Mapping the Intellectual Structure Corporate Social Responsibility in Emerging Market: A Scientometric Analysis from 1984 to 2021

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ABSTRACT

This study used scientometrics to map CSR/EM knowledge, including yearly publications, most cited nations, journals, institutions, significant themes, and developing trends. We used Scopus data to retrieved on August 1, 2021. The search term was "CSR/EM" in the title, abstract, and author's keywords. This analysis used VOSviewer. We found that Journal of Cleaner Production was the top productive and influential journal in a study of 1,974 publications on CSR/EM. The American University of Beirut and the University of Derby are the prolific institutions. The United Kingdom is the most productive country, and the most commonly used terms include emerging economy, corporate social responsibility, and sustainability. The circular economy, financial performance, sustainable development objectives, and entrepreneurship are possible feasible research themes. The amount of CSR/EM publications related to business is quite large and continues to grow at a fast rate. According to the keyword analysis, CSR/EM has had a major impact on all developing economies.

Keywords: Scientometric analysis, Business, CSR, Emerging markets, Sustainability.

INTRODUCTION

The peculiarities of Corporate Social Responsibility (CSR) in Emerging Markets (EM) have garnered considerable attention in recent years.[1] Attempts have been made to chronicle trends in nations where CSR is not yet widely practiced or examined.[2,3] Indeed, CSR research has historically, CSR research has tended to focus on developed nations-the United States of America, Europe, and, to a lesser extent, Asia-occasionally in a comparative manner.[4,5]

The Scopus database has a total of 24,202 papers relating to CSR and sustainability. It demonstrates that research in CSR is exploring and assessing the critical role of CSR in EM across a range of themes and disciplines. Additionally, considering the quick and widespread production of papers on CSR, several research have been conducted on systematic review and bibliometric analysis of the literature by industry/country in general.[6-8] However,

scientometric assessments of CSR/EM by topic area remain unexplored, particularly in the business domain.

The main objectives of this review are to map CSR/EM knowledge using a comprehensive scientometric analysis, including yearly publications, the most cited nations, cited journals, cited institutions, key topics, and emerging trends.

Data Collection

The study analyzed literature using scientometric methods and gathered information from the Scopus database.

The data for this study were taken from the Scopus database on August 1, 2021. This study utilized the keywords "CSR" OR "sustainability" OR "corporate social responsibility" AND "emerging economy*" OR "developing economy*" OR "developing country*" in the title, abstracts, and author's keywords to collect the necessary data. The search was limited to papers categorized as "business, management, and accounting." The approach made use of the following search parameter: TITLE-ABS-KEY ("CSR" OR "sustainability" OR "corporate social responsibility" AND "emerging economy*" OR "developing economy*" OR "developing country*") AND (LIMIT-TO (SUBJAREA, "BUSI") AND (LIMIT-TO (SRCTYPE, "j")). The metadata and revised Scopus result values were extracted in the CSV dataset format.

However, before doing the bibliometric analysis, the data were verified for consistency and reliability to resolve inconsistencies in country names and keywords. Furthermore, the data were standardized to ensure consistency when words appeared in the singular or plural, as acronyms, or in other formats. Visualization and statistical analysis methods: VOSviewer software was used to evaluate the data extracted from the Scopus database.

RESULTS

This study investigated 1,974 articles in the business domain. Surprisingly, this subject area overlapped with 16 others. Based on (Figure 1), the top five subject areas are business management and accounting (42%), social sciences (14.3%), economics, econometrics, and finance (9.7%,), engineering (8.7%), and environmental science (8.4%). Figure 1 depicts the distribution of CSR and EM papers across the top 11 subject categories.

The articles were published in 470 special publications. The Journal of Cleaner Production published the most papers (198), followed by the Social Responsibility Journal (74), the Journal of Business Ethics (64), Corporate Social Responsibility and Environmental Management (28), and Business Strategy and the Environment (24). One of the most discernable findings is that the most productive journals are ranked Q1–Q2 except two by Scimago JR. Hence, demonstrates that highly referenced papers on CSR/EM are typically published in top-ranked journals.

According to Scopus, over 3,064 researchers have published more than two publications and are affiliated with 109 academic institutions. Table 2 lists the top 15 most productive universities/faculties/countries in terms in terms of CSR/EM publications. The American University of Beirut (Lebanon) and The University of Derby's Centre for Supply Chain Improvement (UK) were

the top two universities, with each publishing (*n*=6) papers. The following best performing institutions are Bang College of Business, Kimep University (Kazakhstan), Montpellier Business School (France), and Southampton Business School, University of Southampton (UK), all of which have published (*n*=4) articles. Accordingly, UK institutions are the most productive, accounting for 40% (*n*=21) of published articles.

