.

### Data Analysis Techniques

Data analysis was carried out using VOSviewer software, a bibliometric visualization tool designed to map relationships among bibliographic elements and analyze collaboration networks and thematic structures within a research field. The analysis comprised both descriptive bibliometric analysis and bibliometric network analysis.

Descriptive bibliometric analysis was used to examine annual publication trends, distribution of publications by country and institution, leading journals, and author productivity in fashion merchandising research. Bibliometric network analysis included co-authorship analysis to identify scientific collaboration patterns and keyword co-occurrence analysis to reveal dominant research themes and thematic clusters.

Keyword mapping was conducted using a full counting method, with a minimum occurrence threshold applied to ensure that only representative and frequently used terms were visualized. The types of visualization generated in VOSviewer included network visualization to examine relationships among analysis units and density visualization to identify areas of high research intensity. The

<sup>14</sup> Page, Matthew J., Joanne E. McKenzie, Patrick M. Bossuyt, Isabelle Boutron, Tammy C. Hoffmann, Cynthia D. Mulrow, Larissa Shamseer et al. "The PRISMA 2020 statement: an updated guideline for reporting systematic reviews." *bmj* 372 (2021).

resulting maps were interpreted descriptively to understand the direction and development of fashion merchandising research.

## RESULTS AND DISCUSSION

### Result

Bibliometric findings from 51 Scopus-indexed journal articles on fashion merchandising published between 2000 and 2026 are examined with respect to publication trends, geographical and institutional contributions, leading journals and authors, and thematic structures revealed through keyword co-occurrence analysis.

### Publication Trends Over Time

Understanding the temporal distribution of publications is essential for capturing the developmental trajectory and scholarly maturation of a research field. In bibliometric studies, analysis of annual publication output provides insight into the level of academic attention, periods of growth or stagnation, and the extent to which a field has evolved from an emerging topic into a more established domain. Accordingly, the following analysis examines the publication trends in fashion merchandising research over time to reveal its longitudinal development within international scholarly literature.

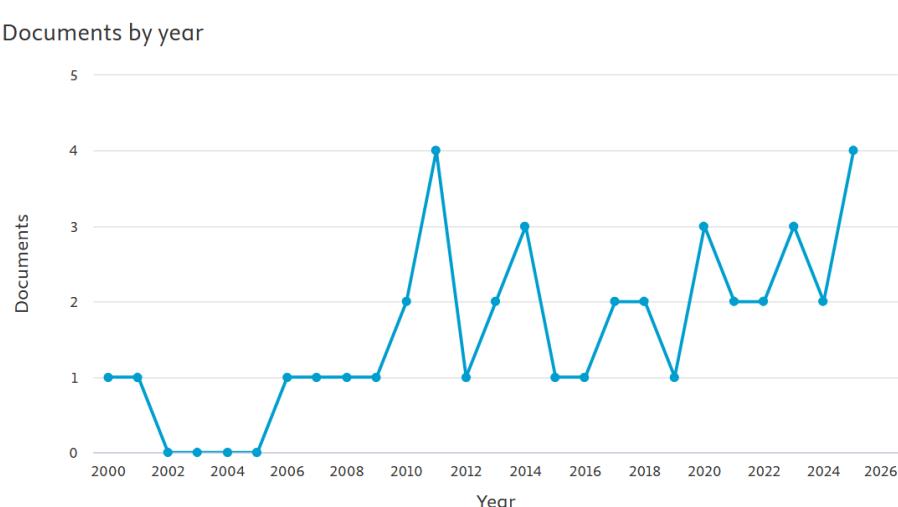


Figure 2. Number of fashion merchandizing publication.

Figure 2 illustrates the annual distribution of publications on fashion merchandising from 2000 to 2026. Overall, the publication trend demonstrates a slow and irregular growth pattern, particularly during the early 2000s, with several years showing no publication activity. This indicates that fashion merchandising initially received limited scholarly attention as a distinct research topic.

