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Article

Structure of REDEE and EJMBE research: A bibliometric analysis

European Journal of Management and Business Economics (EJM&BE)

Provided in Cooperation with:

European Academy of Management and Business Economics (AEDEM), Vigo (Pontevedra)

Suggested Citation: Ramos, Ricardo F.; Rita, Paulo (2024) : Structure of REDEE and EJMBE research: A bibliometric analysis, European Journal of Management and Business Economics (EJM&BE), ISSN 2444-8451, Emerald, Leeds, Vol. 33, Iss. 1, pp. 1-19,
<https://doi.org/10.1108/EJM&BE-04-2022-0109>

This Version is available at:

<https://hdl.handle.net/10419/325555>

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Structure of REDEE and EJMBE research: a bibliometric analysis

Structure of
REDEE and
EJMBE
research

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Received 18 April 2022
Revised 3 October 2022
15 December 2022
9 February 2023
Accepted 16 February 2023

Abstract

Purpose – Evaluating existing literature can lead to a better understanding of a scientific journal's state of the art. In this sense, this study aims to analyze the global research evolution of the *Revista Europea de Dirección y Economía de la Empresa* (REDEE) and the *European Journal of Management and Business Economics* (EJMBE).

Design/methodology/approach – A bibliometric analysis was conducted to acknowledge the most contributing authors, impactful articles, publication trends, keyword analysis, co-occurrence networks and collaboration networks. A total of 454 articles published between 2006 and 2022 were analyzed.

Findings – The results suggest that the international strategy set in 2014 has resulted in a steadily growing number of publications and a significant increment in citations. Relationship marketing and the connections between innovation, performance and entrepreneurship are topics of interest for the EJMBE.

Originality/value – Mapping existing EJMBE research through identifying the contributing authors, most impactful articles, publication trends, keyword analysis, co-occurrence networks and collaboration networks is missing to encourage new research projects.

Keywords Journal analysis, Bibliometrics, Ágora, Scopus, REDEE, EJMBE

Paper type Literature review

Introduction

The current *European Journal of Management and Business Economics* (EJMBE) was first published with this new name in 2016, having Professor Enrique Bigné as its editor. This turned out to be a new phase of the journal initially designated as *Revista Europea de Dirección y Economía de la Empresa* (REDEE), launched in 1991 by the Academia Europea de Dirección y Economía de la Empresa, thus when it was commemorating its 25th anniversary. Professor Varela and Professor Barroso were the two previous editors-in-chief of the journal (Bigné, 2016). Digitization and internationalization of this journal were two cornerstone objectives behind embracing English as the written language for all its published articles and extending its editorial board to accommodate more academics from a broader range of countries. In this context, the role of the European Academy of Management and Business Economics (AEDEM; <https://redaedem.org/>) has been crucial for the success of the EJMBE as it determines the strategic vision of the journal and appoints its editor. This non-profit organization aims to foster the progress of the business economics investigation by organizing two conferences per year,

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This work was supported by national funds through FCT (Fundação para a Ciência e a Tecnologia), under the project - UIDB/04152/2020 - Centro de Investigação em Gestão de Informação (MagIC)/NOVA IMS.



European Journal of Management
and Business Economics
Vol. 33 No. 1, 2024
pp. 1-19
Emerald Publishing Limited
e-ISSN: 2444-8494
p-ISSN: 2444-8451
DOI [10.1108/EJMBE-04-2022-0109](https://doi.org/10.1108/EJMBE-04-2022-0109)

specifically an annual scientific conference (since 1987) and an international conference (since 1992). Additionally, this association is responsible for editing three journals, namely the EJMBE, the *European Research on Management and Business Economics* (ERMBE) and the *Journal of Management and Business Education* (JMBE).

EJMBE aims to publish peer-reviewed conceptual, methodological, or empirical investigations in business economics, including strategy, management, organization, corporate governance, human resources, operations, finance, marketing and tourism (Emerald, 2022). Additionally, special issues were released to stimulate new research outputs and foster research on emerging topics (e.g. Huarng and Rey-Martí, 2019; Kozak *et al.*, 2018). Since its revamp in 2016, this journal has almost quadrupled its SJR in Scimago in just five years, from 0.175 in 2016 to 0.665 in 2021 (Figure 1). Note that in seven years (2010–2016), this outlet was only in the range of 0.102–0.175, started to climb in the next two years (0.239–0.354 in 2017 and 2018, respectively) and reached a much higher SJR in the last three years (0.639–0.665 between 2019 and 2021). Furthermore, EJMBE consolidated a position as a Scopus Quartile 2 (Q2) indexed journal in two subject areas (“Business, Management and Accounting”, “Economics, Econometrics, and Finance”) and six categories (“Business and International Management”, “Marketing”, “Organizational Behavior and Human Resources Management”, “Strategy and Management”, “Tourism, Leisure and Hospitality Management”, “Finance”).

