

RESEARCH PAPER

Corporate Social Responsibility-Sustainability Nexus: A Systematic Literature Review and Bibliometric Analysis

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ABSTRACT

Over the years, the attention given to corporate social responsibility (CSR) and sustainability topics has received a lot of attention significantly and various new terms have been introduced. This result has sparked a wide-ranging and unspecified discussion, particularly in the fields of economics and business management. The presents of functional CSR and sustainability enable management to make better decisions for the benefit of the entire society. As a result, understanding the topic of interest and broadening research collaboration are critical for advancing research development. The purpose of this study is to identify global research trends in CSR and sustainability based on publication numbers, co-authorship, affiliated countries, and keyword co-occurrences. This study used RTools and Prisma for its analysis. The findings indicate a significant rise in the number of articles published in the field of corporate social responsibility and sustainability since 2015. The USA contributed more than half of the publications, with Italy and Spain following closely behind.

KEYWORDS: Bibliometric analysis; Systematic literature review; Corporate social responsibility; Sustainability; Scopus database.

1. Introduction

Stakeholders are putting more and more pressure on multinational corporations to get involved in social and environmental responsibility [1]. Several academics and philosophers [2], believe that one of the difficulties facing corporate social responsibility may be ecological sustainability. Managers must therefore determine how their organization can maintain its economic competitiveness while becoming more environmentally conscious and socially conscious. To sum up, CEOs need to understand how to combine their non-market and market strategies [1].

In understanding and enhancing current efforts towards more socially responsible, most responsible organisations may continue to reassess their short and long-term objective to stay updated with global changes [3]. The ability of the company to respond to current needs of CSR and global needs depends on its relationship with its

employees and other related stakeholders such as investors, suppliers and the government. These changes require local and multinational companies to adapt their businesses with sustainable development with both individual and organisational play their role in these transformations.

In reaction to these circumstances, corporate practices and governmental regulations have evolved through various stages [4]. Nonetheless, it is discovered that businesses continue to behave irresponsibly, thoughtlessly, and unsustainable [5]. It is increasingly clear that business operations harm the environment and society [6]. The scope of our commercial activities has pushed the ecological boundaries of our planet beyond what is sustainable. As a result, the current business model needs to be replaced urgently with a new corporate paradigm [4].

In most cases, businesses have focused on exchanging natural resources for manufactured

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goods within a weak sustainability framework. Nevertheless, data indicated that natural capital has reached critical levels especially when unsustainability turns into a standard practice for global development. Therefore, sustainable practices are seen as a means for nations to protect the environment so that future generations can live in peace and prosperity. There is a new kind of pressure that the community, including business operations, must respond to preserve human capital and the environment.

To assist researchers in identifying, evaluating, and analysing certain areas of content as well as classifying the concepts, theories, and practices, researchers in this study also performed co-citation and content analysis [7]. The primary goal of this study is to identify publication patterns, specifically in terms of scientific publication, journal type, prominent authors and their associations, research keywords, citations, and occurrences related to CSR and sustainability [8]. It is important to note that the planning, development, and presentation of results in this study are consistent with the findings of [9].

The remainder of the articles are summarised as follows: in the methodology section, this study will discuss the characteristics of the collected data and the software employed for analysis. This is followed by an analysis section where the discussion of the statistical data is presented in the form of network analysis. Finally, the key findings, limitations of the study as well as suggestions for future research are discussed in the last section of the article.

2. Literature Review

2.1. CSR and sustainability

Corporate social responsibility has a long history in business management, owing to the negative impact of some business activities on the environment as well as concerns about consumer environmental awareness [10]. CSR is defined as a company's efforts to reduce or eliminate any negative impact on the environment, thereby extending the benefit to the community [11]. This concept is built around four dimensions: economic responsibility, legal responsibility, ethical responsibility, and philanthropic responsibility [10]. Of all these dimensions, at least one of the dimensions should be present in the company to be considered as complying with the CSR requirements [10]. It was realised a past research on CSR and sustainability has focused on two main themes, which are the social dimension and the environmental dimension. The social dimension in sustainability is the least research on

sustainability topic which means that we may not find any clear scientific definition, criteria or measurement tools about this topic [12].

This demonstrated that the sustainability topic is frequently viewed as the least important issue in the social dimension [13]. In a similar vein, numerous authors have investigated the link between social, CSR, and sustainability. [14] defines social sustainability as a positive community-building process that results in positive conditions. Corporate social responsibility and sustainability as the organisation's impacts towards the social system as well as a stakeholder in which the environment operate [15]. The revision of this literature has led to following research question:

RQ1: to what extent is the development of CSR and sustainability in academic literature?

Following the Scopus database, the first articles on this topic were published in 2001. This paper discussed an increasing corporate reputation breakdown as a result of failing to meet social and environmental criteria set by financial institutions. At the same time, this paper recognised that it is difficult to attract new employees while maintaining high satisfaction among current employees [16]. Thousands of articles on CSR and sustainability issues have been published in top journals since its initial release. It will be fascinating to examine the theme trend of CSR and see how it has evolved. This will allow the researchers to investigate whether the development of the CSR theme happened concurrently or if there is a connection. Therefore, it is worth to raise the third research question to answer this subject matter:

RQ2: what are the most significant themes and subjects in this stream?

2.2. Study motivation

CSR is one of the important elements in sustainable development [3]. However, there is a continuous debate about where sustainable development should be placed as it has a variety of definitions based on its context. Despite that, in most cases, CSR and sustainable development arguably have a clear relationship [17]. The idea of why CSR is getting well-known in the business management field is because sustainable practice was believed could lead the company to become successful company in the long term. As business operations operate in a complex system whereby it is characterised by in and outside of the firm

environment, the company is obligated to fulfil its commitment to preserving the environment by reducing its ecological footprint and at the same time, fulfilling the demand from society on its corporate behaviour inside and outside of the firm [18]. CSR practice is an effort given by the corporation to fulfil its obligation as part of society and at the same time meet the stakeholder's demands. Corporate sustainability concepts on the corporate level were built based on three basic pillars, which are economic, ecological, and social issues. Due to the corporate macro-level size, the corporate sustainability orientation is influenced by external factors such as institutional, technological, market, societal, and environmental. It was discovered that the corporate sustainability implementation in the company will not only affect the business economy but also will positively impact society in the long term [3].

This new way of business requires a significant change in the way we operate our business. New forms of social and environmental responsibility are debatably important to bring economies on a sustainable track. Numerous academicians in their research have found that businesses have started to progress their CSR and sustainability practices to mature stages [4]. However, despite the incorporation of CSR initiatives into business operations as part of the sustainability program, the outcome is still unsatisfactory. To determine corporate responsiveness toward macroeconomic challenges, the corporation needs to focus on maximising shareholder value [4].

