

## **ARE THERE ANY DIFFERENCES IN CLIENT SATISFACTION INVESTIGATION WITHIN SCOPUS AND RUSSIAN JOURNALS PUBLICATIONS?**

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### ***Abstract***

*Client satisfaction is a critical element that equally affects firms' competitiveness in manufacturing and service industries. The competitiveness is highly dependent on the mediating role that client satisfaction plays on consumers' loyalty, and this is especially relevant in the turbulent periods lived after the financial crisis of 2008. A simple glimpse at the growing number of publications on client satisfaction shows the relevance of the topic. The aim of this paper is to analyze the evolution of articles published by Russian and non-Russian authors to see whether the experience of the former Soviet Union autocracy and the transition from this regime to market economy has played a significant role explaining the differences in approaches and topics under analysis as well as the rate of convergence between these two once separating worlds. The analysis is based on a systematic literature review of a first set of 1685 articles on client satisfaction in the Scopus and eLIBRARY databases. A further step based on only 200 relevant articles is made to find that the breach between these two worlds has been reduced, but there are still some differences regarding the social and economic components of the relevant literature. Some avenues for the future research that can advance a better understanding on the client satisfaction and the effects on the firms' competitiveness after the existing new political agenda are briefly introduced.*

**Keywords:** *client satisfaction, systematic literature review, Scopus; eLIBRARY; russian and non-russian authors*

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### **1. Introduction**

A variety of researches are devoted to investigate the essence of client satisfaction (CS) by giving it great significance. The initial researches over CS were carried out in medical fields [57]. It became important in the healthcare setting to treat patients as consumers and measure CS with medical services rendered [102; 186]. CS should be considered an important output of a country's healthcare system, basically reflecting the stage of its development [117]. Later, the investigation moved to the economy, especially the effects that CS has on firms' profits. Boulding et al. (1993) [23] indicate that CS is formed by the consumers' experience accumulated through the cycle of life of the firm. Anderson et al., (1994) [5] explain that CS can be defined as overall evaluation based

on the total purchase and consumption experience with a good or service over time. However according to another conception, CS is described as a function of pre purchase expectations and post purchase perceived performance of the respective product or service [143]. There are also theories about the psychological features of satisfaction, that link satisfaction with psychological effect on client [110; 94]. Other authors analyze CS as the way a person evaluates his or her life and how feels about where it is going in the future, and describe how to measure and manage this personal satisfaction [40]. While, Kirillova and Udalova (2013) [93] explain that satisfaction expresses emotional and subjective state of the consumer linked with their needs. Additionally, the degree of satisfaction is the compliance between the client's expectations and their assessment of the received services [165].

CS is a subject of research in a variety of disciplines and economic sectors in Russian language. For example, the major factor for bank profit increase is CS [173]. Karanovich (2013) [88] studies the mechanism of management of hotel's innovative activity while CS. Rudchenko (2014) [167] illustrates how to measure hotel's service quality to improve and match CS. Aga and Okan (2007) [4] empirically investigate CS in professional accounting firms in North Cyprus.

English language publications on CS dominate in Scopus (95%). A block of literature in other than English languages also exists, and this other literature isn't compared with the predominant one in English language. Thus, this research uses also the literature on Russian language to see whether there are significant differences on the number, the topics and the evolution between these two once separated realities. In principle, it can be anticipated that the number of publications and the type of topics on CS by Russian and non-Russian authors can be very different as Russia evolved from a self-autocracy and central economy to democracy and a market economy.

This uneven distribution is not only referred to the language of publication but also to the geographical area of study. It can be seen that out of the 1405 articles on CS published in Scopus there are only 5 Russian authors and that many analyze firms or countries located in the USA or the Europe. So, it will be useful to compare scientific approaches and topics on CS using a different language to extract potential differences and to see if the existing breach is or not reduced with the time. The comparison can also be used to enrich the common knowledge in the CS literature introducing a dual feedback between these two once apart worlds.

