

10 Years Studies of Business Management Knowledge Sharing in Social Media: A Bibliometric Analysis and Future Research Agenda

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Abstract

Purpose: To evaluate the development and trends in business management knowledge sharing. By analyzing the scientific literature, this study can gain insights into the state of the art and identify gaps or areas for further investigation. It also examines citation patterns and co-citation networks, identifying influential works and researchers in a particular field.

Design/methodology/approach: Bibliometric analysis is a computerized quantitative statistical analysis applied to publications, which can be performed using tools such as open-source R-package bibliometric. The period under scrutiny is 2013-2023.

Findings: This study employs bibliometric analysis to unravel the intricate trends and dynamics of business management knowledge sharing through social media platforms over a span of one decade with 1478 papers related to business management knowledge sharing using social media from 2013 to 2023

Research limitations/implications: Limitations include data quality, discipline variation, and challenges in research evaluation. Researchers should be aware of these limitations and use bibliometrics in conjunction with other research methods to gain a comprehensive understanding of the research landscape.

Practical implications: One limitation is that it relies on the availability and accuracy of bibliographic data from databases such as Scopus, the results of bibliometric analysis may be influenced by the coverage and quality of the data sources used.

Originality/value: Provide a comprehensive overview of business management and knowledge sharing in social media, as well as looking at the evolution of business management knowledge sharing for 10 years.

Keywords: Bibliometric, Business, Knowledge Sharing, Media Social, R Package

Introduction

The rapid evolution of social media has transformed the landscape of knowledge sharing, especially in business and management areas, enabling unprecedented avenues for collaboration and dissemination of information. Hence by adopting knowledge management in business it can improve the business capabilities by creating, managing, sharing and apply their knowledge and sharpen their business intelligent and enhance their managerial decision efficiency and effectiveness, and ultimately achieve better business performance. (Hegazy, F. and Ghorab, K. (2015). This study employs bibliometric analysis to unravel the intricate trends and dynamics of business management knowledge sharing through social media

platforms over a span of one decade with 1478 papers related to business management knowledge sharing using social media from 2013 to 2023.

By harnessing the power of data-driven insights, this research investigates the evolution of scholarly discourse, collaboration patterns, and the impact of various social media channels on knowledge dissemination. To achieve this, an extensive collection of scholarly articles and conference papers related to business management knowledge sharing and social media is assembled from reputable academic databases. Leveraging the capabilities of the R programming language, a comprehensive analysis framework is established. The bibliometric analysis encompasses diverse dimensions, including keyword frequency, publication trends, citation patterns, and platform-specific impact. Key findings shed light on the emergence and maturation of trends within the realm of business management knowledge sharing via social media. Analysis of keyword trends offers insights into evolving terminologies and focal themes, while publication trends illustrate the trajectory of research interest over the studied period. The analysis of citations elucidates influential works and contributes to the understanding of knowledge dissemination pathways. Moreover, the investigation delves into

the impact of distinct social media platforms on knowledge-sharing practices. In conclusion, this research presents a comprehensive bibliometric analysis of the 10-year trends in business management knowledge sharing through social media. By amalgamating quantitative metrics with qualitative interpretations, the study paints a rich panorama of the scholarly landscape in the digital age. The insights gleaned from this analysis hold the potential to shape future research directions, inform policy decisions, and foster enhanced engagement within the ever-evolving realm of knowledge dissemination.

Literature Review

Theories related to business management knowledge sharing in social media.

