



TRACING THE MAGNITUDE OF PUBLICATION ON CORPORATE SOCIAL RESPONSIBILITY 2010-2023: A BIBLIOMETRICS ANALYSIS

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Sarita Panchal¹, Pyla Naryan Rao²

¹Gurugram University, Department of Management, Gurugram, India.

Panchalsarita45@gmail.com, ORCID 0009-0006-1003-9365

²Indian Institute of Corporate Affairs, Manesar, Gurugram, India.

Pyla.rao@iica.in, ORCID 0009-0009-2129-8532

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ABSTRACT

Purpose- This study is designed to examine the bibliometrics analysis of existing studies with VOSviewer to provide a perspective to researchers who will work on corporate social responsibility. The objective of this study to investigate current trend in this area of research, what the related concepts are that affect CSR and to investigate the literature in this context.

Methodology- The current research study was selected in the span of 2010 to 2023 and the total number of research papers published during this period was 235.

Findings- The results of analysis determine that first study dealing with CSR theme was published in 1991. Afterwards, another study was published in 2003, 2006, 2008, 2009, 2010, 2012, 2013, 11 studies were published in 2015 and 14 studies in 2016. After 2022 number of studies increased, 24 countries are represented in this research topic. It is observed that the prominent countries are China (29), Spain (23), United States (23), and Malaysia (19). In keyword analysis, the keywords that appeared most were Corporate social responsibility (total link strength 237) Financial performance (total link strength 166) Economic and social effect (total link strength 124).

Conclusion- The study indicates that CSR has become a buzzword in the business world. Companies are not only expected to be profitable but also to be ethical and socially conscious. When a company integrates CSR into their business operation both social and financial target becomes easier and resulting in better financial performance.

Keywords: Corporate social responsibility, bibliometrics analysis, Vosviewer, Scopus database.

JEL Codes: G30, G38, G39

1. INTRODUCTION

In the 1950s, the concept of Corporate Social Responsibility (CSR) gained widespread recognition with the publication of the book "The Social Responsibilities of Businessman" by Howard R. Bowen (Carroll 1991). According to Bowen, "The obligation of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society". UNIDO CSR program emphasizes the Triple Bottom Line approach, which compares corporate performance to economic, social, and environmental performance. This approach was coined by John Elliton in 1997. The Triple Bottom Line focuses on three P's that must be paid attention to in order to survive in the long term: People (Human Capital): This concept pays attention to people welfare. It focuses on all the business activities that help employees of the organization and the community in which it operates. Planet (Natural Capital): This refers to all the business activities which help in the preservation of the environment. It's based on the idea that if a company protects the environment, it will pay for it in the future. Companies should invest in products that don't negatively impact the environment. Profit: This is the economic value that a company generates from the cost of the inputs it uses. This is the goal of every business. Companies should focus on activities that increase their profits without affecting the environment. Corporate Social Responsibility is a broad term. As India is a developing nation, social economic imbalance is a major concern. Companies that are constantly striving for profit maximization have not focused on the impact of the profit maximization on the social economy. Profit maximization has led to social backwash. To overcome this, CSR plays an important role in reconciling profit maximization with social economic balance. In 2013, an Act in India made Corporate Social Responsibility a mandatory requirement for companies in the country. CSR is a broad term that encompasses the work and initiatives undertaken by corporations to address social issues, environmental concerns, disaster relief, and the support of the local

community. It has been a subject of considerable discussion and debate within Indian society in recent times. In India, CSR is a legal requirement imposed by the Companies Act of 1 April 2014. CSR is an integral part of social work that is essential for the development of society, with the aim of uplifting the socially vulnerable. Prior to the incorporation of the CSR law into the Companies Act, a number of Indian companies had voluntarily engaged in social welfare activities. However, CSR has become mandatory under the provisions of Section 135 of the Company Act, 2013. Under this provision, any company that is a private limited company or a public limited company with a net worth of 500 crore rupees or more, a turnover of 1,000 or more rupees, and a net profit of 5 crore or more in any financial year is required to spend a minimum of 2% of its average net profits made in the preceding three financial years. CSR has been recognized as essential not only for the well-being of society and the environment, but also for the pursuit of business profitability. Furthermore, CSR initiatives foster a positive corporate image by fostering positive stakeholder relations and advocating for the interests of their stakeholders. CSR activities are essential for sustainable development and not only have an impact on organizational operations, but also have a positive effect on the consumer's perception of the organizations and on sustainability.

