Eighteen years of Society and Business Review: a bibliometric analysis

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Title: Eighteen years of Society and Business Review: a bibliometric analysis

Year: 2026

Version: Accepted manuscript

Please cite the original version:

Ahmed, J. U., Islam, Q. T., Islam, S., Faroque, A. R., & Uddin, M. J. (2026). Eighteen years of Society and Business Review: a bibliometric analysis. *Society and Business Review*. https://doi.org/10.1108/SBR-12-2024-0409

Eighteen Years of *Society and Business Review*: A Bibliometric Analysis

Abstract

Purpose – This paper discusses the growth, thematic focus, and current scholarly engagement of *Society and Business Review* through a bibliometric analysis spanning its 18-year history, summarizing its achievements in regular and special issues.

Design/methodology/approach – A comprehensive bibliometric analysis was conducted on the contributions of *Society and Business Review*. The study employed descriptive bibliometrics to analyze publication trends, document types, and contributions of the most prolific authors. Bibliometric mapping was used to visualize published article content, highlighting the most frequently researched terms and themes and tracking their evolution over time. Data were collected from Google Scholar and Emerald Insight, given the journal's limited indexing in major databases over the study period.

Findings – The bibliometric analysis identified three dominant and recurring keywords representing the journal's core focus: 'Corporate', 'Social', and 'Responsibility'. These themes closely align with the journal's mission and scope.

Research limitations/implications – The study focused on extracting only articles with complete citations in *Society and Business Review* due to limitations of the Scopus database, including the journal's delayed inclusion. As a result, the analysis relied on alternative data sources, which may not fully represent the journal's impact.

Originality/Value – This study offers unique insights into the development and contributions of *Society and Business Review* over its 18-year history (2006–2024), providing a roadmap for future research directions and highlighting emerging trends in business-society scholarship.

Keywords: Bibliometric review, Citation analysis, *Society and Business Review*, Corporate social responsibility (CSR), Business ethics, Stakeholder theory

Paper type: Research paper

Introduction

Society and Business Review (hereafter, *SBR*) launched in 2006, with a renewed agenda in 2015 focusing on managerial values and their impact on organizations. The journal explores developments at the intersection of business and society, publishing regular and special issues over the past 18 years (Haski-Leventhal, 2021). The journal was initially inspired by special issues in *Corporate Governance* (Bazin, 2015), which aimed to study the interactions between society and business (Bazin, 2015). Yvon Pesqueux, former co-editor-in-chief, envisioned integrating European philosophical ethics with American business ethics to provide a comprehensive perspective (Bazin, 2015).

SBR's mission is to foster knowledge and ideas that can assist businesses in enhancing their societal and environmental commitments (Haski-Leventhal, 2021). Over time, the journal has expanded its focus to include key themes such as managerialism, the impact of management education, and corporate politicization (Bazin, 2015). The global financial crisis highlighted the importance of management extending beyond financial factors, further shaping the journal's contributions to discussions on management education (Bazin, 2015). As the business environment evolves, *SBR* continues to serve as a platform for analyzing the increasing integration of business and societal concerns, particularly in response to global challenges like COVID-19. Research on corporate social responsibility (CSR) and sustainability has become more prominent, reflecting *SBR's* role in addressing contemporary issues (Haski-Leventhal, 2021). Additionally, the journal publishes special issues on key research areas, offering insights into emerging topics in business and society (Bazin, 2015).

This paper presents a bibliometric analysis of *SBR*'s contributions from 2006 to 2024, focusing on trends in publications, citations, and the evolution of research topics. The review aims to highlight *SBR*'s impact in the field of business and society by examining the journal's performance and thematic developments. The paper proceeds with a review of past articles, followed by a detailed bibliometric analysis of the methods used in the studies on which the articles were based, with key summaries. The discussion section explores regular and special issues, summarizing the journal's overall output and contributions. Finally, the paper concludes by offering insights into the future direction of *SBR* and potential areas for further research.

Bibliometric Analysis and Methodology

Bibliometric analysis has become increasingly prominent in recent years as a reliable component of research evaluation methodologies (Aria and Cuccurullo, 2017). As a computer-assisted review method, bibliometric analysis enables the examination of large sets of publications within a specific topic or field, facilitating the identification of core research, influential authors, and the relationships among them (Donthu *et al*., 2021c; Zupic and Čater, 2015). The method allows scholars to evaluate scholarly output, discover collaboration patterns and research themes, and explore the intellectual structure of a particular domain (Donthu *et al*., 2020; Donthu *et al*., 2021a; Verma and Gustafsson, 2020). More precisely, bibliometrics explores, organizes, and analyzes large amounts of data, making it possible to discern the evolution of a particular research direction using bibliometric indicators. These strengths have promoted the application of bibliometrics in a wide range of fields, including business and economics (Merigo *et al*., 2016), fuzzy decision-making (Liu and Liao, 2017), sustainable energy (Hache and Palle, 2019), supply chain management for renewable energy (Azevedo *et al*., 2019), education (Diem and Wolter, 2013), and medicine (Franks *et al*., 2006).

