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MAPPING OF BUSINESS CULTURE RESEARCH: A BIBLIOMETRIC PERSPECTIVE

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ABSTRACT

Research on business culture continues to experience development but no one has discussed it comprehensively. This research aims to visually study the mapping and research trends in the field of business culture on a national and international scale. This study uses bibliometric techniques with secondary data from Google Scholar. Analyze and visualize data using the VOSViewer program and the search result analysis function in Google Scholar. This study analyzed 200 academic documents published from 2000 to 2023. Based on these results, the number of studies on business culture is still widely researched from 2000 to 2023. From that year the researchers also conducted research collaborations between researchers, but this research collaboration was only carried out in certain years, not continuously. individual researchers who do the most research on business culture, namely Cb Bhattacharya. Based on the business culture research theme map taken based on the title and keywords, it turns out that there are still no researchers who have conducted comprehensive and focused research on business culture, they only link culture with other topics such as different cultures and organizational culture, as well as business with other topics such as business strategy, business activity, business performance and business environment.

Keywords: *Business Culture, Bibliometrics, Research Mapping, VOSViewer.*

INTRODUCTION

Organizations today not only talk about the ability to utilize not only manage potential problems of human resources, money, materials, machines but also manage culture [1]. Employee success or improvement is almost always associated with a strong culture having a greater impact on employee attitudes. The more members of an organization accept the core values and the greater the employee's commitment to these values, the stronger the culture. A strong culture will clearly have a greater influence on organizational attitudes compared to a weak culture. A strong culture will show high agreement regarding the organization's goals among its members. Unanimity towards goals will form attachment, loyalty and organizational commitment. This will affect employee performance in achieving organizational goals. (Robbins, 2003).

Cultural values are the most abstract level of the customs or culture of a society. A cultural value system consists of concepts that live in the minds of the majority of society's citizens regarding things that they

consider to be of value and value in life so that they can function as a guideline that provides direction and orientation to members of their society. Every individual has different thoughts because he presents the product of various cultural influences: family, social, educational, informal and formal organizational associations [2].

Ideally, every company has an organizational culture, namely a value system that is a collective agreement of all those involved in the company or organization. What is meant by agreement here is in terms of perspective on work and its elements. A value system is a conception of values that lives in the minds of a group of people/individual employees and management. In this case, organizational culture is of course closely related to company culture and closely related to perceptions of its values and environment. Then this perception gives birth to meaning and outlook on life which will influence the attitudes and behavior of employees and management at work. based on the function of organizational culture as a unifier of

employees, reducer of conflict and motivator of employees in carrying out their duties well [3].

In the context of human empowerment, in order to produce employees who are professional and have high integrity, it is necessary to have standard references implemented by an organization. The standard reference is a culture that systematically guides employees to increase their work commitment for the company.

This organizational culture will reflect the specifications and character of an organization. The company culture becomes the property and guidance for all levels of individuals in an organization in carrying out their duties. A strong culture and good HR management are tools for competing with competitors in an organization. The result of a strong culture is that this culture will increase consistent behavior which can create organizational effectiveness which is influenced by employee performance. However, if the culture is not good, then the goal will be in the wrong direction. (Kotter & Heskett, in Darmawiyanti, 2008). If the culture of an organization does not provide positive things for the organization then the results that will be achieved or the performance of the organization will be poor, because company culture informs employees about how employees should behave.

The corporate culture approach in business transformation uses two points of view, namely: (1) corporate culture as a system of ideas or ideation system, namely: a system for generating ideas, aspirations, strategic thinking regarding the company's future, and (2) corporate culture is within the organization or social system, namely: a system consisting of individuals interacting with each other who have unique thoughts, feelings, behavior and habits but can influence each other [4].

