Building a Two-Decade Traditional Retail Strategy Research Theme Map Using a Bibliometric Approach e

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Abstract

Retail businesses in the distribution chain are at the last point to meet consumers. Traditional retail has an important role in employment and improving the local economy. Traditional retailers must have a strategy to survive in the face of increasingly fierce competition. This study aims to build a comprehensive knowledge map of traditional retail strategies around the world based on the Scopus database. The analysis was carried out in 2 decades, namely 2000 – 2020, and obtained 129 academic documents. This study reveals an overview of article publications, author productivity, organization, country, publication sources, maps of research themes, and collaborative relationships between researchers. This research contributes to the development of knowledge based on the mapping of traditional retail strategy research themes, namely Retailing, Competition, Pricing, Marketing, & Supply Chain, hereinafter abbreviated as RECOMPRIMARS map.

Keywords
author network, bibliometric, research themes, strategy, traditional retail.

1. Introduction

Retail businesses in the distribution chain are at the last point to meet consumers (Velayudhan, 2014). Traditional retail has an important role in absorbing employment and improving the local economy and has a role in maintaining socio-cultural characteristics (Hoang et al., 2019). Changes in people's current behavior affect the performance of traditional retail stores, so that modern retail stores appear (Pantano et al., 2018). Retailers must have a strategy to face increasingly fierce competition, especially in the current global era (Safari & Saleh, 2020; Rashidirad & Salimian, 2020; Shah & Ahmad, 2019; Davis-Sramek et al., 2020)

Traditional retail has challenges to coexist with modern retail (Liang & Wilhelmsson, 2011). Channel integration is important to meet customer expectations of service availability and speed (Jhaveri & Anantharaman, 2016; Rashidirad & Salimian, 2020). Good supply chain control is one of the important things that traditional retailers need to pay attention to win the competition (Kureshi & Thomas, 2019). In addition, traditional retail also requires digitalization changes to improve service performance (Hagberg et al., 2016).

Traditional retailers continue to be able to find the latest business models (Beh et al., 2016). Business model innovation in retail provides opportunities for long-term and sustainable survival (Bilińska-Reformat et al., 2019). In conditions of intense competition like today, the application of the concept of sustainable development is a source of competitive advantage for traditional retailers (Bilińska-Reformat et al., 2019).

Research on traditional retail survival strategies has been conducted and developed at an international level. However, studies are limited in providing big picture maps visualized on a global scale using data from many published studies. Even to date, there are no publications that directly address the impact of scientific research and the mutually beneficial interactions between researchers on the topic of traditional retail strategies in different parts of the world.

One of the methods used to see the relationship of research, in general, is the bibliometric method. There is a method for measuring and analyzing scientific references with a combination of statistical and mathematical methods (Purnomo, Sari, et al., 2020). Bibliometrics is a statistical technique used to analyze bibliometric publication data such as reports, reviews, books, peer-reviewed articles, magazines, conferences, and publications. Bibliometric methods are widely used to present the relationship between quantitative methods and research domains (IGI Global, 2021).

This research question is how the mapping and trends of traditional research in various countries using bibliometric visual analysis? Based on a bibliometric approach, this study aims to study mapping visually and show research trends on traditional retail strategies globally over the last 2 decades, namely in 2000 – 2020.

This scientific article is organized into several parts, namely: the first part is an introduction that discusses the background of the research, questions, and research objectives, the second is a research method that explains the scientific approach used in research, the third part is the results of the discussion and explains the research findings, and the fourth section summarizes the essence and surprises of the study. At the end of the article accompanied by acknowledgments and references.

1.1 Objectives
Based on a bibliometric approach, this study aims to study mapping visually and show research trends on traditional retail strategies globally over the last 2 decades, namely in 2000 – 2020.

2. Methods
This study maps the status of traditional retail strategy research visually at an international level indexed by Scopus in the last 20 years, including the Pandemic period, which started from 2000 to 2020. Research with a bibliometric approach was carried out with data from the document search service feature on Scopus (Purnomo, et al., 2020 ; Sari, et al., 2020).

The Scopus website provides an analysis function that displays bibliometric information (Purnomo, et al., 2020). This study took data on the Scopus website with the identification of the keyword traditional retail strategy research starting from January 2000 – December 2020. There were 129 academic documents published. The command that is applied when mining data on Scopus is TITLE-ABS-KEY ("Traditional Retail") AND TITLE-ABS-KEY (Strateg*)) AND PUBYEAR > 1999 AND PUBYEAR < 2021. Analysis services retrieved from the Scopus web visualize information on the annual publication, individual researcher, affiliation, publication by country, and publication by sources.

