

## BIBLIOMETRIC STUDY OF PH.D THESES IN COMMERCE

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### **Abstract:**

*Bibliometric study is quantitative method for analyzing various aspects of written document. This subject is very popular among the research scholar because in ever filed of knowledge the research scholar are interested in exploring research area and finding out the utility of their contribution through citations of the said evidence of Periyar University , Salem, Tamilnadu. The study period is totally 23 years from 1989 to 2012 covering 106 Ph.D journals, male and female researchers, references used, bibliographic forms of reference, authorship pattern, number of chapters, and subject wise distribution.*

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### **KEYWORDS :**

Journal, Citation, Bibliographic, research.

### **INTRODUCTION:**

Research and development indicates the progress of the respective field. It is the continuous process for the advancement of that field. In the study analysis the webs are made for the benefit and welfare of the social science society. Thus bibliometrics study is a sort of measuring techniques by which interconnect aspect of written communication can be quantified. It is the study or measurement, of texts and information. Bibilometric utilizes quantitative analysis and statistics to describe patterns of publication within a given field of body of literature. Researchers may use bibliometrics methods of evaluation to determine the influence of a single writer, or to describe the relationship between two or more writers or works. One common way of conducting bibliometric research is to use the social science citation index, the science citation index or the arts and humanities citation index to trace citations. So the main purpose of this study is to analyze the samples with the application of quantitative and statistical techniques of bibliometrics.

### **OBJECTIVES**

The research scholars

Knows about the quantitative growth of Ph.D theses in commerce

Finds out the various form of information sources used by research scholars in the subject Commerce

Knows about the major subject areas of research over a period of 23 years.

Finds out year wise distribution

Finds out authorship pattern.

Determines the ranking of journals & periodicals.

Determines subject wise distribution.

Traces out the average number of chapters in the total theses

## Hypotheses

It is assumed that male research scholars make major contribution in commerce  
 It is assumed that the books are the most favored category of documents of the users.

## Methodology:-

For this study 106 commerce PhD these of Periyar University had been selected since the year ranging from 1989-2012 as a sample. Data is collected from Primary and secondary sources. The selected samples that are available in the central library of Periyar University had been physically analyzed for data collection. The data were presented in the tabulated graphical form.

## DATAANALYSIS AND INTERPRETATION

### 1. Year wise Distribution of Ph D theses

Sl.no	Year	No. of Theses	Percentage	Rank
1	1989	2	1.87	IX
2	1992	4	3.77	VIII
3	1993	1	0.94	X
4	1994	4	3.77	VII
5	1995	4	3.77	VII
6	1996	4	4.72	VI
7	1998	2	1.87	IX
8	1999	1	1.87	IX
9	2002	1	0.94	X
10	2004	1	0.94	X
11	2005	2	1.87	IX
12	2006	3	2.83	VIII
13	2007	5	4.72	VI
14	2008	10	9.43	IV
15	2009	21	19.81	I
16	2010	16	15.09	III
17	2011	19	17.92	II
18	2012	6	5.66	V
	<b>Total</b>	<b>106</b>	<b>100</b>	
	<b>Mean</b>	<b>4</b>		
	<b>Median</b>	<b>20</b>		
	<b>Mode</b>	<b>4</b>		

**Table no. 1 year wise distribution of Ph d theses**

This shows the year wise distribution of Ph D theses of 106 scholars. This table shows that the highest numbers of theses submitted in the year 2009 were 21. The second highest number of theses submitted in the year 2011 were 19. The third position goes to the year 2010. And in this year 16 theses were submitted. The fourth position goes to the year 2008 and 10 theses were submitted during this year. The lowest number of theses submitted during the year 1993, 1999, 2002, and 2004 was one per year. The mean of tables of 106 Ph D theses is 4 and the median 20.

## 2. Number of chapters

Sl.no	chapters	Total no. of theses	Percentage (%)
1	IV	1	0.94
2	V	8	7.55
3	VI	44	41.51
4	VII	42	39.62
5	VIII	5	4.72
6	IX	3	2.83
7	X	3	2.83
	<b>Total</b>	<b>106</b>	100

**Table no. 2 number of chapters**

### Number of chapters

The above cited the table shows the number of chapters in total 106 commerce Ph D theses. This table shows that table 3 is related to table no.2. The second highest number of chapter is VII, 42 theses. The third position goes to chapter V, 8 theses. The fourth place goes to VIII Chapter, 5 theses. The fifth position goes to IX, X chapter per 3 theses. Last position goes to chapter IV, one thesis. Lowest chapter is IV. This table shows that 44 theses and VI chapters, followed by to 42 theses on VII chapters. IX, and X chapters have received lowest researches i.e. 3 each.