A noticeable increase in publications begins after 2010, with fluctuating yet gradually rising output in subsequent years. Peaks in publication activity are observed in 2011 and 2026, each recording four publications. Despite this increase, the overall volume of research remains relatively modest, suggesting that fashion merchandising is still an emerging research field rather than a fully consolidated academic domain.

### Geographical Distribution of Publications

The geographical distribution of publications reveals a strong dominance of the United States, which accounts for 37 out of 51 documents. The finding in Figure 3 indicates that fashion merchandising research is highly concentrated in a single national context. Other contributing countries include China, Australia, Bangladesh, India, Italy, South Africa, Thailand, the United Kingdom, and one undefined affiliation, each contributing only one to two publications.

Documents by country or territory  
Compare the document counts for up to 15 countries/territories.

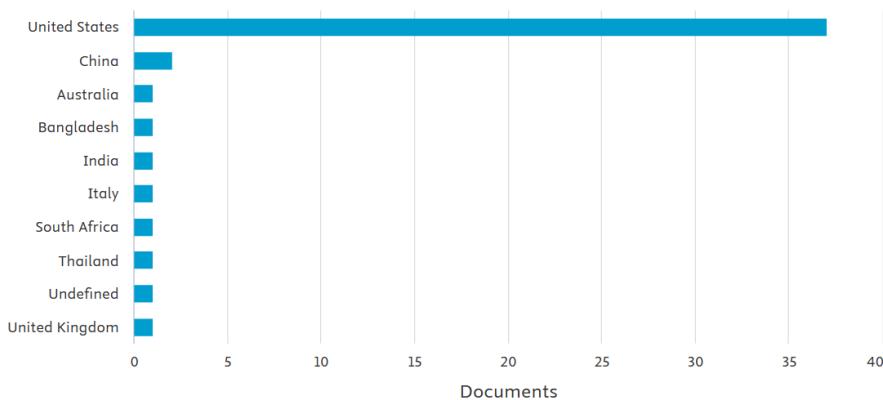


Figure 3. Top contributing countries in fashion merchandising.

The country collaboration network visualization in Figure 4 further demonstrates that international research collaboration remains limited and weakly connected. The United States occupies a central position within the network, serving as the primary hub connecting other countries. However, collaborations among non-U.S. countries are sparse, reflecting a fragmented global research network in fashion merchandising studies.

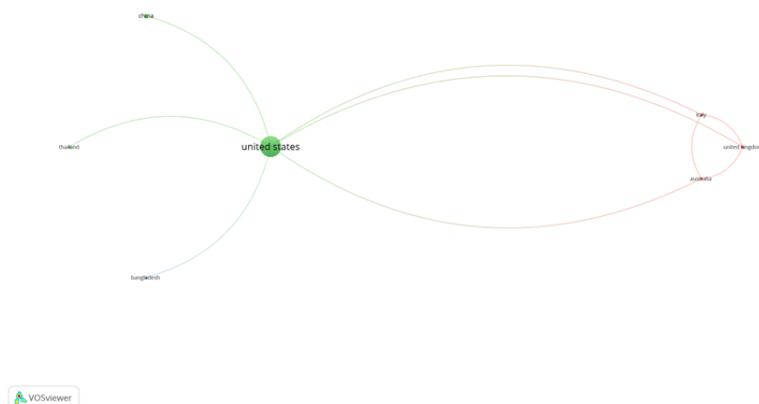


Figure 4. Network country visualization.

### Institutional Contributions

Figure 5 presents the distribution of publications by institutional affiliation. The results show that Georgia Southern University is the most productive institution with five publications, followed by the University of Georgia with four publications. Several other institutions—including the University of Missouri, The University of Southern Mississippi, Central Michigan University, Baylor University, Xavier University, and Kent State University—each contributed two publications.

#### Documents by affiliation

Compare the document counts for up to 15 affiliations.