In recent years, scholars have employed bibliometric methods to systematically analyze and provide an overview of journals and their performance (Table I). One such study involved a bibliometric analysis of the *European Journal of Marketing*, published to celebrate its 50th anniversary. The authors provided an overview of the leading trends of the journal from 1967 to 2017. Farrukh *et al*. (2020) analyzed the publication trend of *Business Strategy and the Environment* (*BSE*) using bibliometric methods. The aim of the paper was to identify influential aspects of the journal. Khan *et al*. (2020) focused only on the special issues of the *Journal of Business Research* to examine its knowledge structure via various bibliometric indicators. Donthu *et al*. (2021) recently presented a retrospective of the *International Journal of Information Management* to commemorate its 40th anniversary. Using bibliometric tools, the authors found that the journal has shown remarkable growth in terms of both publications and citations.

A bibliometric study of the *European Journal of Marketing* conducted by Martínez-López *et al*. (2018) utilized the Scopus database to track productivity metrics and trends in contributions from British, Australian, and Continental European authors and institutions from 1967 to 2017. Similarly, a 2019 study by Wang and Sun on the *International Journal of Production Research* examined the journal's influence through a bibliometric analysis. The study detailed the journal's citation growth and broader global collaboration among contributors. It also analyzed citation trends, differentiating between "fluctuating" and "monotonically increasing" trends to show variations over the years (Wang and Sun, 2019). Several other prominent journals also published similar bibliographic articles in their own journals.

In this paper, we present an overview of *SBR* developed through bibliometric methods, including performance analysis. In the performance analysis, we used quantitative indicators to measure both scientific productivity and impact of a field of knowledge (Garfield, 1972). Specifically, we used the number of publications, which is a measure of productivity, and the number of citations, which measures influence (Svensson, 2010). In addition, we collected the *h*-index that combines into a single indicator of the number of publications and citations. The *h*-index is a robust indicator that is insensitive to a set of poorly cited papers and therefore reasonably demonstrates the performance of a scientific field. Among researchers, the *h*-index has gained immense popularity as a scholarly metric due to its ease of calculation and interpretation. An *h*-index equal to N means that the journal has N documents cited at least N times (Hirsch, 2005). For example, an author with an *h*-index of 10 has 10 documents with at least 10 citations each. There has been frequent discussion about the advantages and disadvantages of the *h*-index. Nonetheless, it is a widely accepted metric in bibliometric analysis.

A number of databases, such as Google Scholar and Scopus, can be used to obtain bibliometric data. However, publications from 2006 to 2019 are not directly available on Scopus. Therefore, we searched *SBR* records using Google Scholar and the journal's webpage. Due to the lack of *SBR* papers on Scopus, the bibliometric analysis excluded the *h*-index. One methodological challenge was the limited indexing of *SBR* across major databases for the entire 18-year period under review.

The methodology outlines the use of descriptive and performance-based bibliometric techniques. It would benefit from greater clarity regarding the specific indicators applied—such as the exact use of co-citation analysis, bibliographic coupling, or network mapping—and how these shaped the conclusions. Additionally, given the acknowledged limitations of the Scopus database for this journal, further elaboration on why Google Scholar and Emerald Insight were chosen as substitutes (e.g., coverage, citation accuracy, or accessibility) would strengthen the methodological rigor and transparency. Despite these limitations, the available data still provided valuable insights into the journal's contributions, particularly from 2021 onward, when it was indexed in databases like SCImago. To supplement SCImago data, data were gathered from alternative sources, such as Google Scholar, which offer a broad perspective on the journal's impact over time. These supplementary data sources allowed us to capture publication and citation trends effectively, ensuring that the analysis reflected the journal's influence in the fields of CSR, business ethics, and sustainability. This approach highlights the relevance of bibliometric analysis for understanding the evolving focus and contributions of *SBR*, while acknowledging the data limitations inherent to the study (Donthu *et al*., 2021).

[Insert Table I here]

Findings

Bibliometric analyses of individual journals often focus on examining their bibliometric characteristics and exploring interdisciplinary relationships through citation analysis. Other studies emphasize content analysis and bibliometric evaluations of publications, as well as trends in publication and citation patterns over extended periods (Železnik *et al.,* 2017). Building on these approaches, our study also emphasizes the key findings from the journal, providing additional insights into its impact and scope.

Performance analysis

SBR was launched in 2006 and, since then, has published 383 documents, including research papers (including viewpoints) and case studies. We begin by presenting the annual growth in the number of publications.

Publication and citation structure

SBR published three issues in its first volume and continued to do so in subsequent years. However, since 2019, the journal has been publishing four issues per volume annually. This can partly be explained by the increased number of submissions to the journal. The total number of articles published per year has varied slightly, with the highest increase in publications occurring in 2019. In the following year, the total number of published papers decreased. This may be attributable to the COVID-19 pandemic. The transition to remote working by universities and other organizations, in addition to adherence to social distancing measures to curb the spread of COVID-19, profoundly disrupted nearly every aspect of scholarly research.

[Insert Figure I here]

This disruption reduced scholarly research productivity, and it is reasonable to infer that women were more greatly impacted than men in instances where they were responsible for the bulk of household and childcare work (Fox *et al*., 2021). In 2021, during the latter phase of the pandemic, *SBR* published a record number of articles (see Figure I). Table II displays *SBR*'s growth in relation to the annual and cumulative productivity of published issues and papers. In total, 19 volumes and 63 issues containing 383 documents were published by *SBR* as of 2024.

