



DYNAMICS OF ORGANIZATIONAL BEHAVIOR RESEARCH FROM 1997–2024: A BIBLIOMETRIC STUDY

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Article Information Abstract

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This article aims to fill the gap on management bibliometrics especially on organizational behavior. The analysis was conducted through data collection by keyword “organizational behavior” in Scopus-indexed journals. There are 150 documents from 96 sources, from 1997 to 2024, collected on October 29, 2024. The accumulated documents are then purified by open refine tools (version 3.8.2) for data refinement. The bibliometric analysis utilized Vosviewer (version 1.6.20), and Rstudio (bibliometric). The result of the bibliometric analysis exposed there are 10 most relevant authors for this research domain with 2 articles for each of them. The top 3 most productive countries are gained by USA, the United Kingdom, and Germany. USA has gained 7 multi-country publications and collected 802 citations. The possible future research for “organizational behavior” could be broadened with themes like: conflict, artificial intelligence, innovation, and work engagement. The originality of this article is exposing bibliometrics of organizational behavior that focuses on the author’s and country’s analysis, as well as the possible future research.

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INTRODUCTION

Organizational behavior is the field of organizational study that includes various backgrounds, such as psychology, anthropology, sociology, and management. Organizational behavior is a vital field that explores how individuals and groups interact and contribute to an organization’s success (Crail, 2024). The concepts of organizational behavior, which explore how individuals engage within a group, are applied in various companies to enhance operational efficiency and effectiveness. This study area encompasses research focused on boosting job performance, enhancing employee satisfaction, fostering innovation, and promoting leadership (Kopp, 2024).

Research on organizational behavior is utilized to cultivate and sustain a favorable organizational culture. This culture comprises the collective beliefs and values of an organization, which serve as the foundation for employee behavior (Kopp, 2024). Organizational behavior

refers to the actions of individuals within a company shaped by the culture they are part of. If the corporate culture encourages excellent customer service, employees will likely exhibit behaviors like kindness and assistance when interacting with customers. For a company aiming to foster a positive work atmosphere, it is crucial to develop an organizational culture encourages constructive behavior among its workforce (Crail, 2024). Work engagement pertains to employee participation, contentment, and eagerness.

The literature on organizational behavior is gaining interest and focus in many countries. Some of the works discussed work engagement (Jufrizen et al., 2024), territoriality in organizations (Brown, 2024), high motivation-driven actions (Modarelli & Rainero, 2024), skill discretion, job feedback, and team empowerment (Hakanen et al., 2024) transparency how governance structures influence organizational behavior (Luca et al., 2024), employee work

passion appraisal (Peyton & Zigarmi, 2024), emotional intelligence (Wonda, 2024), artificially intelligent (Ayu Gusti et al., 2024), employee engagement and well-being (Mega Desiana et al., 2024), green human resource (AlNaqbi & Mohd Shamsudin, 2024), employee agility’s moderating role (Chong & Zainal, 2024), the role of moral courage (Sri Runing Sawitri et al., 2021), innovative work behavior (Nurbaety & Rojuaniah, 2022).

Bibliometric analysis has gained popularity as a precise method for investigating and assessing the literature within the fields of business and management (Öztürk et al., 2024). Bibliometric analysis is a widely use, robust approach for examining and interpreting extensive scientific data. It helps reveal the detailed evolution within a particular field and highlights emerging areas of interest. However, its use in business research is relatively recent and, in many cases, still underdeveloped (Donthu et al., 2021). The significant rise in scientific knowledge production has created a growing need for studies across all research fields. With the rapid expansion of academic journals, conferences, and other publication platforms in recent years, millions of papers-including articles, reports, and conference proceeding-are now published annually, leading to an exponential increase in scientific knowledge (Donthu et al., 2021; Kraus et al., 2022).

