

# **A Review of Neuroeconomic Research Using Bibliometric Analysis**

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## **Abstract**

This research purposes to present a thorough knowledge map of the intellectual structure of neuroeconomics based on the dataset collected from the Scopus database. A bibliometric approach was employed by analyzing 1,152 scientific articles published between 1991 and 2020, using the VOSViewer application, and analyzing the search results function on Scopus. The study discusses an overview and the prominence of articles, authors, organization, country, publication sources, collaborative researcher, and research themes. There were three category maps of collaborative researchers. Based on the identification of a collection of knowledge generated from twenty-nine publications, this research proposes a grouping of neuroeconomic research themes: Social media, Community, Human engineering, Economics, Marketing, and Application Business, as the SCHEMA research themes.

## **Keywords**

Bibliometric, Neuroeconomic, Economics, Research themes, Research mapping

## **Acknowledgments**

The writers are grateful to Universitas Airlangga for providing access to the Scopus database on scholarly publications and Bina Nusantara University for supporting the article processing charge.

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