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The Evolving Role of Marketing in Supply Chain Management: A Comprehensive Bibliometric Review

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Abstract

This study investigates the evolving relationship between marketing and supply chain management (SCM) through a comprehensive bibliometric review. The primary objective is to analyze how these disciplines have intertwined over time, identify key authors and influential publications, explore emerging research themes, and reveal existing gaps in the literature. Utilizing a bibliometric approach, the research involved systematic data collection from the Scopus database, focusing on peer-reviewed articles published between 2020 and 2024. The analysis employed software tools such as VOSviewer and BibExcel for publication frequency, citation impact, co-citation, and thematic mapping. The findings indicate a significant integration of marketing and SCM, driven by the need for cohesive strategies to align operations with customer satisfaction in the context of global complexities. Key themes identified include the role of artificial intelligence (AI), blockchain technology, sustainability, and environmental innovation, which are pivotal in enhancing responsiveness and decision-making within supply chains. Influential authors, such as Ahluwalia et al. and Toorajipour et al., have contributed substantially to this discourse. The study also highlights emerging trends, particularly the impact of digitalization on consumer interactions and marketing logistics. Ultimately, the research underscores the critical need for further exploration of the interconnections between marketing and SCM to address contemporary challenges and inform future strategies.

Keywords: Marketing, Supply Chain Management, Bibliometric Analysis, Emerging Trends.

Introduction

The fierce competitive market has recently showcased the diminishing demarcations of functions which for long were regarded as compartments. This is more so as marketing is poised to perform at an increasing height and expects to deliver better results in the context of functional relationship with SCM today. They have always been considered separate, with the west estimating the market and trying to satisfy a customer through promotional activities and the image of the brand, and the east trying to structure and manage the movement of the goods from the suppliers to the customers (Jüttner et al., 2007; Kozlenkova et al., 2015; Mentzer, 2004). Nevertheless, globalization, digitalization and the growing customer's requirements have caused

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a necessity to balance between the marketing and the SCM (Gillpatrick, 2019; Sahoo et al., 2023). Especially at such time when owing to advanced technologies and audience saturation, it becomes necessary to offer more personalized products to the customers, configuration-wise as well as in operational resiliency achieving environmental goals.

With increasing pressure on businesses to provide value at every stage of the customer life cycle, marketing cannot be considered a standalone function, divorced from the supply chain (Kozlenkova et al., 2015). Marketing is no longer concerned with only market segmentation, consumer behavior or brand communication (Holm, 2006), marketing strategies need to also address procurement, production, inventory and distribution (Lysons & Farrington, 2020). An effective interaction between these two functions enables a more effective and rapid response to customer requirements through enhanced forecasting of demand. Here, marketing's responsibility is not only creating demand; it also includes demand shaping, which is the versioning of consumer orientation by means of new products, better service and well-organized high-tech marketing (Aaker & Moorman, 2023; Lambin & Schuiling, 2012). This transition reflects the growing dependency of supply chain management on marketing with an expectation of enhanced customer satisfaction, cost savings, and potential competitive advantage at the end.

The increasing significance of marketing within SCM reflects broader changes in the business landscape (Gundlach et al., 2006). One of the most notable changes is the rise of customer-centric business models. In an era where customer experience is paramount, companies must integrate their marketing strategies with supply chain capabilities to deliver value not only through the product itself but also through the way that product is delivered (Gattorna, 2015; Williams, 2014). Modern customers expect flexibility, speed, transparency, and customization, all of which place new demands on both marketing and SCM (Barutcu, 2007; R. Novais et al., 2019; Walters, 2008). A company's ability to meet these expectations hinges on how well its marketing teams collaborate with supply chain functions. For instance, agile supply chains that can rapidly adjust to changes in demand or shifts in consumer preferences are crucial to ensuring that marketing campaigns translate into actual sales and customer loyalty.

Furthermore, digital technologies such as big data analytics, artificial intelligence, and the Internet of Things (IoT) are reshaping both marketing and SCM (Ma & Chang, 2024). These technologies enable companies to collect and analyze vast amounts of data on customer preferences, buying behaviors, and supply chain performance. By integrating this data, companies can make more informed decisions about product development, pricing, promotions, and distribution strategies (Drozdenco & Drake, 2002; Jüttner et al., 2010). For example, advanced analytics can help marketers predict demand more accurately, while IoT devices can track the movement of goods in real time, allowing supply chain managers to ensure timely delivery (De Vass et al., 2021; Ittmann, 2015; Tan & Sidhu, 2022). As these technologies continue to evolve, the synergy between marketing and SCM is likely to become even more pronounced.