According to the specification the researcher has difficulties to identify bibliometric that specifically discuss about “organizational behavior,” some emerged publication with keyword “bibliometric on organizational behavior” such as a bibliometric analysis of organizational citizenship behavior, employee retention, performance, and perceived organizational support (Arora & Arora, 2024), knowledge sharing and theory of planned behavior: a bibliometric analysis (Fauzi et al., 2024), workplace pro-environmental behavior: a review and bibliometric analysis (Zaidi & Azmi, 2024), academia as a driver of change: a bibliometric analysis of pro-environmental behavior in higher education institutions (Wider et al., 2024), psychological detachment: a bibliometric investigation within the organization’s behavior domains (Shah et al., 2024), organizational justice and innovative behavior at the workplace: a comprehensive review (Jaboob et al., 2024), a systematic literature review and bibliometric analysis of leadership influence on employee unethical pro-organizational behavior (Manelkar & Mishra, 2024), a review of the concept of innovative behavior and innovative work behavior (Sánchez-Campos & Siles Ortega, 2023), innovative behavior of Small and Medium Enterprises: A comprehensive bibliometric analysis (Krndzija & Pilav-Velic, 2022), A Bibliometric Study on

Innovative Behavior Literature (1961–2019) (Salam & Senin, 2022).

In light of the above fact, this article seeks to provide bibliometrics that specifically discusses “organizational behavior” that focuses on the author’s analysis, the countries’ analysis, and possible future research.

METHOD

The methods contain phases used in the article “Traditional Indonesian Food: A Bibliometric Review from 2013-2022” (Djalal et al., 2022), with some adjustments. The keyword of the searching process is “organizational behavior” in Scopus-indexed journals. There are 150 documents from 96 sources, from 1997 to 2024, collected on October 29, 2024. These documents were produced by 427 authors, with 24 single-authored documents and 30% International Co-Authorship (Figure 1).



Figure 1. Main Information of Collected Documents

The accumulated documents are then purified by open refine tools (version 3.8.2) for data refinement. The bibliometric analysis utilized Vosviewer (version 1.6.20), and Rstudio (bibliometric) (Djalal et al., 2022). The figures and tables represent the result of the above analysis. Figure 2 displays the process of this study.



Figure 2. Phase of Bibilometric Analysis

RESULT AND DISCUSSION

Author’s Analysis

Figure 3 shows an increasing number of articles over some time, but it also indicates that

until 2019, this field was written with no more than 10 articles per year, it reached the peak in 2022 with 29 articles. This trend could be interpreted as growing attention to the ‘organizational behavior’ topic. The average citation per year, as displayed in Figure 4, reflected that in 2006 this field had the biggest traction over the period, it signaled some documents in this field accumulated great attention in that year. This figure also conveyed declining citations after 2006, which could reflect that later publications have not yet acquired proper citations.

Source local impact as exhibited in Figure 5, implies the impact and authority of a source on the specified field. The Figure illustrates that the Journal of Management Inquiry got 5 points for the H-Index as the highest influential source for this research field. BRQ Business Research Quarterly, Journal of Management and Organization, Management Science, and Organization Science, have received 3 points for each of them. 2 points for Administrative Sciences, Cornell Hospitality Quarterly, Corporate Governance and Organizational Behavior Review, Journal of Business Ethics, indicated that these sources gathered low citation over the period.