## **2. Methodology**

A systematic literature review is used as the main methodology in this research. A literature review analyzing the Russian and non-Russian CS literature has not been done in the past. As the first section shows the literature reviews on CS are mainly focused on the health system, medical treatments and job satisfaction on these fields [28; 74; 120; 128]. It is difficult to explain why there are no other CS literature reviews in other fields like hospitality management, tourism or transport. In these last fields, the literature reviews of the papers analyzed in this research present a more or less detailed contextualization of the main topic of the respective paper that deals with the CS in the sector under analysis. Denyer and Neely (2004) [45] declare that literature review involves documenting all undertaken procedures and systematic reviews should contain a section on the methodology used that provides a precise description of how the study was conducted.

In this study, the Scopus and eLIBRARY data bases (DB) are chosen for pragmatic reasons. Scopus is the world's largest single bibliographic DB that indexes more than 21,000 titles of scientific international publishers. It offers the possibility to simultaneously search for keywords in different fields like the article title, the abstract and the keywords, and more importantly it permits to segregate the articles on Social Sciences and Humanities into different research sections. eLIBRARY was established in 1999 by the initiative of the Russian Foundation to provide electronic access to the leading Russian scientific publications. It collects only scientific publications from different academic specialties, and has become the leading digital library of scientific periodicals in Russian language. eLIBRARY contains 20 thousand journals, as well as records of 1,5 million foreign and Russian theses, and classifies articles into 250 different themes, and as well as in Scopus, the search functionalities permit finding keywords into different subfields.

The first publication on CS in eLIBRARY DB dates back to 2002, so we use this year as the starting period for the research. The first publication on CS in Scopus DB dates back to 1954, and a void period of almost forty years exists in which the comparison between the Russian and non-Russian literature cannot be made. Regarding the final year, 2014 was chosen, so a period of 13 years is finally analyzed. The research is based on the two main keywords on CS to choose the papers in both DBs. The single keywords are too general and too many papers exist that are not very interesting for our research. Thus, the meaning of "satisfaction" in this paper is only narrowed to the perspective of a client, limiting then the meaning to what people need and want to make their life better by participating in some social and economic activity.

After the search of CS in the title, the abstract or the keywords of the articles, a manual and thoughtful review was performed to see whether the papers are or not well connected with the purpose of the paper, as well as to avoid potential duplications. After this primary filter, a sample was obtained with 1405 Scopus articles and 240 eLIBRARY articles. This sample was used to analyze the trend and the evolution. In order to compare the topics and the contents a further filter was needed to form a more manageable DB, so a selection of the most cited 100 papers in each of the DBs was performed. It is obvious that the representativeness for the Russian literature is higher, but this was finally preferred as one of the main objectives of the research is to extract possible differences of the Russian literature in comparison with the literature that has been written in other parts of the world.

### **3. Data, results and discussion**

In order to select the papers on each DBs, it was finally decided to include only the articles from journals, and no other type of sources.

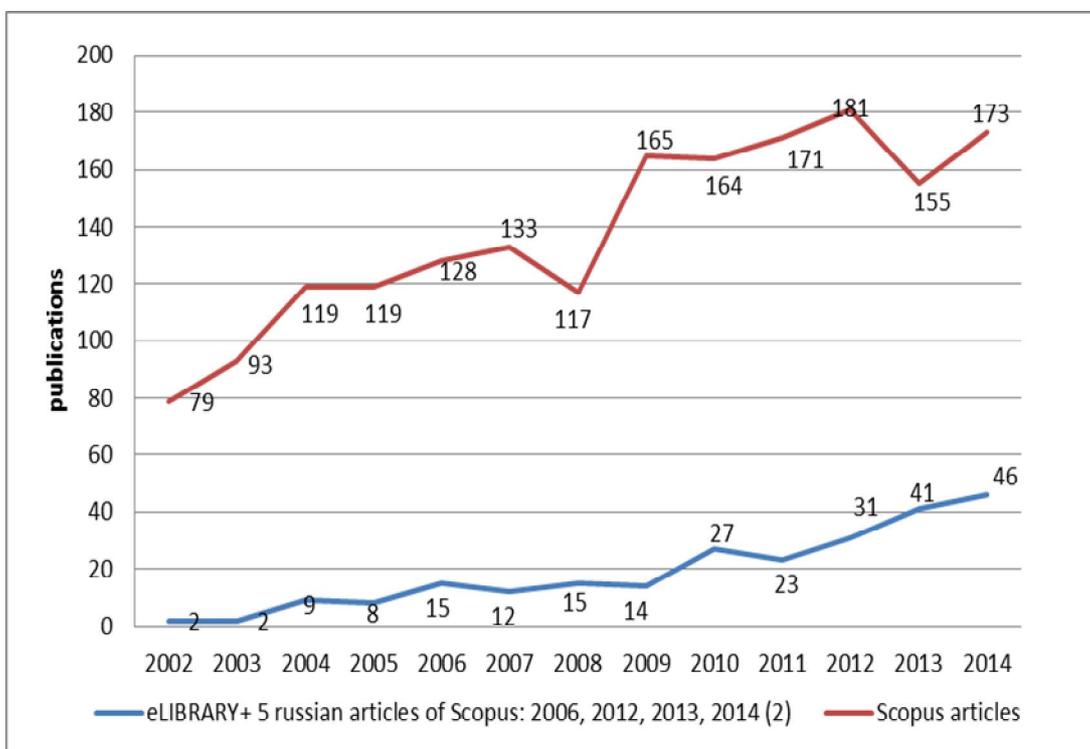
#### **3.1. Article's evolution on CS in social and economic areas within Russian and non-Russian authors**