As companies started to respond to a series of external pressures, increasing corporate awareness of CSR and sustainability was unavoidable [19]. According to research conducted by [4], it was discovered that back in 1990, almost 80 per cent of companies around the world considered that environmental issues have no impact on their business operation, while the other 20 per cent have not taken steps to adjust their environmental issues. However, in the early 2000s, a fluctuant increase in CSR awareness especially among the industrialised country. This allowed the business operation to answer to their wide range of stakeholders on the impact of their activities on society and the environment. As a result, CSR has shifted from a minor activity to become a significant activity for business operations. CSR practice in the company is no longer seen as 'greenwashing practices', but it become so important as part of the social responsibility of the company [20]. CSR has become a crucial component and works as a tool to maintain an

effective relationship with stakeholders. Due to external pressures demanding better CSR practices, many business operations have started to develop their own social and environmental policies and at the same time fulfil the requirements stated by the audit and management system [4].

3. Research Methodology

3.1. Bibliometric analysis

The number of empirical papers has recently increased dramatically, as evidenced by the total number of papers in the bibliometric repository [21]. Bibliometrics is an analytical tool that enables researchers to learn about the past, examine the present, and propose future directions [22]. It also stated that bibliometric analysis is a multidisciplinary field that employs mathematical and statistical methods to systematically examine all available information [23]. Bibliometric analysis includes top journals, top authors, top countries, and top keywords [21]. This approach works with an extensive number of publications to generate themes for the scientific context of research to differentiate itself from traditional structural analysis [24].

The current stages of corporate social responsibility and sustainability study focus more on exploring academic research papers rather than creating novelty ideas [21]. To identify and sort the data for evaluation purposes, bibliometric analysis has been applied. This study only utilises credible journals as sources for literary work. Through bibliometric study, it is highlighted that there is scarce literature covering CSR and sustainability studies. Previous researchers have reviewed the evidence and pointed out important characteristics of good CSR practices. To determine the research gap and also CSR and sustainability trends, a thorough study with bibliometric analysis was applied. The main objective of the bibliometric study is to determine the research trends, knowledge structure, and authors association and present it in the form of intellectual growth based on publications numbers. RStudio (bibliophile) is used to analyse each of the articles extracted from the Scopus database to understand the research pattern of CSR and sustainability. The application of Rstudio allowed the researchers to identify the evolvement of CSR and sustainability topics by referring to the network and pattern generated [21].

3.2. Data collection

This study opted data collection method from a study conducted by [25] which was divided into

five main criteria that were also used to explain the bibliometric and data collection procedures. The first criterion is choosing an appropriate database. Web of Science (WoS), Science Direct, Scopus, Medline, and Embase are among the famous databases. However, this study is much more focused on the database's ability to discover the evolution and intellectual structure of past research. Based on overlap technique calculation, it was learned that the Scopus database is much more comprehensive as it includes articles indexed in Wos [26]. This statement is supported by [27] who discovered that Scopus database coverage is much wider than WoS database. According to [28], Scopus can provide metadata and other related data for various fields because it is a structured database.

3.3. Exclusion and inclusion criteria

This study used the Scopus database for bibliometric analysis and systematic review. To conduct a systematic review, researchers chose a method consistent with [29], which were the Preferred Reporting Items for Systematic Review and Meta Analysis (PRISMA). Figure 1 depicts the various steps in a systematic literature review involving the exclusion and inclusion process. To conduct bibliometric analysis and systematic review, this study utilised the Scopus database. Systematic review must be conducted systematically and to achieve this, researchers decide to choose a method consistent with which were Preferred Reporting Items for Systematic

Review and Meta Analysis (PRISMA). Figure 1 illustrates the multiple steps in a systematic literature review involving the exclusion and inclusion process.

According to the analysis, the final set of articles to be analysed is 1582, and the PRISMA method was chosen due to its suitability for reporting minimum-based items for systematic reviews and meta-analyses. In other words, PRISMA functions as a checklist and flowchart [30]. The systematic review flowchart permitted the researchers to determine the eligibility criteria of the articles, which are very important to obtain relevant primary articles for the topics (Adiyarta et al., 2020). The Prism consists of 5 critical procedures which are (a) determining eligibility criteria (b) selecting information database (c) literature section (d) data collection (e) choosing data item (Liberati et al., 2009).

In the identification stage, the keywords were then entered into the database to find any related articles to CSR and sustainability and any related articles with the search keyword in their title and abstract should emerge. Analysis found that the earliest articles about CSR and sustainability were published in 2001 and the most recent one was dated 2022. The researchers used TITLE-ABS-KEY ("corporate social responsibility*" AND "sustainability*") AND (LIMIT-TO (SUBJAREA, "BUSI")) as the key string to search the articles. Hence, researchers apply keyword search criteria in identifying articles related to CSR and sustainability.