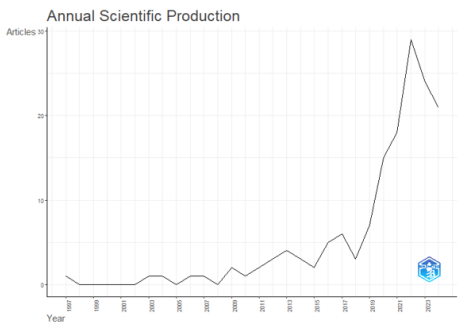


Figure 3. Annual Scientific Production 1997 – 2024

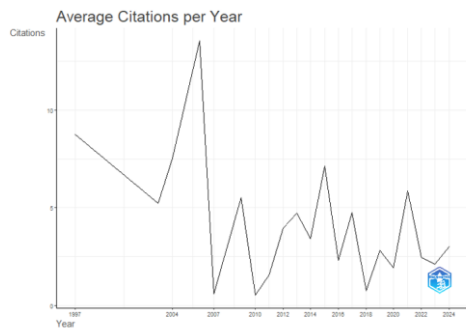


Figure 4. Average Citation Per Year

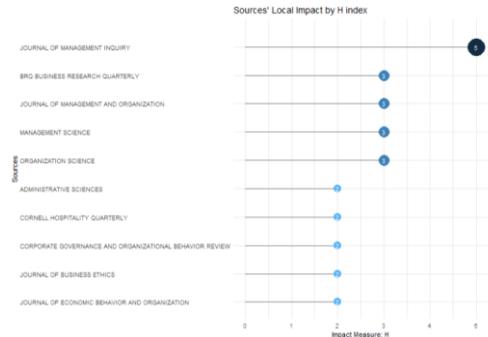


Figure 5. Sources Local Impact by H Index

From 1997 – 2024, publications on organizational behavior were published with 427 authors. The result from bibliometric tools exhibited the 10 most relevant authors for this research domain with 2 articles for each of them, this could be expressed as no domination among the authors in Figure 6. The author’s production in the above timespan in Figure 7, is arranged in alphabetical order, and it started from the year 2013, indicating that the consistency of the authors started in that year. Richard P Bagozzi in this figure has two publications from 1997 – 2024, his publication in 2013 gardened 122 citations, while his 2019 publication accumulated 17 citations. Steve Swanson, also has two publications, but in fewer citations, Swanson accumulated 70 citations from both. This figure also illustrates that 9 of 10 authors have not more than 100 citations.

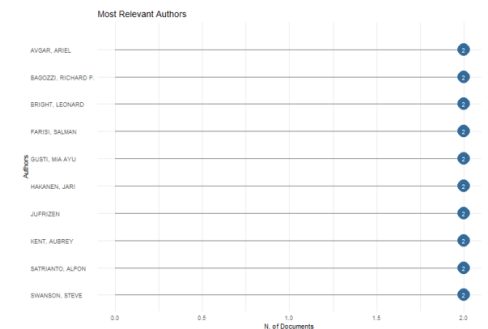


Figure 6. Most Relevant Authors



Figure 7. Author's Production Over Time

The above finding echoes in Figure 8, this section explains the study's results from 427 authors analyzed by VosViewer, with a minimum of 2 documents per author for Co-Authorship-Author, as displayed in Figure 8. Bagozzi placed the most cited author with 139 citations from his articles in 2013 and 2017. Bagozzi also put himself in the top 5 most significant, influential, and contributive authors in this field as portrayed in Figure 9, along with Avgar, Bright, Hakanen, Kent, and Swanson.