Given the increasing overlap between marketing and SCM, it is not surprising that academic interest in this area has surged in recent years. Numerous studies have explored various aspects of the marketing-SCM interface, including the role of marketing in demand forecasting, the impact of supply chain responsiveness on customer satisfaction, and the influence of marketing strategies on supply chain design. However, despite the growing body of research, the literature remains fragmented, with studies often focusing on specific industries, regions, or aspects of the

marketing-SCM relationship. As a result, there is a need for a comprehensive review that synthesizes the existing literature, identifies key trends, and highlights gaps for future research.

This is where bibliometric analysis plays a crucial role. Bibliometric methods allow researchers to systematically analyze large volumes of academic publications, identify patterns in citation networks, and uncover the intellectual structure of a field. By applying these techniques to the intersection of marketing and SCM, we can gain a clearer understanding of how this interdisciplinary field has evolved over time. Bibliometric analysis not only provides insights into the most influential articles, authors, and journals but also helps to map emerging research themes and identify areas that are underexplored.

This paper aims to conduct a comprehensive bibliometric review of the evolving role of marketing in SCM, using a large dataset of academic publications from leading journals in both fields. Specifically, this study seeks to answer the following research questions:

- RQ1: How has the relationship between marketing and SCM evolved over time?
- RQ2: Who are the most influential authors and publications in this field?
- RQ3: What are the key research themes and emerging trends in this area?
- RQ4: What are the gaps in the current literature?

By conducting this bibliometric review, this study makes several important contributions to the literature. First, it provides a comprehensive overview of the existing research on the marketing-SCM interface, offering valuable insights for both scholars and practitioners. Second, it highlights the intellectual structure of this interdisciplinary field, helping to identify the most influential studies, authors, and journals. Third, it maps out the key research themes and trends, providing a foundation for future studies that seek to explore new dimensions of marketing's role in SCM. Finally, it offers practical implications for managers looking to enhance collaboration between marketing and supply chain functions, ultimately improving organizational performance in today's complex and competitive business environment.

Literature Review

The relationship between marketing and supply chain management (SCM) has evolved significantly over the past few decades. Early studies largely viewed marketing and SCM as distinct organizational functions, with minimal overlap in their objectives and processes (Mentzer et al., 2008). Marketing was traditionally focused on creating value for the customer through demand generation, market segmentation, and promotional activities, while SCM concentrated on efficiently managing the flow of goods from suppliers to customers (Jüttner et al., 2007). However, as globalization and technological advancements reshaped the competitive landscape, the traditional boundaries between marketing and SCM began to blur. Scholars recognized that marketing and SCM are interconnected, with both functions playing a critical role in delivering value to the customer (Kozlenkova et al., 2015). This shift towards customer-centric business models demanded greater coordination between marketing and SCM to meet consumer expectations for high-quality products delivered in a timely and cost-effective manner (Garai & Roy, 2020). Consequently, the integration of marketing and SCM became a focal point for research, with studies exploring how firms could leverage this synergy to gain a competitive advantage.

Several key themes have emerged in the literature on the intersection of marketing and SCM, each emphasizing different aspects of their integration. One of the earliest areas where the integration of marketing and SCM was explored is in demand forecasting and supply chain responsiveness. Marketing provides critical insights into consumer behavior and market trends, significantly enhancing a firm's ability to forecast demand accurately (Okeleke et al., 2024). Research has shown that incorporating marketing intelligence into SCM decisions allows firms to create more agile and responsive supply chains, enabling them to adjust quickly to fluctuations in demand (Sarangi, 2016). SCM's responsiveness, in turn, affects marketing effectiveness by ensuring that products and services are available when and where customers expect them (Thatte et al., 2013). Firms that align their supply chain capabilities with marketing strategies are better positioned to achieve higher levels of customer satisfaction and brand loyalty (Wook Kim, 2006).

Lambert & Cooper in this case also emphasizes the critical role of marketing-SCM integration in creating customer value through improved service delivery. Marketing's understanding of customer needs, preferences, and perceptions is essential for designing supply chains capable of delivering the right product at the right time and place (Lambert & Cooper, 2000). Research by Flint et al. (2014) highlights the importance of synchronizing marketing strategies with supply chain processes to enhance the overall customer experience. This includes optimizing distribution channels, ensuring product availability, and delivering on brand promises through effective logistics management. In addition, value co-creation with customers has emerged as a key concept in the marketing-SCM literature. Companies increasingly involve customers in product development, customization, and feedback processes, creating supply chains that are more adaptive to changing market demands (Vonderembse et al., 2006).

