

BIBLIOMETRIC ANALYSIS OF PUBLICATION TREND ON MALAYSIAN CORPORATE SOCIAL RESPONSIBILITY ISSUE

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Business (IJAFB)*, 9 (54), 151 - 159.

Abstract: *The main objective of this paper is to conduct a publication trend analysis on the topic of Malaysia's Corporate Social Responsibility (CSR). All the data was obtained from Scopus. Scopus is the most reliable database since it contains only selected, high-quality publications. Four applications were utilized to analyze the data: Microsoft Excel 2019, Vosviewer 1.6.20, Endnotes 20.0, and Gephi 0.10.1. A total of 470 publications have been published between the years 1971 and 2023. The analysis considers six factors: publication trends, subject matter, authors, the countries of the authors, keywords, and publishers. Based on the analysis it can be concluded that corporate social responsibility is a promising area for future research development.*

Keywords: *Corporate Social Responsibility, CSR, Malaysia, Bibliometric.*

Introduction

Corporate social responsibility (CSR) is one of the topic that catches academicians as well as the industry as the benefits of spending on CSR is not materialised in the short term. CSR can be defined as activities being conducted by companies for the benefit of the stakeholders, beyond the interests of shareholders exclusively (Alghizzawi, Youssef, Abu Zraiq, & Elmassri, 2022). The stakeholders involved could be from the internal parties of the companies such as employees, and also the external parties such as the government and communities (Borlea & Achim, 2013). The bibliometric analysis enables researchers to look into insights of publications (Zhaisanova & Mansurova, 2024), analyse a broader and larger number of publications, and examine the networks of publications from various dimensions (Tan & Song, 2024). Furthermore, the bibliometric analysis also helps researchers in predicting future research trends in a specific area of study (Ab Aziz et al., 2024; Purba et al., 2024; Tian, Qi, Xu, Yu, & Lin, 2024) and more importantly the statistics produce could help the researcher to look more objectively (Wang et al., 2024).

Materials and Methods

Data Acquisition

The data was extracted from Scopus on 15 February 2014. Scopus was selected primarily for two reasons. First, Scopus is a widely recognised database in the academic community, renowned for its comprehensive coverage, exceptional quality and standards, and above all, its reliability (Ferreira, Reis, Carmezim, & Cláudio, 2024; Ghosh, 2024). This is important as it help the analysis to be reliable as it avoid using predatory journal. Second, the Vosviewer specifically cater the Scopus database. Vosviewer is a software where it allows users to construct and visualise networks or relationships using a text-mining function (Baidya & Saha, 2024) using csv file. The instruction TITLE-ABS-KEY ((("corporate social responsibility" OR "CSR") AND malaysia)) AND PUBYEAR < 2024 has been used to find the relevant publications. The year 2024 has been excluded from the search because to avoid any mislead in the trend as there are only few articles has been included in the Scopus database as the data was collected in February.

Bibliometric Analysis

The data extracted from Scopus is in the CSV format and the analysis was conducted using four Software; Microsoft Excel 2019, Vosviewer 1.6.20, Endnotes 20.0 and Gephi 0.10.1. Some of the graph provided by Scopus has been enhanced and accordingly with the objective of the analysis using the Microsoft Excel. Vosviewer has been used to analyse patterns and illustrate it with a diagram. Since Vosviewer did not offer a platform for downloading the analysed table, Gephi was utilised to transform the Vosviewer graph into tables. Endnotes has been used to investigate on the details of the publications.

Results

The search boolean returned 470 publications from Scopus. It includes all publications through December 31, 2023.

Trend of Publications

Figure 1.0 shows the publications trend

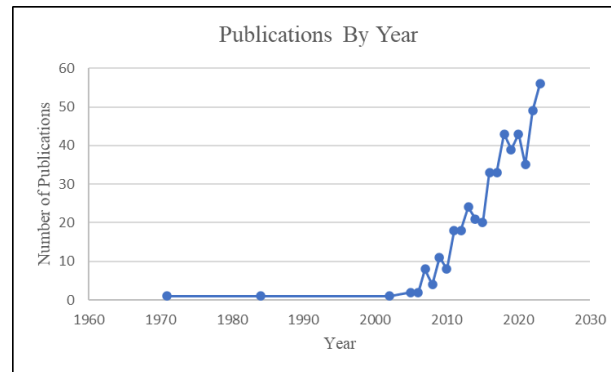


Figure 1: Publications by Year

Although the initial publication on Malaysia CSR occurred in 1971, the subject has yet to garner widespread attention. After thirteen years, the second paper was published in 1984. No publications were produced during the 1990s. The academic community have to wait another twenty-one years for the next publications to be publish in 2005 (two publications). The publications start to be more consistent starting from 2006 (two publications), 2007 (eight publications), and 2008 (4 publications). This trend has seen drastically moving upward starting with 19 publications in 2009 and continue and reach it peak at 56 publications in year 2023.