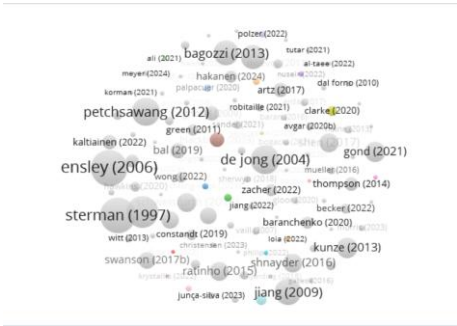


Figure 8. Author's Citation

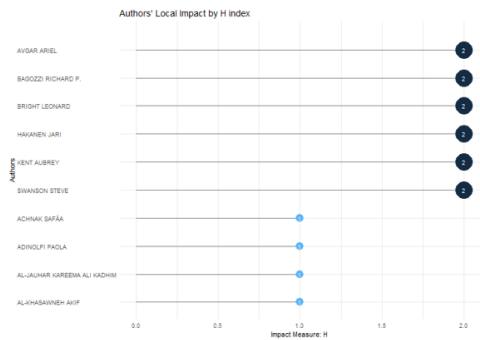


Figure 9. Author's Local Impact

Countries' Analysis

Corresponding Author's Countries in Figure 11, demonstrated two categories: Single Country Publications (SCP) in blue color and Multiple Country Publications (MCP) in pink color. The USA is in first place with 30 articles, 23 SCP, and 7 MCP, United Kingdom has equal MCP as the USA with 7 MCP articles, but only 2 SCP articles. Brazil, China, Finland, and France, each have more MCP with 2 articles and 1 SCP. There are 20 countries in this figure, 19 countries have not more than 10 articles, and Indonesia placed the 15th position. The bottom three countries in the list (Spain, Switzerland, and Thailand) have a balance SCP and MCP, with one article of each category. Figure 12 Co-Authorship Countries, presented the same result that the top 3 of the list gained by USA, United Kingdom, and Germany. Especially in 2024, as exhibited in Figure 13, Country Scientific Production, USA has 92 articles, and Indonesia in the second position with 39 articles, followed by United Kingdom (35 articles), Netherlands (29 articles), Germany in fifth position with 21

articles. Country Production over Time in Figure 14, advocating insight in Figure 13, conveyed that in 2024 the USA gained 92 articles, the Netherlands 28 articles, Germany 21 articles, the United Kingdom 35 articles, and Indonesia 39 articles.



Figure 11. Correspondent Author's Country

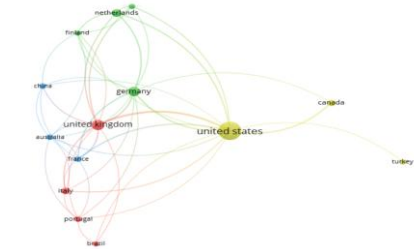


Figure 12. Co-Authorship Countries

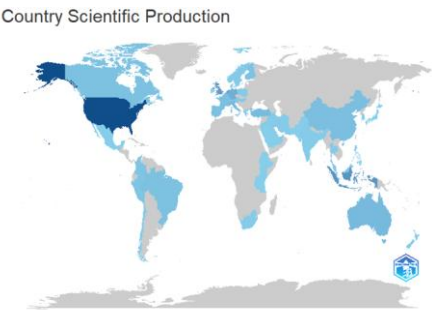


Figure 13. Country Scientific Production

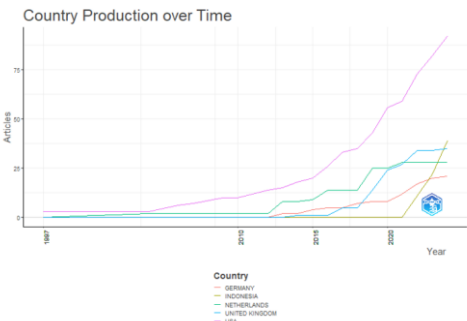


Figure 14. Country Production Over Time

Thailand is the only Asian country in the Top 5 Most Cited Country with 152 citations, as illustrated in Figure 15. The USA in the top position, collected 802 citations, subsequently the United Kingdom, the Netherlands, and Norway. In terms of the Collaboration World Map, as

revealed in Figure 16, the USA has 8 collaborations with the United Kingdom, US – Canada, and US – France both 4 collaborations. Germany – Austria, Germany – France, The Netherlands – Germany, UK – Austria, UK – France, UK – Germany with 3 collaborations each.