The objectives of this study maybe stated as analyzing the annual trend in publication about corporate social responsibility by examining the number of published articles on this topic covers over a specific period, identifying the authors and journals that have made significant contribution to research on corporate social responsibility by assessing the impact and relevance of their published work, identifying the most prominent publication affiliation for papers on corporate social responsibility by investigating the institutions or organization associated with the highest number of publication in this field, ascertaining which countries are at the forefront of publishing papers on corporate social responsibility by examining the distribution and concentration of publication different across nations and investigating the keywords and citation networks related to corporate social responsibility by analyzing the co-occurrence of keywords in published articles and examining the citations patterns between relevant research papers in this field.

The answers to these questions are important because they will help researchers to identify concepts related to corporate social responsibility and to understand the role of CSR in these relationships. Business organization will be able to develop new strategies, especially on concepts related to CSR, and researchers will be able to benefit significantly from the results of this study in developing new research models.

The following parts of the study continue with the examination of the concept of CSR, the bibliometrics analysis method, data analysis, findings and the conclusion and discussion's part.

2. RESEARCH METHODOLOGY

Selecting the appropriate search engine for data extraction is very important. Scopus was chosen for this purpose because (1) It is an important citation database of Elsevier and is considered a prominent index; (2) It publishes high quality work; and (3) It measures the quality of each title in four categories: h-index; cite score; SCI Imago journal rank (SJR); and source normalized impact per paper (SNIP); and (4) Total of 235 research papers in the domain of CSR published in Scopus indices. The current research study was selected in the span of 2010 to 2023 and the total number of research papers published during this period was 235. The search string was based on the Scopus database to search for annual trends; authors; top journals; subject area; document type; affiliations; and top countries. Our bibliometrics study mainly based of two components: (a) Data from Scopus bibliometrics (b) Vos Viewers Bibliometrics analyses.

3. RESULTS AND DISCUSSION

3.1. Publication by Year and Category

The first study dealing with CSR theme was published in 1991. Afterwards, another study was published in 2003, 2006, 2008,2009,2010,2012,2013,11 studies were published in 2015 and 14 studies in 2016. After 2009, the interest in the subject increased and 2014, 2018 and 2021 were the years with the most studies. After 2018, interest in the subject increased and 2014, 2018 and 2021 were the years with the most studies. After 2022 number of studies increased.

Table 1: Retrieved Documents for the period of 2010-2023

	No of Publications	Percentage
Article	19	83.82
Book chapter	20	8.5
Review	4	1.7
Conference paper	14	5.9
Total	235	100.00

3.2. Author Analyses

The analysis of the authors is based on the number of publications of the author and their participation in the collaboration. The authors with the most (2) studies in CSR Garcia Sanchez and Gomez Mir. The result Indicate that all authors except Garcia

Sanchez and Gomez Mir were authors only 1 study. It was determined that each of the other authors had 1 study in the field of CSR.

Figure 1: Co-Authorship of CSR Research in Scopus Database



3.3. Citation Analyses

Citation analysis is necessary to determine research area main studies .Figure 2 shows the most cited studies in the field of CSR .It is observed that work of Garcia Sanchez and Gomez Mir has 2 documents with 72 citation and prior .d surroca, J tribo j.a has the highest number of citations (507) .Figure also shows the density of the number of citations to other authors according to the size and colour of the circles.