During the 13-years period under analysis (2002-2014), a total of 1405 articles in Scopus (including 5 Russian authors) and 240 articles in eLibrary have been finally selected. A first issue

that can be highlighted is that there is only a 4,9% of publications in Scopus written by authors from non-English speaking countries (5 articles from Russian authors), which cast some doubts about the biases that can occur in the existing literature. From the set of English speaking countries, USA is the leader with 655 publications. Analyzing the five papers of Russian authors [43; 98; 124; 126; 189], it can be seen that most of them have been published recently. This can be explained in part by a twofold reason, first, there is an evident linguistic barrier that has already been mentioned above by the scarce representativeness of the literature of non-English speaking countries, and second, it is not until recently that CS has become an important research area in Russia.

As one of the main objectives of the paper is to compare the Russian and non-Russian literature on CS, it is clear that other type of resources published in Russian language is needed as 5 papers is a small number to extract any practical consideration. For this reason, the DB based on eLIBRARY articles is crucial in order to compare the topics and areas of research on CS in Russian language. The selection of eLIBRARY is justified by the recommendation made by the Higher Attestation Commission of the Russian Federation Ministry of Education and Science.

On the basis of the obtained results, it is evident that the popularity on the CS topic increased over the 13-years period under analysis for both DBs (Fig. 1). The evolution of each of the DBs in the years 2002 and 2014 is as follows: (1) Scopus numbers increased from 79 publications to 173; and eLIBRARY evolves from 2 publications to 46. It is evident that the increasing ratio is higher for eLIBRARY, but there is still a high disequilibrium in favor of the publications in English language.



**Figure 1. CS articles evolution in social and economic areas (2002-2014)**

Note: eLIBRARY data includes 5 Russian articles presented in Scopus DB

Source: compiled by authors based on Scopus and eLIBRARY

Comparing eLIBRARY and Scopus on a yearly basis, it can be seen that the breach is still notable but there is a very tenuous rate of convergence between both DBs. Regarding the increasing ratios, the picture is not so clear and there are ups-and-downs between the two ratios for the period. Figure 1 shows that eLIBRARY starts with 2 articles in 2002, in 2006 there are 15, the figure that is almost doubled in 2010 (27), and there is a final peak in 2014 (46). Besides this positive trend, eLIBRARY is still in the weak position in comparison with Scopus. As Egbert et al (2016) [50] contend it is evident that the English language publications are getting the lead in the scientific world against all other languages. Almost all international and indexed national journals are published in English, and, by far, English is becoming the lingua franca in all international scientific conferences. This evidence can also be shown by the average figures of the number of papers per year for both DBs, as Scopus presents 117 publications per year vs. 20 in eLIBRARY. For both DBs, there are years with negative increasing ratios, 2008 and 2013 in Scopus, and 2007 and 2011 in eLIBRARY. The peak periods for both DBs correspond to 2012 in Scopus and 2014, the last year under analysis for eLIBRARY. It is certainly a conjecture to conclude that the financial crisis of 2008 can in part determine these periods of decline, but this can be certainly researched analyzing to what extent the financial crisis is taking any important role in the analysis made on CS after the year 2008.