[Insert Table II here]

Citation analysis is based on the underlying assumption that authors cite works they regard as influential or foundational for the development or positioning of their own research (Chai and Xiao, 2012). Table III presents the total publications and citations of *SBR* each year from 2006 to 2024. Considering its age, *SBR* has a high number of citations: 10,142 to date (Table III).

For several reasons, 2006 was a significant year for the journal. First, it was the year *SBR* was launched, with three issues, publishing 18 papers, which together generated a total of 1279 citations. Second, *SBR* was cited 835 times in 2006—the highest number of citations achieved during 2006-2024. These data show that 17.7% of the journal's total citations occurred in 2006, its inaugural year, with 55.18 citations per paper. The analysis also revealed that 2006 was the most productive year in citation impact. Although total citations in subsequent years have declined, this is not surprising given that the journal's later publications are newer.

[Insert Table III here]

Special issues (SIs)

A special issue (SI) typically focuses on a specific area of research that falls within the aims and scope of the journal. SIs provide an excellent opportunity to cover a "hot topic" or review a particular theme highlighting emerging areas of research within a field. They also offer a venue for deeper investigations, the development of new approaches, and the exchange of perspectives, as well as encouraging new lines of research. SIs might also be commissioned or proposed to recognize a particular individual's or group's contribution to the field or to commemorate a specific occasion. Typically, academic outlets publish SIs once or twice a year (Khan *et al*., 2021). To date, *SBR* has published 16 SIs on important contemporary matters to promote discussion within the field of business and society. These issues include research papers and case studies, as well as viewpoint and conceptual papers.

Table IV presents an overview of *SBR*'s SIs. These SIs contain 92 published articles, which have been cited 1932 times. The first SI of the journal was published in 2007 and included 13 articles. The issue, which focused on consumption patterns among children and adolescents, was cited 180 times, the third-highest number of citations among SIs. In 2010, *SBR* published three SIs; that same year, the journal received the highest number of citations. The third issue of 2010 had the highest number of citations (179), followed by the first issue, with 168 citations. The SIs mostly contain research papers (48), followed by 27 conceptual papers, nine literature reviews, and eight case studies. The fact that *SBR* has been successfully publishing SIs since its second year has strengthened its popularity in academia.

[Insert Table IV here]

Content of keywords

In *SBR*'s early issues, "Governance and Stakeholder theory," "Globalisation," and "Management and Entrepreneurship" were prevalent keywords. The subsequent decrease in the coverage of these topics reflect the increasing prevalence of other topics as the global business and society environment changed. As of 2024, *SBR* has increasingly featured keywords such as "Corporate Social Responsibility," "Organizational Ethics," and "Business & Society" at the forefront. More recently, *SBR* has been exploring topics such as "New Theories and Models on CSR," "Sustainable Development," "Corporatization of Politics," "Stakeholder Theories," "Responsible Management and Business Ethics," and "Ecological Prosperity."

[Insert Figure II here]

In the last five years, *SBR* has published impactful, high-quality articles covering a wide array of business-related topics, focusing particularly on CSR, values, and responsible management practices. Appendix A lists over 20 frequently occuring keywords that align closely with the thematic patterns shown in Figure II. Over the last 18 years, keywords like *corporate*, *social*, and *responsibility* have recurred the most. Overall, 998 unique keywords have been featured in *SBR* in the past 18 years, with 1566 total occurrences. However, the 10 most recurrent keywords are Corporate social responsibility (57), Social responsibility (24), Ethics (22), Business ethics (19), Globalization (19), Society (15), Stakeholder analysis (15), Corporate governance (14), Entrepreneurs (13), and Organizations (11). These keywords have been elaborated in relevant contexts as follows:

Corporate social responsibility (CSR)

CSR refers to the obligation of companies to engage in socially responsible activities that demonstrate responsiveness to societal needs (Ahmed *et al*., 2021, 2023; Miklian and Katsos, 2023). Moir (2001) identified some key CSR issues, including plant closures, employee relations, human rights, corporate ethics, community relations, and environmental concerns. The CSR concept has gradually evolved, with Frederick (1994) outlining three phases: CSR1 focuses on social betterment, CSR2 emphasizes corporate social responsiveness, and CSR3 incorporates ethical considerations in decision-making. The World Business Council for Sustainable Development defines CSR as a commitment to ethical behavior and economic development while also enhancing the quality of life of employees and communities.

Social responsibility

Davidson and Griffin (2000) defined social responsibility as an organization's obligation to protect and enhance society. Fischer (2004) noted the term's ambiguity, referencing De George's (1999) many uses: meeting legal obligations, fulfilling social obligations, and obligations imposed by society or institutions. Robbins and Coulter (2020) identified four tiers of social responsibility: tier one focuses on shareholders, tier two includes employees, tier three adds stakeholders, and tier four encompasses society (Robin *et al*., 2000).

Social responsibility in organizations refers to their obligation to positively impact society and stakeholders. Carroll's (1991) "Pyramid of Corporate Social Responsibility" identifies economic, legal, ethical, and philanthropic responsibilities as essential layers (Carroll, 1991). Pizzolatto and Zeringue (1993) stressed moving beyond legal compliance to responsible actions that meet stakeholder expectations, while Greenwood and Van Buren III (2010) highlighted trustworthiness as key to ethical stakeholder engagement. CSR has evolved into a strategic tool for addressing societal needs and fostering sustainable practices (Wang *et al*., 2016).