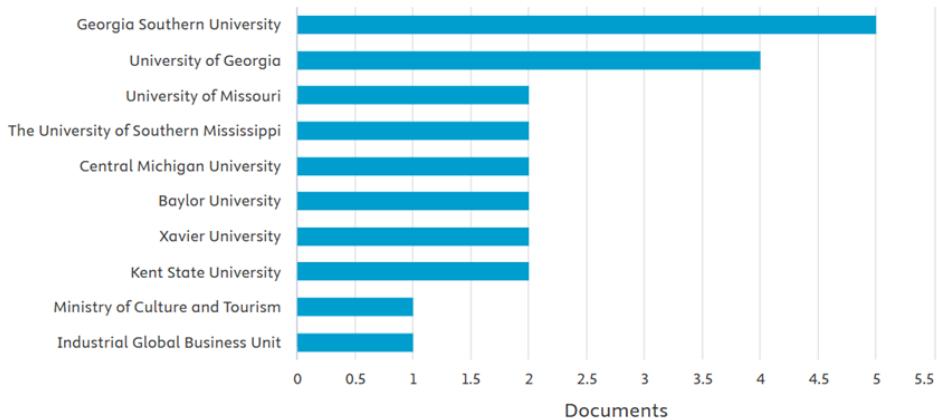


Figure 5. Document by affiliation.

Notably, the majority of the most productive institutions are based in the United States, reinforcing the geographical concentration observed at the country level. The presence of non-academic institutions, such as the Ministry of Culture and Tourism and the Industrial Global Business Unit, each with one publication, suggests limited but emerging engagement from industry and governmental bodies.

#### Leading Journals and Authors

Analysis of publication sources indicates that the International Journal of Fashion Design, Technology and Education is the most productive journal in fashion merchandising research as can be seen in Figure 6. This journal shows consistent publication activity across multiple years, with a peak of three publications in 2023, reflecting its role as a key outlet for research in this field.

#### Documents per year by source

Compare the document counts for up to 10 sources.

Compare sources and view CiteScore, SJR, and SNIP data

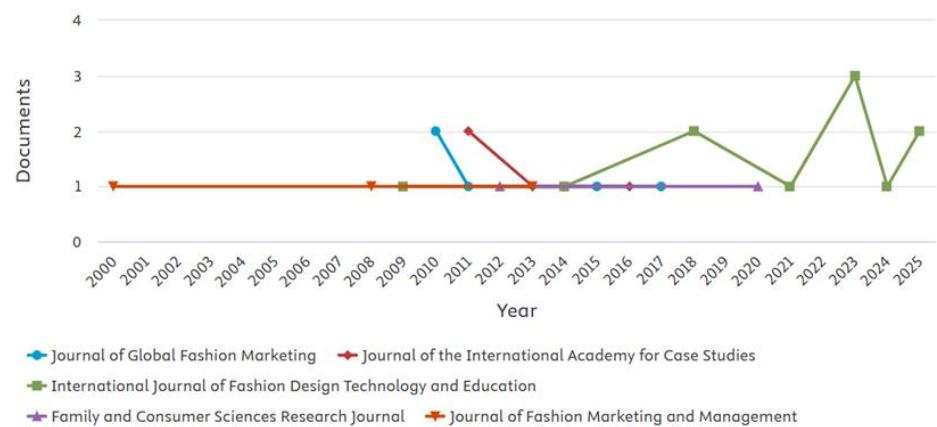


Figure 6. Documents per year by source.

Authorship analysis in Figure 7 reveals a highly dispersed authorship pattern. The top ten authors—including Bryant, S.M.; Burns, D.J.; Edison, C.; Fletcher, L.B.; Gruben, K.H.; Kopot, C.; Lee, S.E.; McDonald, J.M.; Mullen, L.G.; and Stuebs, M.—each contributed two publications. No single author dominates the field, indicating that fashion merchandising research is characterized by fragmented scholarly contributions rather than by a small group of prolific researchers.

### Documents by author

Compare the document counts for up to 15 authors.

