



The Customer Accounting in Academic Research: Literature Review

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| Received: 20.09.2023 | Accepted: 22.09.2023 | Published: 23.09.2023

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Abstract

The purpose of this study is to systematize previous research on customer accounting, make statistics, and evaluate according to the most influential authors, organizations, and countries in research on customer accounting. Research data was collected and analyzed from the OpenAlex database in VOSviewer 1.16.19 software with 660 articles for the keyword "customer accounting" filtered in Abstract. The results show that research on customer accounting has gradually increased since 2000 and the number peaked in 2020 (49 articles). The study also shows the most influential authors (by number of citations and number of articles), countries, and universities with the most publications and citations in customer accounting research. The research results have contributed to a systematic literature review of research on customer accounting.

Keywords: Customer Accounting; Literature Review; VOSviewer.

1. INTRODUCTION

"Customer accounting" has been known since 1897 through the publication of O'Connor D. M., however, it was not until many years later that the publications of Stigler G. J. (1957) and Telser L. G. (1960) were popularized and cited (OpenAlex Data). According to Guilding and McManus (2002), customer accounting is understood as identifying, measuring, recording, and analyzing information aimed at evaluating profits, revenues, or the current value of related collection streams. to a customer or group of customers. Customer accounting provides reports for each customer or customer group to serve as a basis and support for administrators to make decisions related to customers.

Client accounting represents a tool of strategic management accounting. It becomes a challenge to develop new approaches by integrating marketing accounting interfaces in the changed business context (Kraus, Hakansson, and Lind, 2015). Therefore, client accounting plays an important role in guiding the company's strategy and driving operations. Several studies have shown that businesses that implement customer accounting more successfully tend to achieve higher operating efficiency. Customer accounting focuses on financial measurements related to customers and their characteristics and behavior. Clear customer accounting leads to sustainable competitive advantage and superior financial returns

through more efficient use of resources and increased value for customers (Holm, Kumar, and Plenborg, 2016).

The study of customer accounting is of interest to many scholars and they are conducting applied research. Guilding and McManus (2002) laid the foundation for the content of customer accounting in research at 251 of the largest listed companies in Australia, presenting 5 aspects of customer accounting including (1) Customer profit analysis individual, (2) Analyzing profits by department/customer group; (3) Customer life cycle profit analysis; (4) Valuation of customer assets; and (5) Customer accounting with a comprehensive approach. However, 3 methods of customer accounting are commonly used, including (1) Profit analysis for each customer; (2) Analyzing customer lifetime value; and (3) Customer valuation (Al-Mawali et al., 2012).

Some general studies on customer accounting have also been performed. Matsuoka, K. (2020) literature review to find connections between management accounting and marketing, discuss three accounting pain points, and relate them to marketing concepts (customer journey, customer attraction and retention, and customer equity). Chang, W. et al. (2012) provide a critical review of the literature on the development and applications of customer lifetime value, a body of customer accounting. Damm, R., and Rodríguez Monroy, C. (2011) based on a review of several articles

published between 1990 and 2010 to properly estimate customer value when taking into account all factors that generate relevant value, financial as well as non-financial. Gupta et al. (2006) review several empirical articles that yield deployable customer lifetime value models that are useful for segmenting markets and allocating marketing resources to attract customers. Thus, review studies often choose one content of customer accounting to synthesize and analyze. Providing a comprehensive picture of research on customer accounting during the period from 1970 to the present is necessary to fill in the previous research gap.

Within the scope of the article's research, we want to systematize the research on customer accounting conducted from 1970 to September 2023. This research aims to contribute to the general management accounting literature and customer accounting in particular in terms of the number of statistical works on customer accounting, the most influential authors with the most articles and citations, countries, universities, and publications with the highest number of citations about customer accounting.

2. RESEARCH METHOD

Step 1: The author collects previously published overview documents related to customer accounting and introductory documents about the nature and role of customer accounting from data sources on Google Scholar. This collection is intended to explain the urgency of the research, overview of the research, and point out research gaps.

Step 2: The author used VOSviewer 1.6.19 software to filter data with the keyword "customer accounting" filtered in the Abstract of the OpenAlex database, accessed September 10, 2023. The results were 660 articles related (Van Eck & Waltman, 2011). The data collected in this software is used to analyze and answer the following research questions:

- Q1. Customer accounting studies from 1970 to September 2023;
- Q2. The authors have the most influence according to the number of articles and number of citations in publications on customer accounting;
- Q3. Universities have the most influence according to the number of articles and citations in customer accounting publications;
- Q4. Most influential countries according to some articles and citations in customer accounting publications.

3. RESEARCH RESULTS

3.1. Statistics published on customer accounting



Fig. 1. Documents of Customer Accounting by Year

The term "Customer Accounting" has appeared since 1897 through the publication of O'Connor D. M., however, it was not until many years later that the publication of Stigler G. J. (1957) and Telser L. G. (1960) popularized variable and quoted (OpenAlex data). Publications containing the term "Customer Accounting" in the

Abstract are sporadic and not many (less than 10 articles) from 1972 to 1999. From 2000 to 2020, research on customer accounting gradually increased and the number Volume peaked in 2020 with 49 publications. However, from 2020 until now, publications on scientific economics have tended to decrease (Fig. 1).

