The History and Revolution of Organizational Behavior: A Multidimensional Bibliometric Review

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Abstract
Organizational Behavior (OB) represents an essential pillar in the realm of management studies, having dynamically evolved to encompass a wide array of methodologies and interdisciplinary approaches. This study endeavors to provide an extensive bibliometric review, aimed at delivering quantitative insights into the historical progression, influential contributors, and the diverse thematic clusters that define OB. Our analysis, which carefully examines 308 articles and review papers published in English and indexed in the Scopus database from 2013 to 2023, utilizes a mixed-methods bibliometric approach. By employing tools such as RStudio's Bibliometrix package, VOSviewer, and Excel, we meticulously map out the intellectual structure and evolving trends within OB literature, incorporating both citation and co-occurrence methodologies. The comprehensive analysis conducted reveals key figures and leading journals in the field, such as the Journal of Business Ethics and the Journal of OB and Management, shedding light on those who have significantly contributed to OB. Notably, our study identifies eleven pivotal thematic clusters that form the backbone of current OB research: Integration of Technology and Human Dynamics; Ethical and Moral Considerations; Responsibility and Commitment in Organizations; Employee Engagement and Performance; Organizational Culture and Sustainability; Ethical Leadership and Organizational Identification; Leadership and Cultural Impact on Unethical Behavior; Employee-Organization Relationships; Workplace Learning and Development; Innovation and Change Management; and Globalization and Cross-Cultural Dynamics. Each of these clusters highlights unique facets and emerging trends within OB, ranging from the integration of advanced technologies and ethical leadership to the impact of globalization on organizational practices. This bibliometric review is pioneering in its approach to analyzing OB literature, offering a comprehensive, multidimensional perspective. The themes identified, along with the potential avenues for future research, provide a solid foundation for scholars and practitioners. This groundwork aims to deepen the collective understanding of OB, enhancing our comprehension of its complexities and intricacies.
Keywords: Organizational Behavior, Bibliometric Analysis, VOSviewer, RStudio

Introduction

In 1776, Adam Smith introduced a revolutionary organizational system emphasizing the division of labor, laying the groundwork for modern organizational theory. Approximately a century later, the German sociologist Max Weber pioneered the concept of charismatic leadership and the structure of rational organizations, a pivotal development in organizational studies (Smith, 1937). During the same era, Frederick Winslow Taylor revolutionized workplace efficiency through his systematic approach to goal setting and the implementation of incentives, marking a significant milestone in the evolution of OB as an academic discipline (Smith, 1937).

The 1920s saw a crucial expansion of this field with the work of Elton Mayo, an Australian-born Harvard professor. Mayo's groundbreaking productivity studies at Western Electric's Hawthorne plant in the United States unearthed the Hawthorne Effect, underscoring the importance of psychological and human elements in organizational dynamics (Smith, 1937). While organizational studies trace their origins to Weber and earlier, the discipline gained academic recognition with the advent of scientific management in the 1890s, reaching its zenith with Taylorism. This movement emphasized rationalizing organizational processes through precise instructions and time-motion studies, significantly enhancing productivity and introducing studies on diverse compensation systems.

Post-World War I marked a paradigm shift in organizational studies, pivoting towards a more human-centric approach. This shift was fueled by the insights gained from the Hawthorne Effect and focused on teamwork, motivation, and individual goal achievement within organizations. This human relations movement was significantly influenced by scholars like Chester Barnard, Henri Fayol, Frederick Herzberg, Abraham Maslow, David McClelland, and Victor Vroom, who made notable contributions during this period (Kennedy et al., 2007).

World War II catalyzed a renewed interest in rationalist methodologies, reshaping the field again with a focus on large-scale logistics and operations research. This period saw the emergence of theories and scientific methods, including complexity theory, systems theory, and complexity strategy. Prominent contributions during this era came from Herbert Alexander Simon, James G. March, and the "Carnegie School" of OB (Hosseini, 2003).

The discipline underwent further evolution in the 1960s and 1970s, significantly influenced by social psychology and an emphasis on quantitative research methods. This era was marked by a surge in theoretical development, with Stanford University and Carnegie Mellon being epicenters of innovation. Theories such as Bounded Rationality, Informal Organization, Contingency Theory, Resource Dependence, Institutional Theory, and Organizational Ecology emerged during this period of intellectual fervor (Lawrence, 1983).

Beginning in the 1980s, cultural interpretations of organizations and change became a primary area of research. Influenced by sociology, psychology, and anthropology, qualitative research methodologies gained prominence, with Karl Weick being a notable academic figure in this domain (Weick et al., 2005).

This comprehensive historical overview underscores organizational behavior's enduring relevance and importance in both academic discourse and practical application, highlighting its significant contributions to enhancing organizational performance and competitiveness.

Organizational Behavior

OB is described as the impression of internal and external pressures as well as organisational learning (Masood et al., 2022). According to Luthans and Youssef (2007), it can also refer to a person's positive psychological ability to bounce back from adversity, disagreement, failure,

and growing responsibility. Resilience can also be defined as the ability to successfully align processes, capacities, and outcomes in the face of challenges and dangers (Bulgurcuoglu, 2020). It discusses the study of how individuals behave within organizations and how that conduct impacts those organizations' ability to operate (Putra & Ali, 2022; Salahat & Ta'amreh, 2023). According to Utaminingsih (2014), OB is a field of research that combines theories, approaches, and concepts from several disciplines to examine how people behave both individually and in groups inside an organization. It stands for an academic field that examines how people behave within organizations and how that behavior affects the productivity of those individuals, groups, or organizations. The study of OB is one that is always expanding to assist organizations in becoming more productive. OB is a rather abstract field to study. Researching OB frequently leads to the discovery of complicated concepts whose interpretation or analysis depends on the circumstances (Kanan et al., 2023; Rivai et al., 2017).