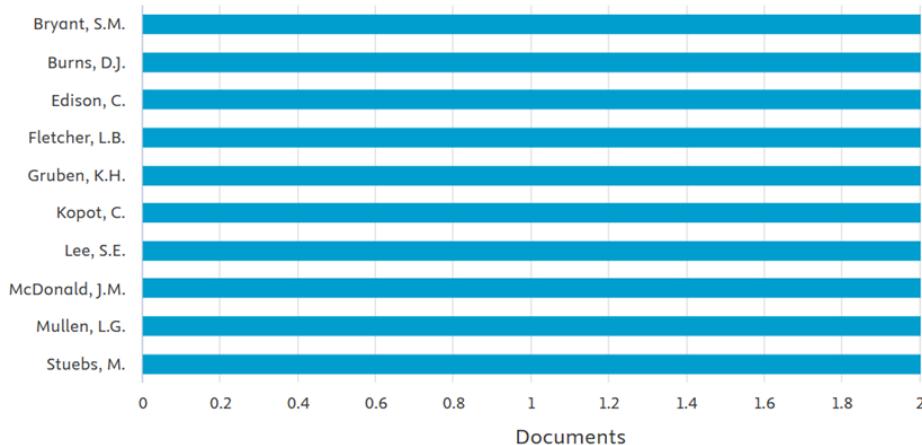


Figure 7. Top 10 authors of fashion merchandising publication.

### Thematic Structure and Keyword Analysis

Keyword co-occurrence analysis conducted using VOSviewer in Figure 8 reveals the main thematic structure of fashion merchandising research. The most frequently occurring keywords include fashion, fashion merchandising, entrepreneurship, start-up business, fashion marketing, merchandising, retailing, fashion education, sustainability, and decision making.

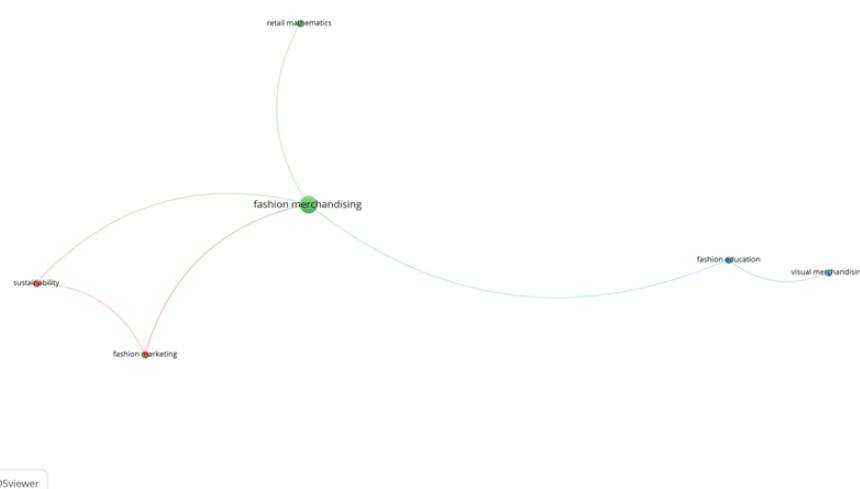


Figure 8. Co-occurrence framework and representation of key terms.

As shown in the keyword ranking in Table 1, fashion and fashion merchandising exhibit the highest total link strength, indicating their central role in the research network. The presence of keywords related to entrepreneurship and start-up business suggests a growing interest in fashion merchandising from a business development and innovation perspective. Meanwhile, keywords such as fashion education and sustainability indicate that educational and ethical considerations are increasingly incorporated into fashion merchandising research.

Table 1. Keyword by authors

Rank	Keyword	Total link strength
1	Fashion	6
2	Fashion Merchandising	5
3	Entrepreneurship	4
4	Start-up Business	4
5	Fashion Marketing	3
6	Merchandising	3
7	Retailing	3
8	Fashion Education	2
9	Sustainability	2
10	Decision Making	1

Overall, the keyword network reflects a multidisciplinary thematic structure, connecting retail management, business strategy, education, and sustainability. However, the relatively limited diversity of keywords and low link strength values suggest that thematic exploration in fashion merchandising research remains narrow and underdeveloped, leaving significant opportunities for future research expansion.

