



Mapping the Landscape of Influencer Marketing and Sponsorship Disclosure: A Bibliometric Analysis

Mansi Phogat, Research Scholar, Punjabi University Centre for Emerging and Innovative Technology, Mohali

Email: mansibulbul123@gmail.com

Dr. Tarannum Mohan, Assistant Professor, Punjabi University Centre for Emerging and Innovative Technology, Mohali

Email: tarannummohan@gmail.com

Abstract

The intellectual environment around the incorporation of influencer marketing is systematically examined in this paper. This chapter conducts a thorough quantitative evaluation of the literature using bibliometric techniques in order to pinpoint important trends, significant writers, and new study topics in the ever-evolving field of Influencer marketing. A thorough examination of scholarly works, citation trends, and cooperative networks are all included in the analysis, which provides insights on the development of knowledge and the connections between concepts at the nexus of Influencer Marketing and Sponsorship Disclosures. The chapter seeks to improve our comprehension of the most influential contributions by charting the field's conceptual framework, influencing future research directions. Critical focal areas including recognizing foundational works, developing research frontiers, and possible gaps in the literature are also highlighted here.