Another significant theme in the literature is the role of marketing in supply chain design and sustainability. Research has shown that marketing can influence the design of supply chains by aligning supply chain strategies with consumer demands for sustainability and ethical practices (Brindley & Oxborrow, 2014). As consumers become more concerned with environmental and social issues, firms are under increasing pressure to adopt sustainable supply chain practices, such as reducing carbon emissions, sourcing responsibly, and ensuring fair labor practices. Marketing plays a crucial role in communicating these sustainability efforts to consumers and enhancing brand reputation (S. Wang et al., 2021). Moreover, sustainable supply chains that align with marketing strategies can lead to competitive differentiation, as consumers increasingly prioritize companies that demonstrate environmental stewardship and social responsibility (Laari et al., 2017).

The advent of digital technologies, such as big data analytics, artificial intelligence (AI), and the Internet of Things (IoT), has further catalyzed the integration of marketing and SCM. These technologies allow for real-time data collection and analysis, which enhances decision-making across both functions. For example, big data analytics can provide marketers with deep insights into consumer behavior, while simultaneously offering supply chain managers predictive capabilities for optimizing inventory and distribution networks. Moreover, AI-driven marketing tools enable companies to automate and personalize customer interactions, while IoT technologies improve supply chain transparency and operational efficiency (Reddy, 2022). The integration of these technologies is creating new opportunities for marketing and SCM collaboration, as firms seek to leverage data-driven insights to enhance both customer engagement and supply chain performance.

Despite the growing body of research on the marketing-SCM interface, several gaps remain. First, much of the existing literature focuses on specific industries, such as retail or manufacturing, with limited attention to other sectors, including services and digital businesses (Kraus et al., 2021). Future research could explore how the integration of marketing and SCM varies across different sectors and business models. Second, while sustainability has emerged as a key theme, more research is needed to understand how firms can effectively balance marketing goals with the operational challenges of implementing sustainable supply chains (Rajeev et al., 2017). This includes exploring the trade-offs between cost efficiency and sustainability, as well as the role of consumers in driving sustainable supply chain practices. Finally, the impact of digital transformation on the marketing-SCM relationship is still an emerging area of inquiry. As technologies such as AI and blockchain continue to evolve, future studies could examine how these innovations reshape the roles and responsibilities of marketing and SCM professionals (Y. Wang et al., 2019). Additionally, research could investigate how firms can best manage the cultural and organizational challenges that arise from increased digital integration across marketing and SCM functions.

Methods

Research Design

This study employs a bibliometric approach to analyze the evolving role of marketing within supply chain management. This method facilitates the identification of trends, patterns, and relationships in the existing literature, offering deeper insights into the contributions and interactions between the disciplines of marketing and supply chain management. By systematically reviewing relevant publications, the research seeks to uncover how marketing strategies have influenced supply chain practices over time and how they have adapted to changing market dynamics. Furthermore, the bibliometric analysis enables the exploration of citation networks and authorship collaborations, thereby highlighting key influencers and foundational works in this area of study.

Data Sources

The data utilized in this study were sourced from the internationally recognized databases Scopus, which are well-regarded in the academic community for their extensive collection of scholarly literature. A systematic search was conducted using relevant keywords, specifically "marketing" and "supply chain management," to identify pertinent publications in these fields. These databases were chosen due to their comprehensive coverage and reliability, ensuring access to high-quality research articles that contribute to the understanding of the evolving role of marketing in supply chain management. By employing these keywords, the search aimed to capture a wide array of studies that reflect the interrelationship between marketing strategies and supply chain practices. The selection process focused on peer-reviewed articles to maintain the integrity and academic rigor of the research.

Selection Criteria

The inclusion criteria for selecting articles in this study encompassed several key factors. Firstly, only articles published in peer-reviewed journals were considered to ensure the quality and credibility of the research. Additionally, only publications from the years 2020 to 2024 were included to focus on the most recent developments in the field. The articles had to be directly relevant to the themes of marketing and supply chain management, and they were required to be written in English to facilitate comprehensive analysis. Conversely, the exclusion criteria eliminated any documents that were not peer-reviewed and those that did not pertain to the research topic, thereby refining the dataset to ensure its relevance and academic rigor.