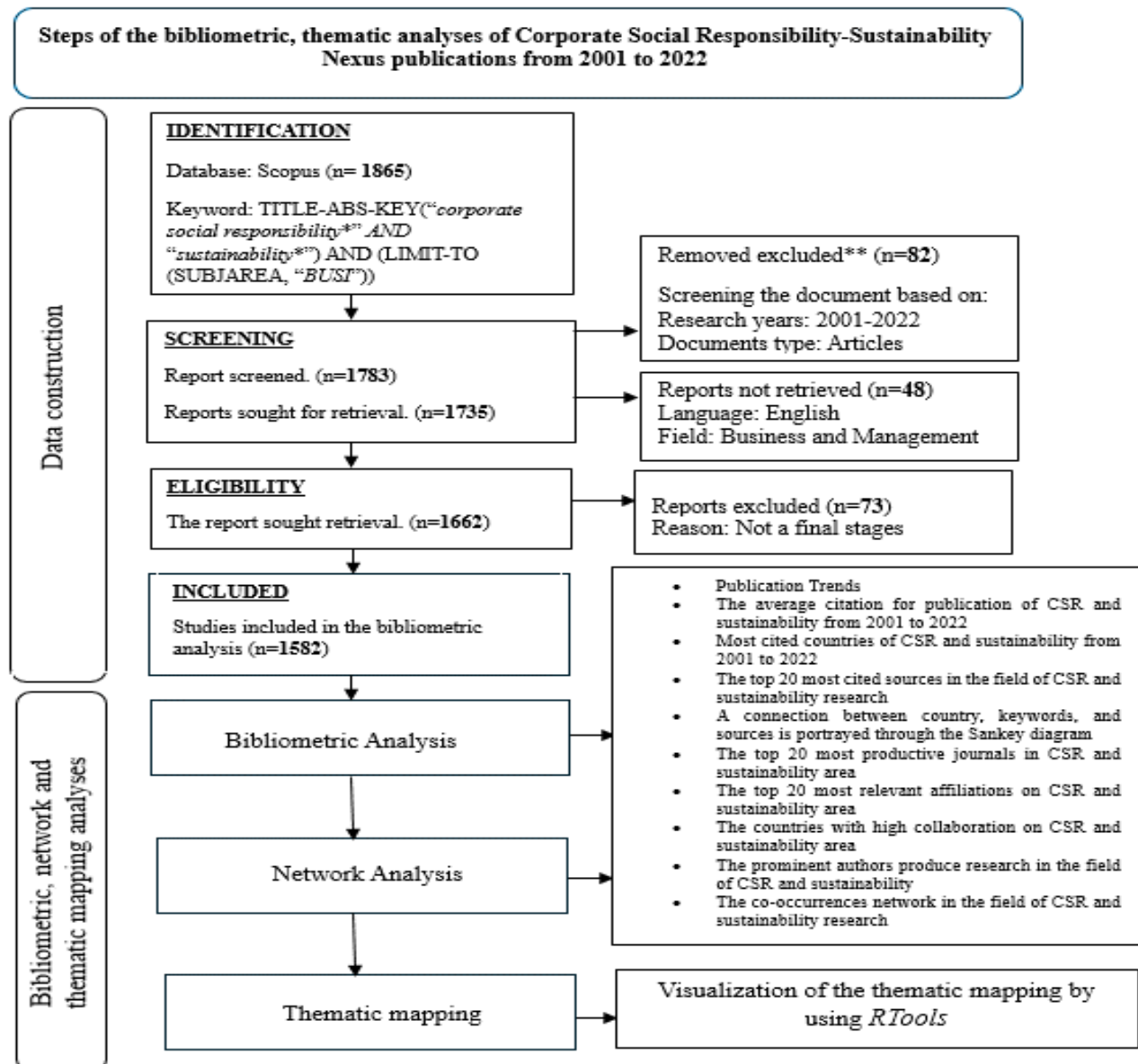


Fig. 1. The study flowchart consist of PRISMA and thematic analysis

The next step involves the screening stage. To identify the research trends and discover the effect of CSR on sustainability, this research includes all the articles from 2001 until 2022. This study decided to perform analysis for 22 years as it reduces the possibility of article duplication. It was noted that the final dataset was comprised of all mixed materials such as articles, review papers, highlight, and revisit papers. For analysis purposes, only empirical research articles will be considered and articles such as review, highlight, crucial, and revisit will be excluded. At this point, we have approximately 1783 articles.

To have a robust analysis, this study decided to exclude other fields and limit the area of interest to business and management. In addition, this study only interested in analysing articles who is written in English. 1735 articles were obtained

after the filtration. Further, researchers limit the search criteria of the selected articles to final publication. As a result, 1662 articles were obtained after the screening process. Finally, any articles with incomplete information were excluded before the final analysis. Authorless articles and missing DOI are some of the examples of articles that are excluded from the analysis. Researchers can form an ample review of 1582 articles for further analysis.

3.4. Extraction approach

The bibliometric R-Tool is a comprehensive analysis tool for science mapping analysis [31]. While [32] defines R-Tool as open-source software that allows it to integrate with multiple databases such as open libraries, open algorithms, and open graphic software. This study opts for

bibliophilic analysis that was available free at RStudio software. Rstudio can provide a comprehensive visual graph representing hot topics, research networks, and research trends [33]. When compared with other similar nature of open-access software such as VOSviewer, RStudio is more than just presenting the result, it can provide much more accurate results and statistically appropriate [34].

To assist researchers in identifying, evaluating, and analysing certain areas of content as well as classifying the concepts, theories, and practices, researchers in this study also performed co-citation and content analysis [7]. This study's main objective is to identify the publication pattern particularly such as scientific publication, type of journal, prominent authors and their association, research keywords, citations, and occurrences, particularly to CSR and sustainability [35]. It is important to note that planning, developing, and presenting results in this study is consistent with the study conducted by [9].

3.5. Data analysis

This study employs descriptive statistics to investigate the article's geographical distribution, research trend, and data expansion. In addition to the primary analyses, the researchers used a variety of other techniques such as citations and co-citations [36]. The researchers used descriptive analysis to investigate research trends, geographic distribution, and data expansion, while citation and co-citation analyses were used to assess the impact of journals and authors' names in the field. In citation analysis, the researchers look at the frequency with which articles are mentioned in other associate studies, which indicates their popularity [37]. While, from the academic perspective, the number of citations received represents the recognition of researchers' works. While co-citation analysis on the other hand refers to the frequency of two articles or two authors being mentioned in the current review articles

references [38].

Co-citation analysis arguably represents the importance of a study in the multidisciplinary field. It was stated that, when authors or their articles are co-cited by other researchers, it's an indicator that they share similar intellectual values and believe that these types of articles may have a significant impact on the field [37]. Co-occurrence analysis is another type of analysis that is employed in this study, whereby this analysis allowed the researcher to find out the co-occurrence frequency in the Scopus database. These types of analyses will allow this study to observe the changes in research trends of CSR and sustainability and at the same time predict the research interest related to this topic.

4. Results and Analysis

4.1. Publication trend

The time horizon for publication trends is 22 years, from 2001 to 2022. In accordance to the analysis, the number of publications related to CSR and sustainability has increased over time (Figure 2 depicts the revolution in publication trends for published articles from 2001 to 2022). As a result, only 39 articles had been published in the five years earlier (2001-2005). Furthermore, we can see the growth of this line of research from 2019 to 2022, which coincides with the establishment of ISO 26000.

This international standard applies to businesses and organizations that are committed to operating in a socially responsible way. It was discovered that research related to CSR and sustainability concepts have received greater attention from previous researchers. The year 2022 has recorded the highest publication with 225 articles, followed by the year 2020 with 204 articles, and 198 articles in the year 2021. The analysis also revealed that the number of publications increased significantly between 2015 to 2016. This might be due to the policy and awareness campaigns implemented by the government and statutory bodies [39].