3.2 Statistics on the most influential authors in consumer accounting research

To evaluate the most influential authors in research on economic economics, we consider the number of citations of the article (Table 1), the number of articles by author (Table 2, Fig.2), and the number of citations by author (Table 3, Fig.3).

The highest citation by documents

Table 1. Frequency of the highest citation by documents

Document	Citations
lester g. telser (1960)	471
christian homburg (2002)	388
nitin agarwal (2006)	305
george j. stigler (1957)	246
tyler moore (2013)	232
aleda v. roth (1991)	213
christopher john guilding (2002)	177
jennifer itzkowitz (2013)	177
lino cinquini (2010)	138
george j. stigler (1968)	126
david walters (1996)	120
don m. chance (2001)	108
allen m. weiss (1997)	104

(Source: Authors compiled from VOSviewer software)

Table 1 shows the number of citations to the article by Telser L. G. (1960) "Why should Manufacturers want Fair Trade?" which achieved the highest lead (471 votes), followed by Homburg C. et al. (2002) "A Configurational Perspective on Key Account Management" with 388 citations, Agarwal N. and Rathod U. (2006) with 305 citations for "Defining 'success' for software projects: An exploratory revelation". The remaining articles have been cited more than 100 times. There are only 3 articles from 2010 to 2013, the rest were published before 2002.

The highest documents by authors

Table 2. Frequency of the highest documents by authors

Author	Documents
lisa mcmanus	9
rainer lueg	6
asani sarkar	6
andrea tenucci	5
lino cinquini	5
lifan wu	5
robert spencer	5
christopher john guilding	4
ken bates	4
daniela fabbri	4
ian martin	4
john gattorna	4
leora klapper	4

(Source: Authors compiled from VOSviewer software)

Compared to research on accounting terminology, there is not much research on accounting terminology, so the number of articles by authors is not high. Statistics of authors with the most articles on customer accounting, from 4 articles or more, yield only 13 authors (Table 2). Leading the way is Mcmanus L. (9 articles), followed by Lueg R. and Sarkar A. (6 articles), the remaining authors are 5 and 4 articles.

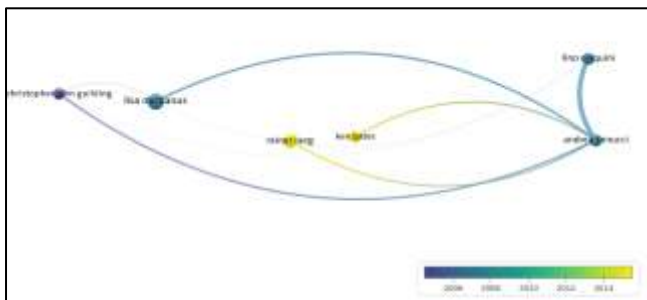


Fig. 2. Documents by average publication year

(Source: Authors compiled from VOSviewer software)

Adding information on the number of articles by author by year, Figure 2 shows that Mcmanus L., Tenucci A., and Cinquini L.'s publications were mainly in the period 2006 to 2010, while Guilding C. J. published more before 2006, while Lueg R. and Bates K. had a large number of articles after 2014.

The highest citation by authors

Considering this criterion, we selected the 10 authors with the most citations (Table 3). Telser L. has the most citations (471 times), followed by Workman J. P. and Jensen O. (388 times). Agarwal N., Rathod U., and Mcmanus L. are in the group with the third highest number of citations, in which Mcmanus L. also has the highest number of articles. The remaining authors have citations ranging from 213 to 263 times.

Table 3. Frequency of the highest citation by authors

Author	Documents	Citations
lester g. telser	1	471
john p. workman	1	388
ove jensen	1	388
nitin agarwal	1	305
urvashi rathod	1	305
lisa mcmanus	9	295
nicolas christin	2	263
tyler moore	2	263
christopher john guilding	4	254
marjolijn van der velde	1	213

(Source: Authors compiled from VOSviewer software)

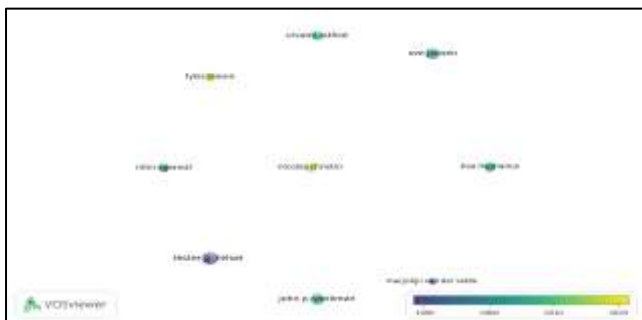


Fig. 3. Citations of Author by average publication year

(Source: Authors compiled from VOSviewer software)

Considering additional information on the number of citations by author by year, Figure 3 shows the highly cited publications of Telser L. before 1990, Mcmanus L., Workman J. P. and Jensen O., Agarwal N., and Rathod U. were highly cited from 2000 to 2010, and Moor T. and Christin N. were highly cited from 2015 onwards.