Table 3 shows the top 15 most influential journals. The most influential journal was Journal of Cleaner Production (*n*=6,892), followed by Journal of Business Ethics (*n*=4935), Corporate Social Responsibility and Environmental Management (*n*=1346), Technology in Society (*n*=1118), and Social Responsibility Journal (*n*=1068). One notable finding is that the top five most influential journals are among the top fifteen most productive journals (Table 1). Additionally, Corporate Governance (Bingley), Emerald Emerging Markets Case Studies, Benchmarking, African Journal of Hospitality, Tourism, and Leisure, Cogent Business and Management, and Business Ethics have been supplanted as the most influential journals by the International Journal of Production Economics, Managerial Auditing Journal, Tourism Management, Cities, Journal of World Business, and Corporate Governance.

In total, 51 nations were recognize as published geographic distributions, with each country having a minimum of eight articles. This research compiled bibliographic coupling by year, with the United Kingdom and the United States being the most prolific, followed by Australia, India, and China. The United Kingdom, the United States, Australia, China, and India were the top-cited countries, with the enormous citation weights and the greatest influence on the subject (Table 1). Pakistan, Vietnam, Jordan, the Philippines, Saudi Arabia, and Bangladesh were the

Table 1: Top 15 most productive journals based on the number of publications.

Rank	Journal	SJR	Articles
1	Journal of Cleaner Production	Q1	198
2	Social Responsibility Journal	Q2	74
3	Journal of Business Ethics	Q1	65
4	Corporate Social Responsibility and Environmental Management	Q1	28
5	Business Strategy and the Environment	Q1	24
6	Corporate Governance (Bingley)	Q1	17
7	Business and Society	Q1	16
8	Emerald Emerging Markets Case Studies	Q3	16
9	Benchmarking	Q2	14
10	Management Decision	Q1	14
11	African Journal of Hospitality, Tourism and Leisure	Q3	13
12	Cogent Business and Management	Q2	13
13	Accounting, Auditing and Accountability Journal	Q1	12
14	Business Ethics	Q1	12
15	Technology in Society	Q2	12
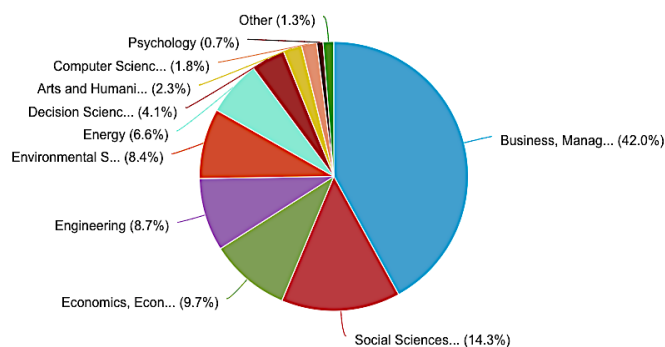
Figure 1: Distribution of CSR/EM articles based on subject area.

Table 2: Top 15 productive University/Faculty/Country based on the number of articles published.

Rank	University/Faculty/Country	Articles
1	American University of Beirut (Lebanon)	6
2	Centre for Supply Chain Improvement, The University of Derby (UK)	6
3	Bang College of Business, Kimep University (Kazakhstan)	4
4	Montpellier Business School (France)	4
5	Southampton Business School, University of Southampton (UK)	4
6	Aston Business School, Aston University (UK)	3
7	Department of Management Studies, Indian Institute of Technology Roorkee (India)	3
8	Department of Marketing and Logistics Management, Chaoyang University of Technology (Taiwan)	3
9	Essex Business School, University of Essex (UK)	3
10	Daculty of Economics, Tay Nguyen University (Vietnam)	3
11	Leicester Castle Business School, De Montfort University (UK)	3
12	School of Management, Universiti Sains Malaysia (Malaysia)	3
13	York University (Canada)	3
14	Abu Dhabi University (United Arab Emirates)	2
15	Brunel Business School, Brunel University (UK)	2

most recent nations to have publications included in the category as of late 2018 (Figure 2). These findings indicate that CSR/EM study patterns are shifting toward developing nations particularly emerging markets, necessitating the institutionalization of CSR; hence, further empirical research is required.

Table 3: Top 15 most influential journals based on citation.