Since the inception of the journal, multiple papers have been published. The high volume of publications is a challenge for researchers to remain aware of the latest developments in EJMBE. Therefore, a systematic review of the journals’ extant literature is relevant as it integrates and synthesizes the past, suggests novel research lines and contributes to the journal’s evolution (Priyashantha *et al.*, 2022). However, mapping existing EJMBE research through identifying the contributing authors, most impactful articles, publication trends, keyword analysis, co-occurrence networks and collaboration networks is yet to be done. Such synthesis is critical to acknowledge the structure and intellectual base of research published in EJMBE. A retrospective evaluation permits the identification of the leading trends of the past and present of the journal. This is common practice to analyze one journal to provide an overall structure of the knowledge published over the years. For instance, Merigó *et al.* (2015) conducted a bibliometric overview of the *Journal of Business Research* from its origins until

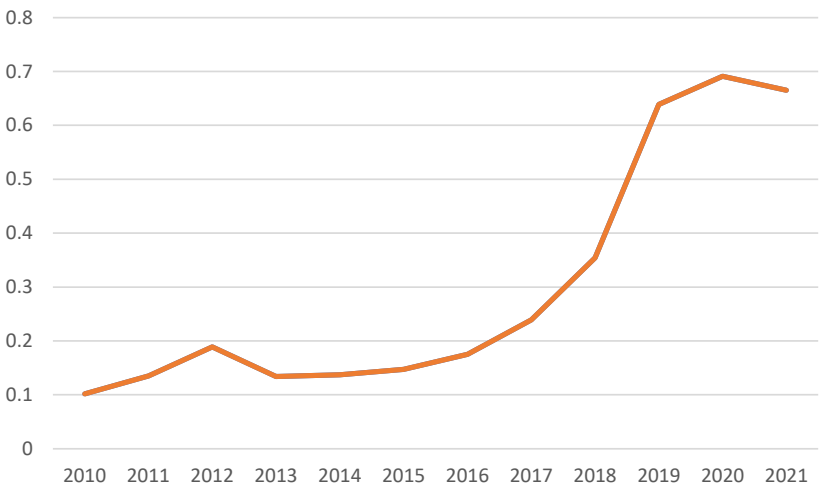


Figure 1.
EJMBE’s SJR (Scopus):
2010–2021

Source(s): Figure by authors

2014. [Martínez-López et al. \(2018\)](#) performed a bibliometric analysis for the fiftieth anniversary of the *European Journal of Marketing* and [Van Fleet et al. \(2006\)](#) analyzed the *Journal of Management's* first 30 years [Autor \(2012\)](#) examined the *Journal of Economic Perspective's* first 100 issues.

This study aims to describe the global research evolution, identify the predominant themes and raise awareness for the value of EJMBE. Additionally, it provides a better understanding of the journal's current state of the art by characterizing the footprint left by the journal from 2006 to 2022 that made the journal recognized as it is nowadays. To achieve this aim, a bibliometric analysis was conducted. Bibliometrics, the discipline that studies bibliographic material quantitatively ([Broadus, 1987](#); [Quezado et al., 2022](#)), has been used in various studies (e.g. [de Diego and Almodóvar, 2022](#); [Martínez-López et al., 2018](#); [Ramos-Rodríguez and Ruiz-Navarro, 2004](#)) from multiple research areas. Unlike other techniques, it provides an objective and reliable analysis ([Aria and Cuccurullo, 2017](#)), offering an objective study of the documents published in REDEE and EJMBE. Bibliometrics uses a set of indicators to obtain information collected from research activity. The output can reveal academic productivity and evaluate scientific research performance ([Durieux and Gevenois, 2010](#)). Data were collected from [Ágora \(2021\)](#) and Scopus databases. The analysis allows for uncovering the publication and citation structure, the most productive authors, the journal's knowledge structure and the authors' countries. This article is of particular interest to researchers considering publishing in EJMBE.

This paper's structure is as follows: methodology describes the steps followed for data collection and data analysis; the results section details the publication and citation structure, contributing authors, influential articles, characterization of the authors' keywords, analysis of the multiple correspondence evolution map and country collaboration network; finally, the conclusion section entails the top results and how these address the study aims.

Methodology

This study focused on EJMBE, former REDEE, between 2006 and 2022, using the data collected from [Ágora \(2021\)](#) and the Scopus database. By collecting a large set of articles, we aimed to analyze an extensive review of the scientific knowledge published in EJMBE ([Paul and Benito, 2018](#)). A bibliometric analysis was used to systematically analyze science networks to acquire knowledge on the evolution and studies of a significant number of researchers ([Donthu et al., 2021](#); [Rita and Ramos, 2022](#)).

Data selection

Scopus was the database used for data collection as scholars consider it to be where relevant publications are indexed and one of the most widely accepted bibliographic databases ([Ramos et al., 2019](#)). Moreover, it is considered the most well-organized, structured and largest scholar database ([Kumar et al., 2020](#); [Tavakoli and Wijesinghe, 2019](#)). Although many other databases exist (e.g. Web of Science/WoS, Google Scholar), the expectation is that the Scopus database data is of the highest credibility and quality standards ([Kumar et al., 2020](#)). The use of Scopus is consistent with other bibliometric analyses ([Martínez-López et al., 2018](#); [Sharma et al., 2021](#)). Since the REDEE and EJMBE have been indexed in Scopus only since 2009, data included 2006 to 2008 from [Ágora's \(2021\)](#) database for a comprehensive review ([Paul and Benito, 2018](#)). Ágora is a database that provides public access to public administration scientific articles written in Spanish to disclose knowledge to foster quality investigation ([Ágora, 2021](#)).

In the first stage, data were collected from Ágora's database. This database provided free access to the 114 full texts of the REDEE published articles in the designated period. The

author's name, keywords, affiliation, affiliation country, source and year were extracted from each article.