Data Collection Procedure

The data collection procedure was carried out systematically through several key steps. Initially, a comprehensive search was conducted in specified databases using relevant keywords related to the evolving role of marketing in supply chain management. The search results were then filtered based on predefined inclusion and exclusion criteria to ensure the relevance and quality of the selected articles. This filtering process involved evaluating each publication to confirm its alignment with the research topic, and any non-peer-reviewed conference papers or irrelevant documents were excluded. Subsequently, metadata was extracted from the chosen articles, including essential information such as title, authors, publication year, source, and abstract. This structured approach ensured a thorough and methodical data collection, facilitating a robust analysis of the literature on the intersection of marketing and supply chain management.

Based on the search for relevant articles in the Scopus database related to marketing and supply chain management, a total of 2,690 articles were initially identified. After restricting the results to publications from 2020 to 2024, the number was reduced to 774 documents. Further refinement, limiting the selection to articles published in English, decreased the total to 770 documents. An additional 13 documents were removed due to metadata discrepancies with the study topic, leaving 757 documents. In the next selection stage, 27 documents were excluded due to inconsistencies in the full text, resulting in 725 documents that met the criteria for bibliometric analysis in this study.

Data Analysis

Data analysis was conducted using bibliometric software, including VOSviewer and BibExcel. The analytical process encompassed several key components: First, publication frequency was calculated to identify temporal trends by assessing the number of publications per year. Next, citation analysis was performed to evaluate the impact of articles, as well as the influence of authors and institutions within the field. Additionally, network mapping was utilized through co-citation and co-authorship analysis to uncover the relationships and collaborations among researchers in this area. Finally, thematic analysis was undertaken to explore the primary themes and the evolution of topics within the existing literature. This comprehensive approach allowed for a robust examination of the role of marketing in supply chain management, providing valuable insights into the development and interconnections of these disciplines over time.

Results

The findings of this study can be presented through several steps, as outlined previously, beginning with calculating the number of publications per year to identify temporal trends related to publications on marketing and supply chain management. The aim of analyzing publication trends from 2020 to 2024 is to reveal significant developments at the intersection of marketing

and supply chain management. This period has witnessed a notable increase in scholarly attention to the integration of these two fields, driven by the growing complexity of global supply chains and the evolving role of marketing in enhancing supply chain efficiency. By examining the number of publications each year, we can gain a clearer understanding of the trajectory of research growth, identify emerging themes, and uncover key factors contributing to this surge in interest. The results of the trend analysis are presented in the following figure:

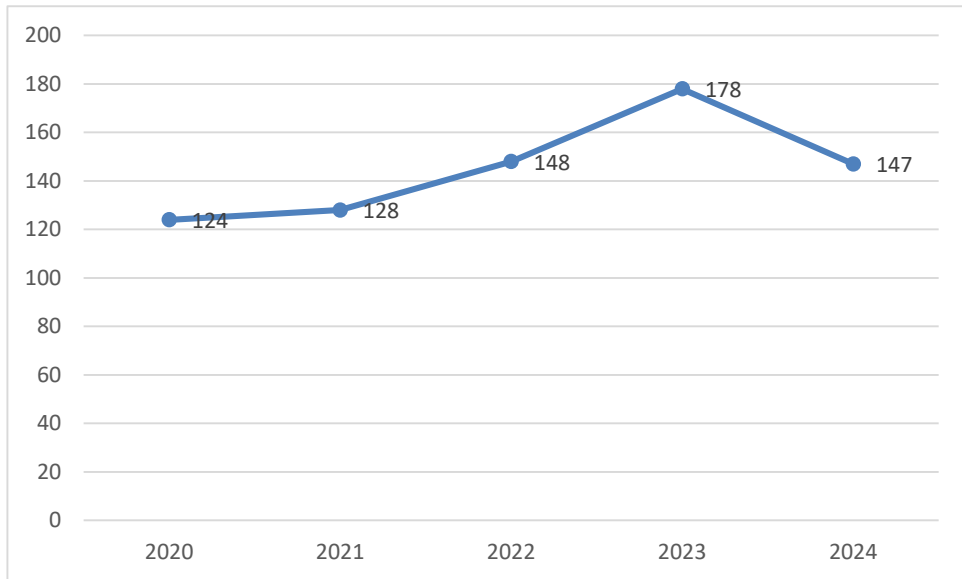


Figure 1: Document by years

Figure 1 illustrates the publication trend on marketing and supply chain management from 2020 to 2024, revealing a consistent increase in research interest over most of this period. In 2020, there were 124 documents published, which rose slightly to 128 in 2021. A more significant increase is seen in 2022, with 148 documents, followed by a notable peak in 2023, reaching 178 publications. Although there is a slight decrease to 147 publications in 2024, the overall trend indicates growing academic focus on the intersection of marketing and supply chain management, especially from 2020 to 2023. This upward trajectory underscores the increasing importance and relevance of these topics within the research community.

