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Exploring the Intersection of Corporate Social Responsibility and Sustainable Practices: A Bibliometric Analysis

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Abstract: ***This study conducts a bibliometric analysis to explore the intersection of corporate social responsibility (CSR) and sustainable practices, examining global research trends, thematic clusters, and influential contributors from 2005 to 2025. Using data from the Web of Science database, the analysis identifies significant growth in research output over the last decade, driven by increasing attention to sustainability and corporate accountability. Key themes include environmental impact assessment, community engagement, and the integration of technology into sustainable practices. Despite these advancements, notable gaps persist, such as limited focus on long-term socio-economic impacts, regional disparities in research, and insufficient interdisciplinary approaches. The mapping process is done via Prisma framework. The mapping process is done by using R tool (Biblioshiny) and VOS Viewer. The search methodology involves focusing on a specific subject area and using titles, keywords, and abstracts of the study materials. The search methodology involves focusing on a specific subject area and using titles, keywords, and abstracts of the study materials.***

Keywords: Corporate Social Responsibility, Bibliometric Analysis, Sustainability, Bibliometric Analysis, Biblioshiny, VOS Viewer

I. INTRODUCTION

The growing concerns over environmental degradation, social inequality, and corporate accountability have led to an increasing focus on the integration of corporate social responsibility (CSR) and sustainable practices. CSR, broadly defined as a corporation's commitment to ethical behavior, environmental stewardship, and stakeholder engagement, has emerged as a critical strategy in addressing global challenges (Carroll, 1991). Concurrently, sustainable practices, which emphasize the efficient and equitable use of resources to ensure long-term ecological and social well-being, have become essential for achieving the United Nations' Sustainable Development Goals (SDGs) (United Nations, 2015). The intersection of CSR and sustainability represents a strategic domain where businesses can align their operations with societal expectations while fostering innovation and competitive advantage.

Research on the convergence of CSR and sustainability has witnessed substantial growth in recent years. Scholars have explored topics ranging from the integration of environmental, social, and governance (ESG) metrics in corporate decision-making to the role of CSR in driving stakeholder value and organizational resilience (Freeman et al., 2004; Elkington, 1997). Despite the proliferation of studies, there remains a need for a systematic examination of the literature to identify key trends, influential works, and emerging themes in this dynamic field. Bibliometric analysis, which employs quantitative methods to map the intellectual structure of research domains, offers a robust approach to address this gap (Donthu et al., 2021).

This study aims to provide a comprehensive bibliometric analysis of the intersection of CSR and sustainable practices. By analyzing a corpus of scientific publications, this research identifies the most influential sources, key contributors, and thematic clusters that have shaped the discourse. The findings offer insights into the evolution of the field and highlight future research directions that can advance the understanding and implementation of CSR and sustainability. This work contributes to the broader literature by fostering a deeper understanding of the synergies between corporate responsibility and sustainable development initiatives.

RQ1 What are the global research trends in the study of Corporate Social Responsibility and Sustainable Practices research trends and global pattern from 2003 to 2024, as revealed by bibliometric analysis?

RQ2 Which themes and topics are most prevalent in the scholarly literature on Corporate Social Responsibility and Sustainable Practices and the perspective of bibliometric analysis, and how have these themes evolved over time?

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II. OBJECTIVES OF THE STUDY

- To analyze global research patterns related to Corporate Social Responsibility and Sustainable Practices, covering the period from 2005 to 2025, using bibliometric methods.
- To identify key research clusters and thematic areas within the existing literature on Corporate Social Responsibility and Sustainable Practices and global patterns, including emerging trends and gaps in the research.

