

## ANALYZING AND MAPPING CSR IMPACT AND TRENDS: A BIBLIOMETRIC STUDY ON COMMUNITY EMPOWERMENT

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### ABSTRACT

This research aims to evaluate and group to generate impact and direction regarding CSR, including a classification of topics to explain the current analysis results. The use of VOSviewer is also carried out in order to find out the analysis of the network of related documents and the relationship between authors. Analysis of appropriate and accurate bibliometric studies based on data from Scopus databases. This study can be a reference in analyzing citations, bibliographic coupling, co-authorship, and co-citation for CSR in community empowerment. The result shows that the most influential authors based on the publication were Okolo-Obasi En. and Uduji, J.I. with 11 documents each, the most relative affiliate related to the published documents was the University of South Australia, and the most productive country was the United Kingdom with 146 documents. Three main research groups were found: 1) CSR for environmental sustainability, 2) Economic and social effects implications for Sustainable development, and 3) CSR for community development. The study presents a brief overview of the literature accessible to researchers in this field and provides recommendations for future research.

**Keywords:** Community Development, Corporate Social Responsibility, Environmental Sustainability, Social Impact, Implementation Empowerment

**JEL:** C81, D85, M14, O18, Z13

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### 1. INTRODUCTION

Corporate Social Responsibility, or CSR, is a form of company activity given to the community around the company (Rosak-Szyrocka et al., 2022). With this Corporate Social Responsibility, it is hoped that it can provide a positive change in the life of the community or community (Radjamin et al., 2022). The company's implementation of the Corporate Social Responsibility program should bring out community independence because in Corporate Social Responsibility itself, there is a type of empowerment implementation (Coppola et al., 2022). Therefore, companies need to prioritize corporate social responsibility programs that can increase independence and improve the welfare of the people who are targeted in the CSR program target (R. Rahmadani et al., 2019). Community empowerment is one of the efforts and methods that companies can use to create conditions for an active, participatory, and independent society (Nurchahyani, 2021). This is because community empowerment encourages creating an active and participatory community to achieve goals (Rizki,

2021; Torreggiani & De Giacomo, 2022).

Community empowerment is an important thing that must be considered by a company (Kristingizati, 2021). Community empowerment is a development process so that people can take the initiative to start a process of social activities to improve their lives (Levina et al., 2022). Community empowerment can be actualized from the concern of the government and people who can build the lives of helpless people to be more empowered (Abidin, 2019). Thus, a helpless society is able to improve life in a better direction (N. F. Rahmadani & Apriantoro, 2023). Community empowerment occurs when the community itself also participates. In the Scopus database, more than 14,000 documents on community empowerment have been published, so the topic is essential (Prayitno et al., 2022).

This study uses bibliometric analysis to identify, categorize, and analyze Corporate Social Responsibility in community empowerment (Drongstrup, 2020). The analysis of this study will identify how many related documents are published per year, the authors who publish the most documents, the publishers of the most documents by affiliation, the countries that publish the most documents in Scopus, related documents, and documents by funding sponsors (Güner & Önder, 2022). This research takes publication data from journals in the Scopus database about CSR in community empowerment. We input data using Scopus to analyze search results, Microsoft Excel, Biblioshiny (Rusydhiana, 2021), VOSviewer (Bao et al., 2023), and Mendeley (Harywanto et al., 2022) for citation analysis, content, and network analysis. We obtained 1,185 documents related to CSR in community empowerment. After a brief review of CSR in community empowerment, we found that researchers have previously discussed CSR in community empowerment in many fields, namely industrial mining (Wilson, 2022), sustainable development (Millington et al., 2022), debt financing (Li et al., 2022), financial accounting, (Mohammadi & Saeidi, 2022).

## 2. RESEARCH METHODOLOGY

This study uses bibliometrics methods to produce quantitative results regarding CSR in community empowerment. This bibliometric method makes it easier to categorize, analyze, and compile the data we take from Scopus into our bibliometric analysis journal (M. Apriantoro et al., 2023; M. S. Apriantoro, Herviana, et al., 2023; M. S. Apriantoro, Maheswari, et al., 2023). To ensure reliability and validity, descriptive, integrative, systematic, or meta-analytical reviews are combined with bibliometric reviews to provide quantitative aspects of the literature. The study was conducted on Saturday, September 3, 2022, at 9:30 p.m. We use R and RStudio devices, Microsoft Excel, and VOSviewer to analyze citations, document content, and network (M. S. Apriantoro & Wijayanti, 2022). In VOSviewer, the visualization of Co-Authorship and Co-Occurrence will be used to map the development of research on the publication of CSR themes in community empowerment and Bibliographic Coupling using the VOSviewer application use to obtain visualization of the development of authorship trends through the most dominant network in journals regarding CSR in community empowerment.

