



A Bibliographic Research on Globalization Strategies of Fast Food Businesses

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Abstract

In this study, it is aimed to reveal the current status of the relevant literature by examining the articles and postgraduate thesis studies on the globalisation strategies of fast-food businesses through bibliometric analysis method. In the study, as a result of searching the concepts of "fast food", "glocalisation" and "global" in Google Scholar, Wos and Scopus databases, a total of 27 scientific studies, 21 articles and 6 master's theses, were reached. During the analysis, the distribution of the relevant studies according to years, distribution according to countries of publication, frequency of use of keywords and number of citations were taken into consideration. In the light of the data obtained, it is thought that the number of publications between 2010 and 2023 does not meet expectations and presents an unstable image, since the relevant literature is still new. While the USA is the country that has contributed the most to the literature, the leading researchers of the literature are Dumitrescu Luigi and Vinerean Simona. It has been determined that the most used concepts in the relevant literature are "globalization" and "glocalization". In line with the data obtained, this study aims to reveal the current situation in the relevant literature, to see the deficiencies and to serve as a source for future studies.

Article History

Received: 22.03.2024

Accepted: 24.06.2024

Keywords

Fast food

Glocalization

Marketing strategies

Bibliography

Article Type

Bibliographic Article

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DOI: 10.21325/jotags.2024.1424