Kluckhohn in Koentjaraningrat (2009) develops cultural values into the five most basic problems in human life, including: a) the problem of the nature of life, b) the problem of the nature of human work, c) the problem of the nature of human position in space and time, d) the problem of the nature from human relationships with the natural surroundings and e) the nature of human relationships with each other [5]. Shahzad and Khan (2018); Rachman & Ardini (2020) say that organizational culture has a deep impact on the diversity of organizational processes, employees and their performance [6], [7]. In his research, Aboramadan added that organizational culture can improve the relationship between marketing performance and company performance [8], and desired employee behavior [9], [10]. Also one of the factors that has an impact on innovation is organizational culture [11], [12]. Naranjo-Valencia (2016); Uz Kurt (2013) added that innovation is a mediator between organizational culture and performance [13], [14].

Research related to company culture, corporate culture, organizational culture and business culture has been widely researched and developed by previous researchers. However, not many people have studied business culture from all aspects.

One method used to view research in general is the bibliometric method. Bibliometrics is a method for measuring and analyzing scientific references with a combination of mathematical and statistical methods. Bibliometrics is a statistical technique for analyzing bibliometric publication data such as peer-reviewed journal articles, reports, reviews, books, periodicals, conference proceedings, and related publications. Bibliometric methods have been widely used to present the relationship between quantitative methods and research domains [15]. This research asks the research question, how to map and research trends in business culture using visual bibliometric analysis? From a bibliometric review, this research aims to visually study mapping and research trends in the field of business culture on a national and international scale.

METHOD

This study has used a bibliometric analysis in a comprehensive literature database. This digital survey has identified relevant keywords related to business culture studies to search and identify related documents in the google scholar database. Researchers have used the google scholar database as the main source of information because it is considered the most universal source of scientific publications.

This study has used the keyword "business culture" in the title, abstract, and author keywords to obtain the necessary data from the Google Scholar database. Data mining uses the following search query options (TITLE-ABSKEY ("business culture"). This research uses research data of 500 Articles from 2000 to 2023.

In the next stage, the researcher analyzed the collected documents using VOSviewer ver. 1.6.19 for co-occurrence analysis. This study conducted an in-depth co-occurrence and co-authorship analysis with keyword relationship analysis as well as a fully systematic computational method using VOSViewer to create a keyword map network for research themes [6]. Statistics and simple tables have been calculated and tabulated using Microsoft Excel. Then, the research results were synthesized and triangulated.

DISCUSSION

A. Links between authors

In this study, we can see that there is a relationship or collaboration between researchers who have researched things related to business culture, including: S Ang has collaborated with I Van Dyne and C Koh, Cb Bhattacharya has collaborated with S Sen, Je Vahnle has collaborated with j johanson, Pw Dorfman in collaboration with M Javidan, A Crane in collaboration with D Matten, Kl Kraemer in collaboration with V Gurbaxani, Jw Ros in collaboration with Mc Boudreau, Sl Mueller in collaboration with As Thomas, Lm Hitt in collaboration with E Brynjolfsson, Kg Palepu collaborated with T Khanna, as well as other researchers. This means that many researchers who have conducted research with the title and keywords business culture have collaborated with each other to conduct research on topics other than business culture.