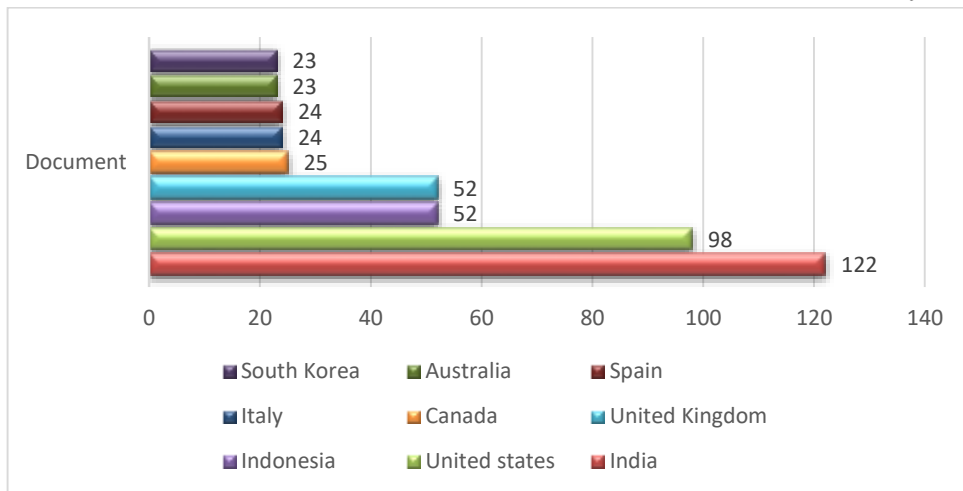


Figure 2: Document count for up to 10 country

An illustration of the number of published documents on marketing and supply chain management from the top 10 countries over recent years can be seen in Figure 2 above. The data shows a steady increase in publications from 2020 to 2023, reflecting growing academic interest and research efforts in this field. In 2020, there were 124 publications, which rose slightly to 128 in 2021, followed by a more substantial increase to 148 in 2022. This trend continued into 2023, reaching a peak of 178 publications, marking the highest level of scholarly focus during this period. However, in 2024, the number decreased to 147, indicating a slight decline while still maintaining a high level of engagement. This pattern demonstrates a sustained emphasis on the study of marketing and supply chain management, likely influenced by global economic shifts and technological advancements impacting these sectors.

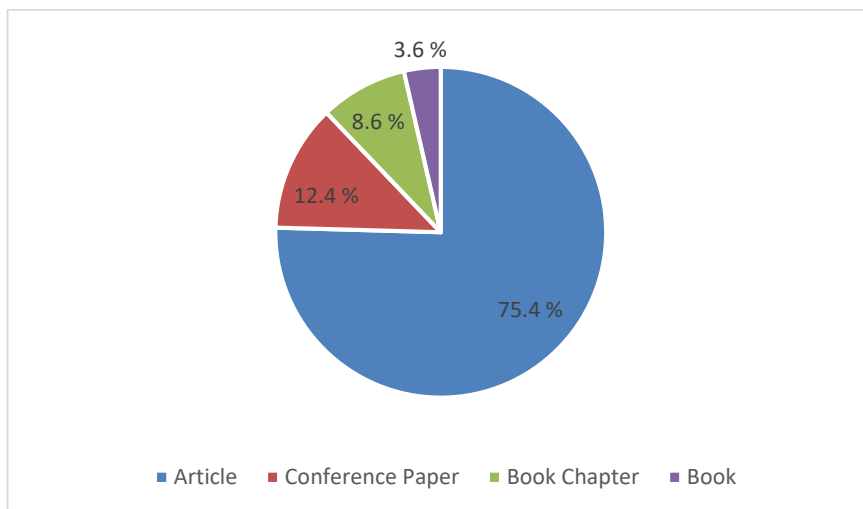


Figure 2: Document by type

The figure above provides an overview of the types of documents published in the field of marketing and supply chain management. The data shows that journal articles are the most dominant form of publication, accounting for 75.4% of the total with 547 documents. This highlights that the majority of research in this field is disseminated through peer-reviewed journals, reflecting the critical role of scholarly articles in advancing knowledge. Conference papers contribute 12.4%, with 90 documents, indicating that conferences also serve as a significant platform for presenting emerging research. Book chapters make up 8.6%, with 62 publications, demonstrating their role in offering in-depth discussions on specific topics within edited volumes. Lastly, books represent the smallest portion, at 3.6%, with 26 documents, showing that while books are less common, they still provide valuable comprehensive perspectives on marketing and supply chain management topics. This distribution emphasizes the predominance of journal articles as the primary research output, while other formats such as conference papers, book chapters, and books play complementary roles in academic discourse.