TITLE-ABS-KEY ("Corporate Social Responsibility and Sustainable Practices")
Data Extracted from Web of Science Data Base

A. Identification

Records identified through database searching (Web of Science): n = 2261

B. Screenin

- Records Limits to Period and Articles Only – 2078
- Period (2005 to 2025): n = 2073
- Language limits to English - 2063
- Records after limiting to specified subject areas: n = 1071
- Limits to Areas – Social Science and Business Economics

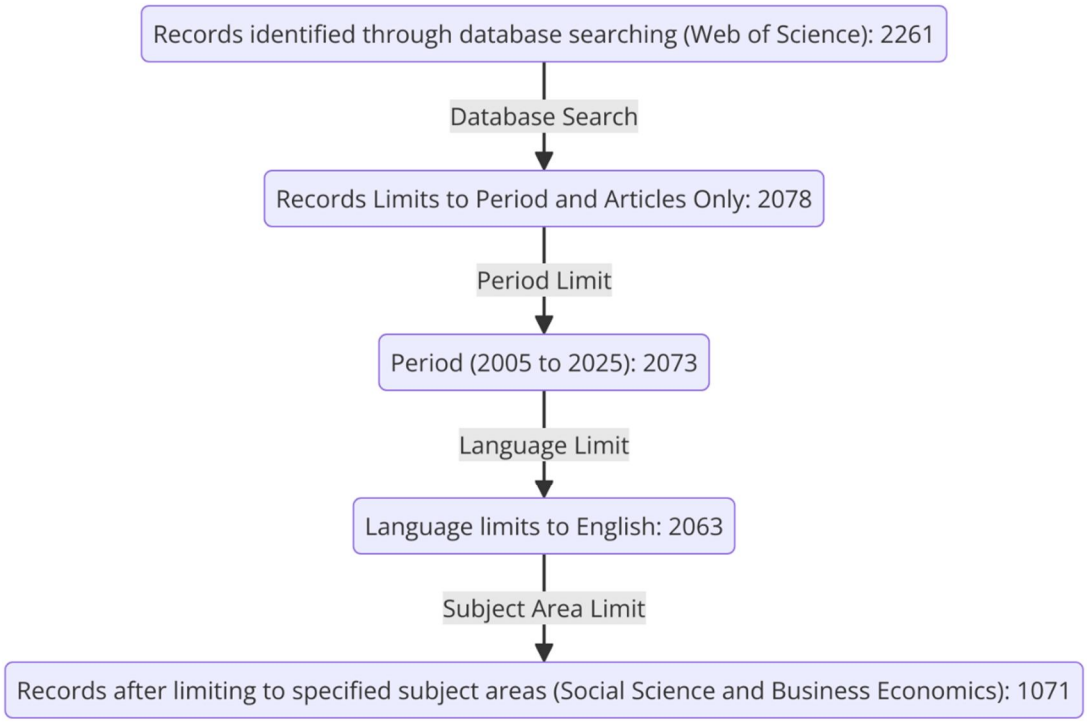


Figure 1 Prisma Framework (Compiled by Authors)

III. METHODOLOGY

This study bibliometric analysis to examine research trends and thematic developments at the intersection of corporate social responsibility (CSR) and sustainable practices. Data were extracted from the Web of Science database using the search term "Corporate Social Responsibility and Sustainable Practices," resulting in a dataset of 2,261 records. These records were refined by applying filters for publication period (2005–2025), document type (articles only), and subject areas (Social Science and Business Economics), yielding 1,071 relevant articles. The analysis utilized established bibliometric tools, including Biblioshiny and VOSviewer, to map citation networks, co-citation patterns, and thematic clusters. Key indicators such as the most influential authors, sources, and keywords were analyzed to identify major contributors and evolving research themes. The Prisma framework was followed to ensure a systematic and transparent review process.

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This methodological approach provides a structured foundation for understanding the intellectual structure and global research patterns in the field. Exclusion criteria ensured non-relevant subject areas were removed, maintaining data integrity and specificity (Zupic & Čater, 2015). Finally, bibliometric analysis was conducted on the refined dataset using citation analysis and co-citation networks to identify influential publications, authors, and themes in Corporate Social Responsibility and Sustainable Practices research. This methodological approach facilitates a structured, replicable, and transparent review of research patterns and intellectual structure within Corporate Social Responsibility and Sustainable Practices studies.

IV. RESULTS AND DISCUSSION

A. Performance analysis

The first analysis reveals a summary of the performance as presented **Table 1**.