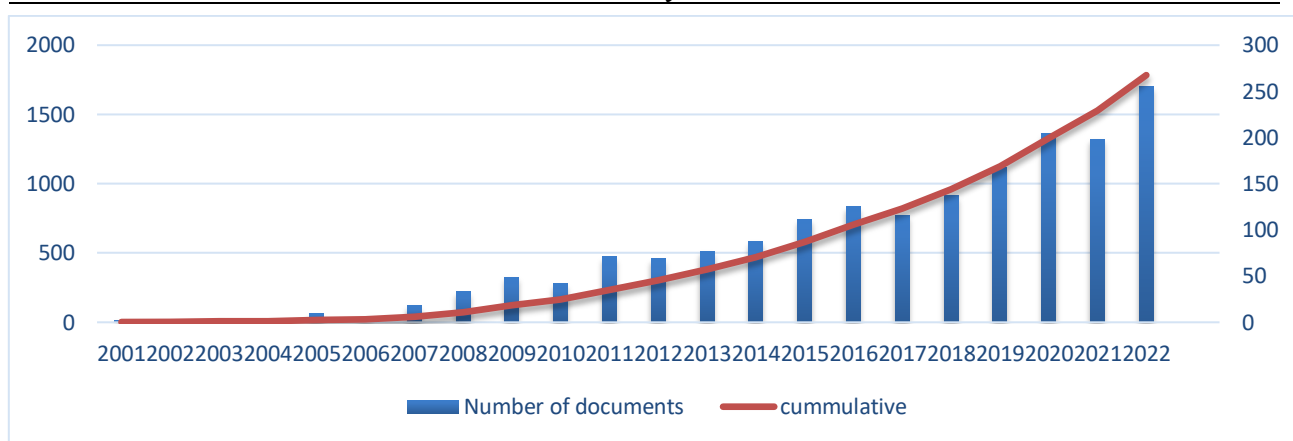


Fig. 2. Revolution of corporate social responsibility and sustainability research

4.2. Citation trend and analysis

The average citation for publication of CSR and sustainability from 2001 to 2022 can be referred to in Figure 3. The graph shows that in 2005, CSR and sustainability articles received the highest average citation of 12.11. This indicated that the articles published during the year had a significant impact. Another possible explanation for the

highest average citation in 2005 is that this was the year when scholars and the government began to pay attention to CSR and sustainability's effects on society. However, it should be noted that the average citation began to decline and reached its lowest point in 2009, with a score of 3.48. This is due to poor article quality produced throughout the year [33].

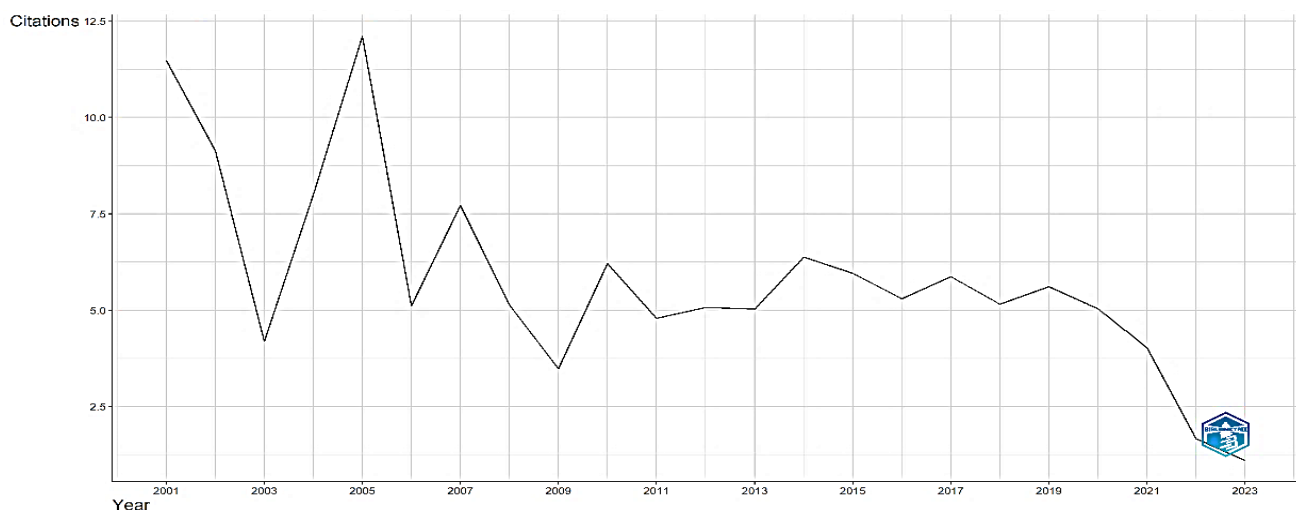


Fig. 3. The average citation for publication of CSR and sustainability from 2001 to 2022

The analysis demonstrated that there was a consistent yearly rise in the number of publications on this subject. This suggests that researchers are gradually becoming more interested in the subject.

Subsequently, researchers found that the United States of America has garnered the greatest number of citations in the field of corporate social responsibility (CSR) and sustainability, as

evidenced by Figure 4. Spain, the UK, and Germany are the countries that follow the USA in terms of active publication in CSR and sustainability research, with cumulative citation counts of 6,206, 4,436, and 4,246. Researchers also noted that all 20 of the top-ranked nations had more than 600 citations, indicating that academics worldwide are paying close attention to the topic of corporate social responsibility.

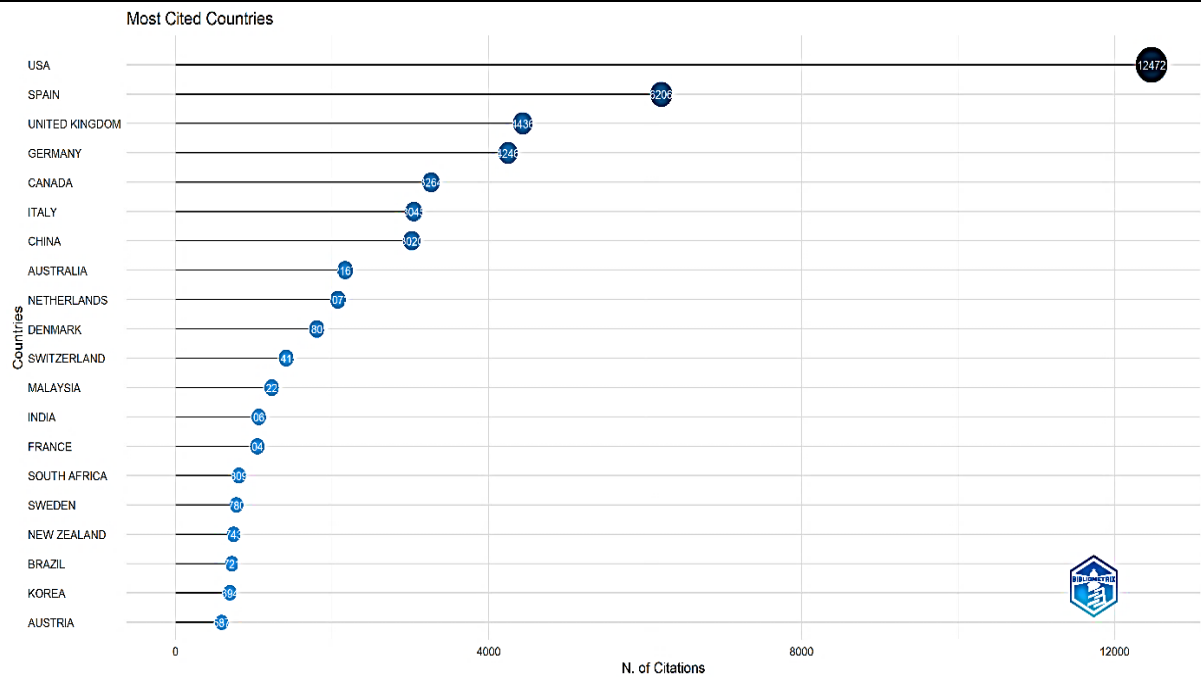


Fig. 4. Most cited countries of CSR and sustainability from 2001 to 2022

Following this trend, Figure 5 lists the top 20 journals most locally cited in the field of CSR and sustainability field. An examination of these citations reveals that the Journal of Business Ethics is the most cited journal overall, having received 7,393 citations. The second most cited journal belongs to the Academy of Management Review with a total citation of 2,343, half of the citations received from the first place.