Because bibliometric analysis is multidimensional and complicated, it is a good tool for analyzing the large body of literature on OB. This type of study helps uncover gaps and potential research areas by offering a quantitative evaluation of the published works, author contributions, and the interconnection of different sub-topics. This is particularly crucial in an interdisciplinary, dynamic field like science. Through the use of bibliometric reviews, researchers can better focus their efforts and have a greater influence on the field by providing an organized framework for understanding the evolution and trajectory of OB. The findings from bibliometric analysis are essential for academic advancement and practical consequences in organizational strategy, given the complexity and growing nature of OB as a topic.

Research Questions
1. In organizational behavior, who is the principal author and journal editor?
2. What characterizes the organizational behavior research framework?
3. Which networks of collaboration are present in research on organizational behavior?
4. What contemporary areas of interest are there in organizational behavior theory, and how has it changed?
5. What avenues of future organizational behavior study are there?

Research Methodology
The identification of the database is the first step in the analysis for this study, and then data collection is carried out using the search strategy (Figure 1).
The Bibliometrix package and BiblioShiny interface of the RStudio® software were used to conduct the bibliometric approaches analysis (Altarturi & Ajouz, 2021; Aria & Cuccurullo, 2017; Al Zeer et al., 2023). Additionally, the VOSviewer program was used to investigate the relationships between the terms. Figure 1 shows a schematic illustration of the main steps in the data analytics process applied to data from the Scopus database.

The dataset was curated as of August 31, 2023, and is consisting of scholarly publications on OB that have been published since 2018, retrieved directly from the Scopus database—a notable archive for academic literature (Aguillo, 2012). Using both keyword analysis and quantitative metrics related to the publications and journals—such as title, abstract, authorship, keywords, total number of citations for each document, and affiliations—the Bibliometrix package's findings were utilized to identify prominent themes over time.
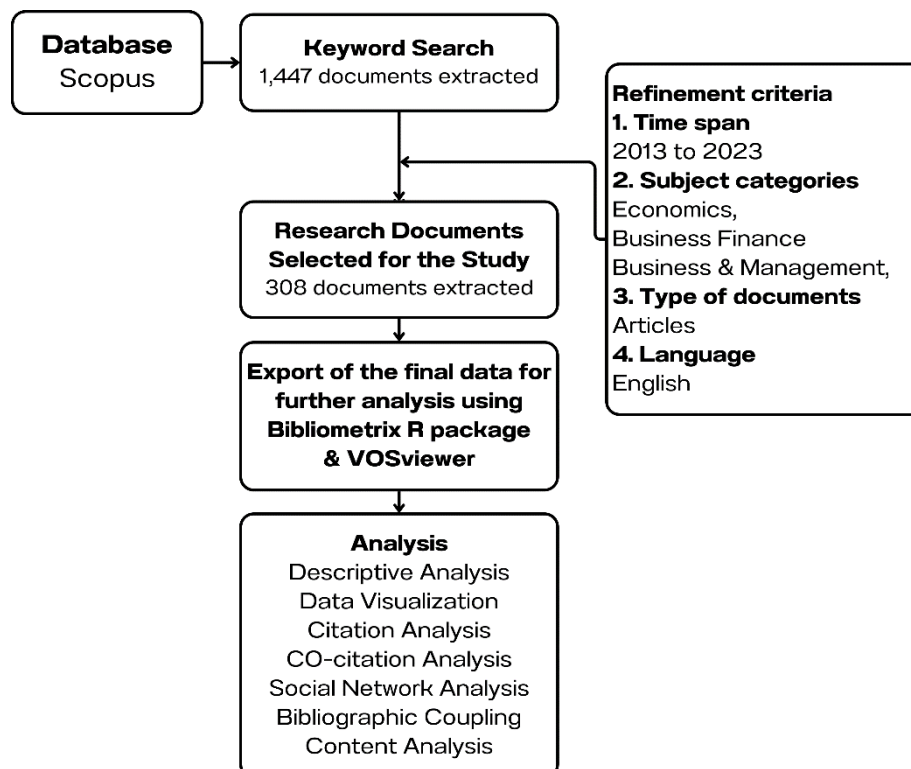
Figure 1: Flowchart for Selection of Documents for Bibliometric Analysis

Results and Discussion

308 academic publications that were retrieved from the Scopus database comprise the dataset used for this bibliometric review. The results of a thorough study conducted with the R Bibliometrix package are explained in this section. The creation of scientific mapping, graphical representations, and descriptive statistics is made easier by analysis. The part is divided into four subsections, each of which focuses on a different facet of the data: content analysis, bibliographic coupling, data visualization, conceptual structure of OB, and descriptive analysis.

Descriptive Analysis
Data Set

A summary of the most important metrics from 308 articles chosen through a focused search on the Scopus database may be found in Table 1. The papers were published in 182 different sources between 2018 and 2023. The dataset shows an average document age of 4.2 years and an annual growth rate of 3.54%, indicating that the study topic is both current and growing. With an average of 14.26 citations per document, the academic effect is moderate. With 801 writers contributing, the dataset has 18,777 references and a wide range of keywords. With 23.05% of co-authorships being foreign and an average of 2.67 co-authors per paper, the data points to a collaborative research climate.

Table 1
Summary of Data Set

Description	Results
Main Information About Data	
Timespan	2013:2023
Sources (Journals, Books, etc)	182
Documents	308
Annual Growth Rate %	3.54
Document Average Age	4.2
Average citations per doc	14.26
References	18777
Document Contents	
Keywords Plus (ID)	168
Author's Keywords (DE)	801
Authors	
Authors	1923
Authors of single-authored docs	78
Authors Collaboration	
Single-authored docs	67
Co-Authors per Doc	2.67
International co-authorships %	23.05
Documents Types	
Article	219
book chapter	69
Review	20

Sources

The previous five years have seen an increase in scientific production within the research sector. Despite some annual variations, the data in Table 2 indicates a general growth in the number of papers published OB from 2018 to 2023. This increasing tendency may be explained by a number of variables, including the field's interdisciplinary nature, improved institutional support and international collaboration, the expanding significance of OB in organizational and economic contexts, and improvements in research methodologies. All things considered, the results point to a growing and ongoing interest in OB research.