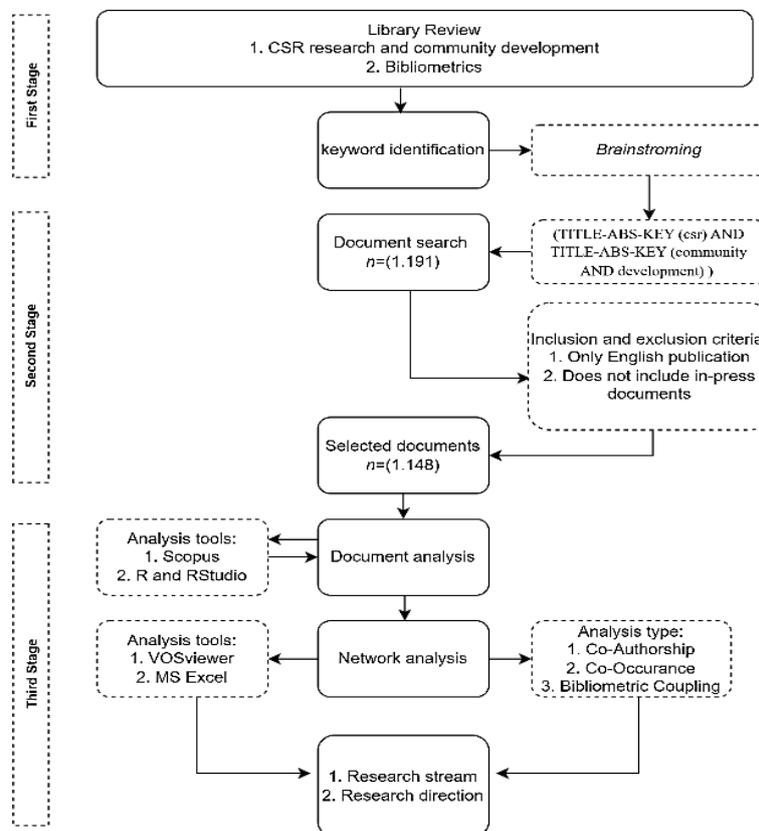
From VOSviewer, we can find out which way to network and relate to whom these journals are used. This study was also used to analyze search results from the Scopus database, and then we made graphs and analyzed search results by processing data using Microsoft Excel. This research on CSR in community empowerment also uses additional data through the Biblioshiny application to expand aspects that we can take that other applications do not have.

We made a scheme of bibliometric analysis research procedures with three reference stages, and analysis tools see Figure 1. In the first stage, we conducted a literature review on CSR research in community empowerment in the Scopus database and bibliometrics. Next, we analyze, read, and understand related themes to get keywords that fit the topic.

In phase Two, to get an idea of whether the study will include the minimum amount required, the

researcher will look at the number of publications that have been published. If there are hundreds of publications, for example, more than 500, this figure is substantial and sufficient to guarantee the use of bibliometric analysis. On the other hand, the study area is considered small if there are only dozens of published documents; therefore, applying bibliometric analysis to this field of study is not justified since the analysis on a limited scale will be redundant. In this particular situation, it would be more acceptable if the approach was a meta-analysis and systematic review of the existing documents. At this stage, we use the boolean operators (TITLE-ABS-KEY (csr) AND TITLE-ABS-KEY (community AND development) ) to perform a search on Scopus and generate 1,191 documents. Furthermore, the limitations were carried out with the criteria we gave to the journal, which is in English, excluding in-press documents, and excluding 2023 documents. The Scopus database produced 1,148 documents after limiting with the boolean operator TITLE-ABS-KEY ( csr AND community AND development ) AND ( LIMIT-TO ( PUBSTAGE , "final" ) ) AND ( LIMIT-TO ( LANGUAGE , "English" ) ).