## 3. Total Number of Male and Female Research Scholars

Sl.no	year	Male research scholars	Female research scholars	total	%
1	1989	1	1	2	1.87
2	1992	3	1	4	2.83
3	1993	0	1	1	0.94
4	1994	3	1	4	3.77
5	1995	3	1	4	3.77
6	1996	3	1	4	3.77
7	1998	0	2	2	1.87
8	1999	0	1	1	0.94
9	2002	1	0	1	0.94
10	2004	1	0	1	0.94
11	2005	2	0	2	1.87
12	2006	2	1	3	2.83
13	2007	4	1	5	4.72
14	2008	7	3	10	9.43
15	2009	19	2	21	19.81
16	2010	12	4	16	15.09
17	2011	14	5	19	17.92
18	2012	5	1	6	5.66
	<b>total</b>	<b>80</b>	<b>26</b>	<b>106</b>	<b>100</b>
	<b>percentage</b>	<b>75.47%</b>	<b>24.53%</b>	<b>100%</b>	
	<b>Mean</b>	<b>4.4</b>	<b>1.44</b>		
	<b>Median</b>	<b>18</b>	<b>2</b>		
	<b>Mode</b>	<b>3</b>	<b>1</b>		

### One sample statistics

Comparison	Mean	Std. Deviation	t-value	p-value	
Male research scholars	4.44	5.33	3.54	0.001(S)	
Female research scholars	1.44	1.34			

Ho: There is no significant difference between male and female respondents and their contribution in research

### Total number of male and female research scholars

The table shows that 106 commerce Ph.D theses have been contributed by male and female research scholars. This table shows the number of male research scholars is 80 (75.47%) and female research scholars is 26 (24.53%). It is observed that male research scholars are more than female scholars. The highest number of male research scholars in the year 2009, was 19. The maximum number of female research scholars is 5 in the year 2011. There is no male research scholar in the year 1993, 1998, 1999. A female research scholar has contributed on 2002, 2004, and 2005. The statistical result proves that  $P < 0.05$  there is significant difference between male and female respondents and their contribution in research.

### 4. References used for commerce Ph D theses

Sl. No	Reference	Total No of Theses	percentage	Rank
1	1-50	14	13.21	III
2	51-100	44	41.51	I
3	101-150	32	31.18	II
4	151-200	07	6.60	IV
5	201-250	06	5.66	V
6	251-300	01	0.94	VI
7	301-350	01	0.94	VI
8	351-400	00	00	00
9	401-450	01	0.94	VI
	<b>Total</b>	<b>106</b>	<b>100</b>	

**Table no.4 References used commerce pH D theses**

### Reference used for commerce PhD theses

The table Shows the references used by Ph D theses of commerce. The highest reference used in 51-100, 44(41.51%) theses. 101-150 references used in 32(31.18) observes the second place theses. The third rank is occupied by 1-50 reference 14 (13.21) theses. The fourth rank is occupied 151-200 references 7(6.60) theses. The fifth position is observed by 201-250 reference in 6(5.66) theses. The sixth to ninth positions refer to 251-300, 301-350, 401-450 references amount to 0.94% each.

### 5.Authorship pattern of the Reference

Sl. No	Authorship	Total citations	%	Rank
1	Single Authors	1234	63.25	I
2	Double Authors	464	23.78	II
3	Three authors	203	10.40	III
4	Four Authors	33	1.70	IV
5	More than four author	10	0.51	V
6	Corporate Authors/others	7	0.36	VI
	Total	1951	100	

Table no.5 Authorship pattern of the Reference

#### Authorship pattern of reference use

The Authorship pattern is analyzed to determine the type of research and their percentage. It is found from the above given table that single authors accounting 1234 numbers contribute highest number of journals and the percentage is 63.25. The second author's journals contributes 464 numbers (23.78%) and occupies the second position. It is followed by the third author journals contributing 203 numbers (10.40%) and occupy third position. The forth author contribution is 33 numbers (1.70%) followed by more than four authors contributing 10 numbers (0.51%). And the corporate author amount to 7 number(0.36). It is seen from the table that the number of contribution of publication as well as the number of authers are more than the single authors contribution and citations.