Table 2
Scientific Productivity

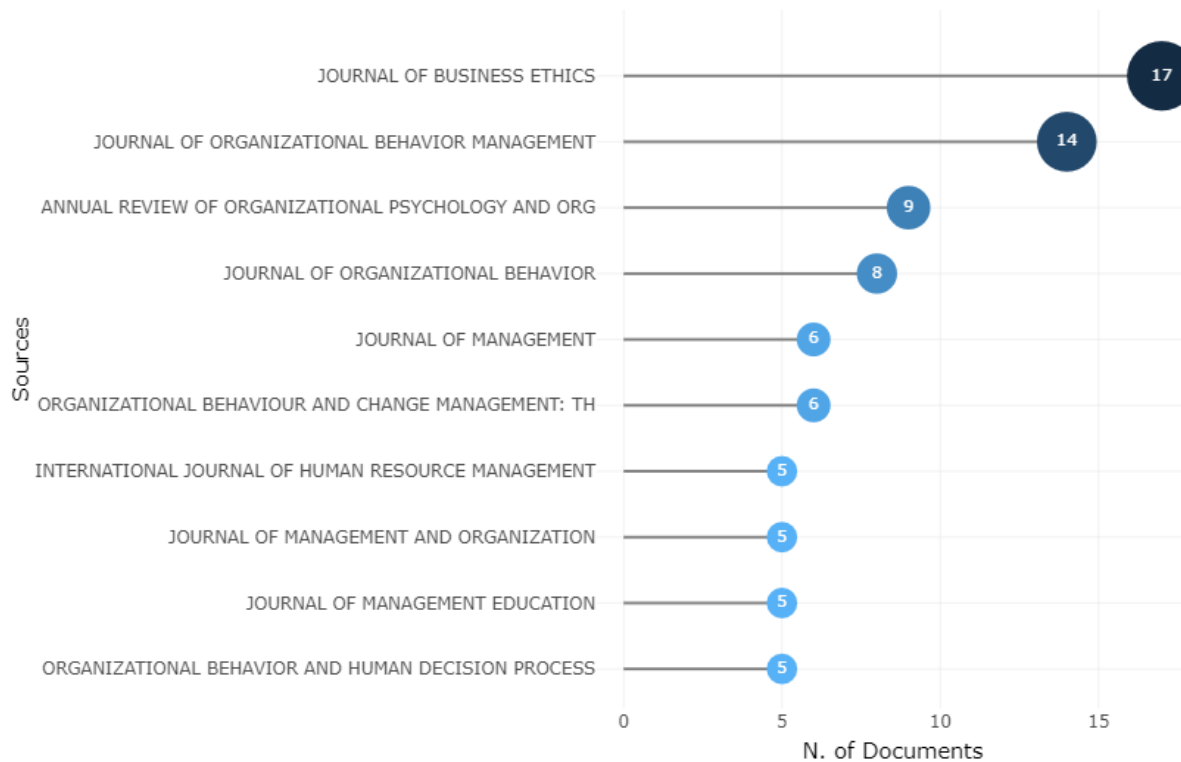| Year	2018	2019	2020	2021	2022	2023
Articles	18	25	26	41	52	57

Figure 2: Top impactful resources

Since seen in Figure 2, a number of other journals with less publications come in second and third, respectively, since the Journal of Business Ethics is the most active source of research on OB. Its dominance may stem from its narrow concentration on the topic, which has made it a premier venue for scholars in the field. The integrative and multifaceted character of OB research is reflected in other journals in the list, which range from business and management to regional specializations and technological foresight. Furthermore, Figure 2's h-index measure provides a more complex perspective on the influence of journals in the field of OB. It demonstrates that the Journal of Business Ethics leads in productivity and citation impact with an h-index of 17. Some journals have lesser h-indices, showing different levels of influence and citation, even yet they make important contributions to the field. A more thorough indicator of a journal's impact, the h-index strikes a balance between the volume and caliber of publications.
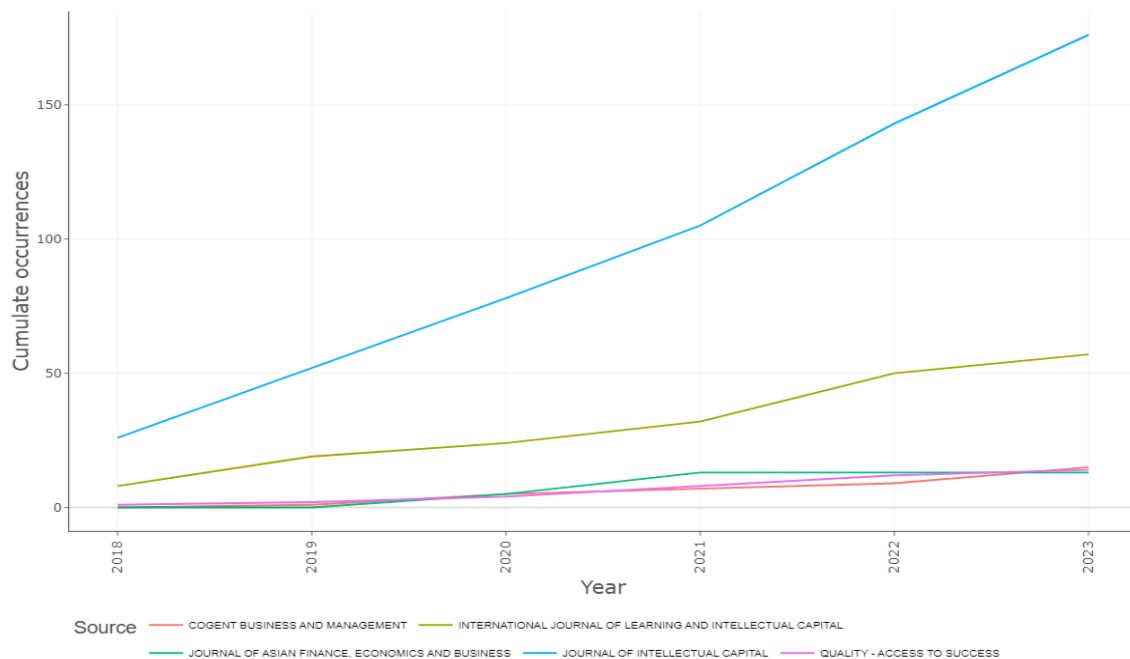
Figure 3: Source dynamics