Main Information About Data	
Timespan	2005-2025
Sources (Journals, Books etc)	222
Documents	1071
Average citations per documents	43.65
Documents Average Age	4.23
Documents Contents	
Keywords Plus (ID)	1787
Author's Keywords (DE)	3134
Authors	
Authors	2915
Authors of single-authored docs	108
Authors Collaboration	
Single-authored docs	115
Co-Authors per Doc	3.13
International co-authorship %	39.03
Document Types	
Articles	959
Articles; early access	97
Article; proceedings paper	14

Source: Compiled by Authors (Biblioshiny)

Table 1, describes 1071 documents published between 2005 and 2025 across 222 sources, including journals and books. Exhibiting a robust annual growth rate of 28.19%, the field is rapidly expanding. The performance analysis presented in Table 1 offers a comprehensive overview of the dataset spanning from 2005 to 2025. During this 20-year period, the analysis encompasses 1,071 documents sourced from 222 diverse outlets, including journals and books, demonstrating a broad range of scholarly contributions. On average, each document has been cited 43.65 times, highlighting a significant impact and relevance within the academic community. The documents are relatively recent, with an average age of 4.23 years, suggesting that the dataset predominantly includes up-to-date research.

In terms of content richness, the documents feature a substantial number of keywords, with 1,787 Keywords Plus (ID) and 3,134 authors' keywords (DE), indicating a wide variety of research topics and themes covered. The authorship analysis reveals a robust network of 2,915 authors contributing to the body of work.

Notably, only 108 documents are single-authored, while the majority engage multiple authors, reflecting a strong trend towards collaborative research. On average, each document involves 3.13 co-authors, and international collaboration is prominent, accounting for 39.03% of the documents. This high level of international co-authorship underscores the global nature of the research efforts and the importance of cross-border academic partnerships.

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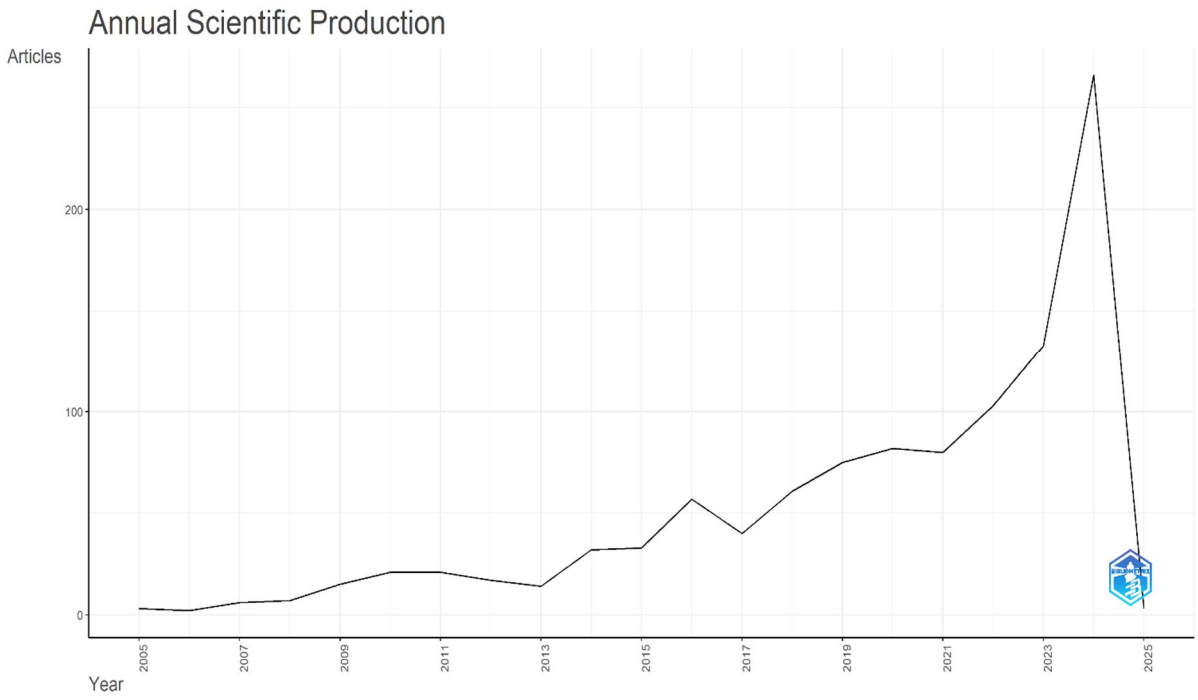