Figure 3: Document counts for up to five sources

Figure 4 above presents the number of documents published on marketing and supply chain management in five of the top 10 journals. *Sustainability Switzerland* leads significantly with 58 publications, highlighting a strong focus on sustainability's role within the contexts of supply chain and marketing. *Transportation Research Part E: Logistics and Transportation Review* follows with 16 publications, reflecting a specialized interest in logistics and transportation within supply chain studies. Both the *International Journal of Supply Chain Management* and *Uncertain Supply Chain Management* published 15 documents each, demonstrating a balanced emphasis on various aspects of supply chain challenges and management strategies. Finally, the *Journal of Retailing and Consumer Services* contributed 14 publications, underscoring the relevance of retail and consumer perspectives within the broader supply chain field. Together, these journals provide a diverse yet concentrated research foundation, reflecting key thematic areas in the fields of marketing and supply chain management.

Author and year	Quartile Journal	Source title	Cited by
(Dirsehan & Cankat, 2021)	Q1	Journal of Retailing and Consumer Services	79
(Barman et al., 2023)	Q1	Mathematics and Computers in Simulation	57
(Dey et al., 2021)	Q1	Expert Systems with Applications	127
(Ahluwalia et al., 2020)	Q1	Technological Forecasting and Social Change	179
(Liu et al., 2020)	Q1	Transportation Research Part E: Logistics and Transportation Review	134
(Pereira Pessôa & Jauregui Becker, 2020)	Q1	Research in Engineering Design	78
(Li et al., 2021)	Q1	Energy Economics	147
(Toorajipour et al., 2021)	Q1	Journal of Business Research	404
(Roh et al., 2022)	Q1	Journal of Cleaner Production	110
(Sohrabpour et al., 2021)	Q1	Technological Forecasting and Social Change	68
(Nguyen et al., 2021)	Q1	Resources, Conservation and Recycling	64
(Huang et al., 2020)	Q1	Transportation Research Part E: Logistics and Transportation Review	129
(Rahmanzadeh et al., 2020)	Q1	International Journal of Production Research	86
(Gölgeci & Kuivalainen, 2020)	Q1	Industrial Marketing Management	273
(Moktadir et al., 2021)	Q1	Journal of Cleaner Production	112
(Al-Khawaldah et al., 2022)	Q1	Uncertain Supply Chain Management	69
(Filimonau & Naumova, 2020)		International Journal of Hospitality Management	123
(Xiang & Xu, 2020)	Q1	Computers and Industrial Engineering	80
(Hao & Yang, 2023)	Q1	European Journal of Operational Research	69
(Hamilton & Sodeman, 2020)	Q1	Business Horizons	122

Table 1. Top 20 most cited authors in marketing and supply chain management research

Based on the data in Table 1, which highlights the top 20 most cited authors in marketing and supply chain management research, there is a clear trend of influential studies published in high-ranking (Q1) journals. Ahluwalia et al. (2020), published in *Technological Forecasting and Social Change*, leads with 179 citations, indicating significant impact in exploring technology applications within this field. Toorajipour et al. (2021) follows with 404 citations in the *Journal of Business Research*, reflecting the extensive influence of their work on AI in supply chain contexts. Other highly cited authors include Gölgeci & Kuivalainen (2020) with 273 citations in *Industrial Marketing Management* and Liu et al. (2020) with 134 citations in *Transportation Research Part E*. The high citation counts of studies by Dey et al. (127 citations) and Huang et al. (129 citations) underscore the importance of their research on smart applications and sustainability. This table illustrates the dominance of Q1 journals in advancing marketing and supply chain research, highlighting the relevance of topics such as AI, sustainability, and innovative digital platforms.