**Figure 1**  
**Research Procedure**



### 3. RESULT AND DISCUSSION

#### 1. Document Growth

Figure 2 explains the development of documents on CSR in community empowerment from year to year. The data shows that documents on related themes began to be published slowly from 2000 to 2022, initially only publishing one or two documents under 2000. In this data, the most documents published per year regarding related themes were in 2019, with 124 documents. However, from this data, there was a decrease in published documents after the 2019 research on CSR in community

empowerment, so in 2021, only 93 documents were published. We get this data from the Scopus database we processed using Microsoft Excel.

**Figure 2**  
**Development of Documents on CSR on Community Empowerment from Year to Year**



Figure 3 illustrates the article's growth within this field, highlighting key authors, sources, and affiliations. Okolo-Obasi E.N and Uduji, J.I. were the most influential researchers, with eleven articles each, while Fordham, Robinson, and Vanclay each had six articles published. Additionally, five other authors contributed with four articles each.

**Figure 3**  
**List of 10 authors who publish data on CSR in community development**

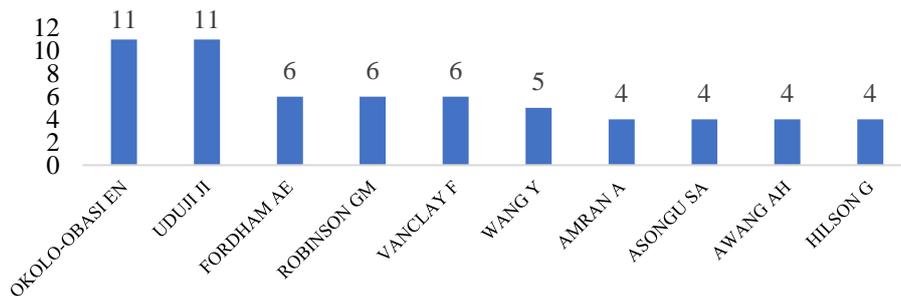
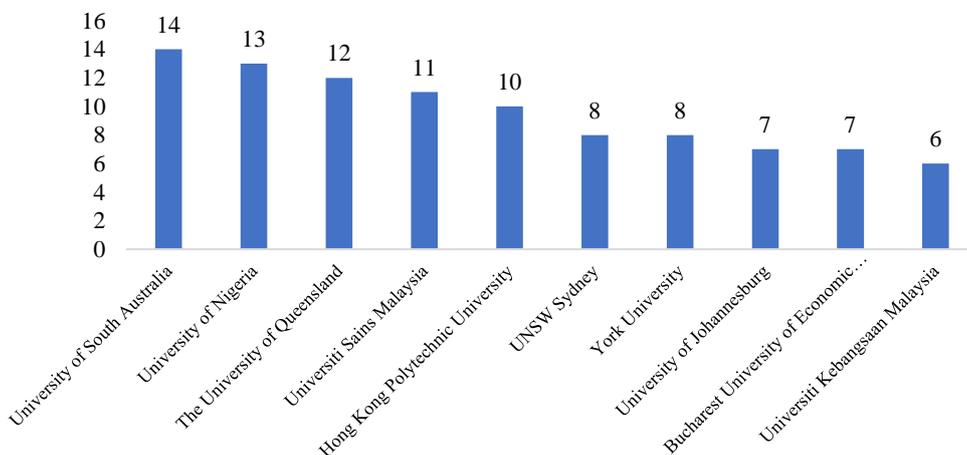


Figure 4 outlines the top affiliations linked to the published documents. According to the Scopus database, the ten most relevant affiliates are presented. The leading institutions in South Australia have 14 publications and are closely associated with CSR in community empowerment data.

**Figure 4**  
**The most relative affiliate of CSR in community development**



In second place in the list of the most relative affiliates in the Scopus database, the University of Nigeria, with the level of connected affiliation, reached 13 publications. The University of Nigeria plays a significant role in CSR data for community empowerment, along with eight other closely affiliated institutions identified in Scopus data. Some include the University of Queensland, Universiti of Sains Malaysia, and Hongkong Polytechnic University, as shown in Figure 4.