### **3.2. The comparison between Russian and non-Russian CS research**

The second objective of the paper is analyzed with the help of the selection of 200 papers – 100 papers for each DB. The papers are classified according to 10 directions (areas) presented in Scopus (Table 1).

Table 1 shows that there exists a great coincidence in the publication's activity on CS in some specific areas (Table 1) when comparing Russian and non-Russian authors. Business management accounting is one of the most popular areas for both DBs: Scopus 19%, eLIBRARY 27%. The research area of Decision Sciences has a similar interest and impact in both DBs (7% and 6%, respectively). However, besides these coincidences and similarities, there are more significant differences that put in value this research. Firstly, the biggest part of CS articles in Scopus (37%) falls into the psychology and medical areas, while articles of eLIBRARY, to our surprise, belong mostly to the economy area (>50%). Secondly, the importance on the areas of psychology, medicine, health professions and nursing in Scopus is much higher than in eLIBRARY, 39% vs. 5%, respectively. It is particularly relevant that the area of nursing and health professions has not received any attention by the Russian academia. Similarly, there is an important breach for the papers in eLIBRARY that belong to medicine (2%) and psychology (3%). Possibly, this situation could be explained because the medicine and psychology publications in eLIBRARY are not included in the economic and social areas.

It is also interesting to note that Scopus publications receive more cites than the eLIBRARY counterparts. This can be explained because CS is a more novel area of research for Russian authors.

**Table 1. Articles areas on CS research (2002-2014)**

Areas from Scopus	Number	Scopus	Citations	Number	eLIBRARY and Russian articles in Scopus (5 articles)	Citations
Psychology	20	Sin and Lyubomirsky (2009)	310	3	Elizarov and Boldinova (2013)	0
		Bakker et al. (2008)	308		Ovchinnikov and Neverov (2013)	0
		Kristensen et al. (2005)	260		Zorina and Kortunov (2014)	0
		Figley (2002)	204			
		Sirois and Gick (2002)	148			
		Steger and Frazier (2005)	131			
		Cook and Doyle (2002)	129			
		Kern and Frone (2007)	104			
		Jimmieson et al. (2004)	99			
		Waller and Gilbody (2009)	96			
		Lambert and Shimokawa (2013)	94			
		Okiishi et al. (2006)	91			
		Garman et al.(2002)	87			
		Frisch et al. (2005)	85			
		Cosden et al. (2003)	85			
		Constantine (2002)	84			
		Constantine (2007)	81			
		Dumbrill (2006)	81			
		Howlin et al. (2005)	81			
		Lappalainen et al.(2007)	73			
Business, Management and Accounting	19	Susarla et al.(2003)	189	27	Nufferova (2004)	7
		Caceres and Paparoidamis (2007)	150		Cherbakov and Danilina (2014)	3
		Rai et al. (2009)	100		Bachmachnikova and Savina (2013)	1
		Portela et al. (2004)	99		Baeva and Zacharov (2006)	0
		Mirchandani (2004)	91		Behechti (2013)	0
		Spiteri and Dion 2004)	80		Beliaev and Matveeva (2014)	0
		Van Birgelen et al.(2006)	73		Berg and Strezkaia (2014)	0
		Brauers et al. (2008)	71		Gareeva (2013)	0
		Yasamis et al.(2002)	69		Garibian (2013)	0
		Gainey and Klass (2003)	65		Gubanova (2014)	0
		Toor and Ogunlana (2010)	61		Iordache et al. (2009)	0
		Kim et al. (2006)	61		Kachalov (2012)	0
		Soriano (2002)	61		Karanovich (2013)	0
		Sexton and Barrett (2003)	60		Korepanov (2012)	0
		Cater and Zabkar (2009)	54		Krupskiy (2013)	0