The second top-cited journal is Corporate Responsibility and Environmental with total citations of 2,262 times which is a bit less than the second top-cited journal. It is also documented that, most of the journals have received more than 600 citations which shows that, the journals' citations contribute a significant part to the development of CSR and sustainability topics.

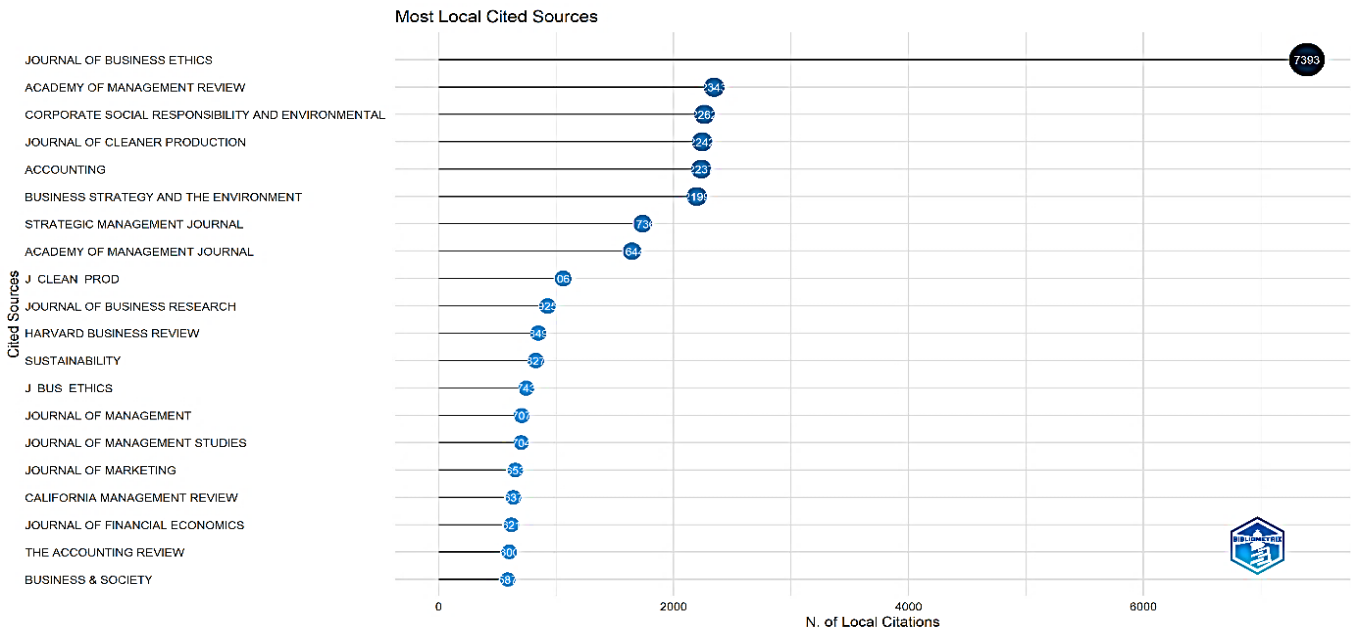


Fig. 5. The top 20 most cited sources in the field of CSR and sustainability research

4.3. A connection between country, keywords, and sources

The highest number of wellness tourism-related

articles appeared in the academic disciplines of Social Sciences, Business Management and General Management, Environmental Science and

Ecology, Economics, Econometrics and Finances, and Business Economics. The papers published in the areas listed above make up 65.21% of wellness tourism publications, while the remaining 34.79%

are distributed among Medical Science, Engineering, Humanities, Earth Sciences, Psychology, etc (Refer to Figure 6).

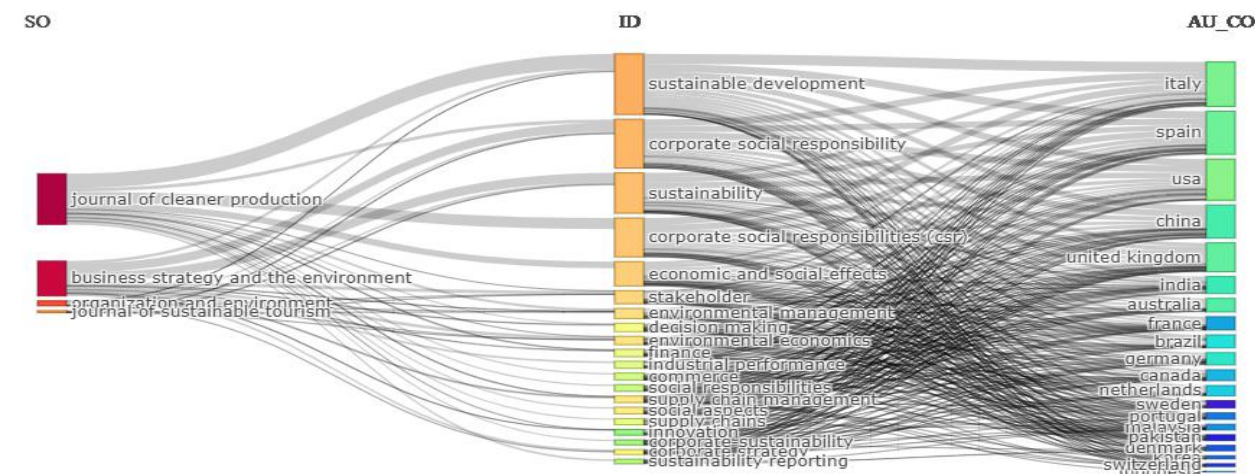


Fig. 6. A connection between country, keywords, and sources is portrayed through the Sankey diagram

4.4. The most productive journal

The list of journals in Figure 7 represents the most prominent journal in the field of CSR and sustainability which also indicate that these journals are important for the source of CSR publications. This study applies a regression analysis technique known as LOESS (locally estimated scatterplot smoothing) to determine the variations of publication over time through a slick line drawn in the scatterplot [21]. Based on Figure 5, it was evidenced that the growth of the top 20 journals is considerably good. The graph showed that ‘Corporate Social Responsibility and Environmental Management’ and ‘Journal of

Cleaner Production’ started with slow growth but significantly increased their publications in the last 7 years (2015-2022). The graph also suggested that ‘The Journal of Business Ethics’ has a constant publication with small fluctuation in the last 10 years (2011-2022). In addition, it is also to note that the number of publications by ‘Social Responsibility Journal’ is rather small as compared with other competitive journals. Even though we can observe that there is consistent addition in the number of publications lately, this also suggests that there is a possibility of introducing other interdisciplinary in the field of CSR and sustainability.