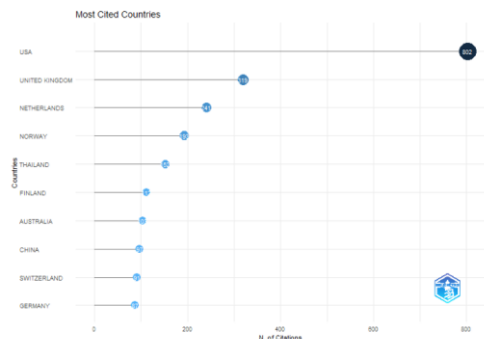


Figure 15. Most Cited Countries

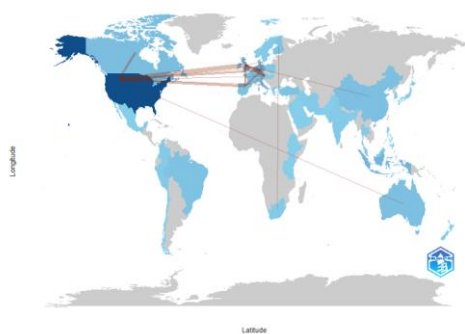


Figure 16. Collaboration World Map

Possible Future Research

Theme “organizational behavior,” “decision making,” and “behavioral research” demonstrated in Figure 17, placed the Motor Themes signified these themes as highly relevant, resilient, and steady to deeper research to study the involvement of contingency situations, like developing an environment and exponential technology that influence organizational behavior. The map indicated that themes like “corporate strategy, sustainability, innovation, human capital” are in the development degree, implying that this theme needs further study and combination with another theme, such as artificial intelligence or public policy. The ‘Emerging or Declining Themes’ represent themes with low relevance and development degrees. It indicates that themes such as “structural equation modeling” and “bounded rationality” are in their declining or emerging times, but it doesn’t forbid extensive research by relating each of them with the contingency condition of an organization, like employee motivation or leadership style. Themes “societies and institutions” and “sustainable development”, are developing and waiting for extensive research.

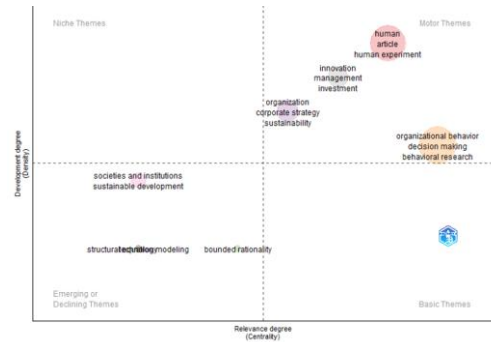


Figure 17. Thematic Map

Based on 3 minimum occurrences of keywords, 29 keywords meet the threshold with VosViewer, as exposed in Figure 18. Organizational behavior is the central theme revealed following human resources management, leadership, human resources, and innovation. Future research could study the improvement of human resources management to foster job satisfaction or develop innovation in management to improve the well-being of employees, likewise the development of innovation and organizational ethics in delivering corporate social responsibility that represents organizational behavior. Other future research suggestions are to encourage regional context, an emerging term like “Indonesia”, and dig adaptation of organizational behavior theories with local organizational culture, observing how regional/local values improve employee performance.

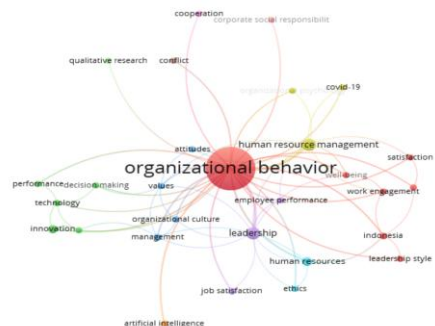


Figure 18. Co-occurrence Author Keyword

CONCLUSION

This bibliometrics article specifically discusses “organizational behavior” that focuses on the author’s analysis, the countries’ analysis, and possible future research. There are 10 most relevant authors for this research domain with 2 articles for each of them, this could be expressed as no domination among the authors. Richard P Bagozzi has two publications, a publication in 2013 garnered 122 citations, while his 2019 publication accumulated 17 citations. The top 3 most productive countries are gained by USA, the United Kingdom, and Germany. USA has gained 7 multi-country publications and collected 802

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