

A Bibliometric Perspective of Facebook Research in Business & Management during Two Decades

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Abstract

Research on Facebook in business and management continues to develop but is limited to one field or one country. From a bibliometric perspective, this study aims to visually research mapping and research trends on Facebook in business and management. This study used bibliometric techniques with secondary data from Scopus. Analyze and visualize data using the VOSViewer program and the analyze search results function on Scopus. This study analyzed 2,675 scientific documents published from 2005 to 2019. According to the research, the Pennsylvania State University and Jessi Hempel had the most active affiliated institutions and individual scientists of Facebook publication in business and management. The United States and Public Relations Review were the most countries and disseminated outlets of Facebook research in business and management. There were five category maps of collaborative researchers. Based on the identification of a collection of knowledge generated from over two decades of publication, this research proposes a grouping of Facebook research themes in business and management: Marketing, Information management, Knowledge management, Education, Social media, abbreviated as MICKES research themes.

Keywords

Bibliometric, Facebook, social media, research themes, research mapping.

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