**Figure 5**  
**The most relevant country of CSR in community development**

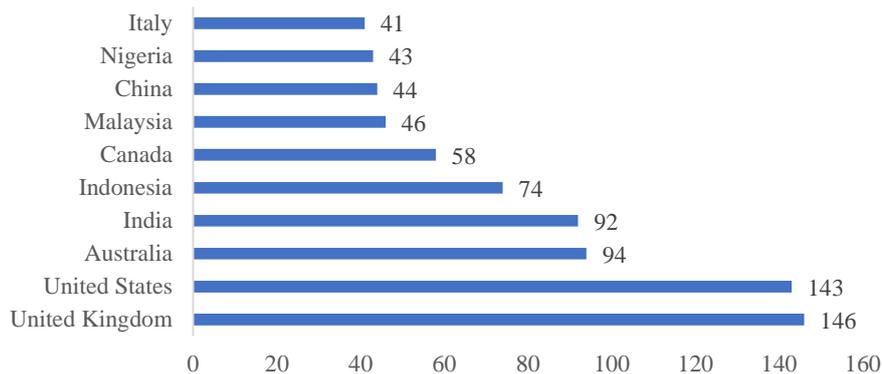


Figure 5 explains the ten most relevant countries related to CSR data in community empowerment, ranked number 1 in the list of the most relevant countries, namely the United Kingdom with 146 publications, followed by the American state with a total of 143 publications, and eight other most relevant countries in the world that are connected to data related to CSR in community empowerment.

## 2. Citation Analysis

Citation is one of the citation techniques that develop in scientific writing. According to (Nanda et al., 2021), citation can be interpreted as recognizing and recording the regular source used. Processing using the Biblioshny application to the field of CSR Community development mapped out the ten most influential authors. Govindan K was the most influential first author in this field, based on 685 citations of writing. The second author is Lantos GP, cited 614 times, and Klassen RD 399 times. This citation is taken globally to measure authors' productivity in the CSR Community development field from various worlds. Furthermore, more detailed information can be observed in Table 1 and Table 2.

**Table 1**  
**Top Global and Local Citation in The Publication of CSR Community Development**

Document	Year	Local Citations	Global Citations
Lantos Gp	2001	29	614
Gilberthorpe E	2012	27	169
Jenkins H	2004	27	254
Hilson G, 2012, resource policy	2012	26	253
Ite Ue, 2004, Corp Soc Responsib Environ Manage	2004	26	183
Utting P, 2005, Dev Pract	2005	25	185
Slack K, 2012, Resour Policy	2012	21	146
Newell p, 2007, third world q	2007	21	193
Newell P, 2005, Int Aff	2005	21	208
Prieto-Carrón M, 2006, Int Aff	2006	20	236

**Table 2**  
**Author's and Sources Impact on the Publication of CSR Community Development**

<b>Author's Impact on the Publication of CSR Community Development</b>						
<b>Author</b>	<b>H-index</b>	<b>G-index</b>	<b>M-index</b>	<b>TC</b>	<b>NP</b>	<b>PY_start</b>
Okolo-obasi en	8	11	2	180	11	2019
Uduji ji	8	11	2	180	11	2019
Fordham ae	5	6	0.833	84	6	2017
Robinson gm	5	6	0.833	84	6	2017
Vanclay f	5	6	0.455	204	6	2012
Asongu sa	4	4	1	72	4	2019
Hilson g	4	4	0.364	314	4	2012
Idemudia u	4	4	0.235	204	4	2006
Loosemore m	4	4	0.571	147	4	2016
Lund-Thomsen p	4	4	0.211	346	4	2004
<b>Sources Impact on the Publication of CSR Community Development</b>						
Journal of Cleaner Production	21	28	1.909	2200	28	2012
Resources Policy Social responsibility journal	21	35	1.5	2004	35	2009
Journal of Business Ethics	16	26	0.941	739	35	2006
Sustainability (Switzerland)	15	16	0.75	1170	16	2003
Corporate social responsibility and environmental management	15	23	1.875	634	52	2015
Extractive industries and society	12	17	0.632	878	17	2004
CSR, sustainability, ethics, and governance	9	13	1	181	13	2014
Third world quarterly Journal of Global Responsibility	7	8	0.778	120	63	2014
	6	6	0.375	557	6	2007
	5	8	0.417	73	9	2011

