
A comprehensive bibliometric analysis of growth, Collaboration and emerging trends in e-commerce

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Abstract

E-commerce growth has also been associated with various challenges and paradoxes, such as business models, digital divides, regulations, and small business involvement, as argued by the OECD (2019; 2020b). Nevertheless, due to the acceleration of digital changes beyond the capacity of business and entrepreneurship education to adapt and evolve, academia failed to address these challenges effectively, as argued by Amjad et al. (2020). Consequently, there seems to be a gap existing between skills obtained by college or university students and skills required by businesses, as argued by Crown et al. (2020). The current research work presents a bibliometric analysis between 2011 and 2024 to understand this scenario.

It presents a comprehensive review of research on e-commerce and uses significant bibliometric variables, which include publication trends, co-authoring relationships, and citation rates. Unlike regular reviews, which are qualitative, research using bibliometric analysis goes ahead and quantifies massive literature volumes, as pointed out in Donthu et al. (2021). The average annual academic rate of growth at 34.02% shown here highlights relevance rising on a global scale. It additionally highlights global scope with a cross-country rate of co-authoring at 27.21%.

Analysis based on citations and keywords shows trending authors and emerging subjects like blockchain, artificial intelligence, and mobile commerce. Generally, it can be said that this research work is very informative for both scholars and practitioners as it highlights the research trend and gaps for OP-E-CM.

Key Words: E-commerce, Bibliometric Analysis, Digital Transformation, Citation Analysis, Emerging Trends

1.0 Introduction

E-commerce growth has highlighted challenges such as business models, digital disparities, regulatory problems, and limited small business engagement (OECD, 2019; 2020b). It is difficult for academia to adapt to these changes and maintain a link between what is being taught and what enterprises require due to the rapid advancements brought about by the digital revolution (Amjad et al., 2020; Crown et al., 2020). All these changes and more have created a gap that calls for new skills for entrepreneurs and more focus on sustainability.

There has been an rising interest in research on e-commerce from various fields like technology, consumer behavior, online marketing, and supply chain, given the

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growing global trade that increasingly moves online. The focus of the current research will be on doing a bibliometric analysis on articles from 2011-2024.

The research monitors the progress made in e-commerce studies based on the trend of publishing, citation rates, and co-authoring networks, and it shows a 34.02% annual growth and considerable global collaboration. Topics like artificial intelligence, blockchain, and mobile commerce are some emerging topics within which there are learnings and paths for further research.

2.0 Research methodology

The conceptualization of e-commerce literature evaluation employed the use of existing scholarly works already available from various sources, but with a huge drive on the collection of data through Scopus. Although the three major databases, which were initially considered, were used as a source, Scopus was eventually chosen since it covered so much literature that the research had regarded as relevant. Being sure that no geographical constraint would be imposed and making an importance of English-language publications, the study met the needs to bring a comprehensive number of articles about e-commerce between 2011 and 2024. In total, 136 articles published in journals were analysed based on data from 94 databases. With the help of the Bibliometric-R-based program that extracted and analysed data from this study, valuable insights into the development of e-commerce research over this period were gained.

2.1 Bibliometrics analysis:

Such knowledge of a research area is controlled through the process of bibliometric analysis, while discussing quantitative investigation on large amounts of literature. The bibliometric R package provides a broad set of tools for doing bibliometrics research through its biblioshiny interface. A number of published papers, their citation frequency by other academics, and the most contributing authors or institutions might also be used to help find prevalent trends within a specific topic. Such an analysis also depicts how scientists collaborate with each other, which publications carry the most influence, and how study themes evolve over time. They use it to judge the quality of research, understand the development of knowledge, and make decisions related to resources among universities, researchers, and funding agencies.

3.0 Results: The prevalent techniques in bibliometric analysis encompass citation and keyword analysis. Therefore, besides conventional methods, this study employs tools such as publication trends, thematic framework, country collaboration, and author co-collaboration network. Furthermore, a concise overview of the five most frequently cited articles is provided in this section. The dataset provided gives a general perspective of articles taken within the period between 2011 and 2024. The timespan of publications indicates 13 years. The 94 different sources used for this publication within this timespan include journals, books, and other forms of academic literature. The collection comprises a total of 136 documents.