Ethics

Ethics in organizations is increasingly recognized as essential for fostering a culture of accountability and fairness, with studies emphasizing its embodiment in leadership practices and its foundational role in shaping ethical behavior across organizational levels (Rhodes and Wray-

Bliss, 2013; Treviño *et al*., 2006). Ethics is defined as the norms for distinguishing acceptable from unacceptable behavior (Resnik, 2020). Lillie (2011) viewed ethics as the normative science of conduct in social settings, enabling the differentiation of right and wrong. Deigh (2010) considered ethics as an extensive branch of philosophy addressing fundamental questions about human behavior and morality. Krishnamurthy (2011) referred to ethics as the "Science of Conduct," outlining the fundamental rules guiding our lives.

Business ethics

Business ethics involve standards for ethical conduct in business (Boatright, 2000). These standards are intertwined with personal ethics, as both types are mutually influential (Lewis, 1985). Steiner and Steiner (2012) noted that business ethics impacts both internal and external stakeholders. Ethical dilemmas in business are complex and are shaped by societal expectations, fair competition, and social responsibilities (Bumstead, 1971), while their uniqueness is determined by individual actions (Garrett, 1963). Business ethics emphasizes the integration of ethical decision-making and responsible corporate behavior, addressing both individual accountability and systemic influences in achieving ethical business practices (Nilsen, 2024; Quezado *et al*., 2022).

Globalization

Globalization is an ongoing process, one without a clear starting or ending point (Al-Rodhan and Stoudmann, 2006). It involves the integration of human and non-human activities across borders (Al-Rodhan and Stoudmann, 2006). Sassen (2003) identified two dynamics: the first focuses on financial markets and global institutions like the World Trade Organization, while the second pertains to local processes that connect with global actors (Sassen, 2003). Globalization has been significantly reshaped by the COVID-19 pandemic, prompting a shift toward regionalization and highlighting globalization's transformative effects on global supply chains, trade, and political dynamics (Enderwick and Buckley, 2020; Shrestha *et al*., 2020).

Society

Society is the manifestation of human interventions that cause changes in the physical environment and the ways in which humans perceive and interpret these changes (Tellegen and Wolsink, 1998). Blumer (1962) described society as a medium for "symbolic interaction," which refers to the distinct ways in which human beings interact with each other in social settings. Society can similarly be described as a human community, one which is created as people interact and inter-relate (Alaverdov, 2021). Society, in the context of CSR, is increasingly emphasizing the role of businesses as proactive contributors to social and environmental betterment, with a shift from financial-centric to society-centric approaches that prioritize sustainable development and stakeholder engagement (Diez-Cañamero *et al.*, 2020; Wickert, 2021).

Stakeholder analysis

Stakeholder analysis in the CSR context focuses on identifying and aligning diverse stakeholder interests to enhance corporate responsibility, sustainability, and societal impact, as businesses are increasingly measured by their engagement and impact on stakeholders (Diez-Cañamero *et al.,* 2020; Kytsak *et al*., 2023). As per Schmeer (1999), stakeholder analysis is a systematic process that involves the collection and analysis of data points to understand the interests of those stakeholders who should be considered when making decisions regarding a program or policy. This analysis allows to determine the important stakeholders and effectively prevent misunderstandings. Brugha and Varvasovszky (2000) defined stakeholder analysis as a tool that can be employed to identify key stakeholders from an organizational perspective to understand their relevance to a project or policy.

Corporate governance

Corporate governance in the context of CSR emphasizes the integration of ethical board practices, such as independence and diversity, alongside mechanisms like CSR committees to align business strategies with social and environmental goals, demonstrating that robust governance structures enhance transparency, stakeholder engagement, and long-term sustainability (Chan *et al*., 2021; Tibiletti *et al*., 2021).

Entrepreneurs

Entrepreneurs in the CSR context are seen as pivotal agents for embedding social and environmental sustainability into their ventures, leveraging innovative approaches and stakeholder engagement to align business objectives with societal well-being, thereby strengthening resilience and driving long-term growth in diverse sectors (Chen *et al*., 2021; Mondal *et al*., 2024). Segal *et al*. (2005) defined entrepreneurs as self-employed, pioneering individuals who organize and manage resources while assuming sole responsibility for a new business venture, preferring this approach over working for another business. Entrepreneurship is not a popular career path due to uncertainty and the risk of failure, as well as the frustration and stress associated with developing and launching a new business venture (Campbell, 1992). Hébert and Link (2006) considered entrepreneurs to be innovators rather than just risk takers. To Gartner (1988), the distinction between entrepreneurs and non-entrepreneurs is that the former create organizations, while the latter do not.

[Insert Table V here]

Table V outlines papers published in *SBR* from 2006 to 2023 and demonstrates how, over these 18 years, several attracted significant interest from researchers worldwide. The 2006 paper titled "Green products and corporate strategy: an empirical investigation" has been cited 623 times, according to Google Scholar. The study examined the influence of several factors on purchases of green products in Australia. The authors conducted a survey of metropolitan and regional households in Victoria and employed AMOS structural modeling to estimate respondents' intention to purchase green products, as well as their overall consumer perception. The results revealed that product experience positively affects customer perceptions, with little tolerance for low-quality green products at exorbitant prices. The results also indicated that customers' negative perception of companies that prioritize profits over pollution reduction contributes to overall negative consumer perception. This paper is a great addition to *SBR* as it detailed the effect of corporations' sustainability concerns on customers' purchase intentions regarding green products.