Social media has become a significant platform for knowledge sharing in business management. Several theories and perspectives have been explored to understand the impact of social media on knowledge sharing within organizations. One perspective is the ambient awareness perspective, which suggests that the features of social media platforms can promote extensive knowledge sharing within organizations (Zhao et al., 2020). Social media platforms provide a space for employees to share their knowledge and expertise, creating a sense of ambient awareness among colleagues. This ambient awareness can facilitate the exchange of knowledge and ideas, leading to increased knowledge sharing within the organization. Another perspective is customer knowledge management via social media. This perspective focuses on how organizations can leverage social media platforms, such as Starbucks' case study, to manage customer knowledge (Chua & Banerjee, 2013). Social media platforms allow organizations to engage with customers, gather feedback, and gain insights into customer preferences and behaviours. This knowledge can then be utilized to improve products, services, and overall customer experience. Furthermore, the enacting knowledge strategy perspective highlights the role of social media in enabling knowledge sharing among employees (Neeley & Leonardi, 2018). Social media platforms provide a space for nonwork interactions, fostering curiosity and building trust among employees. This cycle of curiosity and passable trust encourages employees to connect and share knowledge, ultimately contributing to the enactment of knowledge strategy within the organization. In the context of project management, social media has also been recognized as a valuable tool for knowledge sharing (Daemi et al., 2021). Social media platforms enable instant knowledge

sharing beyond organizational boundaries, allowing project teams to access and exchange information in real-time. This instant and boundary-less knowledge sharing can enhance productivity and improve project outcomes. Lastly, the integration of information technology (IT) with knowledge sharing practices has been emphasized for small and medium enterprises (SMEs) (Ajibade et al., 2019). IT integration, including the use of social networks and other computing technologies, can facilitate the sharing of business ideas, knowledge, and business intelligence among employees. This integration streamlines information management and enables efficient knowledge sharing, contributing to the growth and success of SMEs. In conclusion, social media plays a crucial role in knowledge sharing within organizations. The ambient awareness perspective, customer knowledge management, enacting knowledge strategy, project management, and IT integration are all relevant theories and perspectives that highlight the impact of social media on knowledge sharing in business management.

Relationship between business management knowledge sharing and social media.

The relationship between business management and knowledge sharing through social media has been a topic of interest in recent years. Social media platforms have become increasingly popular for knowledge sharing within organizations. Several studies have explored this relationship and provided insights into the impact of social media on knowledge sharing. One study by Zhao et al. (2020) highlights the conflicting views on the impact of social media on knowledge sharing. Some scholars believe that social media can promote extensive knowledge sharing within organizations. The study also explores how social media affects knowledge sharing through social exchange theory, transactive memory system, and social capital theory. Another study by Bolisani et al. (2018) emphasizes the importance of social media in facilitating active participation and free knowledge sharing within organizations. The study suggests that social media can improve the management of tacit knowledge, which is crucial for effective knowledge management.

Furthermore, the study by Yudhistira & Sushandoyo (2020) raises the concern that political self-disclosure in social media may hinder tacit knowledge sharing in the workplace. It highlights the importance of nurturing a knowledge-sharing culture within organizations. Leadership support is also identified as a crucial factor in the relationship between social media and knowledge sharing. Chatterjee et al. (2021) suggests that involving top management in the implementation of social media can contribute to collaborative knowledge creation and improve business performance. Additionally, social media has been recognized as a tool for business improvement and knowledge sharing. Colomo-Palacios et al. (2014) discuss how the traditional knowledge management approach has shifted to a networked approach of knowledge sharing, facilitated by social media.

The role of social capital and organizational knowledge management in promoting knowledge sharing through social media is explored in the study by (Bharati et al., 2015). The authors highlight the potential and limitations of social media in organizational knowledge management and emphasize the need for conscious management of social media assimilation. In the context of small and medium enterprises (SMEs), Ajibade et al. (2019) suggest that social media platforms, along with information technology integration, can accelerate knowledge sharing practices. They emphasize the importance of IT alignment and the use of business intelligence tools to manage and share knowledge effectively. Furthermore, Damayanti & Adhiatma (2020) examine the role of social media orientation in improving inter-organizational knowledge sharing, relationship quality, and innovation performance. The study highlights the positive influence of social media orientation on

knowledge sharing and the moderating role of value congruence. Finally, the study by Daemi et al. (2021) focuses on the use of social media in project management and emphasizes its role in knowledge sharing for productivity improvement. Social media enables instant knowledge sharing beyond organizational boundaries.

