Identifying Scholarly Communication Patterns : citation analysis of Vidyodaya Journal of Management During the Period from 2016 – 2020

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Abstract

Citation analysis is one of the most widely used approaches for identifying key information resources used by scholars in a particular community. A major problem faced by librarians is identifying most relevant resources to develop a proper library collection, fulfilling their user needs. Citation analysis in a subject discipline helps to solve this problem. The Vidyodaya Journal of Management (VJM) which is a bi annual, peer-reviewed journal that publishes high quality research papers was selected for this study. The objectives were to identify usage patterns of information resources, authorship patterns, degree of collaboration and half-life of reference sources. The sample consisted of 2093 references extracted from journal issues published during 2016 to 2020. Citation data were categorized into 10 types of information resources, such as books, journals, websites etc. Results indicate that the most used source was journals (75%) followed by books (12%) .Two authorship contribution was prominent (36%) than single authorship (32%) for all references. For journals, also, two authorship was 39% while single authorship was 29% .The core journal identified was "Journal of Business Ethics" with 33 citations. Books were rarely used. Three citations were the highest for books. Mean half-life was 10 years for all citations and 14 years for books. 93% of citations were in print format while 7% were e –resources. (websites and e – journals). All the citations were in English language. It can be concluded that scholars heavily use journal articles in print format for scholarly communication process. Also there is a trend for multiple authored publications. The study recommends that librarians should pay attention on patterns of scholarly citations when formulate collection development policies.