In the second stage, data were retrieved from the Scopus database on January 16, 2023. We applied the terms "Revista Europea de Dirección y Economía de la Empresa" and "European Journal of Management and Business Economics" in the source title search tool to select and extract the data. The first Scopus-indexed article published by REDEE was in 2009, while the first under the EJMBE journal title was published in 2016. Along with the data collected from each article mentioned above, the number of Scopus citations was extracted. The Ágora database does not provide the number of citations. For this reason, every metric that demands citations was not applied to the articles collected in the Ágora's database. The Scopus dataset comprised 287 papers from REDEE and 167 from EJMBE. A manual analysis attested no duplicates, confirming a total of 454 (114 articles from Ágora; 173 REDEE articles from Scopus; 167 EJMBE articles from Scopus) published between 2006 and 2022. Retrieved data were uploaded into a CSV file and used as input for the bibliometric analysis. Considering the size of the dataset, a bibliometric analysis is considered suitable for conducting this study (Donthu *et al.*, 2021). Before data analysis procedures, the authors' names had to be standardized since some are cited differently (e.g. "Blanco González, A." vs "Blanco-González, A.").

Data analysis

Data were analyzed using the "bibliometrix" package, an R-tool used for science mapping analysis (Aria *et al.*, 2020; Bond and Buntins, 2018; Rita and Ramos, 2022). Other prominently used bibliometric software are VOSviewer, Gephi and Scimat. Each piece of software has pros and cons, and the choice is usually a researcher's decision (Donthu *et al.*, 2021). For instance, Gephi and R's development speed and flexibility are higher than those of UNICET and Pajek. Another example is that VOSviewer does not allow merging different forms of the same word. However, that can be done using Gephi. The R package "bibliometrix" was installed in R, and the CSV file containing the data for analysis was imported. After executing all the package functions, the output provided the bibliometric descriptive and graphical results. The "bibliometrix" package allows for several analyses, such as authors' impact and productivity, citations, publication trends, keyword analysis, or author's indices (*h*-index, *g*-index, *m*-index) (Aria and Cuccurullo, 2017). The Hirsh index (*h*-index) uses the number and citations per article to quantify the authors' productivity and impact (Hirsch, 2005). In turn, the *g*-index measures the performance of the articles (Egghe, 2006). Moreover, the *m*-index considers the *h*-index and the year of the first publication (*n*). Hence $m\text{-index} = h\text{-index}/n$ (Halbach, 2011). For the country collaboration network analysis (Secinaro *et al.*, 2022), the authors' affiliation country was used, and the dataset was divided into two parts: articles published in the (1) REDEE and (2) EJMBE.

Although the bibliometric analyses help to summarize and map with objectivity and reliability the research published in EJMBE, they are mainly descriptive (Palmatier *et al.*, 2018; Rita and Ramos, 2022). The analysis of the bibliometric data allowed us to uncover the most productive and impactful authors and most influential articles, identify the most recurrent authors' keywords and their longitudinal evolution, keyword co-occurrence network, multiple correspondence evolution map and country collaboration network. The information provided by such analyses permitted uncovering of the structure of the EJMBE, highlighting its latest developments and suggesting a future research agenda.

Results and discussion

Publication and citation structure of REDEE and EJMBE

The trend of articles in the REDEE and EJMBE is reflected in Table 1. During the 16-year analyzed period, a total of 454 articles were published (287 from 2006 to 2015 in the REDEE

Year	N	TC****	Mean total citations (TC) per document	Mean TC per year	Citable years
2006*	42	—	—	—	—
2007*	37	—	—	—	—
2008*	35	—	—	—	—
2009	38	121	3.18	0.23	14
2010	37	174	4.70	0.36	13
2011	27	76	2.81	0.23	12
2012	16	90	5.63	0.51	11
2013**	21	65	3.10	0.31	10
2014	19	136	7.16	0.80	9
2015	15	146	9.73	1.22	8
2016***	17	338	19.89	2.84	7
2017	20	522	26.10	4.35	6
2018	17	289	17.00	3.40	5
2019	17	317	18.65	4.67	4
2020	27	259	9.59	3.20	3
2021	26	98	3.77	1.88	2
2022	43	61	1.42	1.42	1
Total	454	2,692	5.93	0.42	

Note(s): *There is no Scopus information regarding citations in the articles published in 2006, 2007 and 2008

** There is no Scopus information regarding citations of 14 articles published in 2013

*** There is no Scopus information regarding citations of one article published in 2016

**** Only Scopus citations were considered

Source(s): Table by authors

Table 1.
Publication and
citation structure of
REDEE and EJMBE

and 167 from 2016 to 2022 in the EJMBE), with an average of 27 papers per year (454 published manuscripts/17 years). The year with fewer publications was 2015, with 15 articles. From 2006 to 2014, REDEE published four issues per year. However, since 2015 the number of annual issues has become three. This can explain the reduced number of articles published in 2015 compared to 2006. Nevertheless, 2022 was the year with the most published articles (43), reflecting a contribution of 9.47% of the total in 2006–2022.

It should be noted that the articles published between 2006 and 2008 and 14 articles from 2013 are not indexed in Scopus. A total of 326 articles were cited 2,692 times, with an average of 5.93 citations per article and 0.42 per year. Remarkably, the years between 2014 and 2020 represent 74.55% of the citations. This indicates the articles' relevance published in this period. The year with the highest total citation (TC) mean per document was 2017, with 26.10, reinforcing the relevance of the articles published in that period.