In conclusion, the relationship between business management and knowledge sharing through social media is complex and multifaceted. Social media platforms have the potential to facilitate knowledge sharing within organizations, but their impact depends on various factors such as leadership support, social capital, and organizational knowledge management. It is important for businesses to consciously manage the assimilation and use of social media to benefit from its potential for knowledge sharing.

Method

Bibliometric analysis is a computerized quantitative statistical analysis applied to publications, which can be performed using tools such as open-source R-package bibliometric. the period under scrutiny is 2013-2023. To carry out the research in Scopus databases, the “topic”, knowledge sharing topic" will be abbreviated “KS”). The sampling was in 2013 and included the publications of the last almost 10 years, so the period under scrutiny is 2013-2023. Furthermore "knowledge sharing topic" will be abbreviated “KS” During the filtering process the “knowledge sharing” term was used, and just the research written in English were used. Cleansing the resulting databases was the next step, which involved the following: a) filtering content based on relevance to the topic, b) eliminating duplicates from the sample, and c) unifying keywords; that is, turning them either into plural or singular (e.g., social media and businesses, etc.).

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Scopus- ( "knowledge sharing" ) AND ( "social media" ) AND PUBYEAR > 2013 AND PUBYEAR < 2023  
AND ( LIMIT-TO ( SUBJAREA, "BUSI" ) OR LIMIT-TO( SUBJAREA, "SOC" ) ) AND ( LIMIT-TO ( DOCTYPE ,  
"ar" ) ) AND ( LIMIT-TO( LANGUAGE, "English" ) ) AND ( LIMIT-TO ( PUBSTAGE , "final" ) ) AND ( LIMIT-  
TO ( SRCTYPE , "j" ) )
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Findings

When Figure 1 was examined, the highest number of publications related to knowledge sharing was published in 2022(N= 940). From 2013, the number of publications produced until 2023. was generally increasing. While there were 57 articles searched in Scopus that were related to knowledge sharing in 2013, there were 773 articles in 2023.

The below figure presents the findings of the articles included in this research within the scope of the source. Figure 2 visualizes which source most relevantly publishes articles addressing knowledge sharing. The most relevant source for knowledge sharing in the past 10 years is the Journal of Knowledge Management with 187 numbers of documents. Figure 3 stated the most global cited documents in area of business management knowledge sharing in the past 10 years. BOBADILLA J, 2013, KNOWL.-BASED SYST. (DOI 10.1016/j.knosys.2013.03.012) is the most cited document with 2348 total citations.