		Millan and Esteban (2004)	47		Litvincheva (2010)	0
		Chia et al. (2009)	45		Mayorova (2012)	0
		Bennett and Barkensjo (2005)	45		Monachov et al. (2006)	0
		Garland et al. (2007)	45		Pasechnikov and Safonova (2014)	0
					Perepelkin (2013)	0
					Rijov and Kukuchin (2007)	0
					Romanzova and Chendon (2008)	0
					Rudenko (2010)	0
					Struyk and Alexandrova (2006)	0
					Tchamitlokova (2013)	0
					Volkov (2013)	0
					Ziadin and Molladjanov (2013)	0
Medicine	17	Resnick et al. (2004)	132	2	Archipova (2013)	0
		Adams and Drake 2006)	108		Kurilkin (2013)	0
		Essock et al. (2006)	96			
		Skeem et al. (2007)	87			
		Voruganti and Awad 2002)	76			
		Festinger et al. (2005)	72			
		Smith and Marsh (2002)	67			
		Montagu (2002)	66			
		Woodward et al.(2002)	64			
		Martínez-Iñigo et al. (2007)	63			
		Cabral and Smith (2011)	60			
		Harrison and Westwood (2009)	59			
		Baumgarten et al. (2002)	58			
		Sundell and Vinnerljung (2004)	57			
		Gettman and Gelfand (2007)	53			
		Kraus et al.(2005)	51			
		McEvoy et al. (2009)	50			
Decision Sciences	8	Buckinx and Van Den Poel (2005)	111	8	Astichina (2014)	0
		Erasala et al.(2003)	51		Cheech (2013)	0
		Jiang et al.(2010)	48		Goncharova and Goncharov (2012)	0
		Gallivan (2003)	48		Iachenko (2014)	0
		Frutos and Borenstein (2004)	45		Kechian and Rojkova (2008)	0
		Addison (2003)	43		Komarov and Popov (2014)	0
		Kim et al. (2009)	34		Kraskovsky (2010)	0
		Nasri and Charfeddine (2012)	29		Nesmianova (2012)	0

Multidisciplinary etc.	8	Faryabi et al.(2012)	4	24	Efremova (2002)	0
		Jadoo et al. (2012)	4		Raficov (2009)	4
		Yaghoubi et al. (2011)	4		Taradina (2011)	3
		Misina and Musikhin (2012)	3		Shironina and Kilosova (2013)	3
		Hashemzadeh et al. (2011)	3		Danilov et al. (2013)	2
		Rezaei et al (2011)	2		Potemkin et al. (2009)	2
		Tyulova et al.(2012)	2		Beliaev and Matveeva (2014)	0
		Chirico and Presti (2011)	1		Bor (2013)	0
				Chelkonogov (2010)	0	
				Demurin (2014)	0	
				Derendyaeva and Mukchina (2014)	0	
				Gordeiko (2014)	0	
				Ilchenko (2013)	0	
				Jevtun et al. (2013)	0	
				Kachirin (2014)	0	
				Kachurin (2013)	0	
				Kortunov et al. (2014).	0	
				Neretina and Lachina (2010)	0	
				Panteleev (2014)	0	
				Pavlenko (2014)	0	
				Ponomaryov and Novosyolova (2009)	0	
				Rudchenko (2014)	0	
				Sanin and Sanina (2014)	0	
				Zverkova (2012)	0	
Health Professions	7	Mueser et al.(2005)	50	0		
		Lawthers et al. (2003)	49			
		Pronyk et al. (2002)	44			
		Auslander and Jeste (2002)	44			
		Morse et al. (2006)	43			
		Segal and Silverman (2002)	43			
		Pring (2004)	39			
Computer Science	7	Lee et al. (2012)	28	6	Lomakin et al. (2013)	10
		Reychav and Weisberg (2009)	23		Molodchik and Akatov (2013)	6
		Davis (2008)	22		Naumenko and Naumenko (2009)	4
		Park et al. (2010)	17		Kandrachina and Grebnev (2007)	0
		Rai et al. (2012)	12		Korostochivez (2010)	0
		Chevalier and Bonnardel (2007)	12		Vokina and Volkov (2010)	0
		Leither et al. (2013)	10			