#### 6.bibliographic forms of References

Sl. No	Bibliographic forms	total	%	Rank
1	Books	4616	42.28	I
2	Journals	3962	36.29	II
3	Articles	499	4.57	IV
4	Theses	425	3.89	V
5	Review/Reports	1012	9.26	III
6	Magazines	329	3.59	VI
7	Others	74	0.68	VII
	total	10917	100	

Table no.6 bibliographic forms of References

#### Bibliographical forms of references

The bibliographic forms of citations were divided into the following broad categories namely books, journals, report, theses magazines, articles, library references and others. Though various forms were presented, they were merged into the above limited numbers for viability. This table shows that out of 10917 citations and distributions among different 'bibliographical Forms' as books, journals, theses, reviews/ reports, articles and others forms, researchers have a first choice of the books 4616 number of references. The second choice of journals is 3962 references. Third choice of articles is 499 references.

#### 7.Ranking of the journals

Sl. no	Name of the journals	Rank	Citations	%	Comm. citation	Comm.%
1	Yogakshema	I	147	3.71	147	3.71
2	Journal of marketing	II	117	2.95	264	6.66
3	Indian Journal marketing	III	89	2.25	353	8.91
4	The cooperator	IV	86	2.17	439	11.08
5	Journal of consumer research	IX	60	1.51	499	12.59
6	Co-operative perspective	V	80	2.02	579	14.61
7	Indian cooperative review	VI	72	1.82	651	16.43
8	IBA Bulletin	XIV	48	1.21	699	17.64
9	Finance India	XII	52	1.31	751	18.95
10	Tamilnadu journal of cooperation	VII	63	1.59	814	20.54
11	Journal of finance	XI	54	1.36	868	21.90
12	Indian Agricultural economics	VIII	62	1.56	930	23.47
13	Facts for You	XV	43	1.08	973	24.55
14	Business line	XXII	33	0.83	1006	25.39
15	Indian journal of Agricultural marketing	VI	72	1.81	1078	27.20
16	Journal of advertising research	X	59	1.49	1137	28.69
17	Journal of marketing research	XXVI	28	0.70	1165	29.40
18	Urban credit	XII	33	0.83	1198	30.24
19	Southern economist	XVII	41	1.03	1239	31.27
20	Journal of marketing research	XII	52	1.31	1291	32.58
21	Charted Financial Analyst	XXI	35	0.88	1326	33.47
22	MNOGO Search	XXVII	27	0.68	1353	34.15
23	IRDA journal	XXIII	32	0.81	1385	34.96
24	Finance express	XXIX	25	1.63	1410	35.58
25	Productivity	XXX	24	0.60	1434	36.19
26	The management accountant	XIII	49	1.24	1483	37.43
27	Journal of rural development	XXXII	22	0.55	1505	37.98
28	Journal of retailing	XV	43	1.08	1548	39.07
29	Journal of product & Brand Management	XXIX	25	0.63	1573	39.70
30	Land bank journals	XXV	29	0.73	1602	40.43
31	The banker	XVI	43	1.08	1645	41.52
32	The journal of insurance Institute of India1675	XXIV	30	0.76	1675	42.27
33	International Journal of Retailing Distribution and Management	XXXII	22	0.55	1697	42.83
34	Kissan world	XXIX	25	0.63	1722	43.46

35	Kurukshtera	XXIV	30	0.76	1752	44.22
36	Indian cooperation review	XVIII	39	0.98	1791	45.20
37	The charted accountant	XIX	38	0.96	1829	46.16
38	Financial analyst	XXVIII	26	0.66	1855	46.81
39	Journal of the academic of marketing science	XXV	29	0.73	1884	47.55
40	Advance in consumer research	XXXIV	20	0.50	1904	48.05
41	Journal of consumer research	XX	37	0.93	1941	48.99
42	Journal of financial Economist	XVII	41	1.03	1982	50.02
43	Business world	XXXII	22	0.55	2004	50.58
44	Southern Splendors	XXXIV	20	0.50	2024	51.08
45	Advance consumer research	XXXI	23	0.58	2047	51.66
46	Journal of Plantation Crops	XXIX	25	0.63	2072	52.29
47	ICFAI Journal of marketing management	XXVI	28	0.70	2100	53
48	Journal of business research	XXVIII	26	0.66	2123	53.66
49	Indian Economic Journal	XXVII	27	0.68	2153	54.34
50	Social welfare	XXXIII	21	0.53	2174	54.87
51	Yojana	XX	37	0.93	2211	55.80
52	International Journal of Bank Marketing	XXIX	25	0.63	2236	56.44
53	Asia pacific journal of rural development	XXXI	23	0.58	2259	57.02
54	Indian management	XXXIV	20	0.50	2279	57.52
55	Indian journal of finance	XXVIII	26	0.66	2305	58.17
56	Poultry Guide	XXXIII	21	0.53	2326	58.71
57	Agricultural marketing	XXV	29	0.73	2355	59.44
58	Journal of Indian institute of banks	XXII	22	0.55	2377	59.99
59	Journal of management studies	XXIX	25	0.63	2402	60.62
60	Journal of financial and strategic decision	XXII	22	0.55	2424	61.18
61	Prajanan	XXV	29	0.73	2453	61.91
62	Personal today	XXVII	27	0.68	2480	62.59
63	Banking finance	XXXI	23	0.58	2503	63.17
64	Journal of banking and finance	XXXI	23	0.58	2546	63.75
65	Cooperative sugar	XXXI	23	0.58	2549	64.34
66	European journal marketing	XXXII	22	0.55	2571	64.89
67	Journal of consumer marketing	XXXIII	21	0.53	2592	65.42