Subject Area

The CSR has been discussed in relation to twenty-three distinct topics. Figure 2 illustrates the five most important subjects.

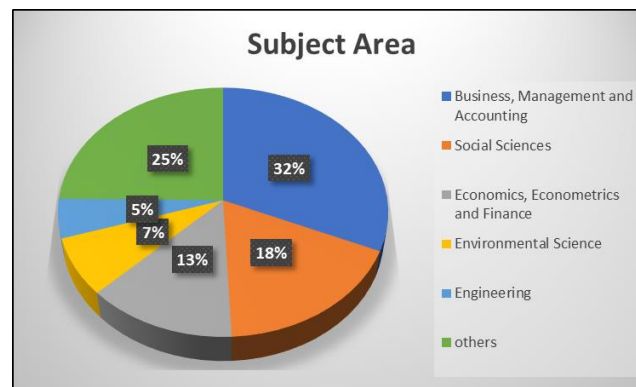


Figure 2: Subject Area

Business management and accounting comprise the top five subject areas, accounting for 32% of the total, followed by economics, econometrics, and finance at 13%, environmental sciences at 7%, engineering at 5%, and a combination of 18 additional subject areas accounting for the remaining 25%.

Main Author/Co authors

There are 159 authors listed in the publications. Table 1 shows the twenty top Authors.

Table 1: Top 20 Main Author/Co Author

Main Author/co author	Number of Publications
amran, azlan	23
darus, faizah	17
yusoff, haslinda	14
nejati, mehran	13
said, roshima	10
ooi, say keat	6
arshad, roshayani	5
haron, hasnah	5
joseph, corina	5
zain, mustaffa mohamed	4
ahmad, noor hazlina	3
iranmanesh, mohammad	3
jangu, tamoi	3
mohamed zain, mustaffa	3
rasoolimanesh, s. mostafa	3
sawani, yussri	3
shaharudin, mohd rizaimy	3
tan, poh ling	3
zainoddin, amir imran	3
othman, suaini	2

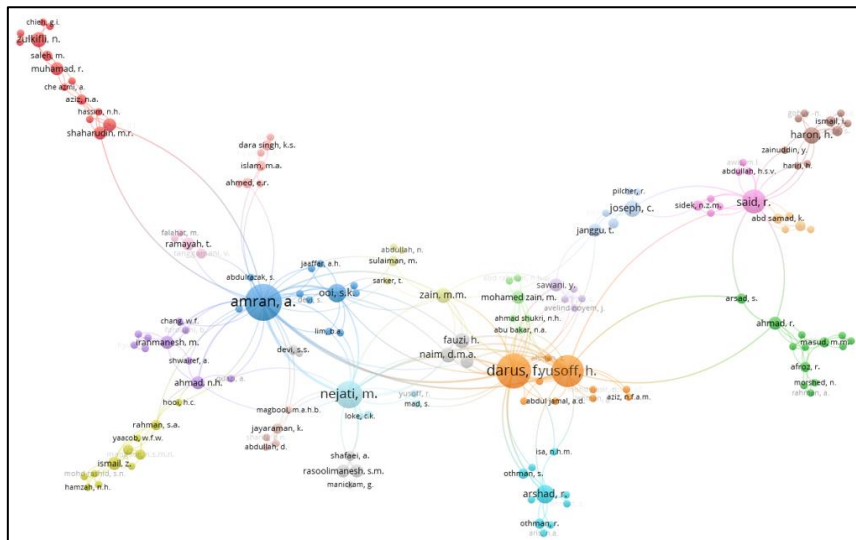


Figure 3: Co Authorship

The highest paper publish is by Azlan Amran with 23 papers. His first paper has been published in year 2007, as the main author, while his most recent contribution appeared in 2022 as a co-author. He has been the main author for 8 publications. Professor Dr. Azlan Amran is currently holding Deputy Vice-Chancellor of Industry and Community Network in Universiti Sains Malaysia (Basharudin, 2023). With seventeen publications, Faizah Darus is the second most prolific author. Her first paper published in 2010 (as co-author) and the latest publication is in

2023 (as co-author). She has been the main author for ten publications. Currently, Professor Faizah Darus holds a contract position at UiTM as a professor. The figure 3 clearly shows the visual aspects of the author publications, where top five authors has clear visibility in the graph.