Contributing authors

It is fundamental to recognize the journal's structure and growth by identifying the most productive authors, institutions and countries (Donthu *et al.*, 2021). In total, 1,042 authors published their work in REDEE and EJMBE. Table 2 reveals the top 10 most productive authors and their impact. The analysis considered the 1,042 authors who published in REDEE and EJMBE. Gázquez-Abad, J., Vázquez-Casielles, R. and Camisón-Zornoza, C. are the most prolific authors, with four articles each. It is interesting to acknowledge that Professor Camisón-Zornoza published four articles between 2008 and 2009, an average of two papers per year. Among the top 10 most productive authors, Universidad de Almeria is the most represented affiliation, with two authors (Gázquez-Abad, J.; Cruz-Rambla, S.) and seven papers. In an editorial note published in 2015, the Editors Barroso and Bigné (2015) stated multiple measures to facilitate the publication of relevant and rigorous papers. One of

Table 2.
Top 10 most
productive authors and
author's impact*

Most productive authors			Total citations	Author's impact (ordered by total citations*)				Production year – start
Author's name	Affiliation	Total		Author's name	No. of cited documents (<i>n</i>)	h-index	g-index	
Gázquez-Abad, J.	Universidad de Almería, Spain	4	Barrena-Martínez, J.	1	1	1	0.125	2016
Vázquez-Casielles, R.	Universidad de Oviedo, Spain	4	López-Fernández, M.	1	1	1	0.125	2016
Camiñón-Zornoza, C.	Universidad Jaume I, Spain	4	Romero-Fernández, P.M.	1	1	1	0.125	2016
Barba-Aragón M.I.	Universidad de Murcia, Spain	3	Curras-Perez, R.	2	2	2	0.333	2018
Blanco-González, A.		3	Arfaoui, M	2	2	2	0.286	2017
Cruz-Rambaud, S.	Universidad de Almería, Spain	3	Rejeb, A.B.	2	2	2	0.286	2017
Días-Casero J.C.	Universidad de Extremadura, Spain	3	Andreu, L.	1	1	1	0.167	2018
Aguiar-Díaz, N.	Universidad de Las Palmas de Gran Canaria, Spain	3	Biachi, E.	1	1	1	0.200	2018
Elrehail, H.	Abu Dhabi School of Management, United Arab Emirates	3	Bruno, J.M.	1	1	1	0.200	2019
Rita, P.	Universidade NOVA de Lisboa, Portugal	3	Sarabia-Sanchez, F.J.	1	1	1	0.200	2019

Note(s): *There is no Scopus information regarding citations in the documents published in 2006, 2007 and 2008, 14 published in 2013 and one published in 2016. Only Scopus citations were considered

Source(s): Table by authors

them was stimulating authors to publish in English to reflect a new internationalization approach. In 2016, [Bigne \(2016\)](#) reinforced this interest by changing the journal's name from REDEE to EJMBE, assuming the commitment previously stated to internationalize the journal. Since these changes are recent, it is understandable that most of the documents published were from Spanish authors and affiliations before they were applied. However, in the list, there are already two non-Spanish institutions, namely, the Abu Dhabi School of Management from the United Arab Emirates and Universidade NOVA de Lisboa from Portugal.

The number of citations is fundamental to acknowledging the articles' impact ([Donthu et al., 2021](#)). According to this metric, it is possible to recognize the most EJMBE impactful author. Barrena-Martínez, J., López-Fernández, M. and Romero-Fernández, P.M., were the authors with the highest number of citations (85) among the most impactful. This result derives from the work entitled "Corporate social responsibility: Evolution through institutional and stakeholder perspectives," published by the three authors ([Barrena-Martínez et al., 2016](#)). The fourth most cited author was Curras-Pérez, R., with 84 citations from two papers ([Sánchez-García and Curras-Perez, 2019](#); [Stojanovic et al., 2018](#)). It is also interesting to acknowledge that Curras-Pérez, R., Arfaoui, M and Rejeb, A.B., are the authors with the highest productivity and impact (*h-index*) and article performance (*g-index*). However, Curras-Pérez, R., has the highest *m-index* (0.333) since its first paper was published in 2018, one year after Arfaoui, M. and Rejeb, A.B.

Most influential articles

The number of citations is fundamental to understanding the articles' research impact ([Donthu et al., 2021](#)) and how they shape future research ([Purkayastha et al., 2019](#); [Singh et al., 2022](#)). The journal's most impactful articles are identified through the analysis of TC. The top 10 most impactful documents are represented in [Table 3](#). These documents contributed to 21.66% of the total number of citations. The most cited work is from [Barrena-Martínez et al. \(2016\)](#), with 85 citations, followed by [Stojanovic et al. \(2018\)](#), with 71. [Barrena-Martínez et al. \(2016\)](#) conducted a literature analysis about the evolution of corporate social responsibility (CSR). In the top 10, only the works by [Kamasak \(2017\)](#) and [Palaniappan \(2017\)](#) were single-authored. Of the list, only one article was published in REDEE ([Aragón-Sánchez et al., 2015](#)), confirming the effect of the EJMBE internationalization strategic decision on the number of citations. The normalized citation impact compares the performance of a document to the