Rank	Journal	TC
1	Journal of Cleaner Production	6,892
2	Journal of Business Ethics	4,935
3	Corporate Social Responsibility and Environmental Management	1,346
4	Technology in Society	1,118
5	Social Responsibility Journal	1,068
6	Business and Society	832
7	Business Strategy and the Environment	790
8	Accounting, Auditing and Accountability Journal	693
9	International Journal of Production Economics	663
10	Managerial Auditing Journal	607
11	Tourism Management	522
12	Management Decision	449
13	Cities	420
14	Journal of World Business	397
15	Corporate Governance	306

TC = Total Citation

In light of the rising body of literature in this discipline, to identify future study areas in the domain of CSR/EM.

To identify potential areas of research in the domain of CSR/EM, in light of the rising body of literature in this discipline.

In light of the rising body of literature in CSR/EM domain, Figure 3 highlighted news directions for futures studies. The yellow nodes, which include the circular economy, financial performance, sustainable development objectives, entrepreneurship, the building sector, and obstacles, reflect the most often recurring terms since 2018 as the most recently considered topics. As a result, further empirical study in emerging markets is necessary on these topics.

The data was analyzed using the VOSviewer program; 3,939 keywords were extracted from 1,974 papers in this investigation. Only 53 keywords, on the other hand, appeared at least ten times. The knowledge embedded in these articles is classified into six clusters based on (Figure 4). Three keywords are particularly significant: emerging economy (*n*=364), corporate social responsibility (*n*=358), and sustainability (*n*=279).

Cluster 1 (red) often appearing term is "sustainability," which comprises nine keywords. It is; nevertheless, the third most often occurring word overall. The cluster's concentration is on "sustainability and supply chain management," with a particular emphasis on circular economy, entrepreneurship, trust building, and the hurdles firms face while implementing sustainable methods. The most often occurring term in cluster 2 (green) is
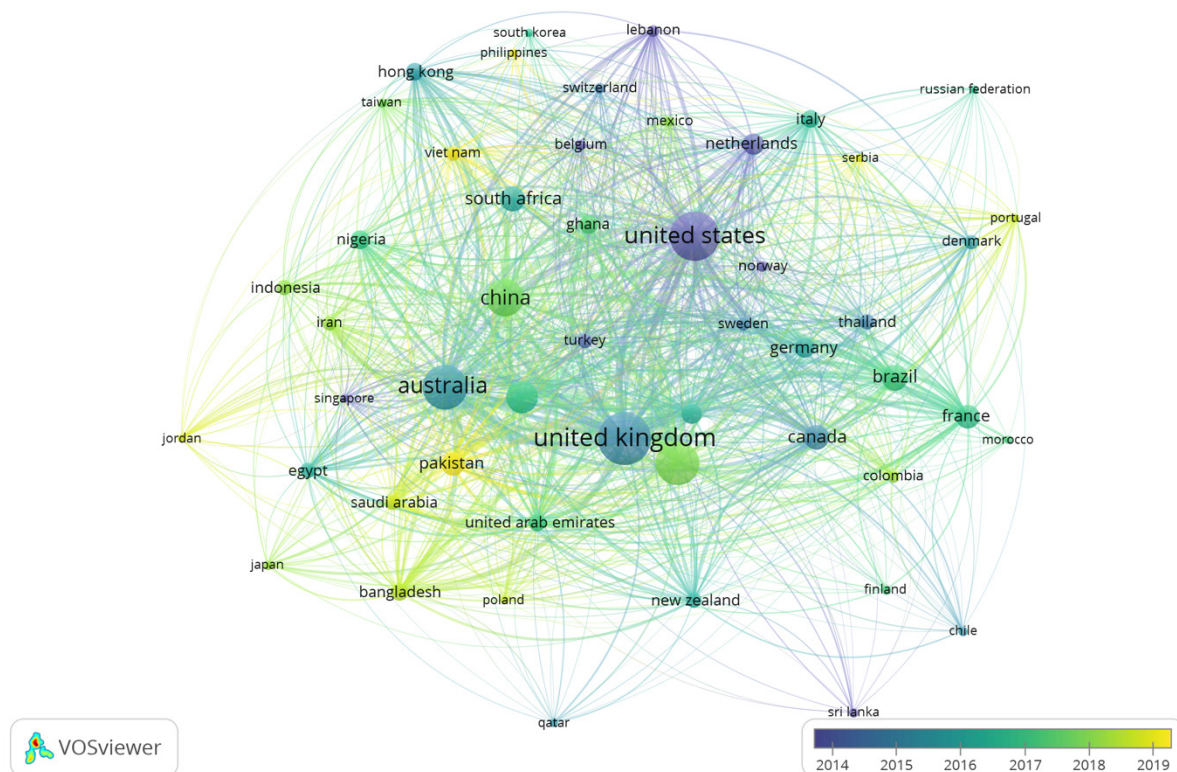
"corporate social responsibility," which comprises nine keywords. Nonetheless, it is the second most-often occurring phrase in general. The cluster's concentration is on "corporate social responsibility and financial performance," with a particular emphasis on corporate governance, CSR disclosure, sustainability reporting, and stakeholder theory when conceptualizing the CSR effort. Cluster 3 (blue) has the most often used term "developing economy," which comprises nine keywords. It is the most-often used term in general. The cluster's concentration is on "Sustainable development and developing economies," with particular emphasising on corporate sustainability, renewable energy, social sustainability, environmental sustainability, and the critical nature of sustainable development goals for emerging markets. Cluster 4 (yellow) has the most-often used term, "innovation," which comprises five keywords. The cluster's focus is on "innovation and environmental management," emphasizing stakeholder involvement and the critical nature of environmental management for SMEs. The most often used keyword in Cluster 5 (yellow) is "institutional theory," which comprises four keywords. The cluster's concentration is on "globalization and institutional theory," emphasising problems such as legitimacy theory and the significance of these theories for multinational corporations. Finally, cluster 6 (light blue) has the most-often used keyword, "sustainable tourism," which comprises three keywords. The cluster's focus is on "sustainability and sustainable tourism,"