Figure 2 Annual Scientific Production
Source: Compiled by Authors (Biblioshiny)

Trends in annual scientific production, showing a steady but slow increase from 2005 to around 2020, indicating gradual growth in research activity. However, a significant surge in publications is observed between 2021 and 2023, reflecting an accelerated focus on research, possibly due to global events, advancements in technology, or increased funding. This period of rapid growth is followed by a sharp decline after 2023, suggesting a substantial reduction in scientific output. The decline may be attributed to factors such as funding cuts, changes in research priorities, or global disruptions. Overall, the data highlights a period of intense research activity followed by a dramatic downturn.

B. Most Relevant Sources

Table 2

Sources	Articles
CORPORATE SOCIAL RESPONSIBILITY AND ENVIRONMENTAL MANAGEMENT	242
BUSINESS STRATEGY AND THE ENVIRONMENT	99
JOURNAL OF BUSINESS ETHICS	74
JOURNAL OF SUSTAINABLE TOURISM	36
SUSTAINABILITY ACCOUNTING MANAGEMENT AND POLICY JOURNAL	32
MANAGEMENT DECISION	15
INTERNATIONAL JOURNAL OF OPERATIONS & PRODUCTION MANAGEMENT	14
BUSINESS ETHICS THE ENVIRONMENT & RESPONSIBILITY	13
JOURNAL OF BUSINESS RESEARCH	12
JOURNAL OF THE KNOWLEDGE ECONOMY	12

Source: Compiled by Authors (Biblioshiny)

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The table highlights the most relevant sources contributing to the field of research. The Corporate Social Responsibility and Environmental Management journal leads with 242 articles, demonstrating its dominance and central role in this area. The second most significant source, Business Strategy and the Environment, has published 99 articles, followed by the Journal of Business Ethics with 74 articles, reflecting their strong influence in ethical and sustainable business research. Other notable contributors include the Journal of Sustainable Tourism with 36 articles and the Sustainability Accounting Management and Policy Journal with 32 articles, indicating a focus on sustainable tourism and sustainability practices. Sources like Management Decision (15 articles), International Journal of Operations & Production Management (14 articles), and Business Ethics the Environment & Responsibility (13 articles) also contribute to a lesser but still significant extent. The Journal of Business Research and the Journal of the Knowledge Economy round out the list with 12 articles each, showcasing their involvement in related interdisciplinary studies. This distribution reflects a diverse but concentrated contribution from key journals in the field.



Figure 3 Word Cloud

Source: Compiled by Authors (Biblioshiny)