68	Advertising and marketing journal	XXXI	23	0.58	2615	66
69	Business credit	XXXIV	20	0.50	2635	66.51
70	Journal of management	XXVIII	26	0.66	2661	67.16
71	The ICFAI Journal of risk and insurance	XXXI	23	0.58	2684	67.74
72	Financial management	XXVI	28	0.70	2712	68.45
73	Vikalpa	XXX	24	0.60	2763	69.05
74	The ICFAI journal of applied finance	XXVII	27	0.68	2763	69.74
75	The journal of Indian institute bankers	XXXIV	20	0.50	2783	70.24
76	Management research	XXVII	27	0.68	2810	70.92
77	Journal of service research	XXVI	28	0.70	2838	71.63
78	American economic review	XXXIII	21	0.53	2859	72.16
79	The journal of business perspective	XXXII	22	0.55	2881	72.71
80	Marketing science	XXV	29	0.73	2910	73.45
81	Industrial management & data systems	XXXI	23	0.58	2933	74.03
82	Journal of Brand management	XXXIII	21	0.53	2954	74.56
83	Harvest business review	XXX	24	0.60	2978	75.16
84	Others (less than 20 citations)		984	24.83	3962	100
	total		3962	100		
	Mean		31.5%			
	Median		47.17%			

Table no.7 ranking of the journals

### Ranking of the journals

The ranking list is a practical tool which helps in selecting journals of maximum utility in relation to their coverage of new and important literature in a particular subject area. Ranking list of journals cited than more twice appear in the table. Titles are arranged their descending order. This table shows the list of journals referred to in commerce Ph D theses during the year 1989-2012. The first rank is occupied by Yogakshema which has been used as a reference of 147(8.48%) times. Next position is occupied by Journal of marketing with 68 citations (3.75). Indian journal of marketing research comes to the third in the rank with 62 citations (3.58). Present ranking list should be of use for the libraries in taking policy decision recording the subscription list of journals and also useful for the scientists, as they know the core journals carrying the highest percentage of items.

### 8. Subject wise Distribution

Sl.no	Area of study	No. of theses	Percentage	Rank
1	Marketing	26	24.53	I
2	Finance permanence	19	17.92	II
3	Human resource management	8	7.55	V
4	Tax	4	2.83	VII
5	Insurances	5	4.72	VI
6	Company accounts	15	14.15	III
7	Management	4	1.89	VII
8	Problem of small scale industries	5	3.77	VI
9	Rural development	12	9.43	IV
10	Labour welfare measures	4	3.77	VII
11	Workers behavior	4	3.77	VII
	total	106	100	

**Table no. 8 Subject wise Distribution**

The above citedtable shows the subject wise distribution of the commerce Ph D theses. This table stands for the subject ares of study. The maximum number of Ph D theses are submitted on “marketing” cited as 26 (24.53). total 19 Ph D theses take the second choice of scholars on the area of study of “Financial permanence”.

#### Testing of hypotheses

In the beginning of the research hypotheses have been formulated. They have been collected and analyzed from 106 Ph D thesis submitted in Periyar University during the year 1989-2012.

1. It is an assumed male research scholars major contribution in commerce

The study reveals that in total 106 commerce Ph D thesis male research scholars are in the 1st place 80 (75.47%) contribution and female are in second position with 26 (24.53). it clearly reflect that male are the major contribution in the commerce research so the hypothesis also proved to be true.

2. It is assumed that the books are the most favored category of documents of the users.

The present study analyzed from the cited documents reveals that books occupy top position 42.28% in comparison of any others form of cited documents so this hypothesis is proved to be true.

#### CONCLUSION

The present paper has tracked the development of commerce research doctoral level of 23 years. The Bibliometrics study proves that looks have been highly resourceful and they have been highly resorted to by the research scholars for their area of study of Marketing. And this area of study deserves the first option of research by the scholars and the highest numbers of theses were submitted in the year 2009.

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