### 3. Network Analysis

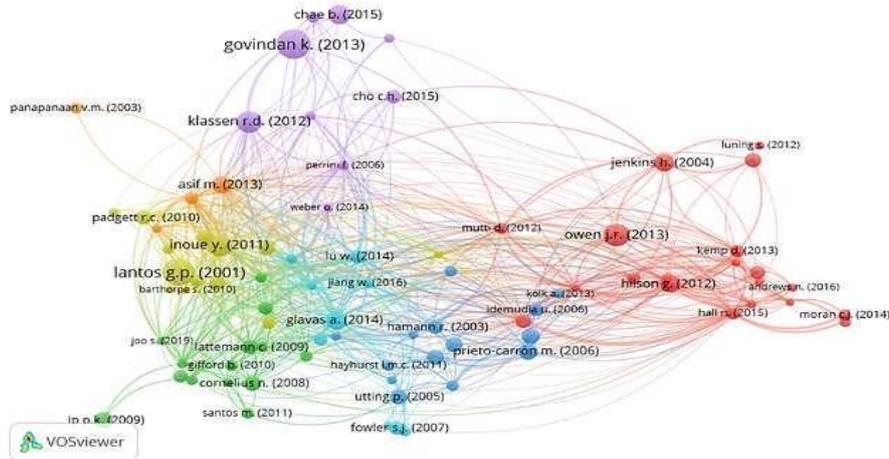
In this section, the author presents a visualization of CSR toward community empowerment based on the topic of research that develops. This is beneficial because bibliometric records traces of publications about CSR Community development were first carried out until the latest research today. VOSviewer also provides cluster analysis that shows the relationship between one topic and another. Findings based on this topic are divided into specific clusters related to the research topic (van Eck and Waltman 2017; Yu et al. 2020; Soegoto et al. 2022; Meng et al. 2020).

The author mapped 1148 CSR Community development articles using a bibliographic coupling technique with VOSviewer software. There are five types of units of analysis of documents, sources, authors, organizations, and countries in the VOSviewer coupling device. The author follows Alshater et al. (2022), establishing a unit of analysis of 'documents' against bibliometric couplings created.

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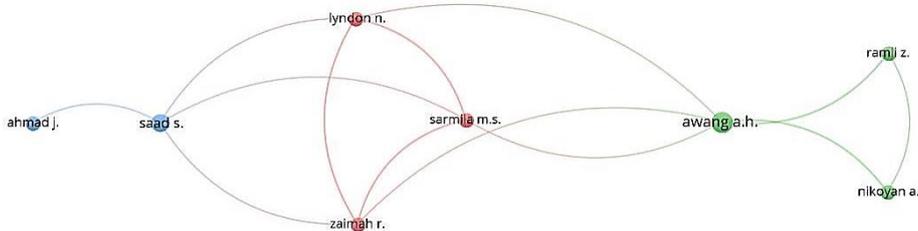
et al. (2022), establishing a unit of analysis of 'documents' against bibliometric couplings created.

**Figure 6**  
**Bibliometric Copling<sup>1</sup>**



Document calculation using the fractional counting method aims to allow the calculation to allow several levels of control for the interaction of the document with a more significant number of authors during the bibliometric creation process. The minimum number of citations measured was '50', the minimum cluster size was 8, and 6 clusters. Based on this parameter, 83 papers were obtained from 1148 papers. Figure 6 is the result of generalization from bibliometric analysis of coupling using VOSviewer. Identification of 'cluster 1' is red, found a total of 20 articles; the identification of 'cluster 2' in green, found 14 articles; the identification of 'cluster 3' is blue. A total of 14 articles were found; the identification of 'cluster 4' is yellow, 13 articles, and the identification of 'cluster 5' is purple, found a total of 9 articles. After mapping the dominant cluster, the author identified clusters 1, 2, 3, 4, and 5 in their assessment related to CSR issues in community development. The topics of study were directed at sustainability performance, management systems, corporate strategy, corporate financial performance, integrated management systems (IMS), employee attitude, social license, the mining industry, and CSR Communication.

**Figure 7**  
**Co-authorship by Author**



Further mapping, the author searches the cluster by maximizing the calculation results and the corresponding overall (complete counting). The goal is to get an overall picture of the document in which many authors are involved. The author performs two different types of mapping. First, it uses co-authorship analysis by country as a unit of study. Second, it uses co-authorship analysis based on the author as a unit of study. Author, a minimum number of documents of an author two and minimum

<sup>1</sup> The minimum number of citations measured was '50', the minimum cluster size was 8, and 6 clusters.





