A Bibliometric Analysis of Strategic CSR

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Abstract

Along with increasing sustainability concerns in the society, corporate social responsibility (CSR) has gained incredible attention, reflected in the plentiful articles published on the subject. This study provides a quantitative overview of these studies and aims to track the development of the study area, determine the journals that publish most influential/cited research, and the most relevant authors with publications on strategic CSR. We use bibliometric methods, focusing on citation and co-citation analysis, supplemented by co-word analysis of key-words. The analysis is conducted on 1258 papers from 1975 until 2017, found in the Web of Science Core Collection database. Results show slow growth of the field till 2009, when the number of papers more than doubled, stayed steady and then gained momentum after 2013. The top journal according to the number of papers published and number of citations is Journal of Business Ethics. Other top places on the list of cited publications are taken by top-tier management journals, indicating their strong impact on the research domain. We use co-word analysis to show development of the field through three time periods (1993-2008, 2009-2012 and 2013-2017). Key-words most frequently associated with CSR are sustainability, sustainable development, stakeholders, stakeholder theory and institutional theory.

Keywords: corporate social responsibility, strategy, bibliometric analysis, citation analysis, co-citation analysis, co-word analysis