The astonishing Annual Growth Rate at 34.02% insinuates that the number of published documents increases annually. This means that the field or subject under

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scrutiny is growing really fast. Furthermore, the 2.49-year Document Average Age indicates that the documents appearing in this sample are somewhat recent. This is crucial because it implies that the statistics represent more recent research than earlier studies.

The papers in this corpus have a relatively high average count of citations: 19.41 per document on average. Thus, other researchers have referred to them more often. Of interest, the "References" section does not contain any references. This might be interpreted as a hint that reference information for the articles was not collected or provided within this dataset.

Description Results	
MAIN INFORMATION ABOUT DATA	
Timespan	2011:2024
Sources (Journals, Books, etc)	94
Documents	136
Annual Growth Rate %	34.02
Document Average Age	2.49
Average citations per doc	19.41
References	0
DOCUMENT CONTENTS	
Keywords Plus (ID)	362
Author's Keywords (DE)	486
AUTHORS	
Authors	376
Authors of single-authored docs	8
AUTHORS COLLABORATION	
Single-authored docs	8
Co-Authors per Doc	3.22
International co-authorships %	27.21
DOCUMENT TYPES	
article	136

3.1 Contents of the document:

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There are 362 instances of Keywords Plus—algorithmically derived keywords harvested from titles, abstracts and references—from the document text. There are also 486 unique author's keywords. These have been provided by the authors directly and represent what is essentially their primary area of investigation for this report. Such a large number of keywords compared to other reports may indicate that the dataset spans multiple subjects.

1. Authors:

These documents were authored by 376 writers, meaning that many researchers had their contributions into this body of work. Only eight of these authors are in charge of writing documents by themselves. The fact that there are only 8 documents with a single author confirms that the great bulk of the research in this collection involves collaboration among numerous writers.

2. Collaboration of the Authors:

Co-authorship is revealed in the dataset with an average of 3.22 co-authors per document. This would further point out group rather than individual work being the norm of research efforts. There is also international co-authorship existing in 27.21% of the publications.

Cross-border cooperation is very high among researchers from different countries. This reflects on the international scope of study and the increased collaboration of many academics from different regions on the same problems.

3. Types of Documents:

After all, there is a classification for all the 136 documents in the dataset. This means that the set of scholarly articles in the dataset mainly comes from academic journals rather than conference papers or book chapters.

4. Summary:

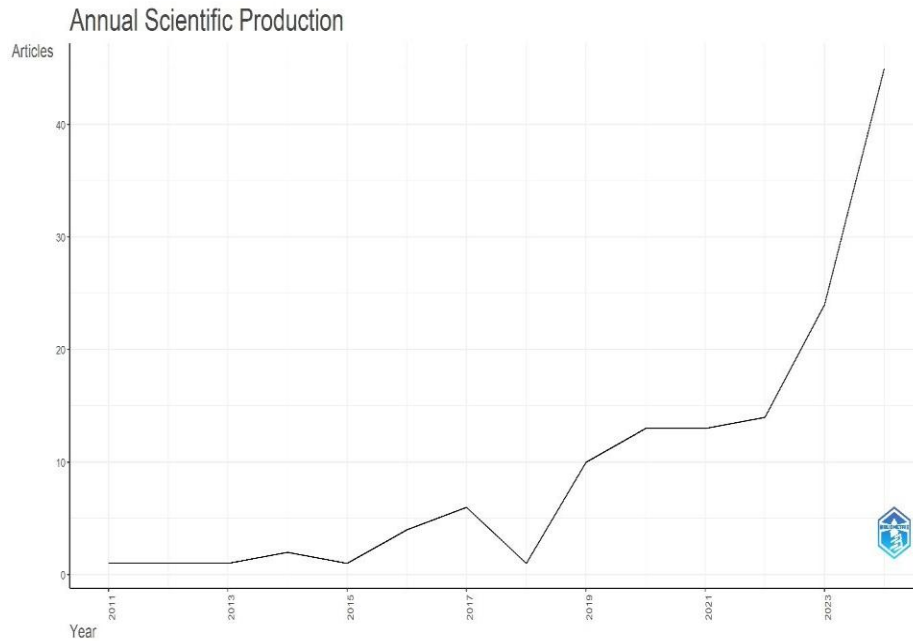
The dataset indicates quite significant collaborative research that is growing rapidly but more so on international levels. The large number of keywords provides evidence that the papers are very well-cited, relatively recent, and cut across a range of topics. Considering all this, the information shines a light on a quite lively research environment characterized by a growth in output and far-reaching cooperation among researchers worldwide.