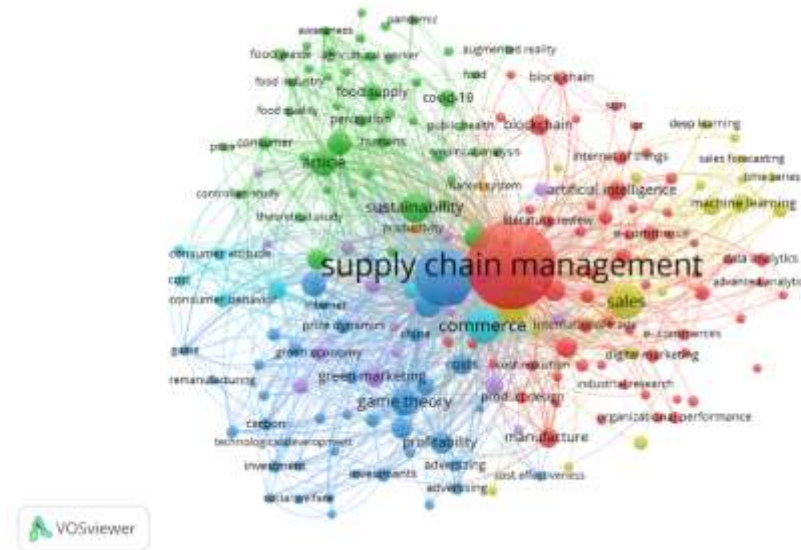


Figure 4: Output of co-occurrence analysis and all keywords.

The co-occurrence analysis in Figure 5. reveals key concepts and their interrelationships within the research on marketing and supply chain management. "Supply chain management" has the highest occurrence (467) and total link strength (2219), indicating its central role in the field. "Marketing" follows with 205 occurrences and 1338 link strength, emphasizing its importance. Other key terms include "commerce," "sales," and "decision making," all of which are significant in linking marketing strategies to supply chain operations. Emerging trends like "sustainability," "green marketing," and "blockchain" suggest a growing focus on environmental concerns and technological advancements in supply chain management. Keywords like "competition," "profitability," and "costs" reflect traditional business challenges, while newer themes such as "artificial intelligence" and "machine learning" point to the increasing use of digital innovations in optimizing both marketing and supply chain processes.

Discussion

The findings from this literature review reveal a significant advancement in the integration of advanced technologies, as well as increasing pressures for sustainability and environmental innovation within the context of marketing and supply chain management. This development is driven by global challenges, including the Fourth Industrial Revolution, which involves the adoption of new technologies such as blockchain, artificial intelligence (AI), big data, and the rising demand for greener and more sustainable business strategies. Several studies analyzed provide insight into the improvement of operational efficiency through the use of technology, and they also highlight how companies must adapt to stricter environmental regulations and shifting consumer expectations regarding sustainability.

One of the key themes emerging from this literature is the role of advanced technology in transforming how supply chain management and marketing strategies are executed. The integration of blockchain, AI, and big data has revolutionized operational processes and decision-making in the supply chain. A study by Toorajipour et al. (2021) shows that AI not only enhances the efficiency of supply chain processes but also enables companies to respond more swiftly to changes in market demand through more accurate and real-time data analysis. AI provides better predictions related to consumer demand, which is crucial in complex and dynamic supply chains. Similarly, Sohrabpour et al. (2021) examined the use of AI for forecasting export sales, which has become a critical aspect of supply chain management in the global market. With globalization and expanding cross-border trade, the ability to predict demand across various international markets is essential. In this context, AI helps reduce uncertainty through more precise predictive analytics.

Blockchain technology has also become a critical component in the transformation of supply chains and marketing. Ahluwalia et al. (2020) discuss the role of blockchain in startup financing from the perspective of Transaction Cost Economics. Blockchain enables more transparent and secure transactions, reduces transaction costs, and enhances trust between parties involved in the supply chain. This technology is particularly relevant in the digital era, where many startups rely on blockchain for easier access to capital and funding. Additionally, blockchain supports end-to-end supply chain management, facilitating product tracking from manufacturers to end consumers, improving transparency, and reducing the risk of counterfeit products. Research by Rahmanzadeh et al. (2020) reinforces the role of blockchain in product design and supply chain tactical planning. Blockchain allows companies to design products more efficiently, improve collaboration between suppliers and manufacturers, and accelerate the delivery of products to consumers, all at lower costs thanks to the automation offered by this technology.

In addition to the application of digital technologies, the review highlights how sustainability issues and environmental regulations are increasingly influencing marketing strategies and supply chain management. Governments in various countries are encouraging companies to adopt environmentally friendly practices through both regulation and subsidies. Some studies, such as those conducted by Li et al. (2021) and Roh et al. (2022), reveal the positive impact of government policies on the adoption of green technologies and eco-friendly marketing strategies. They found that government subsidies and cap-and-trade mechanisms encourage companies to invest in green technologies and reshape their interactions with consumers. Many companies are now adopting green marketing strategies to attract environmentally conscious consumers. Cap-and-trade policies provide incentives for companies to reduce carbon emissions, while

government subsidies help lower the cost of adopting green technologies, such as renewable energy and environmentally friendly production processes.