## Discussion

### Research Growth Dynamics in Fashion Merchandising

The findings indicate that fashion merchandising research has experienced a noticeable increase in publication activity after 2018, with observable peaks in 2011 and 2025. This pattern suggests a delayed but accelerating scholarly engagement with fashion merchandising as a distinct research domain. Rather than demonstrating linear growth, the publication trajectory reflects phases of intermittent attention, which is characteristic of emerging interdisciplinary fields that evolve in response to industry-driven transformations.<sup>15</sup>

The post-2018 growth phase can be associated with structural changes in the global fashion and retail industries, particularly the increasing reliance on data-driven decision making, advanced retail analytics, and omnichannel strategies. As fashion retailers adopt more analytical approaches to assortment planning, pricing, and inventory control, merchandising has shifted from an operational function to a strategic and research-relevant construct.<sup>16,17</sup> This transition reinforces the positioning of fashion merchandising as a legitimate area of academic inquiry rather than a purely practice-oriented activity.

Furthermore, the observed growth aligns with broader trends in retail and consumer research, where empirical and quantitative approaches have gained prominence to address complex decision environments and rapidly changing consumer expectations.<sup>18</sup> Consequently, the increasing volume of publications after 2018 reflects not only heightened academic interest but also the growing necessity for theoretically grounded merchandising research capable of informing evidence-based retail strategies.

### Scholarly Communication Patterns Based on Document Types

The dominance of journal articles as the primary mode of scholarly communication in fashion merchandising research highlights an important indicator of academic maturation. In bibliometric terms, a high proportion of peer-reviewed journal publications often signifies increasing

<sup>15</sup> Tranfield, David, David Denyer, and Palminder Smart. "Towards a methodology for developing evidence-informed management knowledge by means of systematic review." *British journal of management* 14, no. 3 (2003): 207-222.

<sup>16</sup> Grewal, Dhruv, Anne L. Roggeveen, and Jens Nordfält. "The future of retailing." *Journal of retailing* 93, no. 1 (2017): 1-6.

<sup>17</sup> Hübner, Alexander, Andreas Holzapfel, and Heinrich Kuhn. "Distribution systems in omni-channel retailing." *Business Research* 9, no. 2 (2016): 255-296.

<sup>18</sup> Verhoef, Peter C., Pallassana K. Kannan, and J. Jeffrey Inman. "From multi-channel retailing to omni-channel retailing: introduction to the special issue on multi-channel retailing." *Journal of retailing* 91, no. 2 (2015): 174-181.

methodological rigor, theoretical consolidation, and alignment with established academic norms.<sup>19,20</sup> The findings suggest that fashion merchandising research has moved beyond exploratory or practitioner-focused outputs toward more systematically designed empirical and conceptual studies.

The limited presence of conference papers and book chapters further indicates that knowledge production in this field prioritizes validated and citable research outputs. This pattern mirrors developments in business, management, and retail studies, where journals function as the primary vehicles for long-term knowledge accumulation and cross-disciplinary recognition<sup>21</sup>. For fashion merchandising, which increasingly intersects with consumer analytics, sustainability, and strategic retail management, journal-based dissemination facilitates theoretical integration and broader academic visibility.

In addition, the predominance of journal articles indexed in Scopus enhances the international visibility and cumulative impact of fashion merchandising research. Publications disseminated through globally indexed journals are more likely to be accessed, cited, and incorporated into subsequent studies, thereby reinforcing cumulative knowledge development and shaping the intellectual trajectory of the field.<sup>22</sup> This pattern may partially explain the concentration of influential publications within institutions and countries that emphasize journal-based academic performance.

Overall, the document type distribution supports the argument that fashion merchandising has evolved into a research field governed by established academic conventions. This evolution strengthens its position as a theoretically informed and empirically grounded domain within fashion and retail studies.