Documents	Total citations*	Average total c itations per year	Normalized total c itations
Barrena-Martínez et al. (2016)	85	10.63	4.28
Stojanovic et al. (2018)	71	11.83	4.18
Bianchi et al. (2019)	71	14.20	3.81
Kamasak, R. (2017)	68	9.71	2.61
Arfaoui and Rejeb (2017)	57	8.14	2.18
Riera and Iborra (2017)	57	8.14	2.18
Aragón-Sánchez et al. (2015)	50	5.56	5.14
Liberato et al. (2018)	45	7.50	2.65
Palaniappan (2017)	42	6.00	1.61
Gómez-Cruz et al. (2017)	37	5.29	1.42

Note(s): *There is no Scopus information regarding citations in the documents published in 2006, 2007 and 2008, 14 published in 2013 and one published in 2016. Only Scopus citations were considered

Source(s): Table by authors

Table 3.
Top 10 most cited
documents

average performance of the documents published in the REDEE and EJMBE (Bornmann and Marx, 2015). This metric helps mitigate the impact of a publication with more citations than a recent one (Rahaman *et al.*, 2022). The work by Aragón-Sánchez *et al.* (2015) has the highest normalized total citations (5.14), while the work by Bianchi *et al.* (2019) has the highest average total citations per year (14.20). These results highlight the relevance of these studies among those published in EJMBE using metrics other than TC.

Author’s keywords

The analysis of the author’s keywords represents a way to understand the core topic of a research article (Su and Lee, 2010) and explore the existing and future relationships in EJMBE. A total of 2,028 keywords occurred in the 454 analyzed documents. The most prominent keywords that occurred at least ten times were innovation (n = 26), performance (n = 22), trust (n = 15), satisfaction (n = 14) and entrepreneurship (n = 10). These findings confirm the journal’s aim to publish research related to business economics. Analyzing the Top 10 keywords, one is associated with the research context (i.e. performance), five with a body of literature (e.g. entrepreneurship or corporate governance) and four is related to theoretical concepts (e.g. trust or satisfaction). In total, these five keywords represent 4.29% of the total. Table 4 depicts the most frequent authors’ keywords.

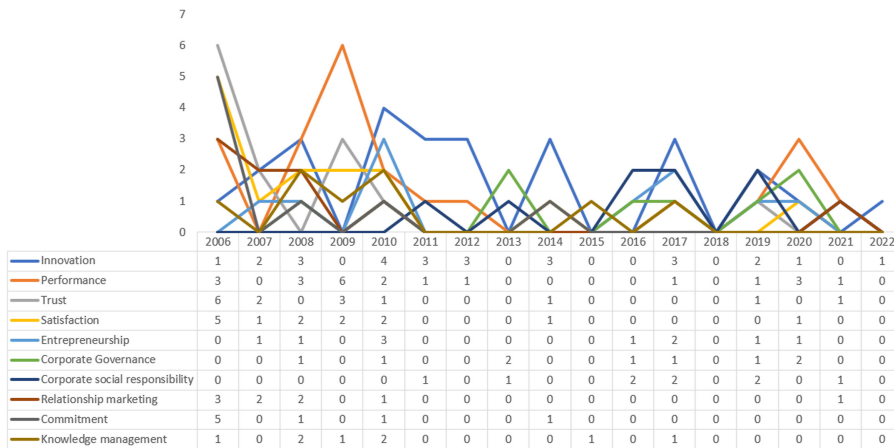
Figure 2 highlights the authors’ keywords evolution to reveal the journal’s longitudinal interest. This analysis allows us to explore the existence of the future interests of EJMBE (Donthu *et al.*, 2021). Innovation, the most recurrent keyword, had a steady representation in the first eight years, with 19 hits. This result suggests the interest of EJMBE in publishing articles related to innovation in their first years. The 19 articles published using this keyword represent 73% of the total. The remaining seven (27%) were published after 2014. In turn, the CSR keyword has prominence (seven times out of nine) in the second half of the analyzed period (2015/2022), showing a trend. This result suggests the relevance of CSR for the Business Economics research area. In particular, CSR has been a requirement for companies to meet environmental pressures and improve competitiveness (Barrena-Martínez *et al.*, 2016). In 2022, innovation was the sole keyword referred to, which by the way, has been losing relevance over the years. These results may suggest a shift in research trends published in EJMBE.

Figure 3 highlights the author’s keyword co-occurrence network. This analysis establishes the relationship and maps the conceptual structure of the articles published (Eduardsen and Marinova, 2020) in REDEE and EJMBE, reflecting their relevance to the journal. It suggests the thematic relationship between the authors’ keywords and the published articles (Wang *et al.*, 2012). It makes a conceptual contribution to analyzing the top 10 most recurring keywords (Table 4) by establishing a connection between them. The point

Table 4.
Top 10 recurrent
authors’ keywords

Author’s keywords	Frequency	Percentage
Innovation	26	1.64
Performance	22	1.39
Trust	15	0.94
Satisfaction	14	0.88
Entrepreneurship	10	0.63
Corporate governance	9	0.57
Corporate social responsibility	9	0.57
Relationship Marketing	9	0.57
Commitment	8	0.50
Knowledge management	8	0.50