3.2. Annual scientific production

The significant progress made in economic research has generated substantial interest in this subject across various academic inquiries. An extensive examination was conducted, comprising a thorough analysis of 136 research publications, in order to evaluate the extent of this issue. The Scopus index was utilized, and the search phrase "e-commerce" was employed in the TITLEABSKEY field. The selected papers were all in English and nearing the last publication stage.

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Year	Articles
2011	1
2012	1
2013	1
2014	2
2015	1
2016	4
2017	6
2018	1
2019	10
2020	13
2021	13
2022	14
2023	24
2024	45

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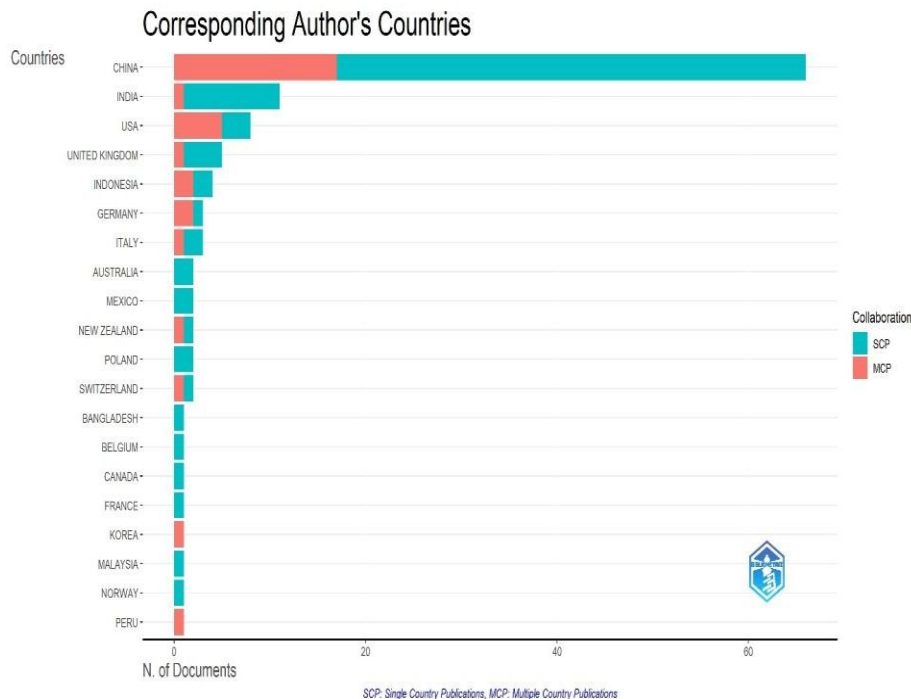
Moreover, the search was narrowed by focusing on specific categories such as economics, econometrics, finance, business, management, and accounting. Only articles from these subject areas were considered for the analysis. Non-English publications were excluded.

This graph shows the yearly output of e-commerce-related scientific research from 2011 until 2024. The graph shows that, between 2011 and about 2016, articles published were increasing steadily. After 2018, there is a marked increase that can be interpreted as an increase in scholarly interest in the subject area of e-commerce. This is attributed to innovations in digital technology, an advancement of mobile commerce, and the result of other major world events such as COVID-19, forcing it to digitize at such a rapid pace.

The steepest rate of increase in published articles occurred during the period 2020-2024.

This period was marked by heightened relevance of the field for academic and practical applications of e-commerce. The trend has also followed the usual pattern of general annual growth rate in the dataset that stands at 34.02%.

3.3. Corresponding author countries



The bar chart explains the number of research documents authored by corresponding authors coming from different countries, within two types of collaborations: MCP,

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international collaborations; and SCP, where authors from the same country produce it without any international input.

Important Takeaways:

1. China

China is the country publishing the most, and, in fact, most of its published output falls into the SCP category. This may indicate a good deal of its own-generated research by Chinese authors is conducted behind national borders, largely in cooperation between academics and organizations native to a country.

International collaborations are relatively rare, at any rate, where exports are concerned, as indicated by the very low percentage of MCP from China.

2. India

Rank in India, with a high percentage of MCP and SCP, ranks in the second table. Higher SCP in percentage means domestic partnerships feature more at Indian academics. Though not as high as the USA, MCP numbers still reveal that India is an active participant in transnational research collaborations.