Research by Moktadir et al. (2021) examines the challenges companies face in implementing sustainable supply chain management in developing countries. This study focuses on the leather industry in Bangladesh, which is one of the country's key sectors. The challenges include inadequate infrastructure, weak regulations, and a low awareness of sustainability's importance among industry players. Although there is a global push to improve more sustainable business practices, there is a significant gap between developed and developing countries in terms of the adoption and implementation of sustainable supply chain policies. On the other hand, Al-Khawaldah et al. (2022) show that green supply chain management can provide companies with a competitive advantage. Green supply chain management not only reduces environmental impact but also improves financial performance and market competitiveness. This research emphasizes the importance of organizational ambidexterity—the ability of companies to balance exploitation (optimizing existing processes) and exploration (developing new innovations)—in managing environmentally friendly supply chains.

In addition to technology adoption in supply chains, this literature also highlights how digitalization is affecting corporate marketing strategies. Mobile food-ordering applications, as discussed by Dirsehan & Cankat (2021), reflect the changing behavior of consumers during the pandemic. These applications not only simplify the ordering process for consumers but also serve as crucial tools for restaurants to build brand loyalty and customer satisfaction. The digital interaction between consumers and brands through these apps shows how technology is reshaping logistics processes and shifting traditional marketing approaches. Research by Hao & Yang (2023) on live-streaming sales further reinforces how digitalization is transforming the marketing landscape. Live-stream selling through platforms allows companies to reach consumers in a more personalized and interactive way, providing an experience distinct from traditional marketing methods. This model has become particularly popular in markets like China and is growing globally, especially in the fashion, beauty, and consumer goods categories.

Conclusion

The findings of this study reveal a significant integration between marketing and supply chain management (SCM), evidenced by a marked increase in publications from 2020 to 2024. This integration is driven by the need for cohesive strategies that align supply chain operations with customer satisfaction, particularly in response to the complexities of global supply chains and shifting consumer expectations. Technologies such as artificial intelligence (AI) and blockchain have emerged as crucial enablers, enhancing companies' abilities to improve responsiveness, transparency, and decision-making processes within the supply chain. Additionally, influential contributions to the literature have come from leading authors, including Ahluwalia et al. (2020), Toorajipour et al. (2021), and Gölgeci & Kuivalainen (2020). Their research on AI, sustainability, and innovation in supply chain practices has significantly shaped academic discourse in this field. Major Q1 journals, such as *Technological Forecasting and Social Change*, *Journal of Business Research*, and *Industrial Marketing Management*, play a vital role in disseminating high-impact research that advances knowledge in the area. This study also identifies key research themes, including the integration of technology in SCM, sustainability, and environmental innovation. AI, blockchain, and big data are prominent areas of exploration, with a significant emphasis on green marketing and sustainable SCM practices. Regulatory policies and changing consumer

demand increasingly drive the adoption of environmentally friendly initiatives. Furthermore, emerging trends in digital consumer interactions, such as mobile applications and live-stream selling, underscore the transformative impact of digitalization on marketing and logistics.

Despite these contributions, this study acknowledges several limitations. First, the focus on recent publications may overlook foundational research that has shaped contemporary perspectives on marketing and SCM. Second, while this study highlights advancements in technology and sustainability practices, there is a lack of comprehensive research investigating these phenomena across diverse geographic and industrial contexts. In particular, studies addressing the challenges of sustainable SCM in developing countries remain scarce, revealing a significant gap in understanding how infrastructural and regulatory barriers affect adoption. Additionally, the role of small and medium-sized enterprises (SMEs) in implementing technology-driven SCM and marketing strategies is still underexplored, indicating a need for further investigation into their unique challenges and opportunities within the digital landscape. Future research should prioritize in-depth examinations of sustainable supply chain practices in developing countries, focusing on how local contexts influence the adoption of environmentally friendly strategies. Moreover, exploring the experiences of SMEs in navigating the integration of technology into marketing and SCM could provide valuable insights into best practices and innovative solutions. Lastly, longitudinal studies investigating the long-term effects of digital transformation on the relationship between marketing and supply chain management would contribute to a deeper understanding of how these fields continue to evolve in response to emerging trends and global challenges.

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