Source(s): Table by authors



Source(s): Figure by authors

Figure 2.
Authors' keywords
evolution



Source(s): Figure by authors

Figure 3.
Keyword
co-occurrences
network in REDEE
and EJMBE

size of the edge represents the frequency that a keyword occurs, and the thickness of the line between two-point size edges indicates the keyword's frequency co-occurrence. Confirming the results of Table 4, the point-size edges with the greater dimension are innovation, performance and satisfaction. The keywords in the same color represent a cluster. For instance, organizational learning, organizational performance, transformational leadership and shared vision (brown color) reveal a theme significantly interconnected. The lines between the edges of trust, satisfaction, commitment and loyalty (pink color) suggest that these theoretical concepts are pivotal to relationship marketing and a relevant topic for EJMBE. *Relationship marketing* is a competitive strategy aiming to create, maintain and

develop successful customer relationships (Mahmoud *et al.*, 2018). Trust, satisfaction, commitment and loyalty are fundamental to establishing such relationships (Simões Coelho *et al.*, 2022; Furtado *et al.*, 2022; Moro *et al.*, 2020).

Innovation and performance are concepts strongly linked to entrepreneurship (red color). Innovative entrepreneurship is the basis for economic development, fundamental to achieving and maintaining success (Block *et al.*, 2017; García-Rodríguez *et al.*, 2017). Also, firm performance is critical for survival, growth, or turn profitability. It is a guide to meeting the firm's objectives, such as profit or positive cash flow (Brownell *et al.*, 2021; Rico and Cabrer-Borrás, 2019).

Multiple correspondence analysis evolution map

Multiple correspondence analysis permits the creation of a conceptual structure for the documents published in the REDEE and EJMBE. K-means clustering acknowledges the documents with common concepts (Aria and Cuccurullo, 2017), examining the relationship between the authors' keywords and creating a conceptual map. Through the graphical representation of the data through a homogeneity analysis of the indicator matrix (Gifi, 1990), it is possible to understand the interdependence among a set of variables, identifying new latent variables. Figure 4 shows that the publications in the REDEE and EJMBE are classified into two clusters, showing the intellectual structure of the journal in the past seventeen years. For instance, in the red cluster, the keywords competitive advantage, stakeholder theory, firm performance and CSR reveal that these are used simultaneously in multiple documents. Since these keywords are close to the middle of the map, they represent the core of the research field developed in the journal. In turn, the keywords Perceived Risk and Transformational Leadership are far from each other, suggesting that few articles studied perceived risk in transformational leadership.

Country collaboration network

The social structure reveals the relationship and collaboration between authors from different countries (Figure 5) in the analyzed years. Scholars' collaboration can lead to

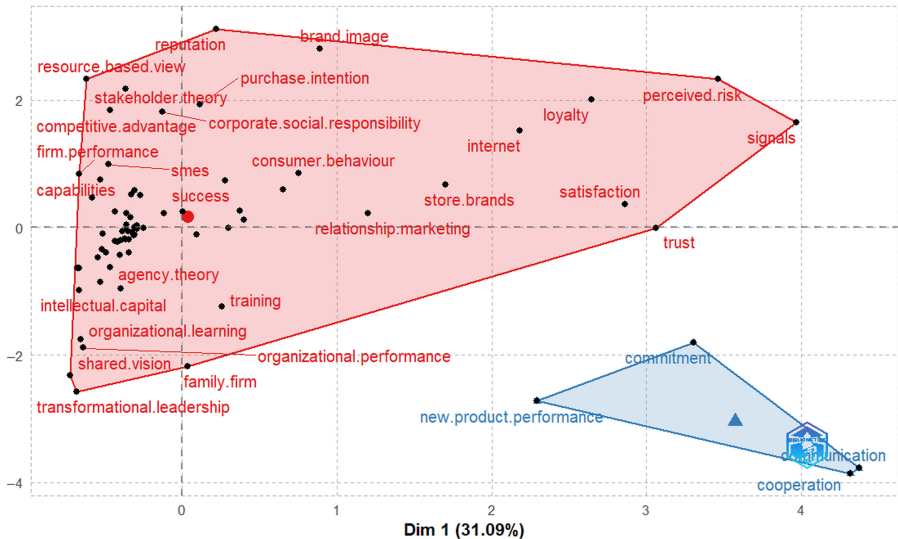
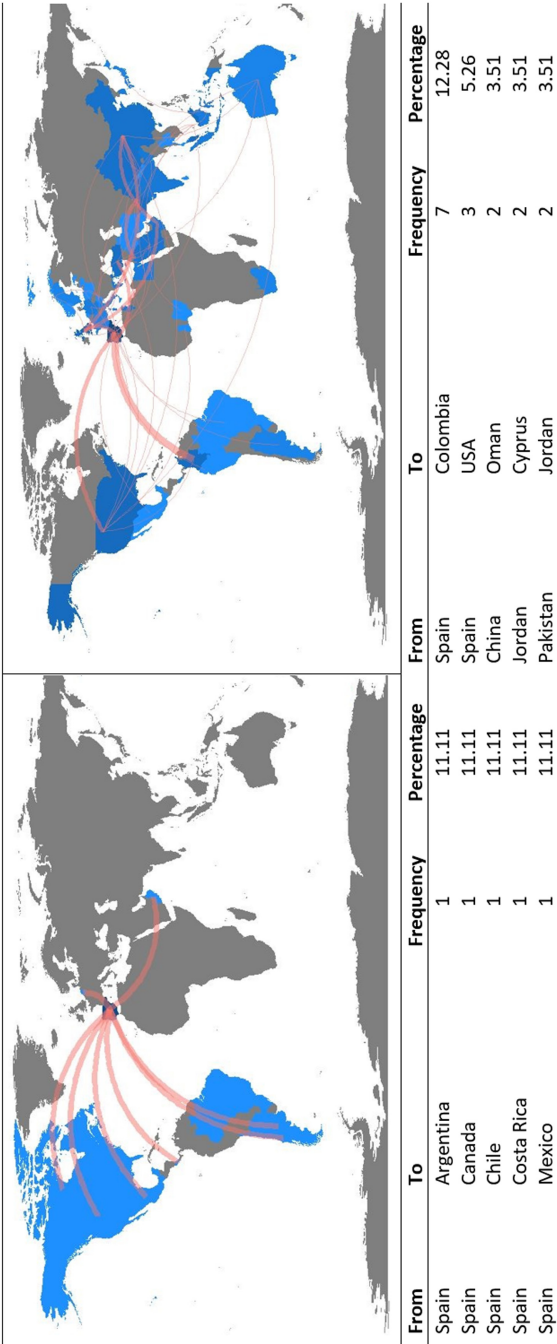


