

Mapping of Trends and Patterns of Digital Marketing for Student Engagement Using R Bibliometric Tools

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Abstract

R Biblioshiny were used to study the trends and patterns of research on digital marketing for student engagement through bibliometric analysis. Data was collected from Scopus and Web of Science databases for the period of 2017-2026. The study was conducted to understand the evolution of research on the digital marketing for student engagement by examining the research publication patterns, authorship, citation patterns, country contributions, institutional affiliations and occurrences of keywords. The findings revealed that scholarly output on this topic has significantly increased from 2020 which indicates that growing academic interest in student engagement through digital marketing. The main research themes were social media, higher education, e-learning and online interaction. The analysis also revealed the United States, Australia and China as the top contributors in publications and citations. The study shows the growing inclusion of digital technologies, artificial intelligence and social media channels in educational engagement practices. In conclusion, the study offers useful insights into the development, global trends, and future directions of digital marketing research in higher education.

Keywords

R Biblioshiny, Digital Marketing, Publications, trends.