Figure 3 provides information about how OB research is developing. The "Journal Business Ethics" appears as a dominating source with a high h-index and a rising number of publications. The data also shows that the discipline is becoming more and more interdisciplinary, as evidenced by the emergence of new journals such as the "Journal of OB and Management." The patterns in Figure 3, which demonstrate a rise in publishing in OB-related journals and are consistent with observations by Martín-del-Río et al. (2021) validate this multidisciplinary growth.

Authors
As shown in Figure 4, the list of the most prolific authors in the field of OB indicates a diverse range of contributors, headed by Bontis N with 19 works. The differences in author output can be explained by a number of reasons. These consist of the focus on interdisciplinary research, the duration of research tenure, the volume of collaborative work, and the availability of funds and institutional resources. Although more publications could suggest more productivity, the effect of the research is not always correlated with the publication count.
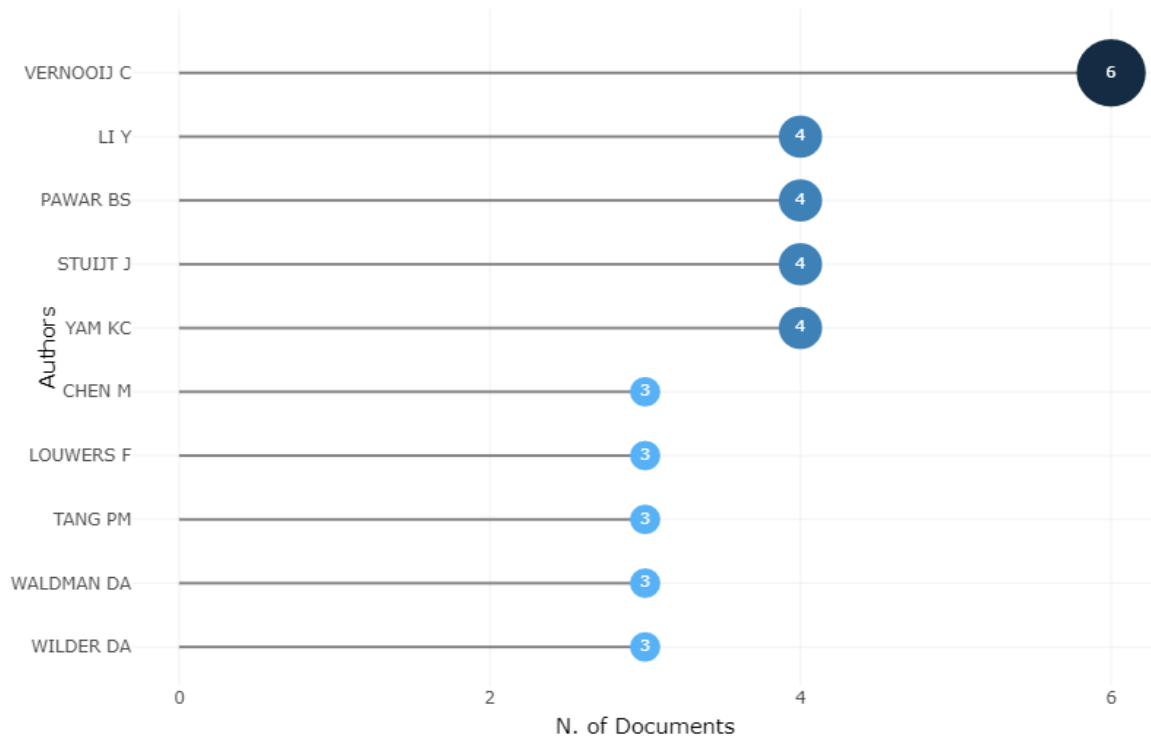
Figure 4: Most relevant authors

Figure 5 presents the list of writers in the field of OB along with their h-index values, highlighting their unique contributions to productivity and citation. With an h-index of 3, Chen M. and other writers are in the lead, demonstrating a high caliber of influential work. Other researchers like Aguinis H also show large influence with lower h-index values. The h-index functions as a combined measure that takes into account the volume and caliber of an author's contributions to the field.