Authors Country's of Origin

Despite the fact that this paper is focuses on CSR issues in Malaysia, it is quite interesting, the fact that only 57 percent of the publications authored by Malaysian. Figure 4 depicts the contributions of authors' countries or regions, whereas Figure 5 lists the countries of origin of all authors. The second highest contribution is 8 percent coming from other South East Asian countries, 6 percent from UK and US, 6 percent from Australia and New Zealand and 23 percent coming from 39 other countries.

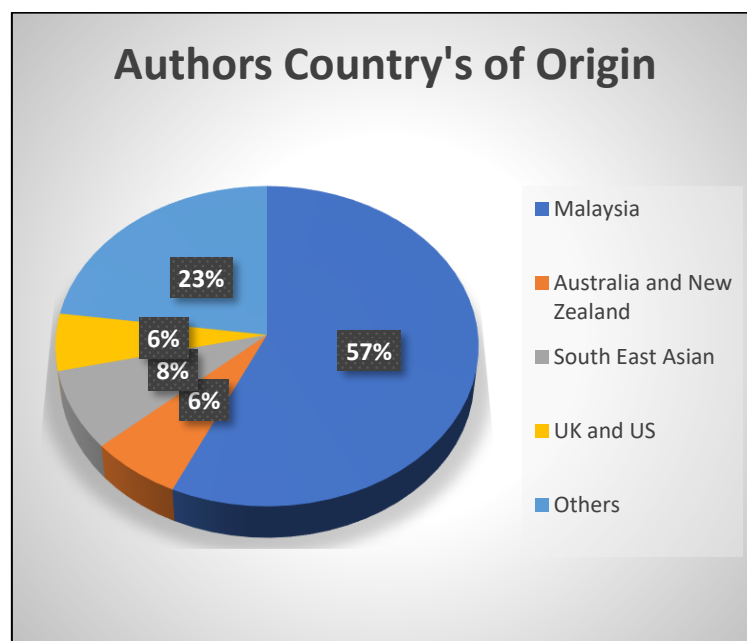


Figure 4: Authors Country's of Origin Based on Percentage

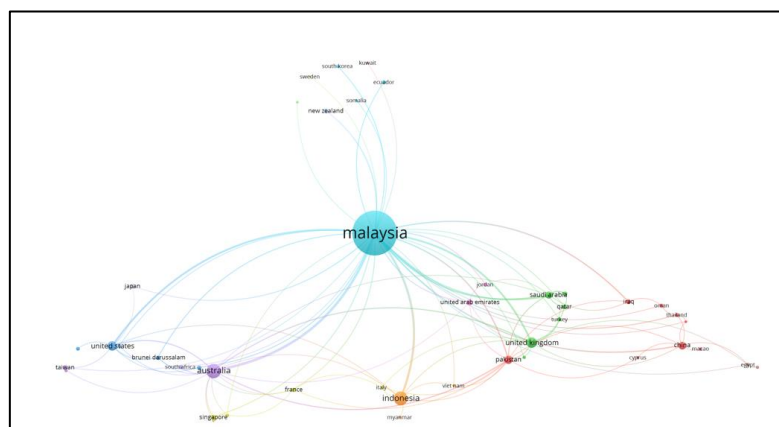


Figure 5: Authors Country's of Origin

Keywords Used

The top 20 keywords as defined by the author are presented in Table 2, while the top 20 most frequently occurring keywords in the publications are listed in Table 3..

Table 2: Keywords used by Author

Keywords	Total Number of Occurances
Corporate Social Responsibility	198
Malaysia	144
Csr	57
Corporate Social Responsibility (Csr)	30
Corporate Governance	27
Disclosure	20
Sustainability	18
Sustainable Development	16
Social Responsibility	16
Financial Performance	13
Islamic Banks	12
Corporate Social Responsibility Disclosure	10
Firm Performance	9
Environment	9
Content Analysis	9
Annual Reports	9
Agency Theory	8
Firm Value	7
Brand Equity	7
Stakeholder Theory	7

Table 3: Popular Keywords Frequently Appear in the Publications

Keywords	Total Number of Occurances
Corporate Social Responsibility	220
Malaysia	185
Csr	57
Corporate Social Responsibility (Csr)	30
Corporate Governance	27
Sustainable Development	27
Sustainability	26
Corporate Social Responsibilities (Csr)	22
Disclosure	21
Social Responsibility	20
Annual Reports	16
Financial Performance	15
Indonesia	12
Islamic Banks	12
Human	12
Content Analysis	12
Firm Performance	10
Stakeholder	10
Corporate Social Responsibility Disclosure	10
Economic And Social Effects	10

For the first top five keywords; Corporate Social Responsibility, Malaysia, Csr, Corporate Social Responsibility (Csr) and Corporate Governance-maintain a consistent presence within the author defined keyword and popular keywords. Seven keywords appear exclusively once, either in the list of popular keywords or under author keywords: agency theory, brand equity, economic and social effects, environment, firm value, human resources, and Indonesia.

