

Agriculture Marketing in India: A Scientometrics study (A Case study of I-Scholar Database)

¹Bhavanishankar Naik B. & ²Dr.V.M. Bankapur

¹Research Scholar & Assistant Librarian, University Library, Rani Channamma University, Belagavi (India)

²Associate Professor, Dept. of Library & Information Science, Rani Channamma University, Belagavi (India)

ARTICLE DETAILS

Article History

Published Online: 10 December 2018

Keywords

Scientometric analysis, I-Scholar Database

*Corresponding Author

Email: bsnaikrcu[at]gmail.com

ABSTRACT

In this article, a Scientometric analysis of the I-Scholar Database for the period of 2000 – 2015 has been conducted about Agricultural Marketing in India. The study reveals the various aspects of the database like scattering of Agricultural marketing and year wise scattering of articles

1. Introduction

Agriculture is the backbone of the Indian economy. Referring to the FAO world statistics India is the world largest producer many fruits and vegetables, milk, millets, spices, jute and 2nd largest producer of wheat and rice in the world. India is the world's second or third largest producer of several dry fruits, agriculture-based textile raw materials, roots and tuber crops, pulses, farmed fish, eggs, coconut, sugarcane and numerous vegetables. India ranked in the world's five largest producers of over 80% of agricultural produce items, including