Furthermore, scientific literature analysis was carried out using the scientometric method using the VOSviewer application version 1.6.16 in the analysis of co-occurrence and co-authorship (Van & Waltman, 2010). Co-authorship analysis was conducted to obtain information on international collaborative research networks. This study also conducted an in-depth co-occurrence analysis of keyword relationships to generate a network of research themes.

3. Results and Discussion
This section describes the search results and data processing consisting of data on annual publications, individual researchers, affiliates, publications by country, and publication by sources, research theme maps, and author networks on the topic of traditional retail strategies around the world in the last 20 years (2000-2020).

3.1 Annual Publication of Traditional Retail Strategies Around The World
The trend of publications with the topic of strategic research on traditional retail based on the Scopus database over the last 20 years seems to tend to increase. The number of publications in the last 3 years has increased significantly as shown in Table 1. The peak number of publications occurred in 2020 where there were 21 documents. The graph of publications each year can be seen in Figure 1.

Table 1. Annual Publication of Traditional Retail Strategies

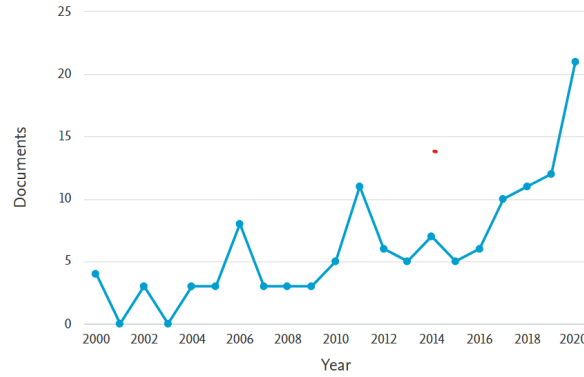| No	Year	Documents
1	2020	21
2	2019	12
3	2018	11
4	2017	10
5	2016	6

Figure 1. Traditional Retail Strategy Annual Publication Chart

3.2 The most Productive Individual Researcher in Traditional Retail Strategies Around the World
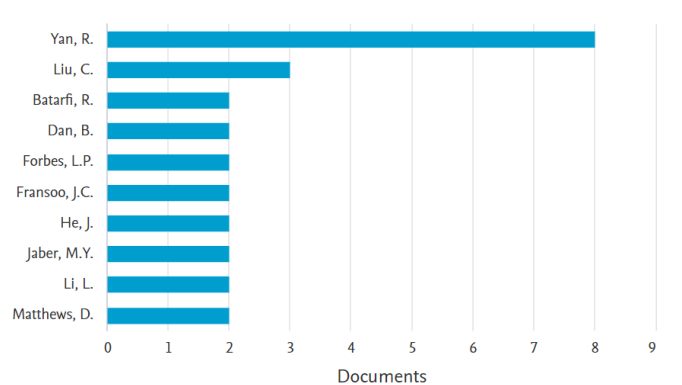

Figure 2. The Most Productive Researcher

In 129 publication documents, 160 authors were found on the research theme of Strategy in Traditional Retail which can be seen in Figure 2 for the 10 most productive authors. Yan, Ruiliang from Texas A&M University, College Station, United States is the most prolific writer in the last 2 decades, with 8 published documents. Liu, Can from Chongqing University of Technology, Chongqing, China became the second most prolific writer with 3 published documents. Batarfi, Raaid from Ryerson University, Toronto, Canada became the third most productive author with 2 publication documents

3.3 The Most Productive Affiliation in Traditional Retail Strategies

The Scopus database shows 160 organizations in 129 scientific documents on traditional retail strategies. The top 5 most productive organizations can be seen in Figure 3 and Table 2. Indiana University Northwest is the most productive organization with 6 published documents. Furthermore, the University of Electronic Science and Technology of China became the second most productive organization with 3 publication documents. Chongqing University with 3 publication documents became the third most productive organization.
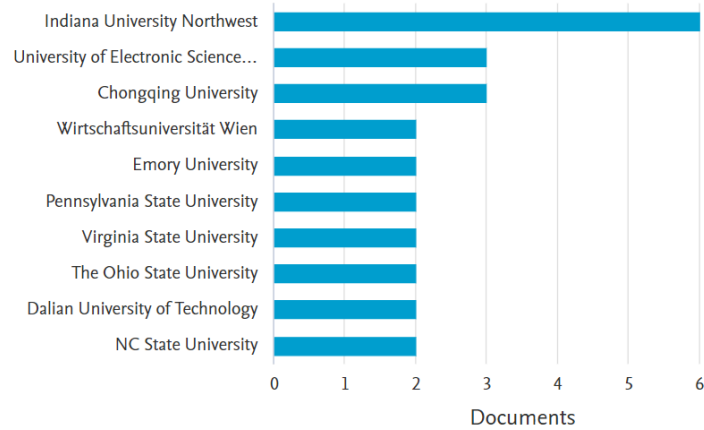
Figure 3. The Most Productive Affiliation Around The World in Traditional Retail Strategies Research

