

# COMPREHENSIVE CORPORATE SOCIAL RESPONSIBILITY: BIBLIOMETRIC REVIEW

Mária Roberta Nagy<sup>1</sup>, Anna Dunay<sup>1</sup>

<sup>1</sup>John von Neumann University, Doctoral School of Business Administration and Management, Budapest, Hungary

**Keywords:** corporate social responsibility, stakeholders, organizational culture

**JEL Classification:** D23, M15, O15

## 1 INTRODUCTION

Corporate Social Responsibility (CSR) has become an essential aspect of modern business strategy, aligning corporate interests with broader societal goals [1]. The European Commission highlights that businesses should not only focus on profit generation but also consider their impact on society, the environment, and various stakeholders. A strategic approach to CSR is increasingly crucial for enhancing competitiveness, offering advantages in risk management, cost reduction, capital access, customer relationships, and innovation. By engaging with both internal and external stakeholders, companies can adapt to evolving societal expectations, creating opportunities for market expansion and fostering trust. Ultimately, CSR enables businesses to achieve long-term sustainability, unlocking new avenues for profitability while contributing to societal progress [2]. This paper aims to analyse the current landscape of CSR researches.

## 2 MATERIAL AND METHODS

The research method of this study employs a bibliometric approach [3], [4] to review the CSR literature systematically, with a particular focus on stakeholder and organizational culture dimensions. Web of Science (WoS) Core Collection was used as the data source for retrieving relevant literature. For data collection, a comprehensive search query was formulated in WoS to capture literature on “Corporate Social Responsibility” and closely related terms, combined with keywords for stakeholders and organizational culture.

The search strategy was structured in three layers:

1. CSR Keywords: “Corporate Social Responsibility” OR “CSR” OR “Social Responsibility” OR “Corporate Responsibility” OR “Corporate Sustainability” OR “Responsible Business Practices” OR “Corporate Citizenship” OR similar terms, including variants focusing on sustainability and ethics.
2. Stakeholder Keywords: “Stakeholder” OR “Stakeholders” OR “Stakeholder Engagement” OR “Stakeholder Analysis” OR “Industry” OR “Industries” (to capture industry-specific CSR) OR related terms highlighting the involvement of various stakeholders.
3. Organizational Culture Keywords: “Organizational Culture” OR “Leadership Styles” OR “Employee Motivation” OR “Team Dynamics” OR “Change Management” (capturing internal cultural and leadership factors related to CSR).

These keyword sets were combined (layer 1 AND layer 2 AND layer 3 to narrow the focus to publications that lie at the intersection of CSR, stakeholder considerations, and organizational culture. The query was applied to topic fields (title, abstract, keywords) in the WoS

database. The search resulted in 440 documents, after filtering out irrelevant hits, with a publication timespan from 1975 to February 14, 2025. The survey included all document types and all languages, although the vast majority turned out to be in English.

The data analysis extracted the bibliographic information of these 440 records, including titles, abstracts, authors, source journals, publication year, citations, and author-provided keywords. For performance analysis we examined: (a) publication output by year, (b) citation counts and trends, (c) document types, (d) top contributing authors, institutions, and countries, and (e) leading journals and subject categories. These metrics give an overview of the productivity and impact of CSR research. Calculated the h-index for the dataset (using WoS citation data) to gauge the field's influential core. For science mapping (network analysis), utilized VOSviewer software to visualize and identify patterns within the bibliographic data. This study focused on keyword co-occurrence analysis, co-authorship and collaboration analysis, citation, and co-citation analysis. The bibliometric mapping was done automatically with VOSviewer's algorithms and then interpreted the visualizations to characterize clusters and trends. Throughout the analysis, the observations with findings from other bibliometric studies on CSR were cross-checked to ensure consistency and to contextualize our results.

### 3 RESULTS

Researches on CSR have shown a significant growth, with a sharp rise in publications and citations since 2017, reflecting its increasing impact. Contributing factors include EU regulations, heightened consumer demand for ethical practices, and technology advancements. Publications are predominantly in English, with China, the USA, and the UK being key contributors. Articles comprise 85% of the research, valued for their depth and peer-reviewed credibility. Major research fields include management, business, environmental sciences, and green technology, highlighting CSR's intersection with sustainability and innovation. Prominent journals like *Sustainability* and *Journal of Cleaner Production* publish influential researches, with a growing emphasis on ethical dimensions. Keyword analysis revealed a focus on organizational culture, performance, and sustainability.

### 4 CONCLUSIONS

A rapid growth is experienced in CSR researches, particularly post-2017, driven by global sustainability pressures and evolving regulations. The field spans multiple disciplines, emphasizing stakeholder engagement, organizational culture, and measurable impact. Emerging trends focus on sustainability, innovation, and strategic integration, highlighting CSR's role in long-term business success and societal value creation.

### REFERENCES

- [1] UNITED NATIONS GENERAL ASSEMBLY. 2015. *Transforming Our World: The 2030 Agenda for Sustainable Development*. UN Doc. A/70/L.1 of 18 September 2015.
- [2] EUROPEAN COMMISSION. 2011. *Legal EAN Economic and Social Committee and the Committee of the Regions*. A Renewed Corporate Social Responsibility.
- [3] PASSAS, I. 2024. Bibliometric Analysis: The Main Steps. *Encyclopedia*. 4, 1014-1025.
- [4] DONTU, N., KUMAR, S., MUKHERJEE, D., PANDEY, N., LIM, W. M. 2021. How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*. 133, 285-296.

### Contact information

Corresponding author's e-mail: nagymariaroberta9@gmail.com