### **Geographical Dominance and Concentration of Knowledge Production**

The geographical analysis reveals a strong dominance of publications originating from the United States, followed by limited contributions from countries such as China and several other regions. This concentration reflects broader structural inequalities in global knowledge production, where countries with advanced research infrastructures, established retail industries, and strong academic publishing cultures exert disproportionate influence on scholarly discourse.<sup>23</sup>

While the dominance of developed economies is not unexpected, it also highlights a significant contextual research gap. Fashion merchandising practices in developing and emerging markets—where informal retail systems, local fashion ecosystems, and culturally embedded consumption patterns are prevalent—remain underrepresented in international publications. This imbalance constrains the generalizability of existing theories and limits the diversity of empirical contexts informing fashion merchandising scholarship.<sup>24</sup>

Moreover, the weak international collaboration networks observed in the co-authorship analysis suggest that fashion merchandising research remains largely nationally bounded. Prior studies emphasize that international collaboration enhances theoretical pluralism, methodological innovation, and global relevance in interdisciplinary research fields.<sup>25</sup> Therefore, expanding cross-country collaboration and incorporating underrepresented regions may contribute to a more inclusive and context-sensitive understanding of fashion merchandising dynamics.

<sup>19</sup> Donthu, Naveen, Satish Kumar, Debmalya Mukherjee, Nitesh Pandey, and Weng Marc Lim. "How to conduct a bibliometric analysis: An overview and guidelines." *Journal of business research* 133 (2021): 285-296.

<sup>20</sup> Zupic, Ivan, and Tomaž Čater. "Bibliometric methods in management and organization." *Organizational research methods* 18, no. 3 (2015): 429-472.

<sup>21</sup> Podsakoff, Philip M., Scott B. MacKenzie, Nathan P. Podsakoff, and Daniel G. Bachrach. "Scholarly influence in the field of management: A bibliometric analysis of the determinants of university and author impact in the management literature in the past quarter century." *Journal of management* 34, no. 4 (2008): 641-720.

<sup>22</sup> Moed, Henk F. "A comparative study of five world university rankings." In *Applied Evaluative Informetrics*, pp. 261-285. Cham: Springer International Publishing, 2017.

<sup>23</sup> Donthu, Naveen, Satish Kumar, Debmalya Mukherjee, Nitesh Pandey, and Weng Marc Lim. "How to conduct a bibliometric analysis: An overview and guidelines." *Journal of business research* 133 (2021): 285-296.

<sup>24</sup> Meyer, Klaus E., Ram Mudambi, and Rajneesh Narula. "Multinational enterprises and local contexts: The opportunities and challenges of multiple embeddedness." *Journal of management studies* 48, no. 2 (2011): 235-252.

<sup>25</sup> Wagner, Caroline S., and Loet Leydesdorff. "Mapping the network of global science: comparing international co-authorships from 1990 to 2000." *International journal of Technology and Globalisation* 1, no. 2 (2005): 185-208.

## Implications for the Evolution of Fashion Merchandising Research

Taken together, the discussion underscores that fashion merchandising research is transitioning from an emerging to a consolidating field, characterized by growing publication activity, journal-centered scholarly communication, and increasing engagement with strategic and analytical themes. However, the field remains constrained by geographical concentration and fragmented collaboration structures.

Future research may benefit from integrating diverse market contexts, adopting comparative and cross-cultural perspectives, and leveraging advanced analytical tools to address contemporary challenges in fashion retailing. By doing so, fashion merchandising scholarship can strengthen its theoretical foundations, expand its empirical scope, and enhance its relevance to both academia and industry.

## CONCLUSION

This study provides a comprehensive bibliometric overview of fashion merchandising research based on Scopus-indexed journal articles published between 2000 and 2026. The findings indicate that fashion merchandising is an emerging yet increasingly relevant research domain, characterized by gradual growth in publication output, journal-centered scholarly communication, and a multidisciplinary thematic structure linking retail management, entrepreneurship, education, and sustainability.

The results also reveal a strong geographical concentration of knowledge production, with research output dominated by developed economies—particularly the United States—and relatively limited international collaboration. This pattern highlights the need for more inclusive and context-sensitive research that incorporates diverse market environments, especially from developing and emerging economies.

From a thematic perspective, the evolution of research topics suggests a shift from operational and educational concerns toward more strategic and analytical orientations. However, several areas remain underexplored, including digital merchandising technologies, advanced data analytics, and cross-cultural comparative studies. Future research is therefore encouraged to expand theoretical frameworks, strengthen international collaboration, and address contemporary challenges in global fashion retailing to further advance the field of fashion merchandising scholarship.

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