Table 2. Top 5 Affiliation Around The World in Traditional Retail Strategies Research

No	Afiliation	Total Documents
1	Indiana University Northwest	6
2	University of Electronic Science and Technology of China	3
3	Chongqing University	3
4	Wirtschaftsuniversität Wien	2
5	Emory University	2

3.4 Annual Traditional Retail Strategies Publication by Source

The Scopus database found 84 sources in 129 traditional retail strategies publications over the last 20 years. The top 5 most productive sources are presented in Table 3 below.

Table 3. Top 5 Sources of Traditional Retail Strategies Research

No	Sources	Documents
1	Sustainability Switzerland	5
2	European Journal Of Operational Research	3
3	Journal Of Business Research	3
4	Journal Of Retailing And Consumer Services	3
5	Transportation Research Part E Logistics And Transportation Review	3

3.5 The Subject Area That Most Research

Retrieval of data on the Scopus database shows 16 subject areas in 129 publication documents on Traditional Retail Strategies. The largest subject area is Business, Management, and Accounting with 61 documents (26.1%). Second place in Computer Science with 35 documents (15.0%). Engineering ranks third with 34 publication documents (14.5%). The top 5 publications of traditional retail strategies are presented in Table 4. A pie chart of 16 subject areas is presented in Figure 4.

Table 4. Subject Area in Traditional Retail Strategies Publications

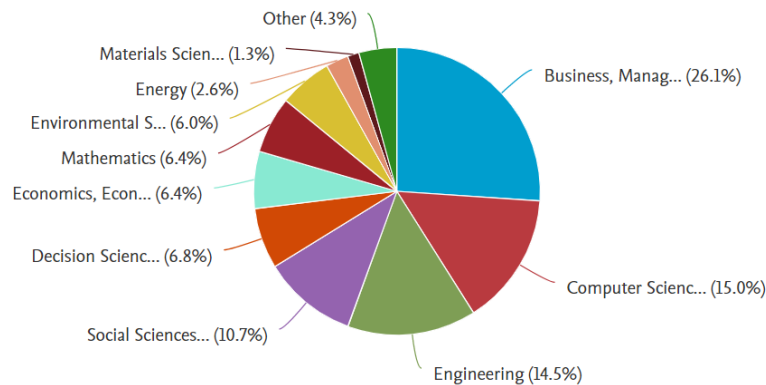| No	Subject Area	Documents
1	Business, Management and Accounting	61
2	Computer Science	35
3	Engineering	34
4	Social Sciences	25
5	Decision Sciences	16

Figure 4. Pie Chart Subject Area in the publication of Traditional Retail Strategies

3.6 Research Theme Map in Traditional Retail Strategies

The evaluation and visualization process related to the Traditional Retail Strategies research theme map was constructed using the VOS Viewer software. A review of the Traditional Retail Strategies research theme map is identified by keyword linkages between publications. The criteria for the number of keywords in a published document is 3 repetitions so that a threshold of 74 interrelated keywords is found in 129 documents and 903 keywords
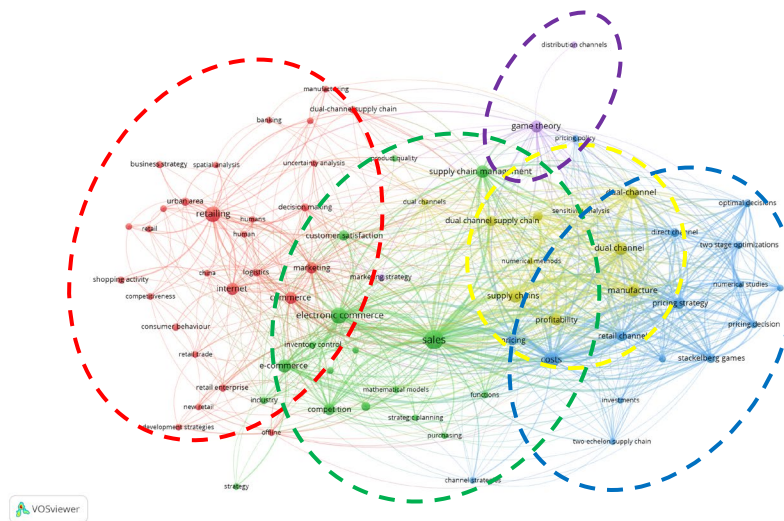