3. United States:

Third in total publications, the USA ranks, but its collaboration approach is, however, noteworthy, in contrast to both China and India. MCP papers are relatively more popular within the USA, which is indicative of a greater interest in global research collaborations. The USA plays a pivotal role in international scientific cooperation as witnessed in MCPs, even though SCP still accounts for a considerable portion of the country's production.

4. The United Kingdom

SCP and MCP in the UK are fairly evenly distributed, so that only the USA precedes them. This simply reflects the fact that much research is being conducted in association with international organizations, combined with a very large number of authors who are based in the UK, of course, but naturally operate at a local level.

5. Germany and Indonesia:

Both Germany and Indonesia have both SCP and MCPs, and the position of both on the graph is similar. They are distributed in such a manner that they do a fair amount of work both domestically but contribute to a large number of international collaborations.

6. Other Countries:

While their overall publication counts are lower, countries like Italy, Australia, Mexico, and New Zealand still have a mix of MCP and SCP. Notice that Australia and Italy have a more balanced mix between domestic and foreign partnerships.

Bangladesh, Belgium, Bangladesh, Poland, and Switzerland rank next with smaller overall contributions. Here again the interesting fact is that while these countries have higher SCP shares, it means that most research activities in these countries are more domestic in nature.

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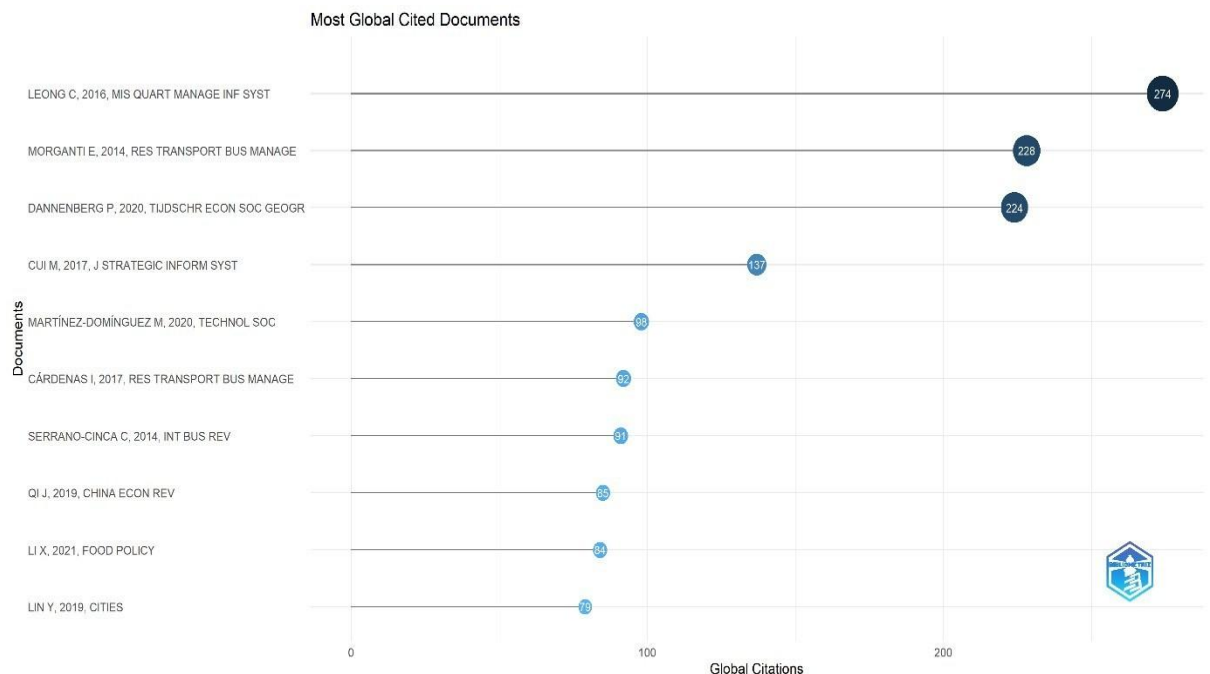
7. Peru and Norway:

At the opposite end of the scale are Norway and Peru, because their MCP shares are relatively larger than their SCP shares. This would suggest that these countries need more international cooperation while doing less overall in terms of production. Perhaps this is because they deliberately do global collaboration to achieve purposeful research work.

Alternatively, it might stem from the lack of sufficient research resources at home.