Economics, Econometrics and Finance	6	Roter et al. (2007)	46	21	Mindlin (2013)	22
		Abdel-Tawab and Roter (2002)	44		Bachmachnikova and Moriakova (2008)	11
		Bennett and Robson (2005)	37		Poliakova et al. (2011)	8
		Sanchez et al. (2007)	35		Andreychenko and Poliakova (2012)	3
		Bennett and Robson (2004)	23		Nikitinskiy (2004)	3
		Ismail at al. (2006)	21		Strebakova (2011)	3
					Argachokov (2009)	0
					Babenkova (2010)	0
					Beliaevskaia (2013)	0
					Shuklina (2014)	0
					Idrisova and Gasabenkova (2014)	0
					Kapustina and Babenkova (2010)	0
					Latichova et al. (2012)	0
					Liandau (2014)	0
					Molochov and Porubikovskaia (2013)	0
					Nikonova(2014)	0
					Nosikiva (2010)	0
					Novoselova (2011)	0
					Polinchev and Romanchugov (2012)	0
					Rijakov et al. (2004)	0
					Samsonova (2014)	0
Nursing	5	Hunter and Segrott (2008)	44	0		
		Stephenson et al. (2004)	32			
		Laudet et al. (2009)	31			
		Sanchez et al.( 2006)	30			
		Varatharajan et al. (2004)	27			
Art and Humanities	3	Yaruss et al. (2002)	41	9	Bisrov (2008)	0
		Yaruss et al. (2006)	31		Demchenko et al. (2014)	0
		Sojkin et al. (2012)	21		Diakonova and Zavialova (2012)	0
					Kirillova and Udalova (2013)	0
					Koschin (2010)	0
					Kuklina and Gubin (2014)	0
					Oblojin (2013)	0
					Ovchinnikov (2009)	0
					Surov (2007)	0
TOTAL	100			100		

Source: compiled by authors based on Scopus and eLIBRARY

#### 4. Conclusions

The aim of this paper was to compare the literature on CS of two once separated worlds, the Russian and non-Russian authors, analyzing the main differences not only in numbers and evolution but also in areas and topics of research. To our knowledge, this is the first time that such attempt is conducted on the base of a systematic literature review. CS literature from international scientific DB based on Scopus and Russian scientific DB based on eLIBRARY is extracted and compared for a period of 13 years (2002-2014). The importance of this paper is its contribution to this important strand of the literature extracting important insights that can help other researchers and practitioners on CS in the future.

The interest for both worlds under analysis is different as Scopus shows that the first paper on CS is written in 1954. Since then, the interest on CS has been growing but a bias can exist because the literature is based mainly on English speaking countries, and there is also a particular dominance of USA authors. A total of 1405 papers on CS in Scopus are selected after a manual depuration phase, where 5 publications are written by Russian authors (one in Russian language). eLIBRARY started only in 2002, and totally 240 publications are written on CS. It is concluded that there is still an evident breach between these two worlds for the analyzed period, with a very tenuous trend that shows that the gap is being reduced confirming the idea that the change from the once centralized based economy in Russia to a more market oriented economy has increased the interest in the CS topic.

The comparison of the topics and areas of CS research are done according to the classification provided by the Scopus DB. Thus, analyzing a set of 100 most cited papers for both DBs, a summary of the differences and commonalities between these two subsets is done. The biggest part of CS articles in Scopus cover psychological and medicine areas (37%), while Russian topics are mainly classified in economic categories like profit, income, and revenues, among others (50%). Normally, even the papers in the areas of psychology and medicine in Russian language have a clear orientation on economic issues. This issue can also be explained by the transition experienced by Russia in regard to the health system, where the private sector is becoming more important, and as such price is an important determinant of service quality and CS [125]. On the other hand, some commonalities are also found. For example, the areas of business, management and accounting have more or less the same degree of importance in both DBs.

As a limitation, it can be said that the period of our investigation is partially constrained by the contents of eLIBRARY to 2002-2014. It is almost evident that the change from a centralized economy to a market economy held in Russia in the last twenty years has triggered the interest on the CS topic, as firms' competitiveness in market economies are based on the listening to the perceptions of "clients" about the services provided in almost all sectors of the economy. There will be an increasing interest to develop new metrics on CS in order to benchmark the firms' performance as well as to select the best practices. Listening to the "voice" of the clients through different channels like the social media is paramount to this end.

