Hints on Bibliometric Analysis

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Platforms

- Web of Science
- SCOPUS
- Google Scholar

Web of Science search

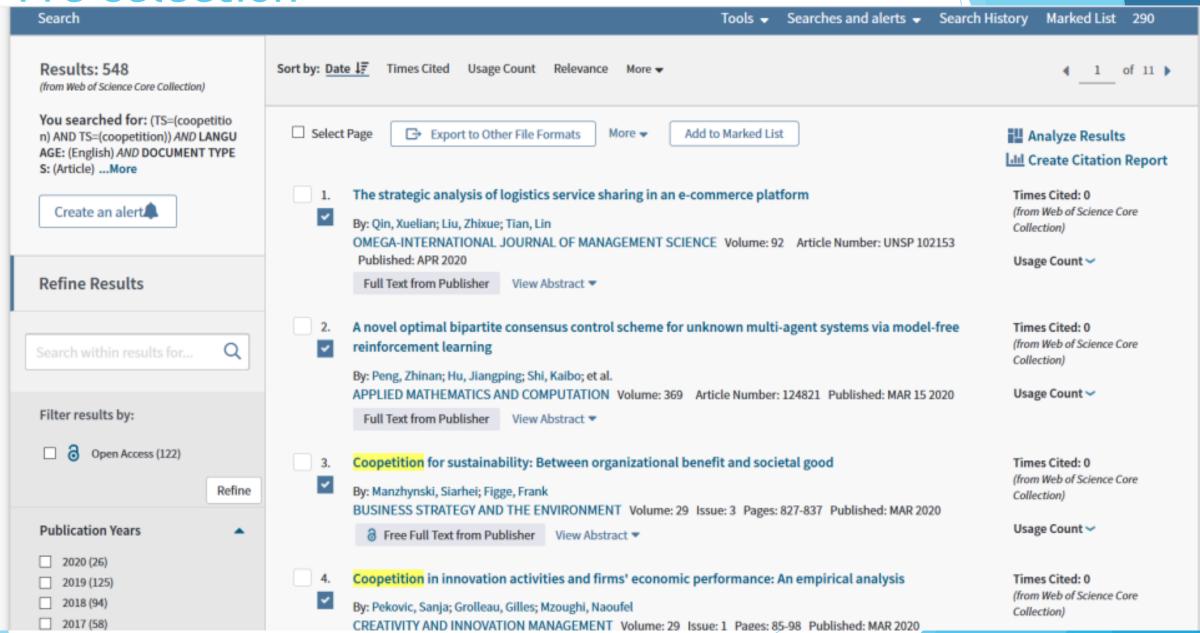Take care about keywords, title and topics

Refine the search several times: publication years, research areas, type of source etc.

Pre-selection by reading the abstracts
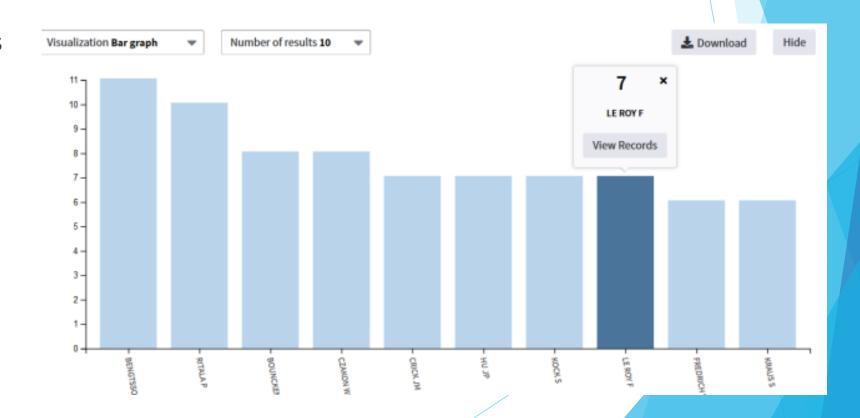
Preliminary Analysis could be done