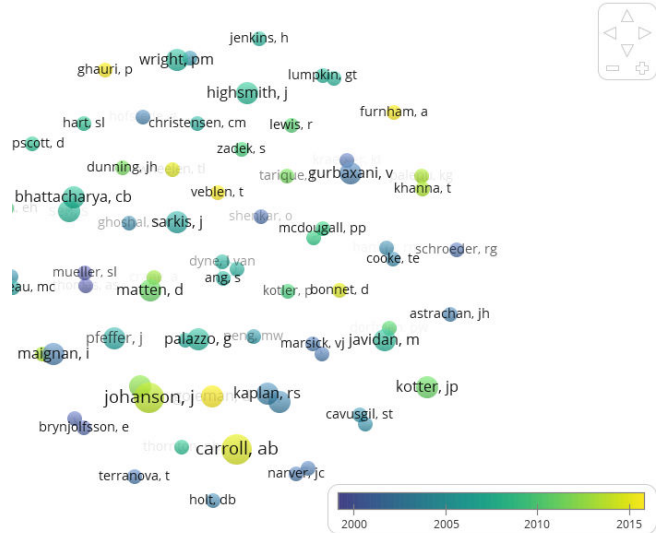


Figure 2 The linkage of researchers by year

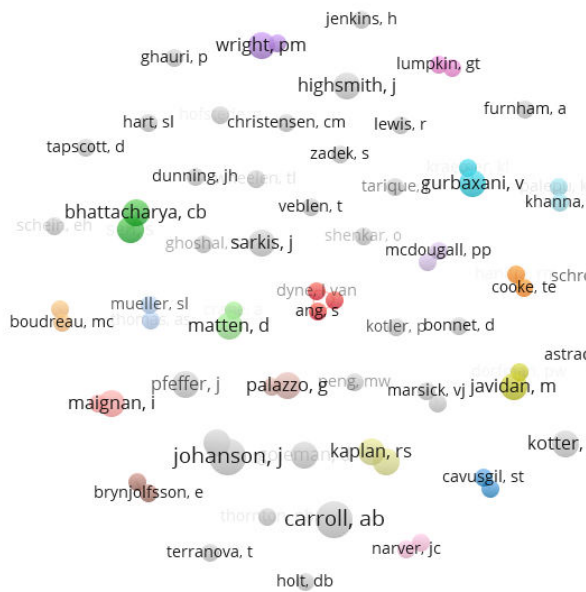


Figure 1 Links between authors

B. Correlation between authors by year

Even though researchers who research business culture based on titles and keywords, it turns out that they did not conduct research collaborations from 2000 to 2023, these researchers only carried out research collaborations in a certain year, such as S Ang had collaborated with I Van Dyne and C Koh in in the range of 2005 to 2010, Rs Kaplan and norton conducted research collaborations in the range of 2000 to 2005, Cb Bhattacharya collaborated with S Sen in the range of 2009 to 2011, Je Vahnle collaborated with j johanson in the range of 2010 to 2015, Kl Kraemer collaborated with V Gurbaxani around 2000, and other researchers only conducted research collaborations in certain years.

C. The density of the individual researchers

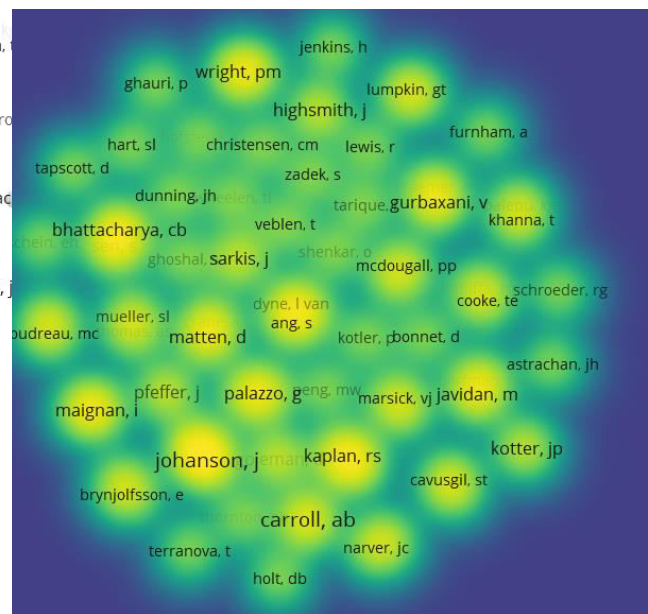


Figure 3 Density of individual researchers

there are 71 individual researchers who have researched business culture. In Figure 3 it can be explained that Cb Bhattacharya has conducted the most research on business culture, followed by V Gurbaxani, J Johanson, J Highsmith, Pm Wright, D Matten and so on.

D. Business culture research theme map

The research theme map is used to identify business culture research based on the linkage of keywords and titles between studies. VOSViewer software is used to evaluate and visualize the construction of the title scheme and business culture keywords from the

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