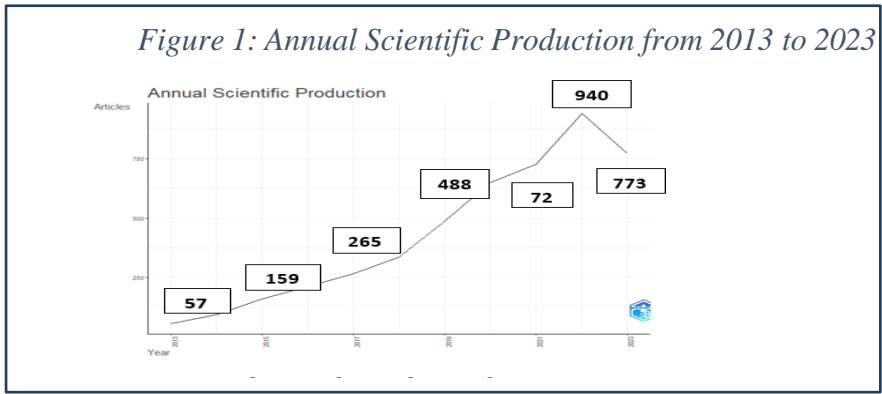


Figure 1: Annual Scientific Production

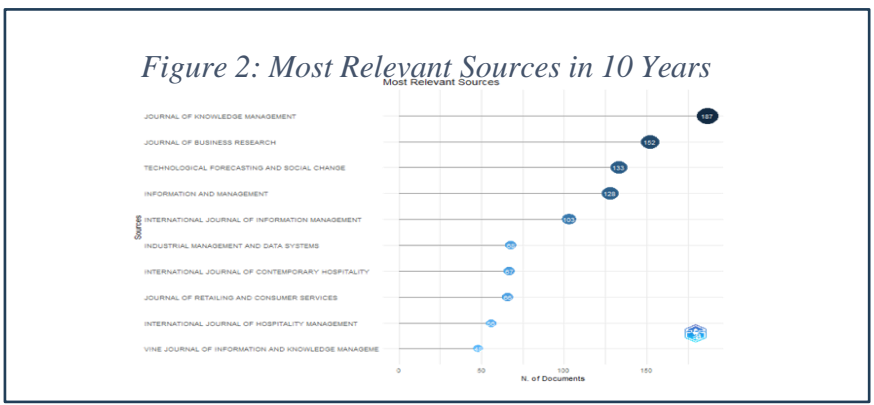


Figure 2: Most Relevant Source

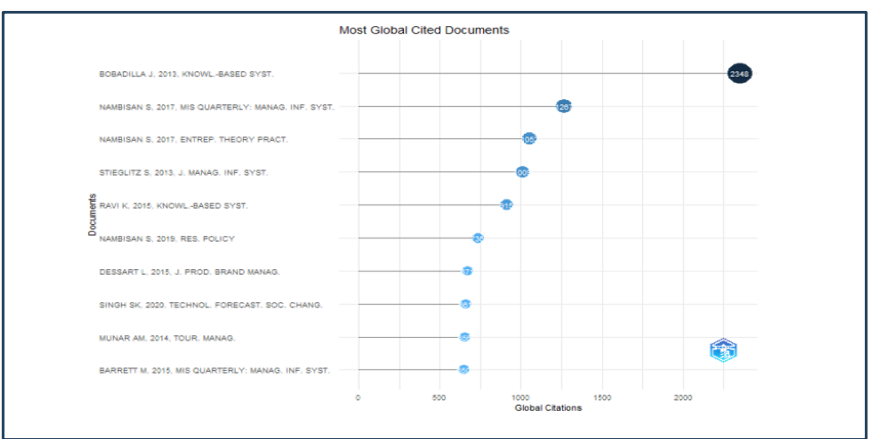


Figure 3: Most Global Cited Document from 2013 to 2023

Prominence research topics were divided into three clusters; social networking which involved social media, social networking, knowledge management. Second cluster is human which involved topic such as human expert, trust, and social capital. Third cluster is innovation which involved consumption behaviour, human technology, and business development.

Discussion and Conclusion

This research aimed to introduce the biblioshiny interface opened with the bibliometrix package in R programming language and to perform a bibliometric analysis. Publications related to business management knowledge sharing in social media were handled in this research. Between 2013 and 2023, 1478 articles searched in Scopus were taken into consideration. It had been observed that the knowledge-sharing related articles included in this research in the field of business management were mostly published in the Journal of Knowledge Management and the Journal of Business Research respectively. The highest numbers of publications in business management knowledge sharing in social media was published in 2022 and the total publication on this area in 2023 accumulated to 774. The most global cited documents in the area of business management knowledge sharing in the past 10 years. Bobadilla J, 2013, Knowl.-Based Syst. (DOI 10.1016/j.knosys.2013.03.012) Followed By Nambisan S, 2017, Mis Quarterly: Manag. Inf. Syst. (10.25300/MISQ/2017/41:1.03).

Biblioshiny analysis identified that the words “social networking”, “social media” and “knowledge management” are the top three keywords used by authors in this research area. Hence it also indicates the importance of those keywords to be included in future research. There are four concepts that have been identified branched out from the main research area that are economic and social effects, knowledge sharing, innovation, survey, and marketing. All these concepts can be the guideline for future researchers in expanding their analysis in this area. Enterprise social medium has been identified as the most trend topic in this research area from 2022 to 2023.

Limitations of the study are related to the selection of one database for bibliometric data collection, which could be extended in future studies by considering multiple choices of databases. The more accurate analysis should not use any filters for refining but try to extend the choice of keywords for more defined research field. The analysis could be extended, for example number of countries of origin of all articles.

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