Another paper published in 2006, "Corporate social responsibility in Nigerian banking system," is the second most-cited article in *SBR*. This paper focuses on reforms in the Nigerian banking system, which was dominated by mega banks amid advanced competition. The author discussed how CSR became entwined with the banking sector, playing a crucial role in stabilizing banks during the reforms. Applying CSR theory, the author evaluated the policies and practices of the Nigerian banking system. The findings indicated that economic corruption, self-induced vices, regulatory negligence, and an unfavorable macroeconomic environment all hindered the realization of CSR in the Nigerian banking system.

Another article, "Corporate social responsibility in South Africa: emerging trends*,"* has been cited 139 times, making it the third most-popular paper in *SBR*. The paper provided insights into the practice of CSR in South Africa, its connection with corporate social investment (CSI), the influence of Black Economic Empowerment (BEE) legislation, and the effect of public relations practice on the developmental challenges facing the African continent. The study found that BEE pushed corporations in South Africa to consider CSR in every corporate agenda, while CSI was viewed as a performance-driven pursuit aimed at improving overall BEE scores.

The paper "Building corporate image through social marketing," examined the connection between societal marketing and customers' attitude toward corporate image in Asian countries, such as Thailand. Societal marketing gained prominence in the early 1970s with the promise of a more socially responsible and ethical model for marketing (Crane *et al*., 2002). The authors developed a Thai model using survey data provided by 1153 respondents and structural equation modelling. The results suggested that social marketing programs can cultivate a positive customer attitude toward corporate image. Additionally, marital status and education level significantly affect customers' attitudes toward corporate image. As empirical research in the field of societal marketing is scarce, the paper sought to address this limitation by employing quantitative data and an empirical model. This integration of marketing and societal welfare is an essential contribution to *SBR*, as it covered a field with limited empirical research and analyzed how marketing efforts aimed at enhancing consumer and societal well-being can shape corporate image.

The fifth most-cited paper in *SBR*, "Organisational sociopaths: rarely challenged, often promoted. Why?", explained the phenomenon of selecting incompetent individuals for managerial positions and why such destructive practices are tolerated. The paper heavily focuses on the pathological behavior of officials in authoritative positions, which was defined as anti-social. The findings suggested that cultural and structural complexity play a significant role in organizational tolerance for and acceptance of sociopathic behavior by those in managerial positions. The authors contended that protection against individuals with sociopathic tendencies can be ensured in several ways, including transparency, the communication of strong social and moral values, directed cooperation, performance-based promotion, and rewards that recognize optimal performance and good behavior. This paper is an interesting addition to *SBR* as it detailed the entanglement of social behavior and organizational culture.

"The extended stakeholder theory," the sixth most-cited paper in *SBR*, developed a framework to assist scholars and practitioners with sustainability issues, pro-socialness, and posterity via a single coherent business model. Using Hans Jonas' theory of responsibility, the paper argues that businesses should contribute responsibly toward the preservation and restoration of nature and the development of human capabilities (Jonas, 1984). In addition, businesses should respect present and future generations and work toward enhancing the freedom of future generations. Despite being indexed in the SCImago Journal and Country Rank since only 2021, *SBR* has quickly become an influential journal. The SJR (SCImago Journal Rank) indicator has shown a remarkable increase, from 0.367 in 2021 to 0.659 in 2023, reflecting enhanced scientific prestige. Additionally, citations per article have substantially increased, indicating growing recognition and influence within the academic community. This rapid rise demonstrates the pivotal role played by *SBR* in advancing research on business and society, fostering significant scholarly contributions and international collaborations. The journal's emphasis on CSR, sustainability, and ethical business practices aligns well with contemporary global challenges, further bolstering the relevance and impact of the journal. As of 2023, *SBR* has an *h*-index of 15 and an SJR indicator of 0.659. The journal consistently ranks in Q2 for Business and International Management, and its citations per document have sharply increased from 0.679 in 2020 to 3.583 in 2023. The papers discussed above, alongside many others, have enriched the content of *SBR* and helped the journal contribute substantially to the field of business and society.