Publishers

In total, there are 275 publishers publishing the publications. The top twenty publisher are listed in table 4.

Table 4: Top Publishers

Publishers	Total Number of Publications
Social Responsibility Journal	29
Sustainability (Switzerland)	12
International Journal of Business and Society	9
Jurnal Pengurusan	8
Advanced Science Letters	8
Corporate Social Responsibility and Environmental Management	7
Asian Academy of Management Journal	6
Heliyon	6
Corporate Governance (Bingley)	5
International Business Management	5
International Journal of Recent Technology and Engineering	5
Managerial Auditing Journal	4
Journal of Financial Reporting and Accounting	4
Journal of Islamic Accounting and Business Research	4
Journal of Islamic Marketing	4
Environmental Science and Pollution Research	4
Developments in Corporate Governance and Responsibility	4
Pertanika Journal of Social Science and Humanities	4

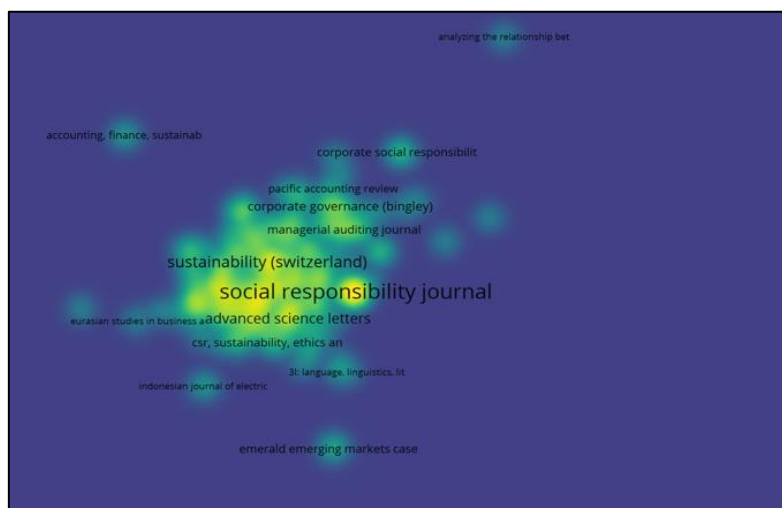


Figure 6: Publishers

Figure 6 shows how the Social Responsibility Journal become the prominent publisher as compare to other publishers.

Conclusion

CSR is gaining global traction as governments and businesses look beyond monetary metrics to evaluate the performance of businesses. Considerable emphasis has been placed on the concept of mutual benefits and win-win situations between companies and stakeholders, which is equally crucial for ensuring the long-term sustainability of company profitability. This paper has two limitations, first, it only rely only single database i.e. Scopus. Relying excessively on only one or two databases will lead to under-reporting (Dol, Campbell-Yeo, Leahy-Warren, Hambly LaPointe, & Dennis, 2024). Furthermore, this paper scope was restricted to six aspects of bibliometric analysis: publication trend, subject matter, authors, author countries, keywords, and publishers.

Four recommendations are provided for future researchers to contemplate. First, Future analysis should consider to include more databases such as web of science (WOS), proquest, science directs, google scholar and research gate. Second, future researcher should consider to use other state of the art bibliometric software platforms like python, R-Bibliometrix, Publish or Perish, CiteSpace and Biblioshiny. This will facilitate the execution of more intricate analyses and may employ a big data methodology to integrate diverse databases. Thirdly, to have a thorough and robust bibliometric analysis it is suggested for future researcher to adopt and adapt Advanced Bibliometric Analytical Framework (ABAF) proposed by Waseem, Mirza, Rana, and Waheed (2023). Waseem et al. (2023) has proposes that a comprehensive bibliometric analysis could be done by covering three elements; performance analysis, rank analysis and scientific mapping. Furthermore, it is recommended for the future researchers to consider the quality of publications rather than exclusively concentrating on their quantitative aspects. (Sengupta, Sarode, Anand, & Sarode, 2024) .

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