Figure 2: Top Cited Authors on CSR Research



3.4. Journal Analyses

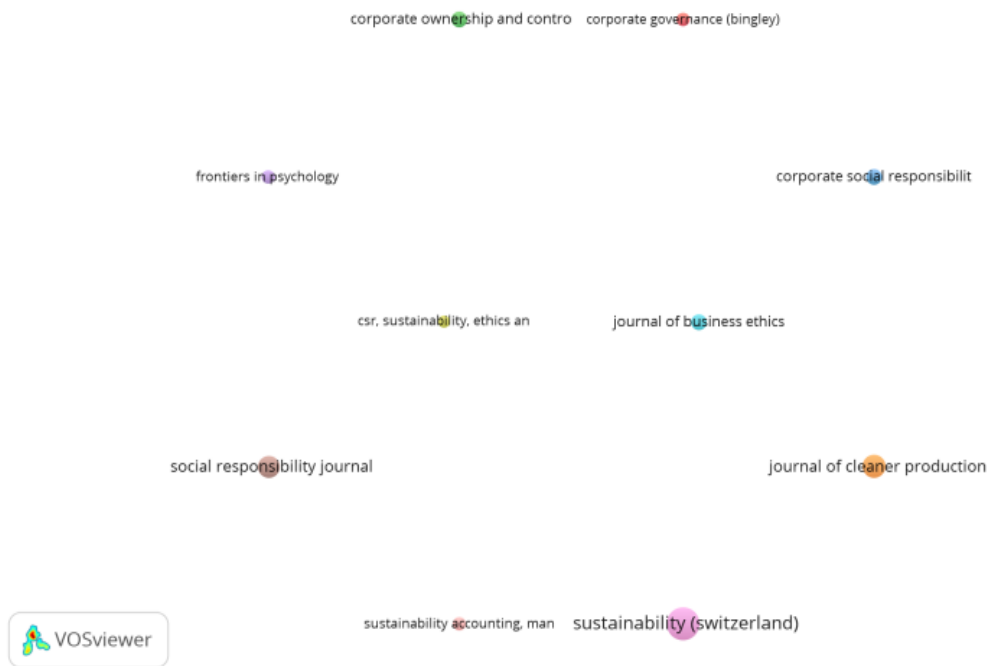
The most relevant journal refers to a scholarly or academic publication that is considered the most appropriate and respected forums for publishing research related to a particular or field of study. Table 2 shows the most relevant journals.

Table 2: Contribution of Top 10 Active Journals in CSR Research

Journal name	Documents	Citations
1 Journal of cleaner production	11	1044
2 Sustainability	22	780
3 Journal of business’s ethics	5	480
4 Sustainability Accounting, Management	4	218
5 Social responsibility Journal	10	188
6 Corporate social responsibility and en...	5	165
7 Frontiers in Psychology	4	154
8 Corporate governess	4	64
9 corporates ownership and control	5	48
10 CSR, Sustainability, ethics and governess	3	16

Between the years 2010-2023 a total of 235 studies with a CSR theme in the title were published. These publications consist of 197 articles, 14 conference papers, 4 review articles, and 20 book chapters. Journal of Sustainability has 22 documents with 780 citations and Journal of cleaner production has 11 documents with highest citation 1044.

Figure 3: Leading Journals for CSR Research



3.5. Country Analyses

Based on published articles, the country of origin of the authors indicates that this research topic is widespread worldwide as 25 different countries are represented. Table 3 shows the countries and an exact number of papers which published by the related countries.

Table 3: Contribution of Top 10 Countries on CSR Literature (2010-2023)

Country name	Document	Citation
China	29	651
Spain	23	1586

United states	23	407
Malaysia	19	382
France	15	437
United Kingdom	15	202
Pakistan	13	172
Australia	11	349
Turkey	10	291
India	9	448

Based on published articles and country of origin of authors, 24 countries are represented in this research topic. It is observed that the prominent countries are China (29), Spain (23), United States (23), and Malaysia (19).

Figure 4: Contribution of Top 10 Countries in CSR Research



3.6. Analyses of Keywords

Keyword analysis helps us understand the research domain and the most common topics. It shows which terms are related to the topic in the research domain, which ones are the most common and which ones are the least common and helps inform future research. Keywords provided by authors of the paper and occurred for more than 5 times in the Scopus database were enrolled in the final analysis. Of the 936 keywords, 36 met the threshold. The keywords that appeared most were Corporate social responsibility (total link strength 237) Financial performance (total link strength 166) Economic and social effect (total link strength 124) .In addition, a word cloud was created to highlight the keywords that appeared more than 10 times.

which journals publish the most in their field and which central countries and institutes publish the most. These results inform which studies will be included in future work, how these will be used for collaborative work and the identification of important variables in the design of the research model. We found that the research on CSR was carried out by authors from various countries across the globe and China, Spain, USA conduct more studies on CSR. Most of the publication found on CSR is in the form of article. The study findings are limited to 235 studies on CSR listed under the Scopus database.

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