

E-Strategy: A Bibliometric Network Visualizing of Publication Over the Past Four Decades

Agung Purnomo

Entrepreneurship Department
BINUS Business School Undergraduate Program
Bina Nusantara University
Jakarta 11480, Indonesia
agung.purnomo@binus.ac.id

Nur Asitah

Institute for Research and Community Services
Universitas Nahdatul Ulama Sidoarjo
Sidoarjo 61218, Indonesia
nurasitah@unusida.ac.id

Dian Utami Sutiksno

Business Administration Department
Politeknik Negeri Ambon
Ambon 97233, Indonesia
dsutiksno@gmail.com

Inayatul Maula

Elementary Education Department
Universitas Nahdatul Ulama Sidoarjo
Sidoarjo 61218, Indonesia
inaya.maula41@gmail.com

Alifah Dian Rahmania

Master of Industrial Engineering Department
Universitas Sebelas Maret
Surakarta 57126, Indonesia
alifahdianrahmania@student.uns.ac.id

Abstract

Research on e-strategy continues to develop but is limited to one field or one country. From a bibliometric network visualizing, this study aims to visually research mapping and research trends in the field of e-strategy. 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 467 scientific documents published from 1978 to 2020. According to the research, Centre National de la Recherche Scientifique (CNRS), France; and Kazuhiro Ogata had the most active affiliated institutions and individual scientists in e-strategy publication. Computer science and Lecture Notes in Computer Science were the most studied and disseminated outlets of e-strategy research. There were three category maps of collaborative researchers. Based on the identification of a collection of knowledge generated from over the past four decades of publication, this research proposes a grouping of e-strategy research themes: Human, E-commerce, Information technology, Decision making, Innovation, and Strategy, abbreviated as HEIDIS research themes.

Keywords

Bibliometric, e-strategy, research themes, research mapping, strategy.

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Biographies

Agung Purnomo is a researcher and faculty member of Bina Nusantara University, Entrepreneurship Department, BINUS Business School Undergraduate Program, Indonesia.

Nur Asitah is a researcher of Universitas Nahdlatul Ulama Sidoarjo, Institute for Research and Community Services, Indonesia.

Dian Utami Sutiksno is a researcher and faculty member of Politeknik Negeri Ambon, Business Administration Department, Indonesia.

Inayatul Maula is a researcher of Universitas Nahdlatul Ulama Sidoarjo, Elementary Education Department, Indonesia.

Alifah Dian Rahmania is a researcher of Universitas Sebelas Maret, Master of Industrial Engineering Department, Indonesia.