Figure 5: Author impact

Country-Wise Contribution

We can see that different countries have different distributions of OB contributions based on the statistics shown in Table 3. China is in second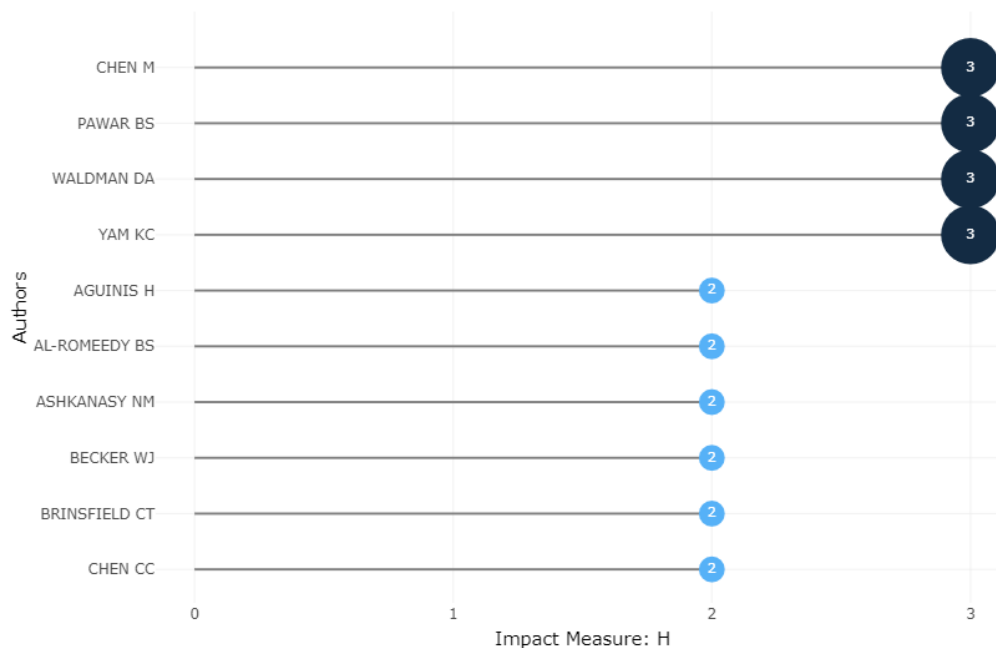 place with 119 publications, and the United States leads the world with 275 publications every year. With 1030 citations overall, the United States is the most referenced nation, followed by China (824 citations), indicating the significant influence of Chinese research in the field of OB. It's interesting to see that nations producing more science do not always get cited more frequently. Malysia, for example, publishes 23 times more than Italy does, yet only receives 47 citations. This disparity may be a sign of different research standards or of differences in the reach and scope of research outputs.

Table 3
Top 10 Countries Regarding Productivity and Citations

Country's Scientific Production		Most Cited Countries	
Country	Frequency	Country	Total citations
USA	275	USA	1030
China	119	China	824
Australia	42	Australia	378
UK	34	United Kingdom	291
India	29	Netherlands	114
Netherlands	29	India	102
Germany	23	Italy	63
Malaysia	23	Georgia	58
Italy	20	Brazil	52
Iran	19	Malaysia	47

Documents

The top 10 most referenced papers in the field of OB are shown in Figure 6. Interestingly, over 86 citations have been accumulated by all of these works, indicating their great impact and seminal contributions to the field. With 213 citations, Morgeson's (2013) work was the most cited in the discipline, establishing a standard for high-caliber research. For academics and researchers working in the field of OB, this document serves as a crucial resource. The scholarly discourse on OB has also benefited from the following three publications by Miao (2013); Barry (2016); Lee (2019), which have 163, 153, and 131 citations, respectively. Interestingly, there are no recurrent authors among the top four. This could point to a wider variety of significant OB experts rather than a small number of prominent individuals.

Furthermore, these top articles' citations seem to be dispersed quite uniformly, with little variation in the citation counts. This may show that there is a persistent interest in these high-impact papers, indicating that they each tackle important OB topics that have been the subject of ongoing scholarly investigation. The research shows that prominent scholars in the subject of OB are dispersed fairly, with no single author predominating in terms of citations.

The top 10 publications have citations ranging from 213 to 86, indicating a competitive and vigorous academic climate that supports the rapid expansion of this field's research.
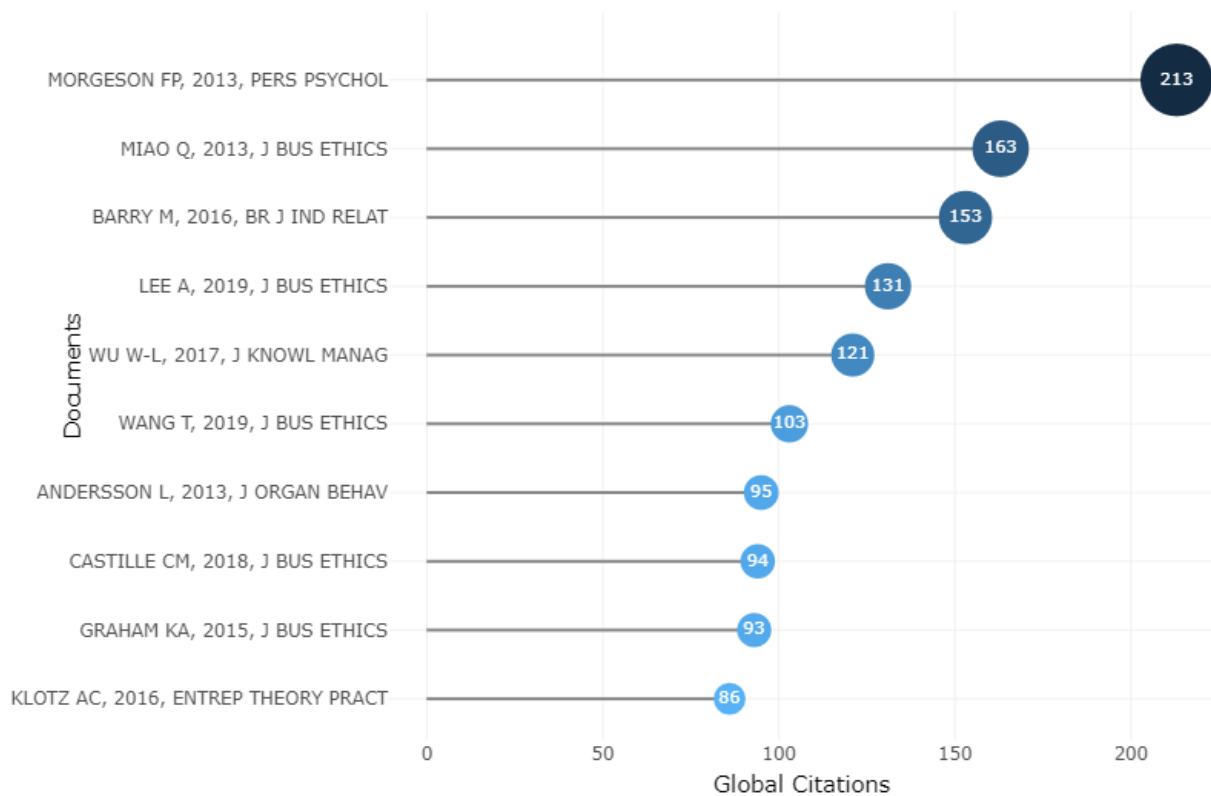
Figure 6: Most cited documents

Keywords

Fascinating patterns emerge from a phrase frequency analysis of the corpus of OB publications. The frequency of occurrence of the term "OB" is the highest, with 11 instances, closely followed by "organization" (4 times). This implies that organization and OB are major themes in the literature and serve as the field's guiding principles. The visual representation of term frequencies in Figures 7 and 8 is provided by a word cloud, which may be read as a stand-in for each term's relative importance in the scholarly debate. For instance, although they appear less frequently than the top buzzwords, phrases like "human capitals," "integrated circuits," and "sustainable development" are all highly featured.