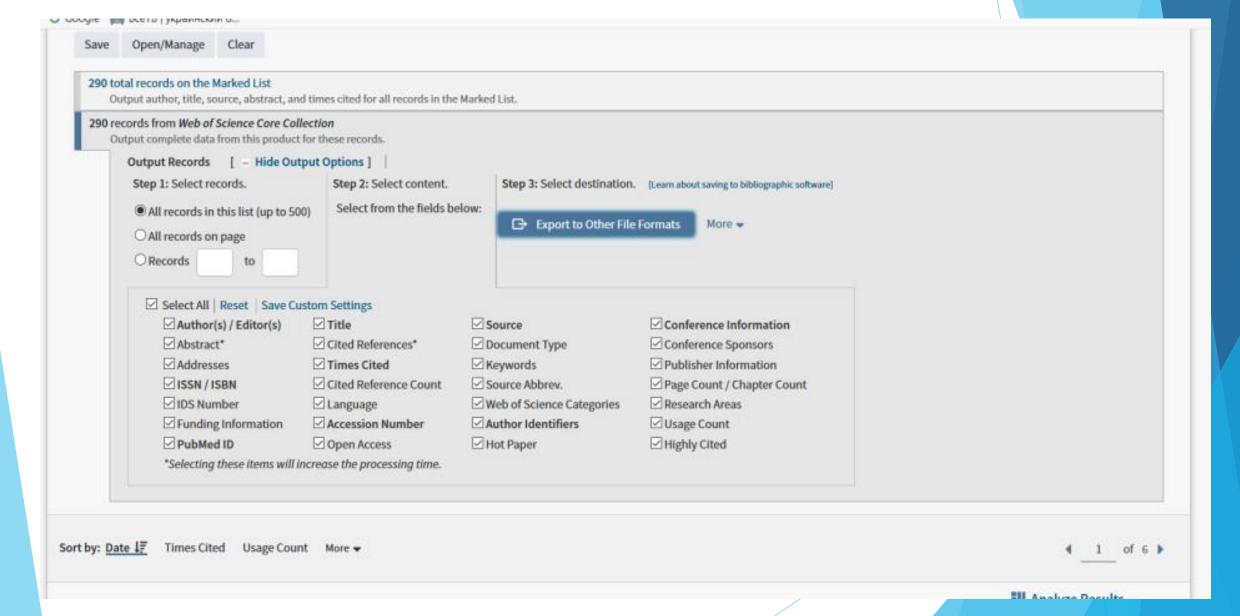Export the data (**All the records**)

Pre-selection

Preliminary analysis

- ▶ TOP-10 authors
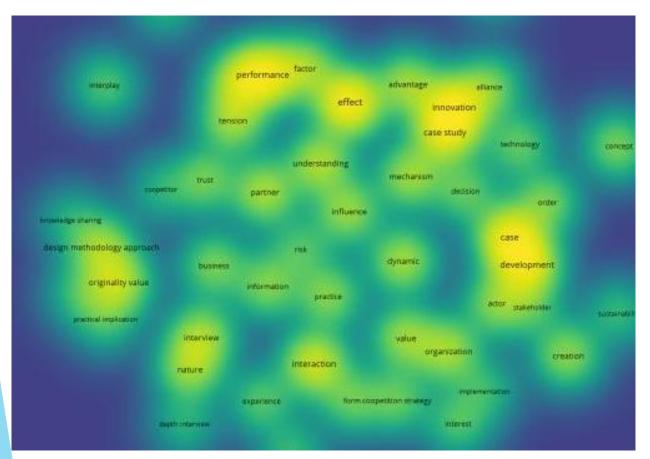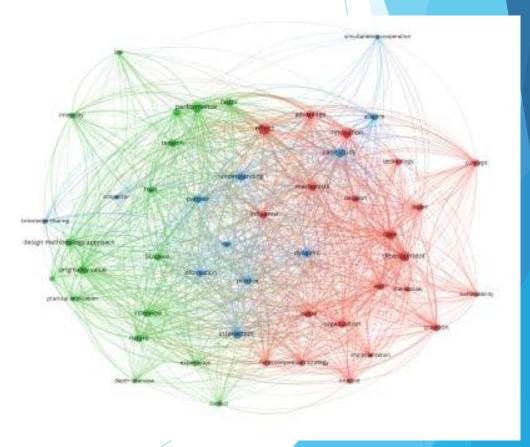- ▶ TOP-20 journals
- ▶ Affiliation statistics