**Table 4.**  
**Cluster, Keywords, Co-occurrence, and Total Link**

No.	Keyword	Occurrences	Total Link Strength
<b>Cluster 1</b>			
1	Business	19	56
2	Business Development	20	56
3	Community	30	93
4	Community Development	89	238
5	Corporate Social Responsibility	506	874
6	Corporate Social Responsibility (csr)	88	157
7	Corporate Strategy	64	232
8	Csr	151	265
9	Developing Countries	35	140
10	Developing World	29	123
11	Development	24	88
12	Ethic	26	68
13	Human	22	59
14	Industry	26	134
15	Mining Industry	53	199
16	Social Responsibility	48	123
17	Stakeholder	50	201
18	Sustainability	123	360
<b>Cluster 2</b>			
1	Corporate Social Responsibilities (csr)	224	829
2	Economic and social effects	128	564
3	Economics	42	202
4	Environmental Management	21	89
5	Environmental Protection	24	107
6	Investment	25	112
7	Planning	40	185
8	Social Impact	87	301
9	Social responsibilities	37	145
10	Sustainable Development	279	862
<b>Cluster 3</b>			
1	Environment	19	65
2	Environment Impact	29	129
3	Innovation	24	98
4	Public Relation	22	100

community space. Keywords with a frequency of occurrence of at least 20 inform that this topic is newly developed in CSR, and only a few authors have done so. The findings of this study are also confirmed by other studies, such as Feng et al. (2017) researching supply chain management CSR. Feng found that the topic of corporate social responsibilities is more dominant in visualization using VOSviewer.

#### 4. Content Analysis

##### 1. CSR For Community Development Sustainability

Several influential studies are trying to make community development through CSR. One of them is an article written (Ip, 2009), trying to trace the extent to which Confucianism as a Chinese cultural tradition can be used as a solid basis of business practice in the 21st century. Development of China's corporate social responsibility (CSR) by adapting Chinese culture as a responsibility to global business ethics issues. Newell & singular research (2005) piles of earth relationships between companies and local communities that appear to be beginning to be ignored. The issues discussed show that CSR does not contribute to poverty alleviation. CSR can work for some, in some particular places, against certain issues, and at certain times.

However, it cannot be identified best practices of CSR models that are universal and projectable. In another article, regarding societal issues, it is mentioned that CSR can contribute to certain developments in industrial environments, such as bad environment, pollution, stunted development, bad relations of communities-factories, but CSR cannot be directly related to the central political and economy of transnational corporations.

## **2. *Implications of Economic and Social Effects***

The economic implications of industrial activity significantly impact the social environment. The author identifies several influential articles that try to decipher the social situation of industrial activity. As explained (Jenkins, 2004) in his research, Jenkins found that employees' perceptions of corporate social responsibility (CSR) positively relate to organizational commitment and job satisfaction. This impacts employee attitudes about how others outside the organization are treated. However, in another article presented (Hilson, 2012), the debate over CSR in extractive industries in the context of developing countries is still incomplete.

On the one hand, criticism of the performance of multinational mining, oil, and gas companies in Latin America, sub-Saharan Africa, and Asia is increasing. On the other hand, these companies continue to voice CSR in their operating systems. The impact of CSR programs and commitments is still a gray area that requires further research in the field.

However, CSR can also be applied as a corporate development strategy in many countries (Fombrun & Ford, 2005). They researched the idea of companies adopting CSR standards. The standard in question is how companies relate to employees and society, departing from a form of CSR that is voluntary and has a significant influence on industrial development in many countries. Progressive companies can build a reputation internationally by paying attention to CSR trends and being the vanguard in CSR practices. Prieto-carrón et al. (2006) investigating the acceptance of CSR uncritically can have adverse rather than beneficial implications. The study argues that there is an urgent need in developing countries for the potential and limitations of CSR initiatives. There is even a one-sided view that regards CSR as another way to create profit, so it is questionable the actual impact of CSR initiatives and the role of power, class, and gender in dealing with such interventions.