Figure 4.
Conceptual
structural map

Source(s): Figure by authors



Source(s): Figure by authors

Figure 5.
REDEE (left) and
EJMBE (right)
collaboration maps

different contributions and richer insights (Crane, 1977). Identifying the countries from which REDEE and EJMBE authors are affiliated reveals the intensity of the journal's internationalization. It can encourage new research projects among researchers from unrepresented countries (Donthu *et al.*, 2021).

In 2016, EJMBE started an international journey (Bigne, 2016). To highlight the international path, the country collaboration world map among REDEE and EJMBE authors is presented in Figure 5. Additionally, the top five country collaborations are revealed. The author's affiliation country was used as a proxy to acknowledge the authors' nationality (Aria *et al.*, 2021), and only papers in which the collaboration between authors from different nationalities was considered. The blue colors represent the authors' countries, and the color tone reveals the frequency of collaborations. Through the analysis, a growing international trend started since the foundation of EJMBE. The international collaborations of REDEE (world map on the left; nine articles) showed a lower collaboration rate. In turn, EJMBE (world map on the right; 57 articles) showed a radical increase in international collaborations. Since 2016, the collaboration network has spread worldwide. The collaboration network involves authors from Asia, Africa and Australia and has grown stronger in the United States.

From the 287 articles published in REDEE, 9 (3%) articles were developed by a group of authors from different nationalities. In turn, the EJMBE counted 57 (34%) out of 167 articles published. The collaborations at the REDEE involved the collaboration between Spanish authors and authors from Argentina, Canada, Chile, Costa Rica, Mexico, the Netherlands, Oman, Portugal and the USA. One example is the work of Oviedo-García *et al.* (2014), which authors produced from the Universidad de Sevilla, Spain and Universidad Autónoma de Chile, Chile. Regarding EJMBE, the top three collaborations among countries are between Spain–Colombia with seven articles, Spain–USA with three articles and China–Oman with two papers. The work of Badillo *et al.* (2017) is an example of a collaboration network conducted by authors from the Universidad Autónoma Latinoamericana (Unaula), Medellín, Colombia and the Universitat de Barcelona, Spain.

Conclusions

This study performed a bibliographic analysis aiming to identify the footprint left by REDEE and EJMBE that made the journal recognized as it is nowadays. As the number of academic studies published in REDEE and EJMBE is increasing rapidly, it is vital to create a sustainable evolution, helping researchers align their focus and meet the journal's aim (Cortez *et al.*, 2018; Moro *et al.*, 2017). Examining the past, present and future of EJMBE research was needed. Hence, this study developed an overview of the studies published in REDEE and EJMBE between 2006 and 2021. The results highlighted that many researchers publish in this journal, showing diversity, especially since the EJMBE foundation.

The bibliometric analysis results indicate a steadily growing number of publications since 2015. The year with the highest number of publications was 2021 (46). Additionally, since 2014, the number of citations has increased significantly, as 66% of the journal's citations were from 2014 to 2019. This output led the journal from a Scopus Quartile 3 (Q3) in the subject area of Business and International Management to an outstanding Scopus Quartile 1 (Q1) in 2019. Simultaneously, these results reflect their relevance and impact on EJMBE. The contribution of Barrena-Martínez *et al.* (2016), Kamazak (2017) and Stojanovic *et al.* (2018) was fundamental, as they were the most cited papers.

The result from the analysis of the most contributing authors revealed that the most prolific authors (i.e. more articles) were Gázquez-Abad, J., Universidad de Almería, Spain (n = 4), followed by Vázquez-Casielles, R., Universidad de Oviedo, Spain (n = 4). The third most productive author was Camisón-Zornoza, C., Universidad Jaume I, Spain (n = 4). These results demonstrate the diversity of authors publishing in the EJMBE. Among the 988

authors who published in the REDEE and EJMBE, only three published four articles in the 16 years of analyzed publications. These three authors represent 0.4% of the total. Among the top 10 most productive authors (see [Table 2](#)), it is possible to acknowledge that all the authors are based in Spain. These results are understandable since changes occurred in the journal only more recently. In 2015, REDEE changed its direction by stimulating authors to publish in English instead of Spanish ([Barroso and Bigné, 2015](#)), starting the process of internationalization. In 2015, a step forward was taken by changing the Spanish REDEE designation to EJMBE ([Bigne, 2016](#)), an international designation. Due to these recent changes, it is understandable that the most prolific authors still have a Spanish affiliation. Due to the internationalization dynamic that started in 2015 (see [Figure 5](#)), these results are expected to change in the following years.