Export of the data

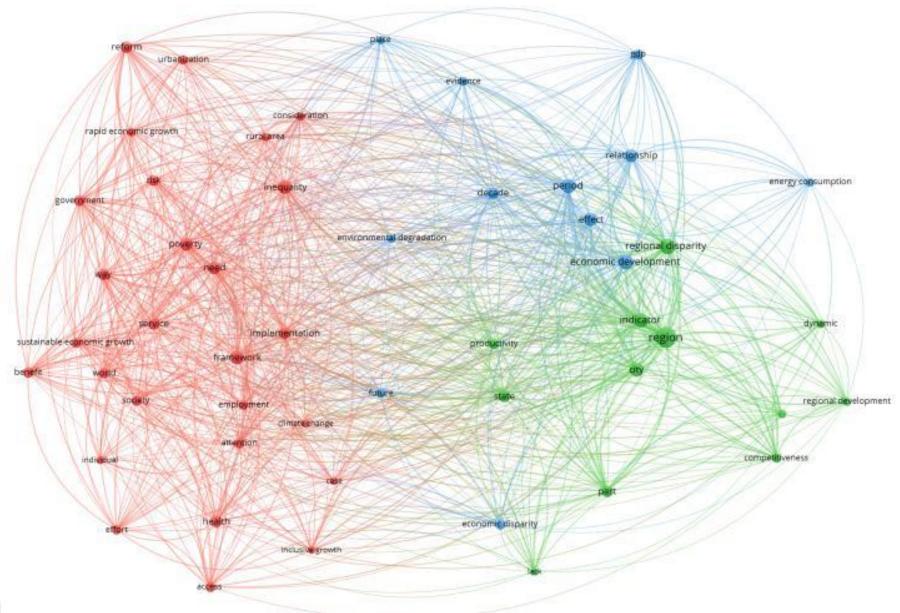# VosViewer Manual is available online

- ▶ Create a Map based on bibliographic data (authors network)
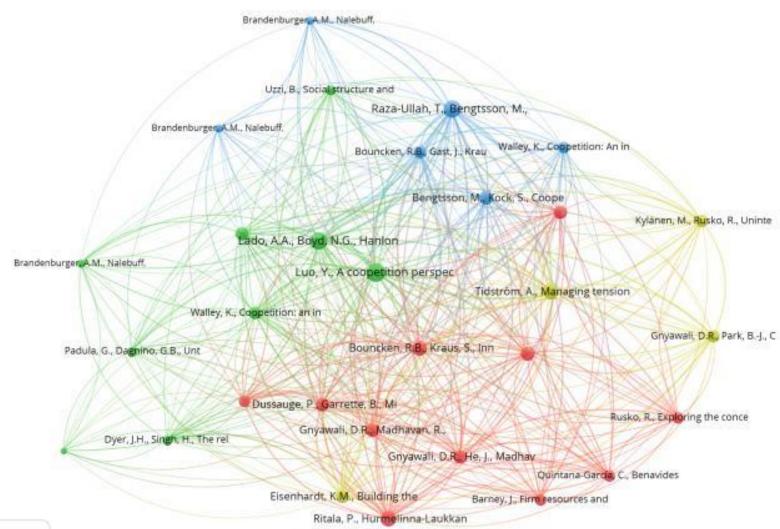- ▶ Create a map based on text data (keywords and terms co-occurrence)

Examples of results

Examples of results

Life hacks

Do not forget, how you did it – screenshots

The description of the methodology is REQUIRED (step-by-step)

If you can't replicate it, it doesn't work

The main questions

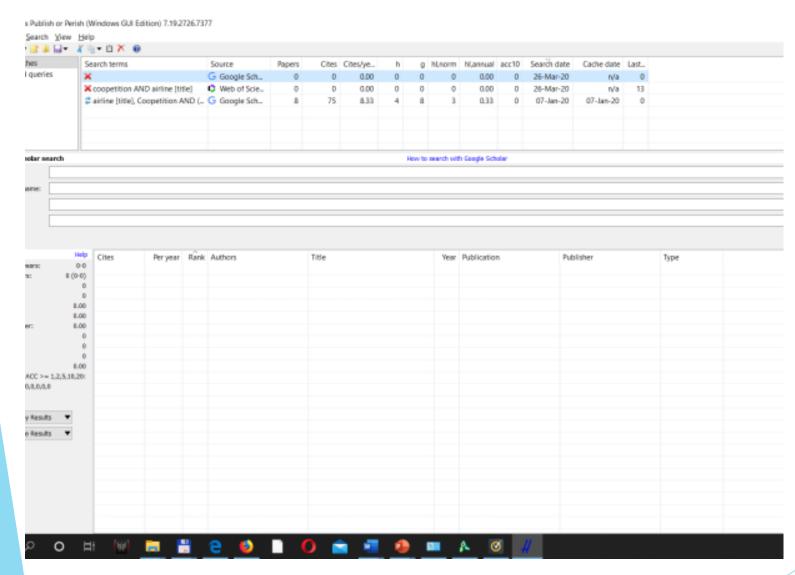WHY EXACTLY THESE KEYWORDS?

WHAT IS THE KNOWLEDGE GAP?

WHAT IS THE RESEARCH QUESTION?

WHAT DOES IT PROVE?

One more magic wand

▶ Publish of Perish

  ▶ Available at https://harzing.com/ resources/publish-or-perish

- More sources on VosViewer:
  - **Introduction to VOSviewer** at https://www.youtube.com/watch?v=9dTWkNRxUtw
  - Manual_VOSviewer_1.6.9.pdf is at *www.vosviewer.com › documentation › Manual_VOSviewer_1.6.8.pdf*
- More papers on Bibliometric research:

  - Fahimnia, B., Sarkis, J., & Davarzani, H. (2015). Green supply chain management: A review and bibliometric analysis. *International Journal of Production Economics*, *162*, 101-114.
  - Fu Guo, Guoquan Ye, Liselot Hudders, Wei Lv, Mingming Li & Vincent G. Duffy (2019) Product Placement in Mass Media: A Review and Bibliometric Analysis, Journal of Advertising, 48:2, 215-231, DOI: 10.1080/00913367.2019.1567409
  - Shvindina, H. (2019). Coopetition as an emerging trend in research: perspectives for safety & security. *Safety*, *5*(3), 61. https://doi.org/10.3390/safety5030061

Questions & Answers