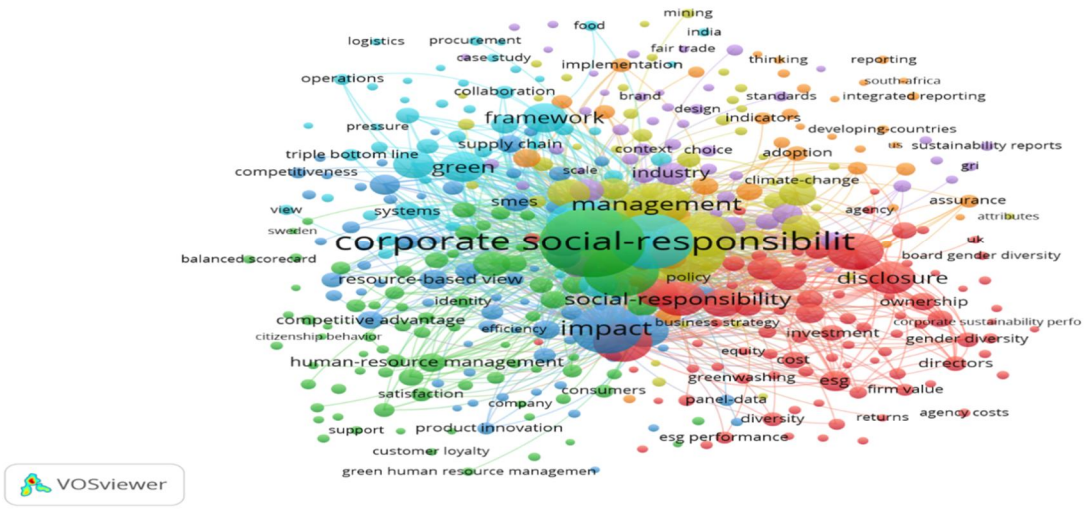


Figure 4 Network Visualization The keywords co-occurrence network Sustainable Tourism

Source: Compiled by Authors (Vosviewer)

The visualized network map illustrates the interconnectedness of key terms and themes in research related to corporate social responsibility (CSR). The central term, "corporate social responsibility," dominates the map, highlighting its foundational role in the research domain. Closely connected terms such as "social responsibility," "impact," "management," and "disclosure" suggest a strong focus on understanding CSR's practical implications, management strategies, and transparency practices. Subthemes such as "green," "supply chain," "competitive advantage," and "resource-based view" point to sustainability and strategic business integration. Other notable clusters include terms like "ESG" (environmental, social, and governance), "diversity," and "ownership," indicating broader governance and equity issues. Peripheral terms such as "triple bottom line," "sustainable reporting," and "climate change" reflect niche but relevant topics. Overall, the map reveals a well-connected research field that integrates core CSR concepts with sustainability, business strategy, and governance issues.