Figure 7: Word Tree

It is possible to speculate that some of these phrases have become more popular recently, reflecting changing trends and research interests in the field of OB, even though the data does not offer a chronological dimension.
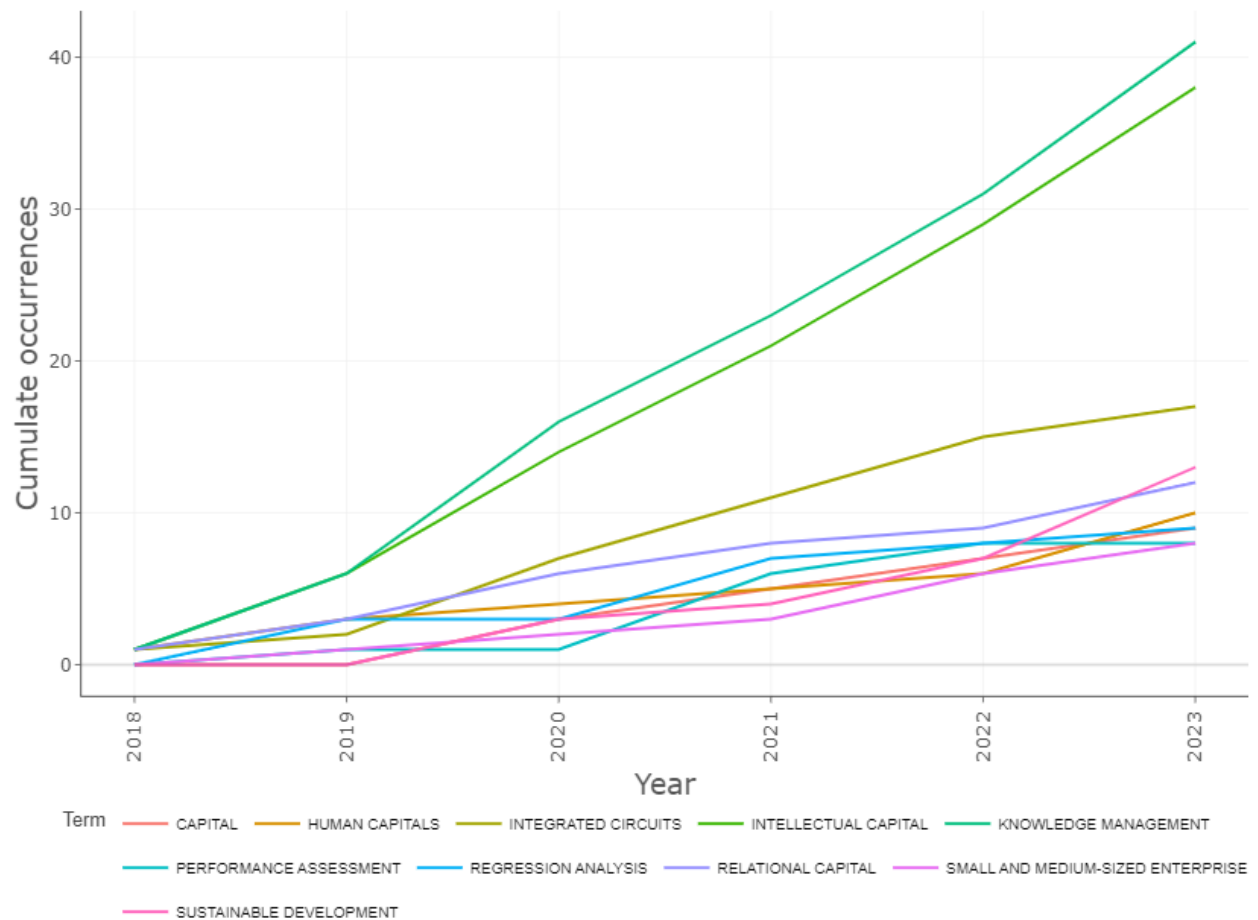
Figure 8: Word Dynamics