3.3 Statistics of the most influential universities in customer accounting research

The statistical results of universities with the number of articles from 4 or more and citations from 9 or more are 07 schools. Griffith University (Australia) tops this list (241 citations, 5 articles), followed by the University of Georgia (United States, 152 citations, 4 articles) and Georgia State University (United States, 79 citations), 5 articles) The remaining schools have an equal number of 4 articles and citation levels from 9 to 39 times (Table 4).

Table 4. Frequency of the highest number of articles and citations by universities

Organization	Documents	Citations
griffith university	5	241
university of georgia	4	152
georgia state university	5	79
luiss university	4	39
massachusetts institute of technology	4	28
iowa state university	4	10
university of cincinnati	4	9

(Source: Authors compiled from VOSviewer software)

Looking at the number of citations of schools by year (Fig. 4), Griffith University had high citations around 2010, while Georgia State University concentrated around 2015 to 2017.



Fig. 4. Citations of University by average publication year

(Source: Authors compiled from VOSviewer software)

3.4 Statistics of the most influential countries in customer accounting research

Table 5 lists the 15 countries with the most articles and citations about customer accounting. Accordingly, the United States leads with the most articles and citations (103 articles, 2400 times), followed by Germany (12 articles, 525 times). India and Australia have the third highest number of articles and citations (16 articles, 341-342 times). The group of countries with the fourth highest number of citations belongs to Finland, the United Kingdom, and Italy (132 to 197 times). The group of countries with the fifth highest number of citations is Japan, Switzerland, China, and Sweden (47 to 93 times), in which, China has the second highest number of articles (25 articles), just behind the U.S. The remaining countries have citations from 8 to 34, of which Indonesia is the country with a relatively high number of articles (18 articles).

Table 5. Frequency the highest number of articles and citations by country

Country	Documents	Citations
united states	103	2400
germany	12	525
india	16	342
australia	16	341
italy	9	197
united kingdom	18	164
finland	5	132
sweden	6	93
china	25	91
switzerland	5	65
japan	5	47
denmark	8	34
canada	6	17
indonesia	18	13
nigeria	6	8

(Source: Authors compiled from VOSviewer software)

Looking at citation counts by country by year (Fig. 5), the U.S., and the U.K. There were high citations around 2010, while China, Italy, and Germany focused on around 2012 to 2014, and Denmark and Finland had high citations from 2018 onwards.

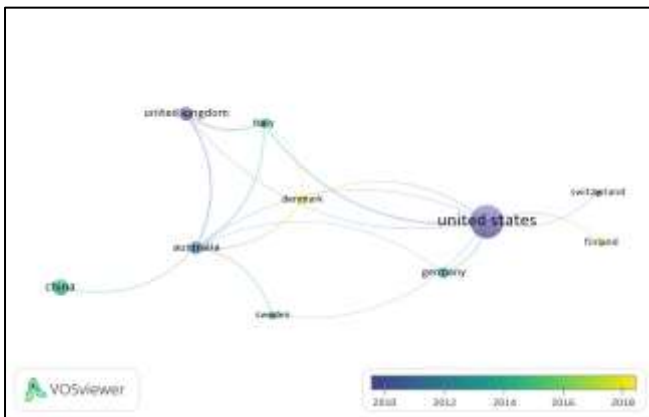


Fig. 5. Citations of Country by Average Publication Year

(Source: Authors compiled from VOSviewer software)

CONCLUSION

Based on statistical data collected from 1970 to September 2023 on customer accounting of 660 articles from the Vosviewer OpenAlex database, we performed statistical analysis to answer the research questions. The results show that research on customer accounting has gradually increased since 2000 and the number peaked in 2020 (49 articles), but has tended to decrease from after 2020 until now.

The study shows that the most influential authors, according to the number of citations, are Telser L. (471 times), Workman J. P., and Jensen O. (388 times). According to the number of articles, Mcmanus L. (9 articles), Lueg R. and Sarkar A. (6 articles). Article by Telser L. G. (1960) "Why should Manufacturers want Fair Trade?" achieved the highest lead (471 times), followed by Homburg C. et al. (2002) "A Configurational Perspective on Key Account Management" with 388 times.

The universities with the most published and cited research on customer accounting are Griffith University (Australia) at the top (241 citations, 5 articles), followed by the University of Georgia (United States, 152 citations, 4 articles) and Georgia State University (United States, 79 citations, 5 articles).

The countries with the most published and cited research on customer accounting are led by the United States (103 articles, 2400 times), far ahead of the remaining countries. Germany is the country with the second most citations (12 articles, 525 times). China is a country with many articles on customer accounting (25 articles), however, the number of citations is not high (91).

We performed a systematic inventory of customer accounting studies over a long period (from 1970 to September 2023). The research results have contributed to the general literature, serving as a basis for reference studies on customer accounting. Data collected from more extensive sources such as Scopus or Google Scholar is also a suggestion for further research.

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