Discussion

The bibliometric analysis of *SBR* from 2006 to 2024 demonstrates significant growth in terms of both the number of publications and the thematic focus of the journal. It is common for journals to span multiple disciplines, which can lead to differential perceptions of their performance from the perspective of each discipline (Wang and Sun, 2018). Over the 2006–2024 period, *SBR* published 383 documents, including research papers (including viewpoints), case studies, and SIs. The analysis showed that CSR has consistently been the most recurring theme in *SBR*, alongside related topics such as business ethics, globalization, and stakeholder theory. The citation analysis revealed 10,142 citations, with 2006 being the most productive year in terms of citation impact, reflecting the foundational work published in the journal's inaugural year. SIs have also played a crucial role in the journal's success, contributing high-impact research on topics such as consumption patterns among children and adolescents and the intersection of CSR with banking reforms in regions like Nigeria and South Africa. The dominance of CSR in *SBR* aligns well with established theoretical frameworks, particularly Frederick's (1994) conceptualization of CSR, which outlines its evolution from a focus on social betterment (CSR1) to corporate responsiveness (CSR2), and, finally, to ethical decision-making (CSR3). *SBR*'s focus on CSR, business ethics, and sustainability reflects the growing global challenges faced by businesses in balancing profit-making with social and environmental responsibilities. Additionally, stakeholder theory, as emphasized in *SBR*, provides a framework for understanding how businesses engage with various stakeholders, including customers, employees, and communities, in their pursuit of ethical and sustainable practices (Freeman and Dmytriyev, 2017). Furthermore, *SBR*'s contribution to the development of CSR and stakeholder theory has advanced both fields by offering a platform for critical research that integrates social responsibility into the core of business decision-making. The journal's focus on CSR has helped bridge the gap between corporate strategy and ethical accountability, thus supporting Frederick's (1994) notion of CSR3, whereby ethical decision-making becomes indispensable in corporate affairs. Moreover, the integration of stakeholder theory with discussions of CSR reinforces the notion that businesses must account for the diverse interests of all their stakeholders, not just their shareholders (Jamali, 2008). The evolving inter-relationship between CSR, ethics, and stakeholder management positions *SBR* as a critical contributor to advancing the understanding the role of businesses in addressing societal and environmental challenges.

Limitation and Direction for Future Research

One major limitation of this bibliometric analysis concerns the incomplete indexing of *SBR* in major databases, such as Scopus, for the entire 18-year period under review. This limitation affected the availability of comprehensive citation data, particularly for earlier publications. However, the use of supplementary sources, such as Google Scholar and Emerald Insight, helped mitigate this issue and provided a broader view of the journal's influence. As a result, the findings remain valuable in capturing the trends and contributions of *SBR* (Donthu *et al*., 2021).

Future research could explore the emerging topics identified in this review, such as "New Theories and Models on CSR," "Sustainable Development," "Corporatization of Politics," "Stakeholder Theories," "Responsible Management and Business Ethics," and "Ecological Prosperity," as these areas are becoming increasingly relevant in addressing contemporary global challenges. In addition, future research could delve deeper into the interplay between CSR initiatives and their measurable impacts on organizational performance across diverse cultural and institutional contexts (Wang *et al*., 2016). Comparative studies examining how CSR strategies are formulated, implemented, and perceived in both developed and developing economies could offer nuanced insights into the socio-economic and cultural determinants of responsible business practices (Ioannou and Serafeim, 2023). Additionally, emerging technologies—such as artificial intelligence, blockchain, and big data analytics—present promising avenues for enhancing the transparency, accountability, and efficiency of CSR initiatives. Future studies could investigate how these technologies are being integrated into CSR frameworks and their role in shaping stakeholder engagement, sustainability reporting, and ethical decision-making (Drempetic *et al*., 2020; Fransen, 2013).

Looking ahead, future bibliometric studies could take advantage of more comprehensive datasets once *SBR* is fully indexed in databases such as Scopus. This will allow for more rigorous analyses, including the use of metrics such as the *h*-index. Moreover, longitudinal research could track the evolution of CSR themes in response to global disruptions such as pandemics, climate change, or geopolitical shifts. Exploring the interconnection between CSR, corporate governance, and digital transformation would further enrich the discourse, offering practical guidance for firms seeking to align social responsibility with strategic innovation and resilience (Aguinis *et al*., 2022). Additionally, emerging themes such as corporate political activism, responsible management education, and the role of digital technology in ethical business practices warrant further exploration. These topics are becoming increasingly relevant as businesses navigate the complexities of the modern world, and *SBR* is well positioned to foster research in these domains.

Conclusion

The bibliometric analysis of *SBR* from 2006 to 2024 highlights the journal's steady growth in both publication volume and influence in the fields of CSR and business ethics. Over the years, *SBR* has played a pivotal role in shaping discussions around CSR, sustainability, and stakeholder theory, contributing significantly to academic discourse on how businesses should interact with society. *SBR*'s thematic focus, particularly on CSR, aligns closely with evolving global challenges, positioning the journal as a leading platform for scholarly work in these areas.

In recent years, *SBR*'s prominence has grown, reflected by increasing citations, higher publication volume, and inclusion in major academic databases. This growth demonstrates *SBR*'s expanding influence within the academic and business communities, and provides a valuable resource for researchers and practitioners alike. Looking ahead, *SBR* is well-positioned to continue driving critical research in business ethics, CSR, and emerging topics such as responsible management and the politicization of corporations. The journal's contribution to both theory and practice remains instrumental in shaping the future direction of research at the intersection of business and society.