Figure 5. Research Theme Map of Traditional Retail Strategies Around The World (2000-2020)

From the research theme map according to figure 5, it was found 5 groups of themes were based on the keyword traditional retail strategies which the researchers shortened to RECOMPRIMARS

1. Retail (Red Cluster) with keyword groups retailing, retail trade, retail enterprise, logistics, urban area, and new retail.
2. Competition (Green Cluster) with keyword groups e-commerce, consumer behavior, customer satisfaction, and sales.
3. Price (Blue Cluster) with the keyword group cost, pricing, pricing decision, pricing policy, and pricing strategy.
4. Marketing (Purple Cluster) with the keyword group marketing strategy, distribution channel, and game theory.
5. Supply Chain (Yellow Cluster) with keywords group dual channel, dual-channel supply chain, supply chains, and manufacture.

3.7 Traditional Retail Strategies Author Network

There have been many collaborations between researchers with an interest in the topic of Traditional Retail Strategies. This research forms a network map of the author using VOSviewer software with the criteria of at least 2 documents in a collaborative publication. Of the 129 documents, 4 researchers met the requirements to form a network map, namely Dan, Bin; Zhang, Haiyue; Zhang, Xumei; and Liu, Chan from Chongqing University, Chongqing, China. One of the collaborative scientific works between the 4 researchers was entitled "Price and Service Competition in the Supply Chain with Both Pure Play Internet and Strong Bricks-and-Mortar Retailers" in 2014. The visualization of the research collaboration network can be seen in Figure 6.
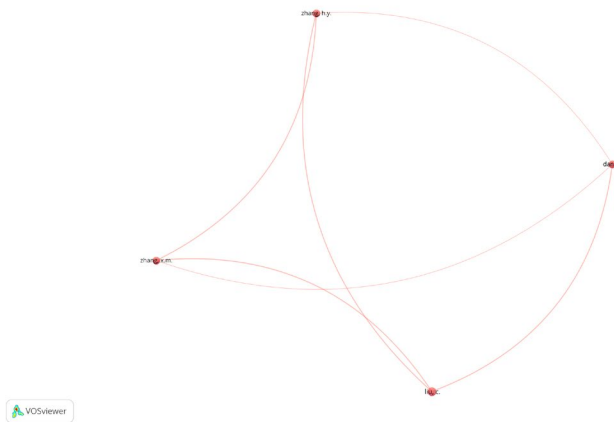

Figure 6. Traditional Retail Strategies Author Network (2000 – 2020)

4. Conclusion

This study provides a visualized construction of the traditional retail strategy research map obtained from the results of data collection on the Scopus database. The results of the analysis show that the trend of publications has increased in number every year and the peak of the most publications in the last 20 years was in 2020 with 21 publication documents. The most productive researcher is Yan, Ruiliang from Texas A&M University, College Station, United States with 8 research documents. Indiana University Northwest became the most prolific affiliate of 6 publication documents. Furthermore, Sustainability Switzerland is the most productive source with 5 documents. Business, Management, and Accounting is the most productive subject area of research with 61 documents. The research theme map for the last 20 years has formed the relationship of keywords into 5 clusters, namely: Retail, Competition, Price, Marketing, and Supply Chain which is abbreviated as RECOMPRIMARS. The research collaboration network was formed with a threshold qualification of 2 research documents and found 4 researchers who networked in the traditional retail strategy research theme, namely Dan, Bin; Zhang, Haiyue; Zhang, Xumei; and Liu, Chan from Chongqing University, Chongqing, China.

The implications of this research are in the form of practical and theoretical contributions. Practically, the findings in the form of a research theme map can be used as a basis for scientific references in the development of traditional retail knowledge. Furthermore, theoretically, this study shows the visualization of RECOMPRIMARS as a map of research themes formed from published data for the last 20 years (2000 – 2020). Further researchers can explore and

develop traditional retail strategies with a longer period and use data from trusted international publication sources other than the Scopus Database.

Acknowledgements

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Biography

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