Sources	Articles
CORPORATE SOCIAL RESPONSIBILITY AND ENVIRONMENTAL MANAGEMENT	140
JOURNAL OF CLEANER PRODUCTION	131
JOURNAL OF BUSINESS ETHICS	102
BUSINESS STRATEGY AND THE ENVIRONMENT	96
SOCIAL RESPONSIBILITY JOURNAL	65
SUSTAINABILITY ACCOUNTING, MANAGEMENT AND POLICY JOURNAL	34
CORPORATE GOVERNANCE (BINGLEY)	24
JOURNAL OF GLOBAL RESPONSIBILITY	20
CORPORATE COMMUNICATIONS	19
JOURNAL OF BUSINESS RESEARCH	17
EMERALD EMERGING MARKETS CASE STUDIES	16
ORGANIZATION AND ENVIRONMENT	16
ACCOUNTING, AUDITING AND ACCOUNTABILITY JOURNAL	14

BUSINESS AND SOCIETY	14
MEDITARI ACCOUNTANCY RESEARCH	13
MANAGEMENT RESEARCH REVIEW	12
QUALITY - ACCESS TO SUCCESS	12
INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY	
MANAGEMENT	11
JOURNAL OF ASIAN FINANCE, ECONOMICS AND BUSINESS	11

Sources' Production over Time

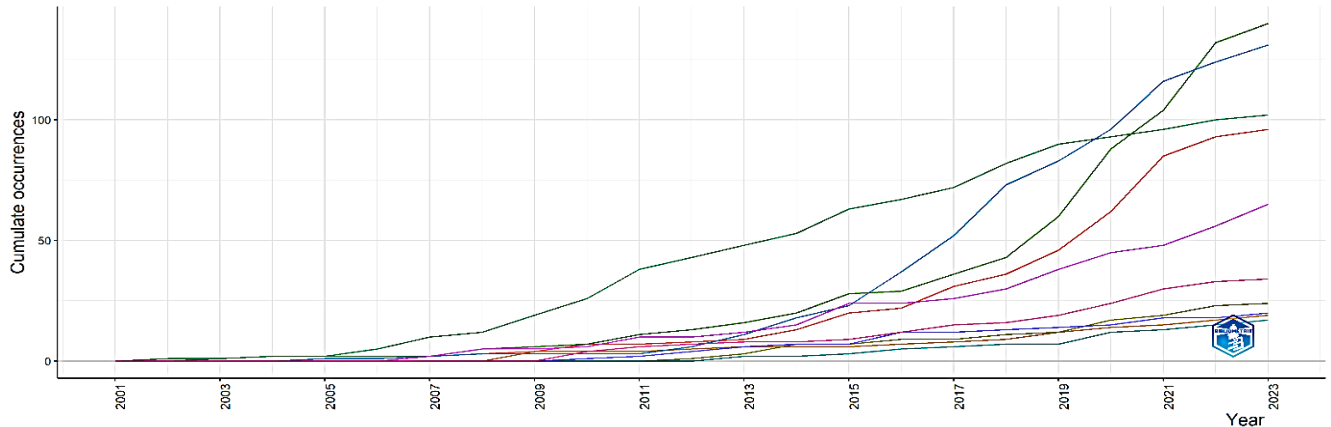


Fig. 7. The top 20 most productive journals in CSR and sustainability area

4.5. Affiliations, productions, and authors country analysis

Figure 8 depicts our top twenty (20) most relevant affiliations related to CSR and sustainability. According to the analysis, Wageningen University

and the University of Salerno are the top universities, with article associations of 31. The University of Salamanca and the University of Zaragoza are in third place, each contributing 27 articles.

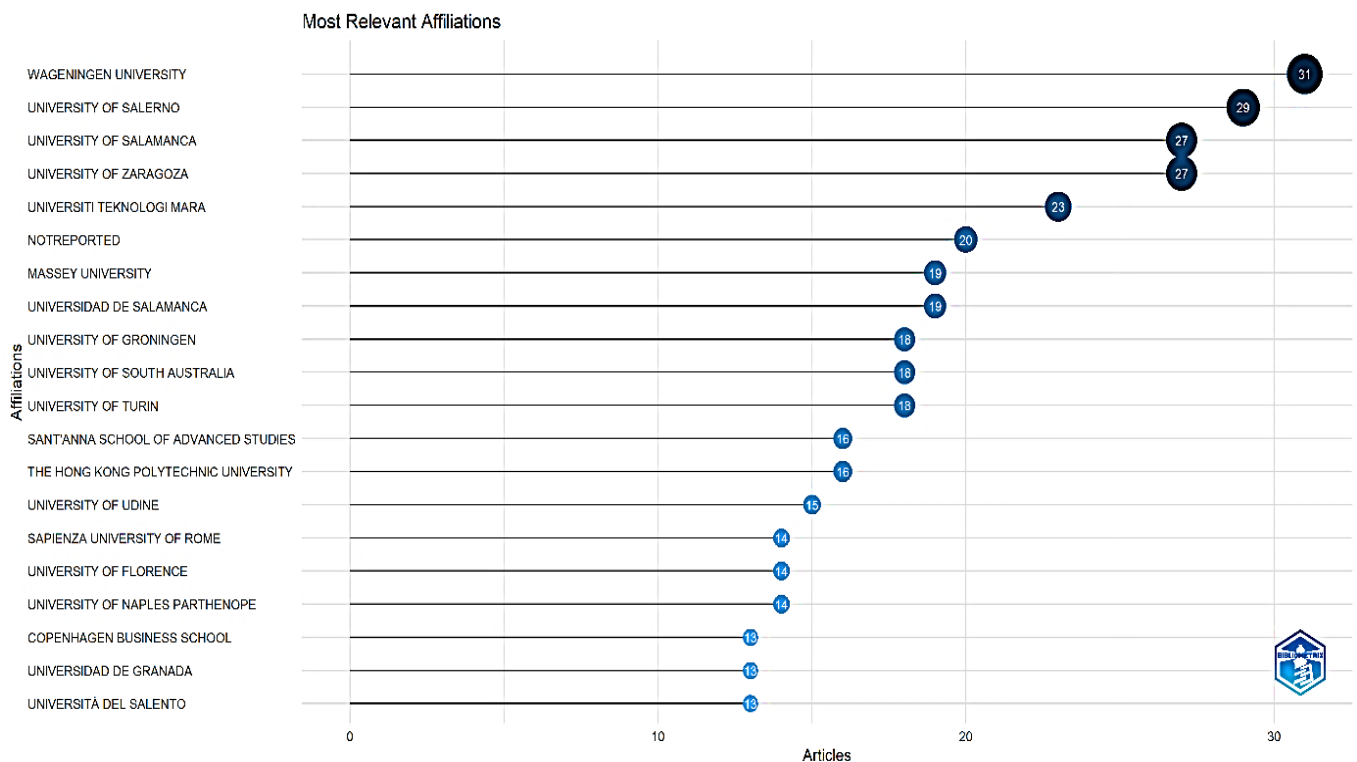


Fig. 8. The top 20 most relevant affiliations in CSR and sustainability area

4.6. The most prominent countries

Figure 9 represents countries with high collaboration. The map shows that the USA, the United Kingdom, Spain, and Italy are among the countries with high collaboration. United States is where the CSR and sustainability research bloom with a frequency of 629. This is followed by Italy and Spain with a frequency of 449 and 432