An analysis of the authors' keywords demonstrated the topics that are getting the attention of the EJMBE. Since 2014, the authors have most mentioned the CSR keyword. The keyword co-occurrence analysis (see [Figure 3](#)) and the conceptual structural map (see [Figure 4](#)) confirmed this result. They suggested that the topic relates to purchasing intention, firm performance, stakeholder theory and reputation. Implementing CSR actions includes the systemic analysis of the environment. From this point of view, the stakeholder theory is critical. The stakeholder theory refers to the effort to establish a positive multilateral relationship among involved parties. This implies achieving sustainable economic development, establishing a connection between employees, the local community and society, and improving the quality of life of others ([Barrena-Martínez et al., 2016](#)). These efforts will promote a positive reputation and stimulate the customers' purchase intentions ([Baah et al., 2021](#); [Bianchi et al., 2019](#)). Additionally, relationship marketing and the relation between innovation, performance and entrepreneurship are topics of interest for the journal ([Cánovas-Saiz et al., 2020](#); [Guei, 2022](#); [Rico and Cabrer-Borrás, 2019](#)).

In summary, three significant implications can be taken from the research topics which received the most attention from the authors who published in EJMBE during the analyzed period. First, innovation is a critical requirement if one wishes to embark on entrepreneurship endeavors ([Rehman et al., 2023](#)), which is strongly connected with performance; however, this theme was more emphasized in 2006–2014. On the contrary, CSR achieved prominence between 2014 and 2021, with researchers often using stakeholder theory (e.g. [Salam and Ali, 2020](#)) and stressing CSR's influence on purchase intention, firm performance and reputation. Second, concepts like satisfaction, trust, commitment and loyalty were frequently the focus of attention of papers encapsulated by the relationship marketing paradigm ([Pinto and Brandão, 2020](#)).

The aims and scope of EJMBE are well formulated, aligned with the name of the journal, at the core of the business and management arena, and matching key subject areas and categories as defined by Scopus, such as business and international management, marketing, organizational behavior and human resources management, strategy and management, finance. Nevertheless, the journal could improve its positioning by developing successful strategies embracing future lines of research or special issues emphasizing the interface between management and information technology. This novel approach could cover hot topics such as digital and social media analytics and social network analysis for business, data science for management and big data analytics, knowledge management and business intelligence, social network intelligence and cybersecurity ([Jakubik and Mürsepp, 2022](#); [Kumar and Mallipeddi, 2022](#); [Mariani et al., 2022](#)).

Social media has given businesses a previously unheard-of opportunity to communicate with customers in real-time and access uncharacteristically large and rich consumer information that may be used to revolutionize their business and marketing strategies ([Kumar and Sharma, 2022](#); [Stojanovic et al., 2018](#)). Social media analytics can be envisaged as a multidisciplinary strategy that integrates text mining, social network analysis and data

mining to allow firms to take advantage of techniques like sentiment analysis, topic modeling, social network analysis and influencer identification (Ramos *et al.*, 2019, 2022; Rita *et al.*, 2022). Social network analysis enables companies to think about network problems and extract valuable and practical information for various applications, utilizing network science that offers a complete set of approaches, with applications such as personalized targeting and influencer detection (Fuentes-Medina *et al.*, 2018; Rita *et al.*, 2020).

Data science for management uses interdisciplinary methods such as data visualization, database systems and machine learning (Han and Trimi, 2022) to find novel, practical and clear patterns in data. These methods are used to analyze and prepare data to build analytical models, like data characterization/description, recency, frequency and monetary (RFM) value, or association rules (for example, market basket analysis). Big data analytics highlights business challenges brought on by the big data ecosystem's complexity and diversity (Modic *et al.*, 2019; Naeem *et al.*, 2022).

Knowledge management is also a cornerstone area of research since many of the conventional sources of competitive advantage are being swept away by the consequences of digital transformation and other globalizing forces (Machado *et al.*, 2022; Qadri *et al.*, 2021). Business intelligence focuses on procedures giving managerial decision-supporting capabilities (Gupta *et al.*, 2022). Furthermore, social network intelligence addresses the management of social networks, geographic information and technological data, information and knowledge. Finally, cybersecurity covers the function of information and the safety of such information within social and organizational contexts (Kumar and Mallipeddi, 2022).

Although the study gives a complete overall picture of the published documents between 2006 and 2021, it has some limitations. First, the search scope was restrained to the Scopus database. However, every scientific database has limitations (Falagas *et al.*, 2008). Second, the present study was limited to the years between 2006 and 2021. The REDEE was founded in 1991, and to depict the entire history and the general overview of the journal, it would be essential to consider all the documents. The lack of information restrained our scope since the documents published before 2006 are not publicly available. Third, there are 129 documents published that are not indexed in the Scopus Database. This implies limitations in terms of the number of citations. Tables 2–4 should be analyzed considering this limitation. Fourth, recent years have had higher results since it is possible to disseminate the author's work easier than before, resulting, for instance, in a higher number of citations among the scientific community. Although these limitations should be considered, this bibliometric analysis uncovers a general overview of the published documents and identifies the most relevant information published in REDEE and EJMBE.

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