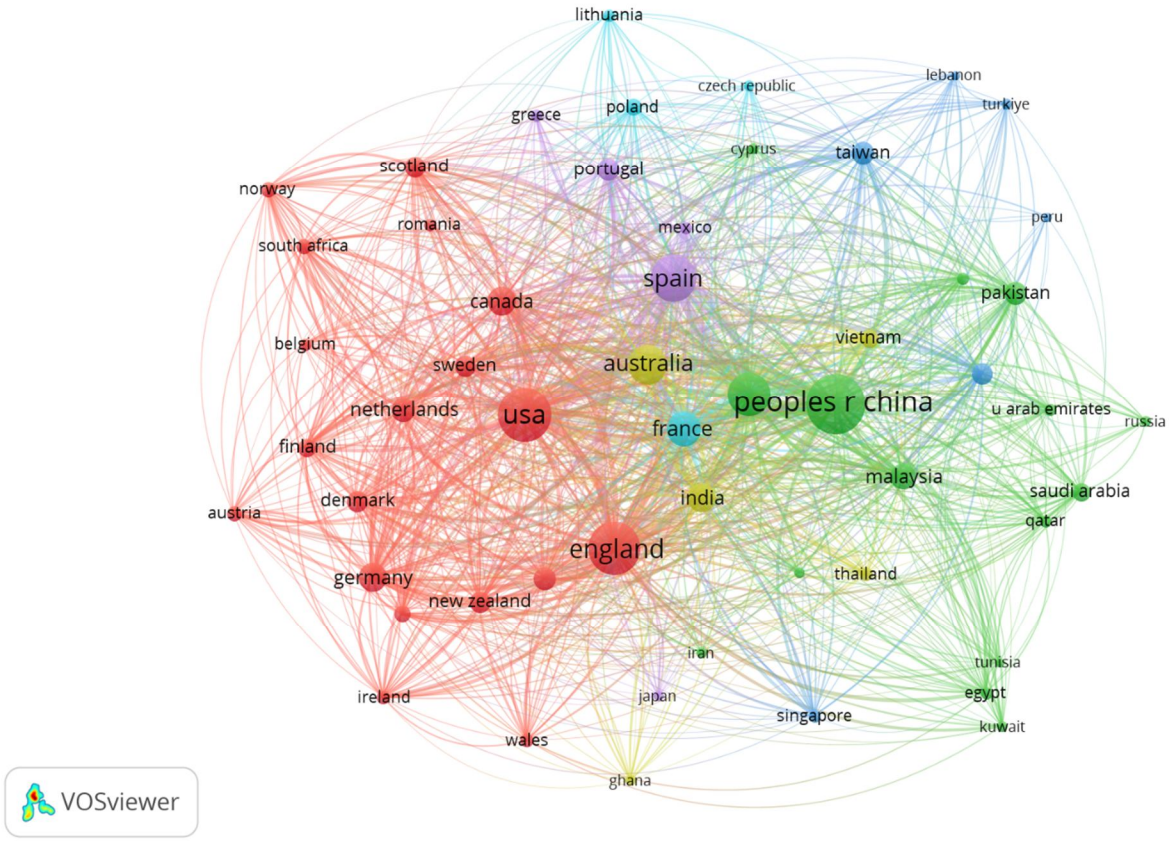


Figure 5 Network Visualization Bibliographic Coupling by Countries
Source: Compiled by Authors (Vosviewer)

The network visualization demonstrates the bibliographic coupling among countries based on their research collaborations and shared references. Larger nodes, such as those for the USA, People's Republic of China, and England, indicate these countries' significant contributions and influence in the research landscape. Other notable contributors, including Germany, Australia, India, and Spain, also maintain extensive connections, underscoring their active participation in global research networks. The visualization reveals distinct clusters, with the USA forming strong links with European nations like Germany and the Netherlands, reflecting transatlantic research collaboration. Similarly, China connects closely with other Asian countries, including Malaysia, Pakistan, and Vietnam, indicating regional partnerships. Countries like Spain and Portugal highlight European-Latin American research collaborations. Peripheral nations such as Lithuania, Turkey, and Qatar, while less central, remain connected through specific partnerships. Overall, the map illustrates the interconnected nature of global research, emphasizing the pivotal roles of certain countries in fostering international collaboration.

V. CONCLUSION

This bibliometric analysis provides a comprehensive overview of the intersection between corporate social responsibility (CSR) and sustainable practices, revealing key trends, influential contributors, and knowledge gaps. The analysis highlights the rapid growth in research output, particularly in the last decade, driven by the increasing global emphasis on environmental, social, and governance (ESG) factors and their integration into business strategies. It identifies major thematic clusters such as environmental impact, community engagement, and technology integration, which dominate the discourse in sustainable practices. However, significant gaps remain, including limited studies on long-term socio-economic impacts, regional disparities in research focus, and insufficient interdisciplinary approaches.

The findings underscore the importance of aligning CSR initiatives with the United Nations Sustainable Development Goals (SDGs) to ensure holistic progress in sustainability. Future research should address these gaps by promoting interdisciplinary collaborations, diversifying regional studies, and deepening the linkages between CSR, sustainable tourism, and specific SDGs like decent work, climate action, and responsible consumption. This study not only provides a valuable reference for scholars and practitioners but also calls for more inclusive and diversified research to advance the field's theoretical and practical understanding.