The systematic literature review is based on CS as keyword, and the research areas and topics categorized according to the "directions" provided by Scopus in a selection of the 100 most cited articles from Scopus and eLIBRARY. As avenues for the future research, we propose: (1) to

extend the analysis using other type of categories beyond the fixed directions determined by Scopus including, for example, the approach, research methods, evaluation models and a more disaggregated list of economic sectors; (2) to extend the analysis with other geographical areas, especially relevant would be the analysis of other Central Asian economies, once part of the former Union of Soviet Socialist Republics; (3) to extend the analysis to other important languages like Spanish where minor differences can be expected; and (4) to analyze with a network analysis the main contributions of the important authors to this relevant literature field.

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#### **Rezumat**

*Satisfacția clientului este un element critic care afectează în egală măsură competitivitatea firmelor în industriile de producere și servicii. În mare măsură, competitivitatea depinde de rolul de mediere pe care îl joacă satisfacția clienților asupra loialității consumatorilor și acest lucru este deosebit de relevant în perioadele turbulente trăite după criza financiară din 2008. O simplă privire la numărul tot mai mare de publicații privind satisfacția clienților arată relevanța subiectului. Scopul acestei lucrări este de a analiza evoluția articolelor (lucrărilor) publicate de autori ruși și de altă origine pentru a vedea dacă experiența autocrației din fosta Uniune Sovietică și tranziția de la acest regim la economia de piață au jucat un rol semnificativ, explicând diferențele de abordare și subiectele analizate, precum și rata de convergență dintre aceste două lumi separate odinioară. Analiza se bazează pe o revizuire sistematică a literaturii de profil a unei prim serii de 1685 articole cu privire la satisfacția clienților în bazele de date Scopus și eLIBRARY. Încă un pas, bazat pe doar 200 de articole relevante, a fost făcut pentru a constata că ruptura (gol, breșă) dintre cele două lumi a fost redusă, dar există încă unele diferențe în componentele sociale și economice ale literaturii relevante. Sunt prezentate pe scurt câteva căi de urmat pentru cercetarea viitoare, care pot contribui la o mai bună înțelegere privind satisfacția clientului și a efectelor asupra competitivității firmelor, conform agendei politice existente noi.*

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**Cuvinte-cheie:** *satisfacția clientului, revizuire sistematică a literaturii, Scopus; eLIBRARY (biblioteca electronică); autori ruși și de altă origine*

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#### **Аннотация**

*Удовлетворение потребностей клиентов - критический элемент, оказывающий влияние на конкурентоспособность компаний в сфере промышленности и услуг. Конкурентоспособность, в значительной степени, зависима от посреднической роли влияния удовлетворенности клиентов на лояльность потребителей, и это особенно актуально в турбулентных периодах, следующие за финансовым кризисом 2008 года. Анализ растущего числа публикаций о степени удовлетворенности клиентов выявляет релевантность проблемы. Цель данной работы заключается в анализе эволюции опубликованных статей российскими авторами и другими исследователями (нерусскими), чтобы увидеть, сыграли ли существенную роль опыт самодержавия бывшего Советского Союза и переход от соответствующего режима к рыночной экономике, объясняя различия в подходах исследования и анализируемых тем, а также степень сближения этих когда-то двух раздельных миров. Анализ основан на систематическом обзоре профильной литературы первой серии из 1685 статей об удовлетворенности клиентов в базах данных Scopus и eLIBRARY. Был сделан еще один шаг, основанный на изучении 200 статей, который позволил обнаружить, что разрыв между двумя мирами был сокращен, но по-прежнему существуют некоторые различия в социально-экономических компонентах соответствующей литературы. Кратко представлены некоторые направления будущих исследований, которые могут способствовать лучшему пониманию удовлетворенности клиентов и воздействия на конкурентоспособность фирм в соответствии с существующей политикой.*

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**Ключевые слова:** *удовлетворенность клиентов, систематический обзор литературы, Scopus; eLIBRARY (электронная библиотека); российские и другие (нерусские) авторы*

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