respectively. While countries like Indonesia, Portugal, Hong Kong, and Iran are less active in publication associations. The remaining countries on the map are less collaborative. It is also observed that most of the countries on the list are almost highly economically developed countries. This may be due to the active business operations, the cultural background and the high density of academic institutions (Zemigala, 2019).

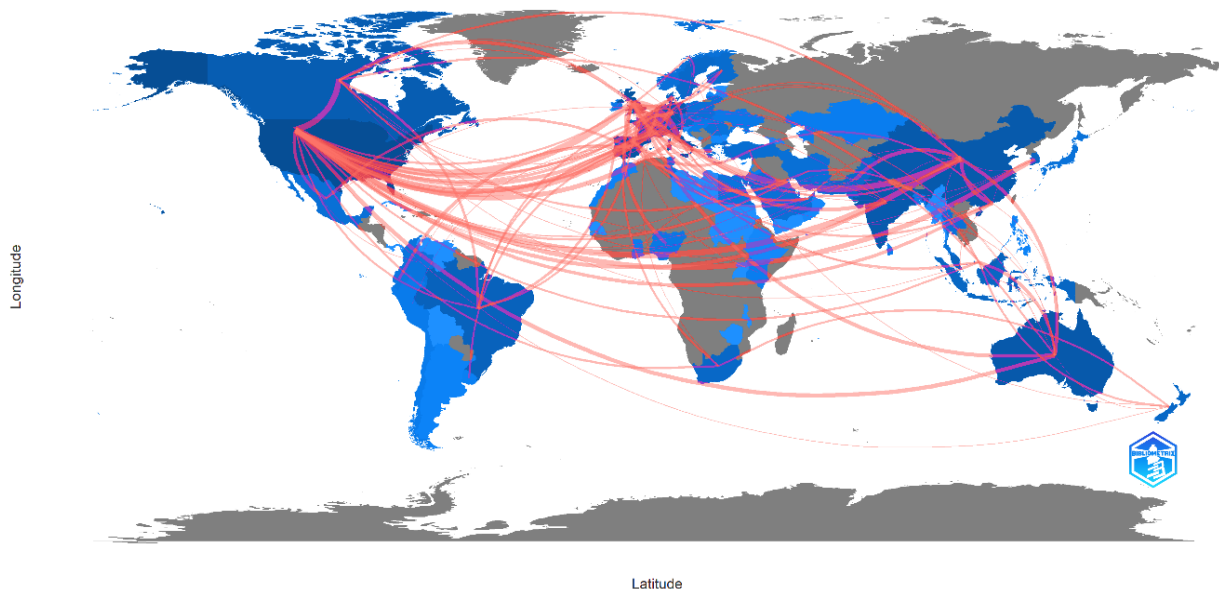


Fig. 9. The countries with high collaboration on CSR and sustainability area

4.7. The most prominent authors

Figure 10 depicts prominent authors who actively conduct and publish significant research in the field of CSR and sustainability. Garcia-Sanchez is the most significant author in this field, having published 14 papers. Fernandez-Feijoo, Font X,

Siano A, and Vollero are the second-highest publication authors, with eight articles each. According to the analysis, more than half of the authors have written at least two articles on CSR and sustainability, either as the primary author or as co-authors with other researchers.

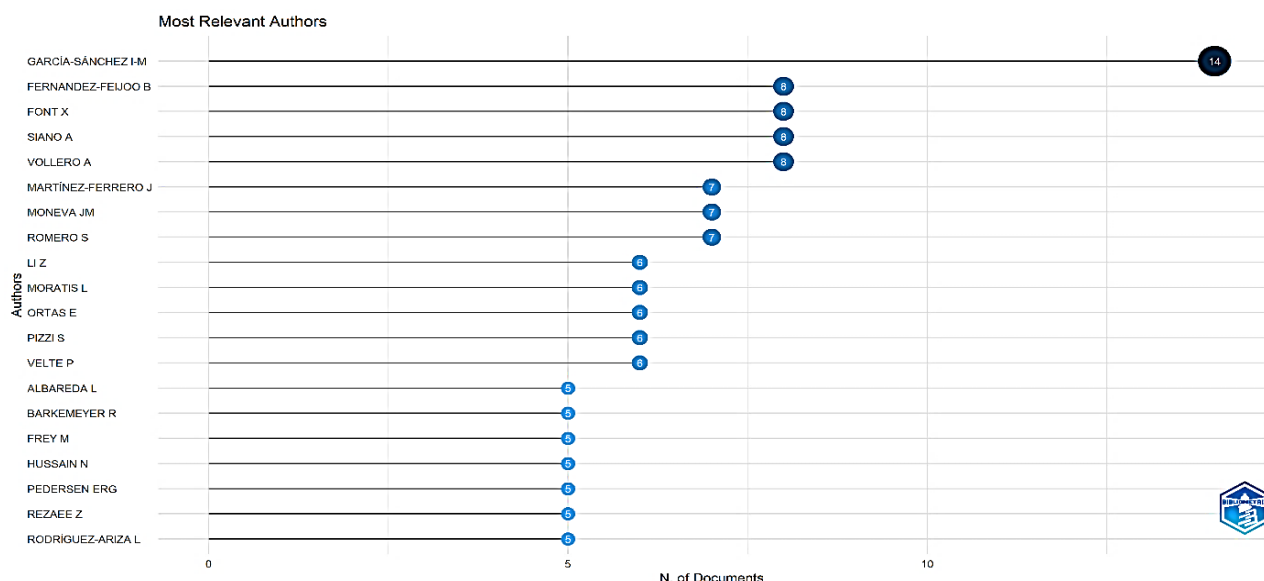


Fig. 10. The prominent authors produce research in the field of CSR and sustainability

4.8. Authors keyword co-occurrences network

To identify the research gap or research direction for CSR and sustainability topics, researchers have analysed the co-occurrences of authors' keywords. The identity of one article can be identified through their research article keywords. Researchers can directly determine the hotspot topic and direction of the research topic by analysing the co-occurrences network [40].

