

Charting the Shifting Landscape of B2B Marketing: A Systemic Synthesis of Six Decades of Research

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Abstract

B2B marketing has expanded dramatically over recent decades, yet the field remains thematically fragmented and conceptually dispersed. This study seeks to clarify how B2B marketing knowledge has evolved and to illuminate the broader forces reshaping its theoretical foundations. Using an integrative review grounded in large-scale textual evidence and expert perspectives, the study synthesizes six decades of scholarly work to identify the major domains and underlying patterns that structure the B2B marketing landscape. Five interconnected areas of inquiry emerge, reflecting a shift from traditional transactional and relational logics toward a more systemic understanding of B2B exchange. Rising attention to governance, sustainability, and digital transformation indicates the emergence of a paradigm centered on interdependence, technological embeddedness, and institutional complexity. Established themes such as branding and product-focused innovation show signs of diffusion into broader strategic and ecosystem-oriented conversations. The findings point to a need for theory development that bridges organizational, technological, and institutional perspectives. Future research should focus on the systemic challenges facing modern B2B markets, including AI-mediated coordination, sustainability integration, and value creation across interconnected networks. This study provides a comprehensive, system-level synthesis that moves beyond fragmented thematic discussions and offers a renewed conceptual lens for understanding how B2B marketing is transforming as a discipline.

Track: Business-To-Business Marketing & Supply Chain Management