many cash crops such as coffee and cotton. In 2010 India is one of the world's five largest producers of livestock and poultry meat, with one of the fastest growth rates, as of 2011, Research in agriculture is done.

Literature on the agriculture marketing becomes an important indicator of growth of the agriculture marketing in the Indian. The contributions of the research in agriculture market in India through a database will help us for the study. The study of literature search on "Agriculture Marketing" in the Indian

journals was the main objectives of the using the I-Scholar database from the years 2000 to 2015. The database chosen for the study is I-Scholar which is one of the Indian Journal database I-Scholar is the "Collection of Journals" provided by Informatics. The I-Scholar is gateway opens the delivery platform for both academic as well as corporate research segments.

Objectives of the study: The objectives of the study are as follows;

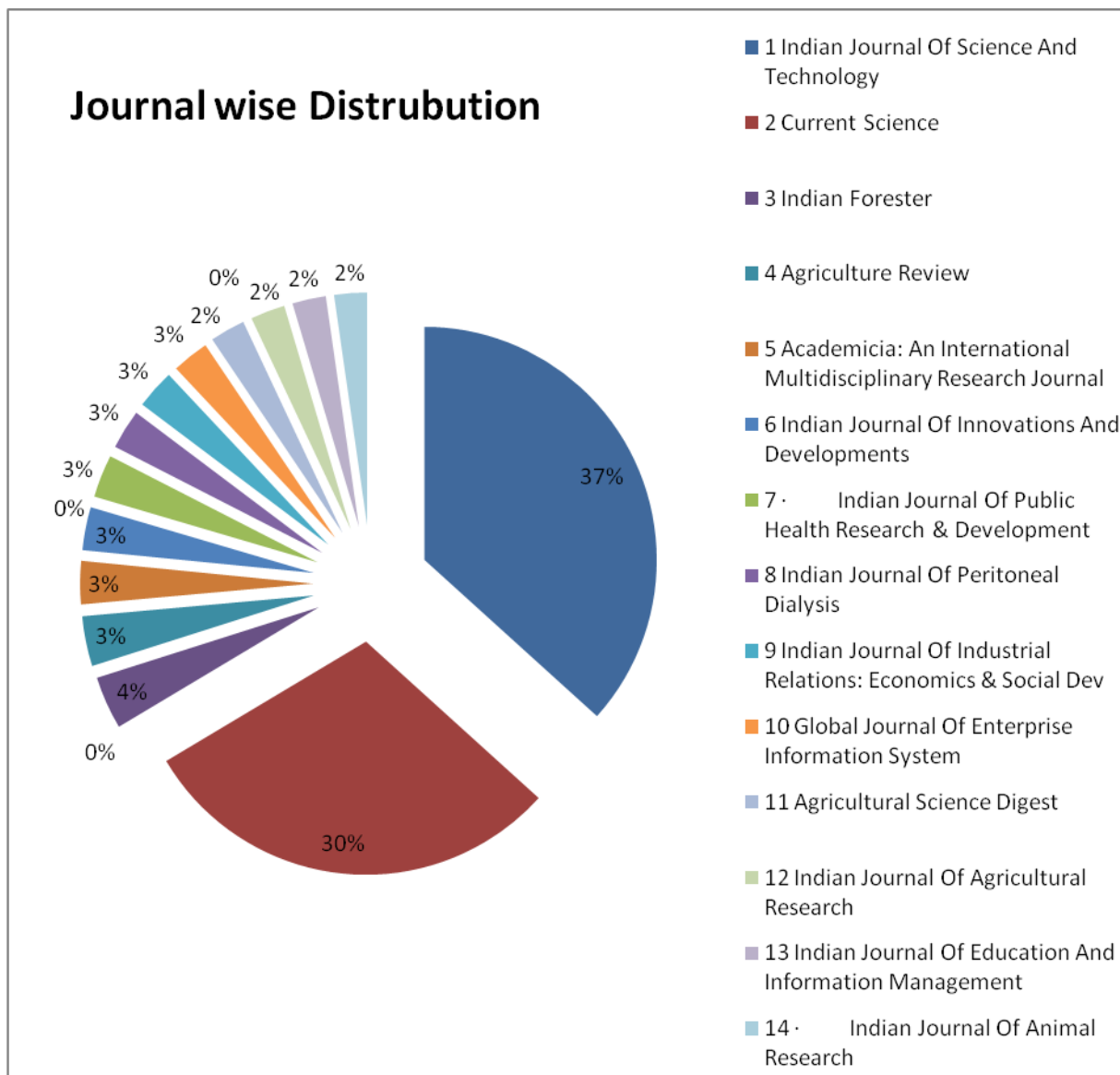
- To the know the growth of the literature in Indian Journal on "Agriculture marketing";
- The know the number of articles in Agriculture and related areas in the journals which have indexed the term "Agriculture marketing";
- The Know the subject scattering in the database –I-Scholar;
- To explore through various indicators on growth of literature on the Keyword" Agriculture Marketing.