## **3. *CSR For Environmental Impact***

This research stream focuses on business, economic development, industry, and the environment. In general, the implementation of CSR in business has various forms. However, in this study, we found that the application of CSR in business activities aims to overcome the diverse environmental impacts in a society of business activities. As is the case (Lantos & Easton, 2001) explains that there is confusion and controversy regarding how companies seek profit while providing social services. In the same narrative, (Owen & Kemp, 2013) added that companies are unable to articulate a collaborative development agenda (a social obligation in the industrial environment) to restore the lost trust of the community and stakeholders. Therefore, a constructive and less defensive approach is needed to sustain both parties' development. According to (Klassen & Vereecke, 2012), Social risks always arise in business activities. Therefore, managers must actively reduce social risks, create new opportunities, and improve company performance. Collectively, these capabilities and interrelationships form the basis for an integrative framework. In another article, Asif et al. (2010) tried to create a management system that could combine two interests: business and social. Asif tries to integrate sustainability management systems into business processes, emphasizing the need to deal simultaneously with economic, ecological, and social aspects. Unfortunately, the idea of CSR towards environmental sustainability still has not found a

bright spot from the above information. The proposed concepts still do not seem to be able to go hand in hand optimally. Some studies try to find a common thread, but the main goal of creating profit remains challenging to avoid.

This section's discussion of research groups is expanded to explore relevant research. The authors identified some research gaps through a literature review process. First, this cluster is focused on sustainable community development through CSR. In this section, it is also difficult to empirically identify the idea of community development through CSR discourse adapted from noble ideas. It is known that CSR has a partial social diversity that is difficult to measure universally, let alone for poverty alleviation. Almost every country has social diversity. It does not seem easy to make standards to limit the company. It is necessary to conduct a more empirical study in each country with social and cultural diversity regarding the CSR agenda with capital owners. Second, in the economic research cluster and social effect, the author finds that no clear relationship has yet been formed between the company's interests and society through CSR. There are empirical research opportunities to test conceptual and empirical ideas to build a CSR framework for sustainable community development. Third, CSR to business and environmental sustainability. The author finds that the review of the CSR model for the goal of sustainable environmental development proposed by the author is conceptual. There is little empirical evidence of a brief study of the company's efforts necessary to reduce social risks. As a result, the application of CSR in the business environment and the social agenda put forward cannot be clearly defined.

#### 4. CONCLUSION AND SUGGESTION

This research conducts literature mapping of community development topics through CSR. It is known that the research trend in this area has developed rapidly and remains relevant to the present. However, assessing CSR issues still overlaps with compromising the various interests that capital owners carry toward the community. Therefore, a bibliometric research review is expected to provide a more precise direction on future research agendas, efforts to discover evolving research trends, and potential research tracing in the future. This bibliometric study collected a total of 1148 articles collected in the Scopus database, then analyzed using VOSviewer and Biblioshiny software. Based on the findings on CSR community development, the highest research graph occurred in 2019, with a total of 124 documents. The most influential authors based on the publication were Okolo-Obasi En. and Uduji, J.I., with 11 documents each. The University of South Australia was the most relative affiliate related to the published documents, and the most productive country was the United Kingdom, with 146 documents.

Interestingly, CSR research is widely seen by researchers from within the country. It is known from the data mapping that Indonesia has been ranked fifth after the United Kingdom, United States, Australia, and India over the past ten years. This informs that CSR issues are much loved by domestic researchers reviewing social issues arising from industrial activities. The authors also found that the journal source popular among researchers in publishing CSR Community development studies is the most relevant journal CSR, Sustainability, Ethics and Governance based on the findings. The most influential author based on global citations is Lantos Gp with 614 citations, there is also the author with the highest author Impact is Okolo-obasi En with H-i: 8, G-i: 11, M-i: 2, and the following discussion of the author presents a network analysis based on Coupling, Co-authorship, Co-citation, and Co-occurrence. The visualization displayed in this section of the discussion is expected to make it easier for readers to put themselves on the agenda of future research.

CSR community development research after mapping, three main research groups were found, 1) CSR for Environment Sustainability, 2) Economic and social effects implications for Sustainable development, and 3) CSR for community development. Topics based on the frequency of occurrence

in all articles under study. This means that this topic is constantly evolving and requires collaboration. The high frequency indicates that this problem has not been resolved and is increasingly urgent and relevant for research. It can also be known that the concept of CSR cannot be connected with the company's agenda. Therefore, it requires empirical research that authentically tests the idea of CSR. Finally, this research is still not said to be enough because it only digs from a Scopus database source. There is also a strong need to explore quantitatively higher related to the contribution of CSR in dealing with the pandemic crisis from the perspective of companies and society.

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