A. Limitations

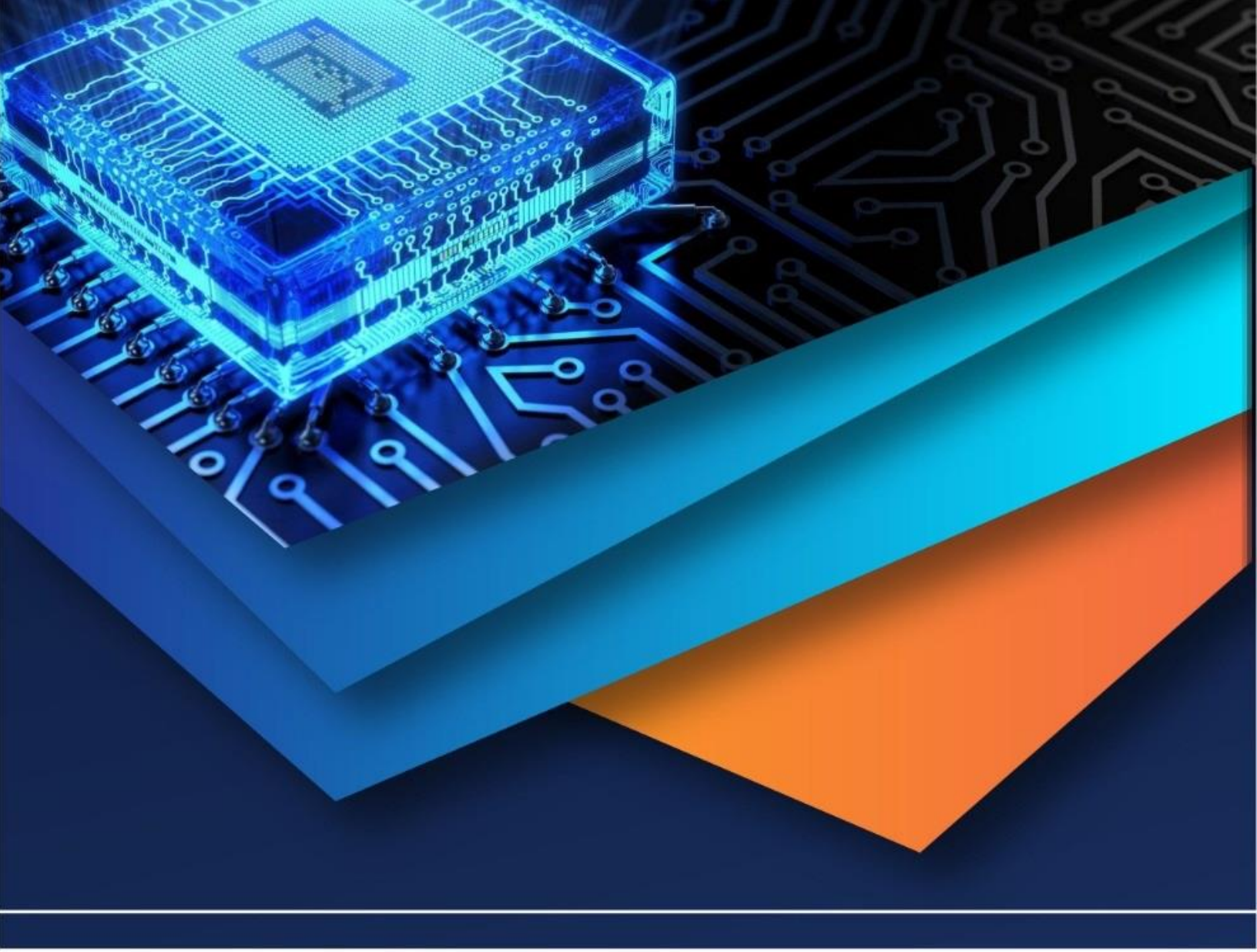
This study is limited by the scope of data sources, as the bibliometric analysis primarily relies on the Web of Science database. While this database is comprehensive, incorporating additional databases such as Scopus, PubMed, or Lens could provide a broader and more diverse dataset, potentially yielding a more comprehensive picture of sustainable tourism research. Another limitation is the use of a single search term, " Corporate Social Responsibility and Sustainable Practices," which may exclude related but differently termed studies in the field. Expanding search terms and keywords could capture a wider range of relevant literature, providing a more nuanced understanding the Corporate Social Responsibility and Sustainable Practices research landscape.

Finally, while bibliometric methods offer valuable insights into research trends and themes, they are limited in their ability to analyze the depth and quality of the content within the identified studies. Qualitative analysis could complement this quantitative approach, offering a richer understanding of the underlying theories, methodologies, and implications within Corporate Social Responsibility and Sustainable Practices research. Future studies might consider combining bibliometric analysis with content analysis to provide a more holistic perspective on the field’s intellectual structure and development.

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