2. Journal wise scattering of Agriculture Marketing

Sl. No	Journal wise scattering of Agriculture Marketing	Number of Items
1	Indian Journal Of Science And Technology	1671
2	Current Science	1354
3	Indian Forester	167
4	Agriculture Review	158
5	Academica: An International Multidisciplinary Research Journal	136
6	Indian Journal Of Innovations And Developments	136
7.	Indian Journal Of Public Health Research & Development	135
8	Indian Journal Of Peritoneal Dialysis	125
9	Indian Journal Of Industrial Relations: Economics & Social Dev	124
10	Global Journal Of Enterprise Information System	117
11	Agricultural Science Digest	111
12	Indian Journal Of Agricultural Research	109
13	Indian Journal Of Education And Information Management	106
14	Indian Journal Of Animal Research	104

Table No:1 Shows Journal wise Scattering of Subjects In the area of Agriculture marketing in i-Scholar

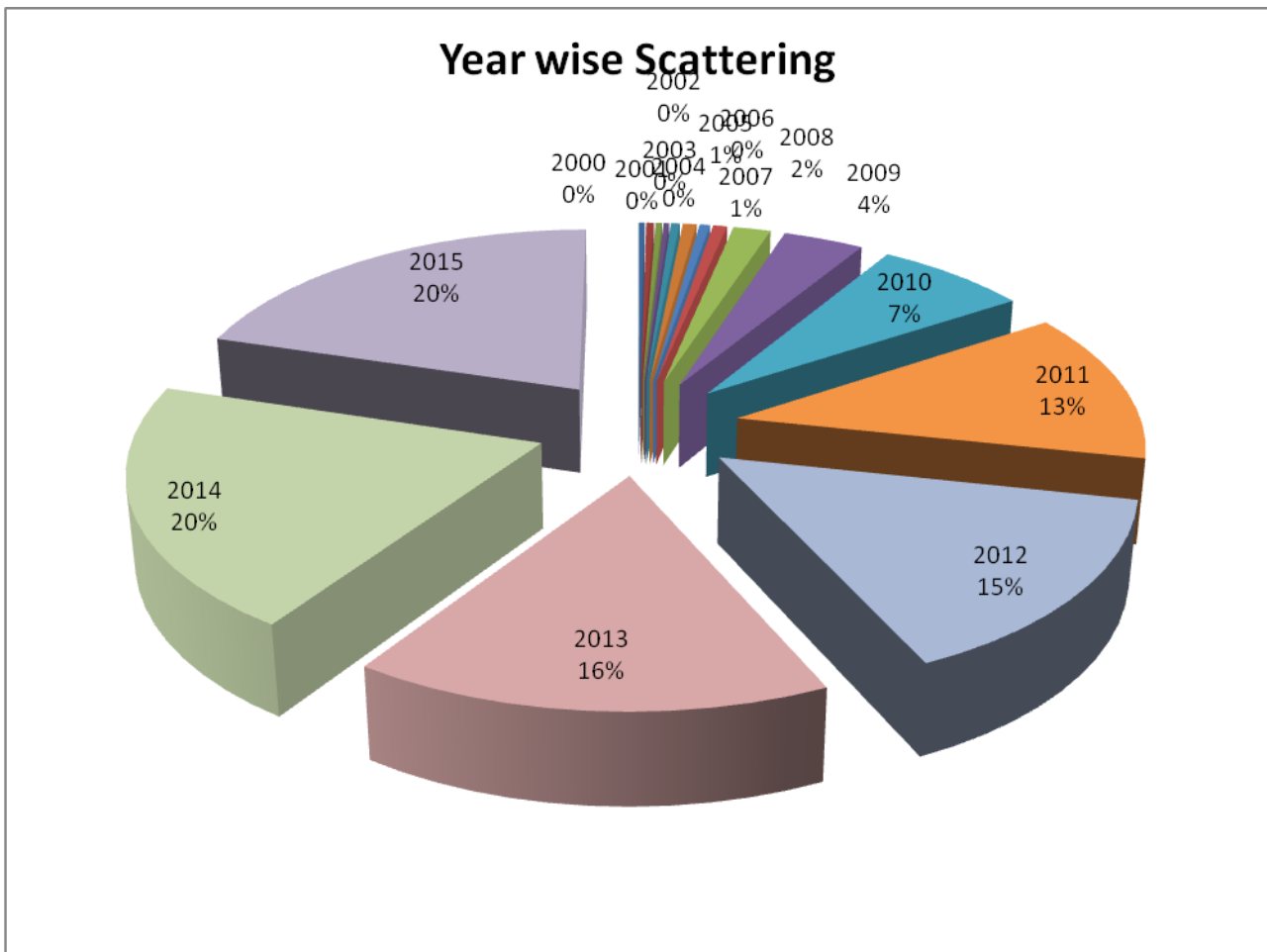
Percentage wise scattering of Subjects in journals: Below chart shows percentage wise scattering of subjects in journals in the area of Agriculture marketing in i-Scholar



SI. No	Year wise scattering of Articles	Numbers
1	2000	16
2	2001	21
3	2002	18
4	2003	15
5	2004	25
6	2005	38
7	2006	29
8	2007	39
9	2008	104
10	2009	224
11	2010	423
12	2011	755
13	2012	895
14	2013	978
15	2014	1124
16	2015	1222

Table No:2 Shows Journal wise Scattering of Articles in the area of Agriculture marketing in i-Scholar database.

Journal wise scattering of articles: Below chart shows percentage wise scattering of articles in journals in the area of Agriculture marketing in I-Scholar



The case study of the ischolar datatbase is used to know the devlopement and resaerch of Agriculture marketing. The various indicatros are represneted to show journals wise scattering of the article.

3. Conclusion

The publishing trend is today depends on the authors interest towards journal.Plenty of articles are published in different journals on agricultural marketing in the I-Scholar Database.

References

1. Samba Rao, B., Agriculture in India, serials Publication, New Delhi, 2010.
2. Beghin, J.C., Global Agricultural Trade & Developing Countries, Jain Publication, New Delhi, 2012.
3. Acharya, S.S., Agricultural Marketing in India, Oxford, New Delhi,1987.
4. Anderson, Multidimensional Marketing, International Book House, New Delhi, 1982.