Trend Topics

Figure 9 shows how the field of OB has changed over the course of eight years in terms of topics covered. Plotting the image on a two-dimensional scale, the horizontal axis represents the publishing years, and the vertical axis represents logarithmic frequency values. Perhaps reflecting the significance of OB and human resource management in the conceptual underpinnings of OB, the main themes of 2014 were "OB" and "human resource management." The year 2020 brought about a shift towards a multifaceted approach, encompassing topics like "Job Satisfaction" and "Ethics".
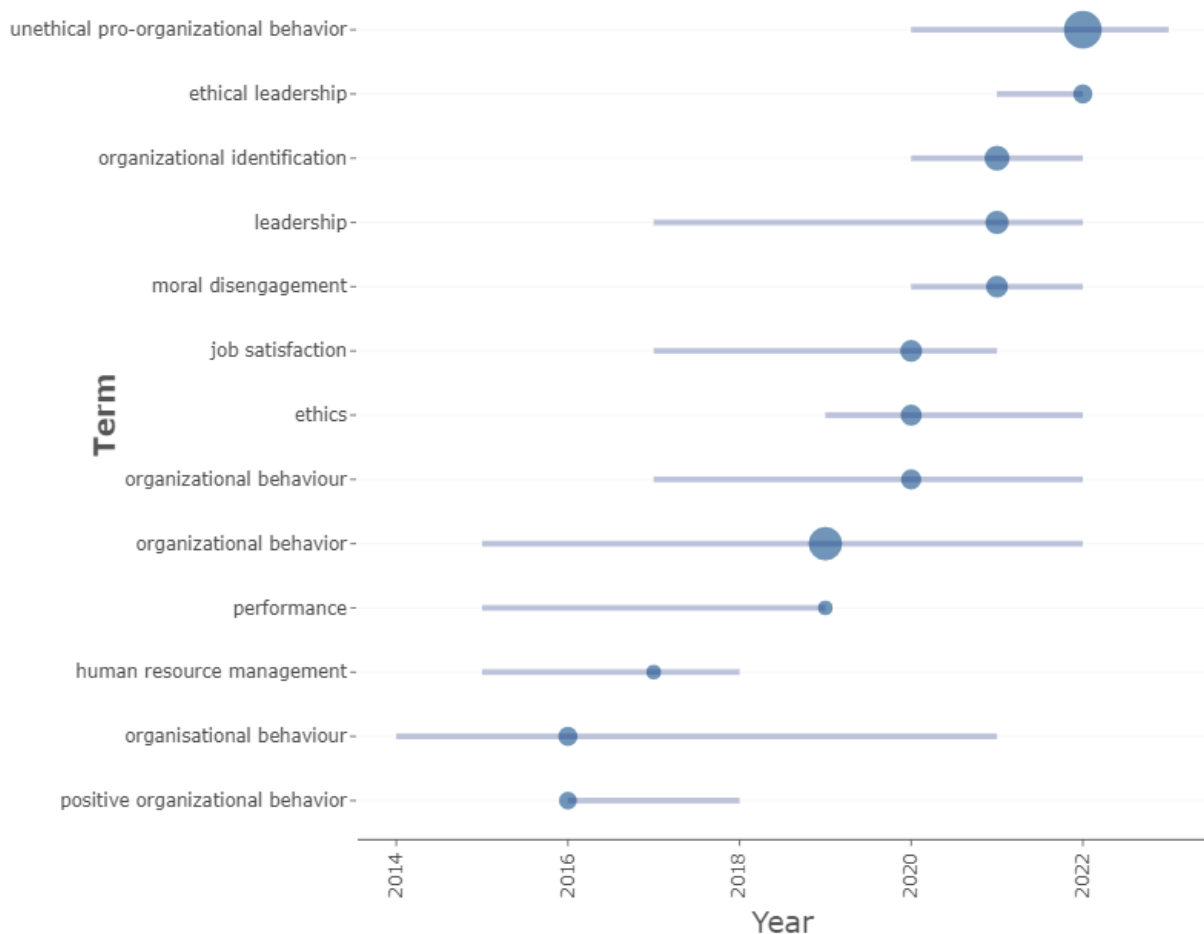
Figure 9: Trend topics

In 2022, there was a clear shift in focus, with themes like "Leadership" and "Organizational Identity" taking center stage. This pattern most likely reflects the increasing interest of academics in these subjects.

Data Visualisation

The field of OB has attracted more and more scientific interest and emphasis in recent years. The progressive conceptual advancements within this academic topic are outlined in this section. In order to quantify factors such as the emergence of clusters, frequency of occurrences, and linkages between various analytical units, network analysis is used as a tool for data visualization. Several focal points, including documents, authors, and keywords, are used in this analytical technique to create interconnected networks. Nodes in these networks are connected via links, and various metrics about the network as a whole are obtained by statistical analyses of the resulting maps. The use of network analysis in scientific mapping eventually yields three different types of knowledge structures: conceptual, thematic, and other.

Conceptual Structure

OB's conceptual framework was established by means of a network analysis that concentrated on the co-occurrence of keywords. Utilizing the Bibliometrix program, multiple correspondence analysis (MCA) was done to assist both numerical and graphical examination

of multivariate nominal data. The keyword co-occurrence network, shown in Figure 10, was created using Louvain's clustering technique and used "Keyword Plus" as the analytical unit. These phrases provide a more detailed and nuanced representation of the content of the text because they are automatically collected from reference lists and document titles.
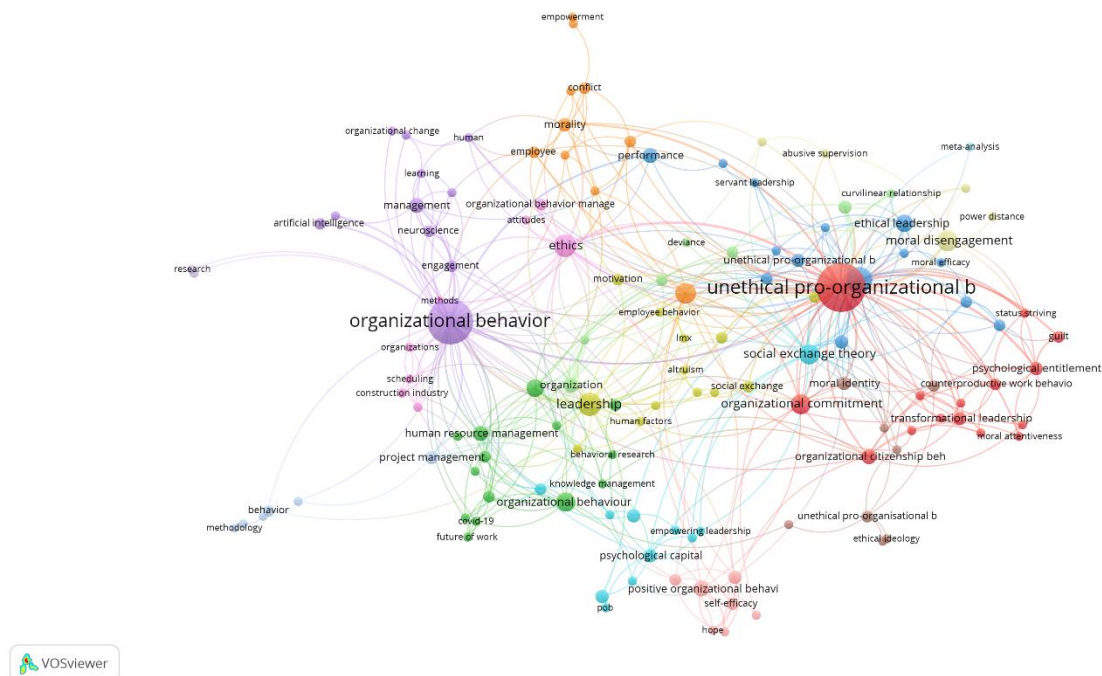
Figure 10: Co-occurrence Network