Overall, China seems to be the forerunner in publishing. From the table it is also evident that SCP preferred the most among it. Coming next are USA and India followed by the former giving more importance to MCP and the latter to indigenous research. Indonesia, Germany, and United Kingdom too are among the significant contributors which can balance MCP and SCP. While they publish less, Peru and Norway are examples of countries which seem to have a strong preference for international research collaborations. Consequently, the graph provides an exquisite view of how different countries deal with scientific cooperation, and there are clear differences between these nations with respect to the relative emphasis of their domestic research compared to their international research.

3.4. Most global cited documents



The "Most Global Cited Documents" chart represents the graphical form of citation for the most cited academic papers. These works have received wide global recognition as well as influence in specializations. The X-axis has depicted the total number of worldwide citations acquired by each document. Citations refer to the frequency at which work done by another academic is referred to in other people's works. In academic research, citations are considered a prime indicator since they reflect the impact, importance, and applicability of a document in the larger scholarly community. In the Y-axis, every document is provided with the name of its principal

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are related to one another from the point of view of e-commerce. It was created using VOS viewer - that oft-popular piece of software for creating bibliometric maps.

Principal Elements of the Network:

Key Nodes: "E-commerce" and "electronic commerce," which are underlined in larger letter sizes and centrally placed within the diagram, are the two most crucial phrases in the network. These terms are most relevant to the network because they are most frequently used together with other terms.

Terms in Clusters: The color that is assigned to each category of terms indicates clusters of related themes.

The words "online shopping, entrepreneurship, internet, and "quantile regression fall in the green cluster, which is anchored by the term "e-commerce.". That these concepts are often discussed together implies that e-commerce does indeed have an impact on these study fields.

The red cluster deals with "rural China" and "electronic commerce." Key terms such as "commerce development," "e-commerce development," and "rural China" give a clear indication that there has been thorough research into the different e-commerce study fields on the impacts of e-commerce on underdeveloped and rural regions, which are mainly China. Peripheral Nodes: Terms that are further from the centre are also central to the network but they do not appear very frequently with the core terms.

In the blue and purple clusters, you see words such as "digital storage," "e-grocery," and "COVID-19." These words reflect new developments in the domain, particularly how the pandemic has affected e-commerce, for example, in the demand for e-groceries and higher internet orders, among others.

Isolated terms: Certain terms are categorized in clusters separate from the dominant clusters. The term "value creation" falls into this category. This suggests that they are not appearing as frequently within the data set, possibly indicating emerging themes or special topics of interest.

Interpretation:

One of the key implications of the co-occurrence network is the central trends of relationships between the different e-commerce study fields. It reveals that the two most prominent subheadings are "e-commerce" and "electronic commerce," which are very frequently related to discussions of internet shopping, entrepreneurship, and rural development. The fact that COVID-19 is listed as a related term implies that current world events have dramatically shifted the paradigm of e-commerce. New research has thus focused on how online shopping behaviors and supply chains-in short, e-grocery-have changed in the context of the pandemic.

It also highlights the growth of rural e-commerce in the world, with a special focus on China, indicating an important study of how e-commerce might trigger economic growth in less developed areas. This reflects an increased interest in harnessing digital platforms to ease the economic gap between urban and rural areas.

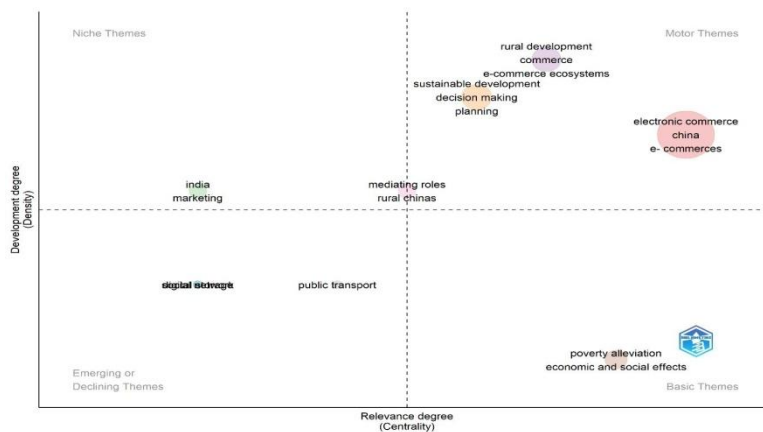
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Finally, localization of concepts, for example "value creation", might carry an important message for new futures of study which have not fully been discussed in the whole ecommerce discussion.