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Table I: Bibliometric Analysis of Articles Published in the Same Journal 2016–2023

Sl.	Title of Article	Journal	Paper Type	Year	Volume/Issue	Pages
1	Ten years of the *Journal of Islamic Marketing*: a bibliometric analysis	*Journal of Islamic Marketing*	Research paper	2022	*13*(10)	2047–2068
2	Forty years of the *International Journal of Information Management*: a bibliometric analysis	*International Journal of Information Management*	Research paper	2021	*57*	1–22
3	*Journal of Sustainable Finance and Investment*: a bibliometric analysis	*Journal of Sustainable Finance and Investment*	Other	2023	*13*(3)	1131–1152
4	A bibliometric analysis of the *International Journal of Islamic and Middle Eastern Finance and Management*	*International Journal of Islamic and Middle Eastern Finance and Management*	Research paper	2021	*14*(4)	767–791
5	Value of special issues in the *Journal of Business Research:* a bibliometric analysis	*Journal of Business Research*	Research article	2021	*125*	295–313
6	A bibliometric analysis of *Economic Research-Ekonomska Istraživanja* (2007–2019)	*Economic Research-Ekonomska Istraživanja*	Research article	2020	*33*(1)	865–886
7	Twenty-eight years of *Business Strategy and the Environment Research*: a bibliometric analysis	*Business Strategy and the Environment*	Research article	2020	*29*(6)	2572–2582

8	Forty-five years of *Journal of Business Research:* a bibliometric analysis	*Journal of Business Research*	Research paper	2020	*109*	1–14
9	Bibliometric analysis and visualization of *Journal of Documentation* (1945–2018)	*Journal of Documentation*	Research paper	2020	*77*(1)	69–92
10	Twenty years of the *Journal of Knowledge Management*: a bibliometric analysis	*Journal of Knowledge Management*	Research paper	2018	*22*(8)	1655–1687
11	Fifty years of the *European Journal of Marketing*: a bibliometric analysis	*European Journal of Marketing*	Literature review	2018	*52*(1&2)	439–468
12	Bibliometric analysis of the *Journal of Oral Research*: Period 2012–2015	*Journal of Oral Research*	Article	2016	*5*(5)	188–193
13	The *International Journal of Production Research* in the past, the present and the future: a bibliometric analysis	*International Journal of Production Research*	Research paper	2018	*57*(15-16)	4676–4691
14	A bibliometric analysis of the first 25 years of the *Journal of Business-to-Business Marketing*	*Journal of Business-to-Business Marketing*	Research paper	2019	*26*(1)	75–94
15	Thirty years of the *Journal of Business & Industrial Marketing*: a bibliometric analysis	*Journal of Business & Industrial Marketing*	Research paper	2017	*32*(1)	1–18

Source: Authors' own creation, 2024

Table II: Annual Productivity of *SBR*

Year	Volume	Issue 1	Issue 2	Issue 3	Issue 4	TP	AP	TI	AI
2006	Vol 1	6	6	5		17	17	3	3
2007	Vol 2	6	5	6		17	34	3	6
2008	Vol 3	5	5	5		15	49	3	9
2009	Vol 4	6	5	6		17	66	3	12
2010	Vol 5	6	6	6		18	84	3	15
2011	Vol 6	6	6	6		18	102	3	18
2012	Vol 7	6	5	6		17	119	3	21
2013	Vol 8	6	6	6		18	137	3	24
2014	Vol 9	7	7	6		20	158	3	27
2015	Vol 10	6	7	7		20	178	3	30
2016	Vol 11	7	7	7		21	199	3	33
2017	Vol 12	7	7	8		22	221	3	36
2018	Vol 13	8	8	5		21	242	3	39
2019	Vol 14	8	5	5	8	26	268	4	43
2020	Vol 15	4	5	7	5	21	289	4	47
2021	Vol 16	7	8	8	7	30	319	4	51
2022	Vol 17	7	7	7	8	29	348	4	55
2023	Vol 18	8	8	7	7	30	378	4	59
2024	Vol 19	8	8	8	10	34	412	4	63

Note: The issue columns show the number of papers published in each issue. TP = Total papers; AP = Accumulated papers; TI = Total issues; AI = Accumulated issues.

Source: Webpage of *SBR*, 2024.

Table III: Annual Citation Structure of *SBR*

Volume No.	*Year*	*TP*	*TC*	TC/TP
Vol.1	2006	17	1279	75.24
Vol.2	2007	19	835	43.95
Vol.3	2008	15	711	47.40
Vol.4	2009	17	425	25.00
Vol.5	2010	18	572	31.78
Vol.6	2011	18	536	29.78
Vol.7	2012	17	662	38.94
Vol.8	2013	18	300	16.67
Vol.9	2014	20	254	12.70
Vol.10	2015	20	436	21.80
Vol.11	2016	21	408	19.43
Vol.12	2017	22	457	20.77
Vol.13	2018	21	240	11.43
Vol.14	2019	26	312	12.00
Vol.15	2020	21	628	29.90
Vol.16	2021	30	801	26.70
Vol.17	2022	29	622	21.45
Vol.18	2023	30	561	18.70
Vol.19	2024	34	103	3.03
	Total	**383**	**10,142**	**26.48**

Note: TP and TC: Total papers and Total citations; TC/TP: Number of citations per paper.

Source: Authors’ own creation (based on webpage of *SBR*), 2024.