emphasizing the significance of the environment and how stakeholders are pressuring businesses to be more mindful of sustainability.

DISCUSSION

The purpose of this study was to offer information on the current status of publications in the field of business related to CSR/EM. As of August 1, 2021, 1974 studies published in business subject areas were recorded in the Scopus database. The statistics revealed the number of publications and scholars' responsiveness to study CSR/EM across the globe.

Based on Table 1 and 3 the most productive three journals are Journal of Cleaner Production, Social Responsibility Journal, and Journal of Business Ethics. The most influential three journals are Journal of Cleaner Production, Journal of Business Ethics and Corporate Social Responsibility, and Environmental Management. Furthermore, the top 2 most productive universities are the American University of Beirut (Lebanon) and the University of Derby's Centre for Supply Chain Improvement (UK). Based on bibliographic coupling, the most productive and influential two countries are the UK and the USA. Another interesting observation is that from 2018 onwards, Pakistan, Vietnam, Jordan, the Philippines, Saudi Arabia, and Bangladesh were the most recent nations to have publications, indicating CSR/EM study patterns are shifting toward developing nations.

Figure 2: Bibliographic coupling of countries by publication year.

Figure 3: Co-occurrence of author keywords by publication year.

Figure 4: Co-occurrence of author keywords by clusters.

As shown in (Figure 4), based on the visualization of keyword co-occurrence on CSR/EM reveals six themes, which are sustainability and supply chain management, corporate social responsibility and financial performance, sustainable development and developing economies, innovation and environmental management, globalization and institutional theory and finally sustainability and sustainable tourism. Furthermore, (Figure 3) identifies prospective themes in CSR/EM, including the circular economy, financial performance, sustainable development goals, entrepreneurship, the building sector, and obstacles, as the most frequently recurring words since 2018 and the most recently discussed issues. As a result, further empirical study in emerging markets is necessary on these topics.

CONCLUSION

To summaries, CSR/EM studies in business will continue to develop at a rapid pace. By evaluating and demonstrating the present condition of the business literature, this research provides critical information for scholars. This research supplements previous research on CSR/EM, particularly in economics, business, and finance. The findings show that CSR/EM is widely investigated and that specific issues remain untouched in EM.

All the research does have shortcoming. In that sense this study used the Scopus database. Future research may use other databases or integrate data from several sources to increase the generalizability of the findings. Second, the evaluation method focused exclusively on articles papers, but future research might include relevant books and chapters to broaden the data set. Third, CSR in EM are still in its infancy [9]. Future research should conduct deeply quantitative examination of the selected industry/country, and both academic and practical investigations should employ expert systems and fuzzy techniques to address this shortcoming.

AUTHORS' CONTRIBUTION

Ibrahim Sameer: Conceptualization, Methodology, Formal analysis, Writing–original draft. Walid Simmou: Conceptualization, Methodology, Supervision, Writing–original draft, Writing–review and editing. Mohamed Ibrahim: Visualization, Writing–review and editing.

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CONFLICT OF INTEREST

The authors declare that there is no conflict of interest.

ABBREVIATIONS

CSR: Corporate Social Responsibility triple-negative breast cancer cell line; **EM:** Emerging Markets.

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