To sum up, this co-occurrence network is an outline of the major links and research trends in the e-commerce field, highlighting important themes such as the effects of COVID-19 on it, rural development, and the critical roles that entrepreneurship and online purchasing play within the e-commerce ecosystem.

3.6. Thematic map:



The Thematic Map, presented, may be considered a useful tool in identifying themes and trends of research from bibliometric analyses. Topics are ordered within this two-dimensional map: on one hand, by relevance degree or centrality which points out degrees of importance themes have on the researched field; on the other hand, by development degree or density, showing their maturity level. Divisions of the four quadrants of the map shed light upon several thematic traits. Some of the themes found in the upper right quadrant are China, ecommerce, and electronic commerce. The fact that they are immensely central and well-developed points towards them being relatively well researched and established knowledge within the body. Motor themes of any research area usually provide the driving forces behind it and are hence both theoretically and empirically valid. Another common theme here is the types of ecosystems associated with rural development and commerce. It presents a notion that such streams are as important as well as developed, in terms of research, as mentioned above.

In the upper left niche, marketing in India is also a theme. Though not as important to the core research itself, these topics have progressed quite well. Niche themes are typically very specialized fields that are more appealing to a smaller, more focused research group despite their sophisticated nature. While they may not significantly impact the discipline at large, they may be rather pertinent for some specific applications or local studies.

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Lower right quadrant: Economic and social benefits, poverty reduction - these are some themes that appear in this quadrant (fundamental themes). These are critical areas of research that have yet to attract attention or theoretical development sufficient enough for them to be central but underdeveloped. Hence, there is a gap in the literature with the potential for further study to strengthen the groundwork in these important areas. Some subjects included in the lower left quadrant are digital networks and public transportation, which are emergent or declining themes. Hence, these topics are either in decline or emergent trends of interest because they're neither central nor well-developed. While declining themes may reflect issues that have crested in appeal but which are no longer current in the research world, emerging themes often represent new trends that are still in early stages of investigation. The circles on the map represent the amount of research done on every theme, meaning that the biggest circle for internet commerce has made it a host for more publications and attracted great scholarly interest. Taking all this into account, this map provides a comprehensive overview of the places where research currently is focused, vividly points out well-established themes, and points out probable paths for future research.

4.0 Findings and conclusions

This paper is displaying significant bibliometric statistics from a study spanning the years 2011 to 2024. The information presented in the image depicts notable developments as well as trends within the research field being surveyed. Now, there are a total of 136 documents taken from 94 sources. The field has expanded at an annual growth rate of 34.02%, which, according to the graph presented, is one vigorous expansion. 376 coauthors in total contributed to this body of work, with single-authored papers from 8 authors. An average of 3.22 co-authors per document suggested an environment of collaboration. International co-authorship is involved in as much as 27.21% of such collaborations: the research network, therefore, appears well-oiled worldwide.

With 486 different author keywords used, the keyword variety is more impressive, but the dataset does not feature any references listed. The average age of materials stands at 2.49 years, that is, very recently published. Finally, on average, a document attracts 19.41 citations, which again suggests high impact and visibility in the academic world. Conclusion Overall, the field of study has grown dramatically with the help of global cooperation and features influence through meaningful publications and vigorous writing.

5.0 Suggestions and Recommendations

International co-authorship has been identified as having a strong influence on the quality and functionality of research, and therefore, future research in the area of e-commerce must give utmost emphasis to it. Authors are encouraged to explore new and uncharted areas, including the applications of blockchain technology, the use of artificial intelligence personalization, rural e-commerce, and pandemic-induced online consumer behavior. Closing the gap between research and industries, especially regarding MSMEs, digital inclusivity, and rural empowerment, is considered a highly important aspect, and there must be a strong emphasis between research and industry

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requirements. Topics that are uncharted, though deserving more focus, may not need an elaborate exploration, although relevant areas, including the use of mobile commerce, have already received adequate documentation. High-impact research areas must be identified, and research work must be guided using citation practices. By ensuring complete reference incorporation for enhancing dependability, it is expected that research work in the bibliometric area must provide emphasis to better data transparency. Finally, there must be an enormous amount of research work regarding the use of e-commerce and how it enhances sustainable development, equality, and poverty alleviation in the context of emerging markets.

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