The co-occurrences network can be referred to in Figure 11. Usually, the co-occurrence network is divided into several colours such as red, blue, green, purple, and yellow depending on how many network connections one study has. Different colours represent different clusters, while the range between networks represents their relationships, the words represent the vertex and the node's size corresponds to its frequency. The

red cluster represents corporate social responsibility while the blue cluster represents sustainable development. keywords with strong citation count surges over a short period can be used for better insight into the development trend and future direction (Li and Chen, 2016). Co-occurrence analysis allows the researchers to develop network themes and relationships in a more scientific way.

Keywords and themes with high association will significantly influence the development of CSR and the sustainability field. High-impact keywords and themes can relate to various research topics [41]. Co-occurrence networks imply differences in ranking according to their occurrences and relationships. Keywords such as 'corporate social responsibility' and 'sustainability' offered strong relations among all others. This is followed by 'economic and social impact' and 'social and environmental sustainability'.

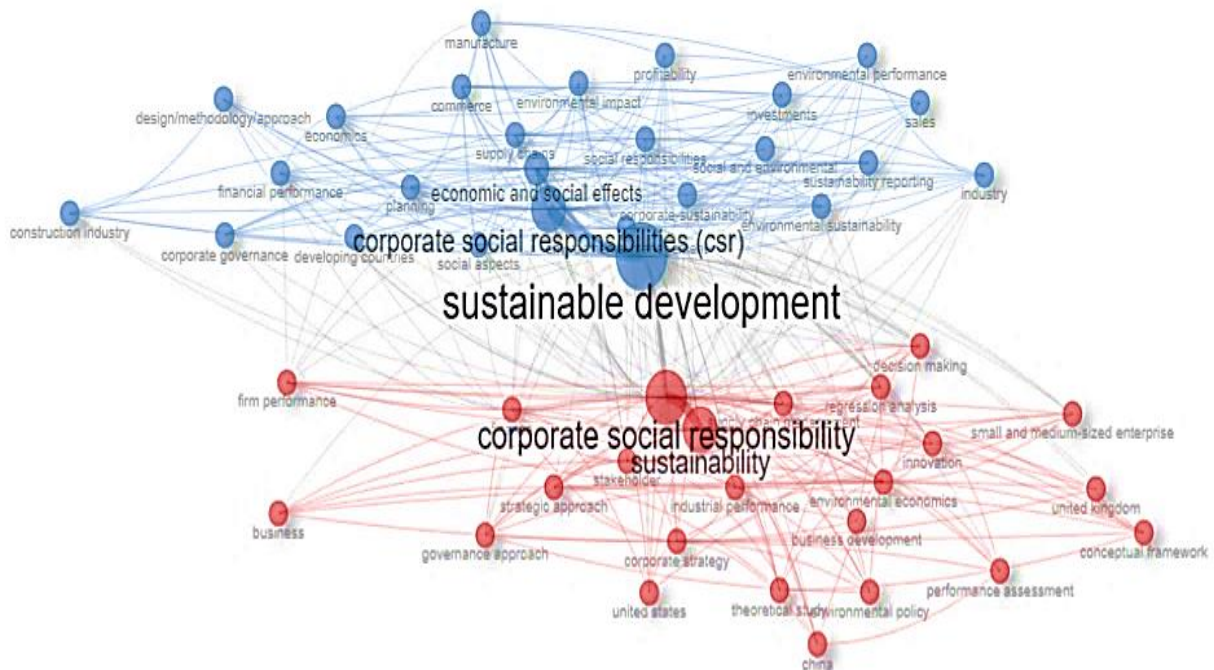


Fig. 11. The co-occurrences network in the field of CSR and sustainability research

5. Conclusion and Discussion

The purpose of this study is to conduct a bibliometric analysis of scientific literature on CSR and sustainability topics. In addition, it also allows the existing researchers and potential researchers to have a holistic understanding of CSR and sustainability topics to discover the knowledge map. Bibliometric analysis also allows the researchers to identify the research trend and research pattern of CSR and sustainability from a scientific view. Therefore, this study aims to determine the research trend of CSR and

sustainability for 22 years (2001-2022) and present valuable data for the usage of researchers and stakeholders. The bibliometric analysis was conducted by extracting data from the Scopus database and 1582 final articles were analysed using biblioshiny features which are available in the RStudio software package. Analysis has shown that the first articles on CSR and sustainability were written in 2001 and most of the articles related to this topic were actively published in the last seven years (starting from 2015). The publication numbers have increased

steadily since 2011 and the number increased dramatically when CSR and sustainability became mandatory in 2015. Between 2011 and 2014, CSR and sustainability articles received high citations, suggesting that the articles produced during the years were highly significant and impactful. Corporate Social Responsibility and Environmental Management is the most productive journal with a total publication of 140 articles. Corporate Social Responsibility and Environmental Management have published articles consistently, however, increased significantly starting from 2019. The analysis also shows that the USA is the top cited country followed by Spain, the United Kingdom, and Germany in second, third, and fourth place respectively.

Journal of Business Ethics is the most cited journal with a total citation of 7393 times. This is followed by the Academy of Management Review and Corporate Social Responsibility and Environmental Management with total citations of 2343 and 2262 respectively. To conclude, this bibliometric analysis study can represent the current status of CSR and sustainability research by exploring the research trend and discussing the focused themes. This is also very helpful in determining the knowledge base and acknowledging future research directions in the field of CSR and sustainability.

6. Limitations and Future Suggestions

It is also discovered that this bibliometric analysis has encountered some limitations. Firstly, this study does not consider other sources of databases such as WoS (Web of Science) and Google Scholar and only exclusively focuses on the Scopus database. Therefore, future research is suggested to try new sources of databases to produce much more comprehensive results. In addition, this study also has limited their subject area to business and management, econometrics and finance, social science, environmental science, and arts and humanities. This study excludes the science and technology field and also at the same time only focuses on English written research.

Therefore, it is possible that the result produced, and the interpretation would be different if another database is included. The keywords used in this study are also only limited to 'corporate social responsibility' and 'sustainability' whereby other researchers might interested in including other different keywords to make the research more versatile. This study also employed a single analysis tool which is the Rtool software package

whereby future researchers might want to test different analysis tools such as Cite space and VOSviewer. It is also noticed that some of the fields are less explored such as 'corporate governance' and 'small and medium enterprises'. This will open an opportunity for the researchers to further examine the topic to explore a new relationship. This bibliometric analysis showed that, despite the CSR and sustainability field being relatively old, however, it still evolves at a significant rate, with a high number of publications, more top authors, and top countries. This bibliometric analysis helps reflect the development status of the CSR research field in a precise way through the visualization of emerging trends and current focus.

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