Table IV: Profile of Special Issue Articles

Title of Special Issue	Volume and Issue	Type of Paper				Citation
		Conceptual	Research Paper	Viewpoint	Case Study	Google Scholar
Entrepreneurship, alternative practices, and the (dis)organization of cultural and institutional arrangements	15, (4)	0	5	0	0	61
From Bhopal to Rana Plaza, The Day After: outcomes of 30 years of campaigns for human rights and environmental protection in global supply chains	15, (2)	0	4	1	0	44
Organizing and managing waste	14, (2)	0	5	0	0	105
Relatedness and the ethics of writing organization	13, (3)	1	3	0	0	86
A decade of Society & Business Review: taking stock and looking ahead	11, (2)	2	5	0	0	152
CSR, standardisation and critical management	9, (3)	0	3	3	0	57
Art, aesthetics and organizations	8, (3)	1	5	0	0	66
Social contract and psychological contract	7, (1)	4	2	0	0	118
Positive design for creating organizational excellence: bringing together multiple approaches	6, (2)	1	0	1	4	177
The balanced company and balancing the corporation	5, (3)	2	4	0	0	215
Practising socializing and institutionalizing: perspectives on the societal, organizational and	5, (2)	0	5	0	1	139

individual effects of staff induction practices – part 2						
Practising socializing and institutionalizing: perspectives on the societal, organizational and individual effects of staff induction practices – part 1	5, (1)	2	4	0	0	218
Matters of others: care, solicitude, domination, alienation	4, (1)	3	2	0	1	60
Human development	3, (2)	4	0	1	0	77
Phenomenological approaches to work, life and responsibility	2, (2)	4	0	1	1	177
Child and teen consumption	2, (1)	3	1	2	1	180

Source: Webpage of *SBR*, 2024.

Table V: Top 10 Most Cited Articles in *SBR*

Sl.	Title	Authors	Year of Publication	Age	Total citations
1	Staff induction practices and organizational socialization	Elena P. Antonacopoulou, Wolfgang H. Guttel	2010	14	119
2	Corporate social responsibility: an avenue for sustainable benefit for society and the firm?	Sharon Gyves, Eleanor O'Higgins	2008	16	115
3	Corporate social responsibility in South Africa: emerging trends	Chris Skinner, Gray Mersham	2008	16	146
4	CEO rhetorical strategies for corporate social responsibility (CSR)	Magalie Marais	2012	12	123
5	Are competition and corporate social responsibility compatible? The myth of sustainable competitive advantage	Francoise Quairel-Lanoizelee	2011	13	123

6	Corporate social responsibility in Nigerian banking system	Joseph K. Achua	2008	16	210
7	Organisational sociopaths: rarely challenged, often promoted. Why?	Richard J. Pech and Bret W. Slade	2007	17	132
8	Building corporate image through societal marketing programs	Apisit Chattananon, Meredith Lawley, Jirasek Trimestsoontorn, Namchai Supparerkchaisakul, Lackana Leelayouthayothin	2007	17	144
9	Green products and corporate strategy: an empirical investigation	Clare D'Souza, Mehdi Taghan, Peter Lamb, Roman Peretiatkos	2006	18	664
10	Extended stakeholder theory	Laszlo Zsolnai	2006	18	139

Source: Compiled by authors', 2024.

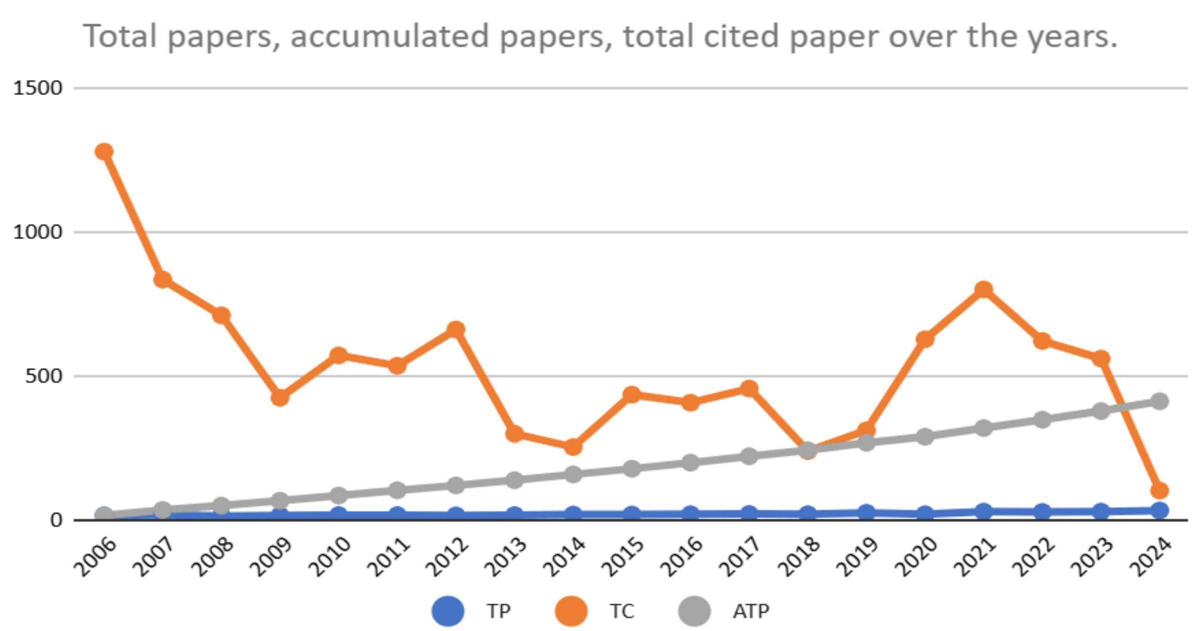

Figure I: Number of *SBR* publications by year along with total number of papers and citations.

Source: Compiled by authors', 2024.

Figure II: Keywords analyzed over 18 years of *SBR*.

Source: Compiled by authors', 2024.