Different colors were used to identify the different clusters in the created network shown in Figure 10. The degree of relatedness between the vertices reflects how closely related these clusters are to one another. Every node has a size that corresponds to how frequently it occurs. For example, phrases such as "unethical pro-organization" predominate in Cluster 5, which is highlighted in a particular hue. Words like "sustainability" and "OB" describe Cluster 1, which exhibits a high degree of centrality and connection. However, Cluster 7—which includes phrases like "project management"—indicates a more specialized concentration within the OB discourse. As a result, the research highlights dominant, emerging, and related topics to offer a comprehensive picture of the changing thematic landscape in the study of OB.

Thematic Map
Within the OB domain, important typological themes are depicted as bubbles on a two-dimensional plot, as revealed via a thematic map based on co-word analysis. The themes can be divided into four quadrants using centrality and density as the axes. With a high centrality and density, the theme "Organization Ethics" sticks out and is positioned as a "motor theme" in the upper right quadrant. This suggests that the concept is central to the field and is a topic of extensive discussion. The word "knowledge management" is indicated as a "basic theme" with significant density but low centrality because it is located in the lower right quadrant. This implies that while the region is significant, it is not yet fully developed.
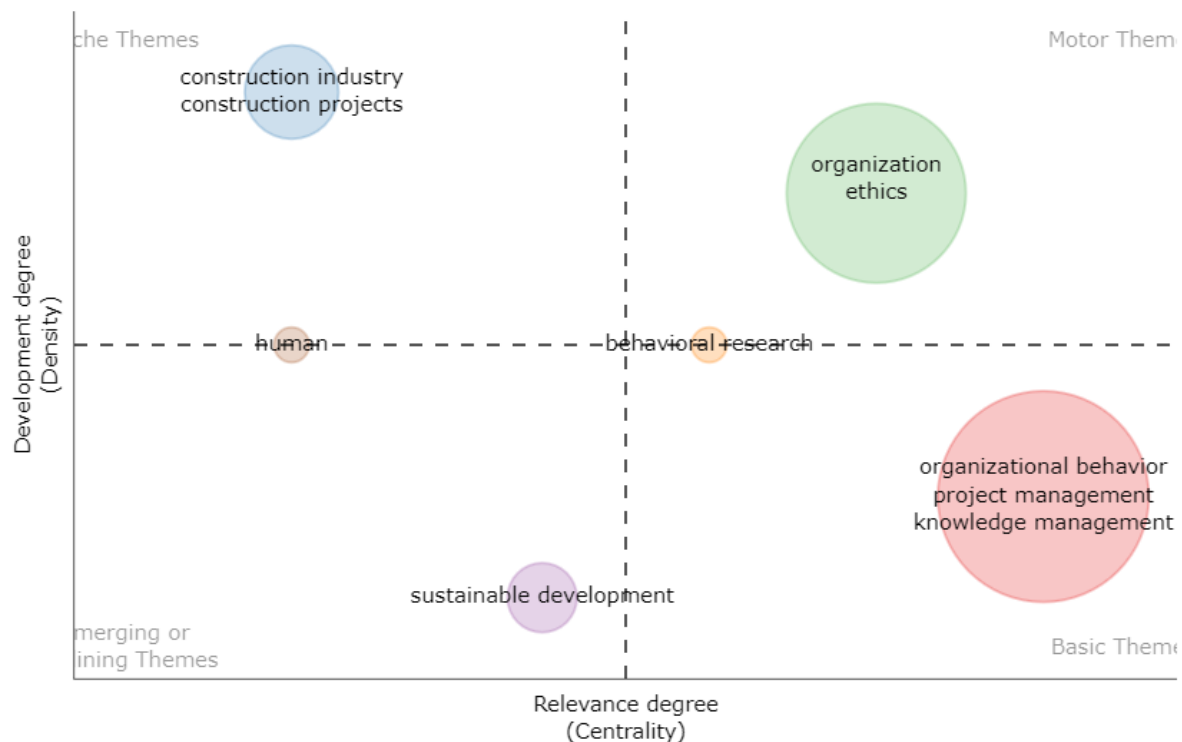
As for the theme evolution over time, "OB" was highly connected with "Project management", and "Knowledge management during. In conclusion, there have been notable changes in the themes surrounding OB over time, with "OB" itself developing into a prominent and multifaceted issue that is closely related to a number of other themes, including human resource management, ethics, and sustainability. These changing trends point to the necessity of additional comprehensive study to investigate these connections and new subjects.

Bibliographic Coupling and Keywords Analysis
Cluster 1 Red: Integration of Advanced Technologies and Human Aspects in OB: encompassing keywords such as artificial intelligence, behavior, human resource management, leadership, motivation, OB, positive OB, project management, and psychological capital, reflects a significant trend in organizational studies. This cluster underscores the integration of advanced technological systems, like artificial intelligence, with the human-centric aspects of organizational dynamics. It emphasizes the importance of understanding how technological advancements influence and are influenced by human behavior in organizational settings. Research in this area could significantly benefit from exploring the intersections of AI with leadership and management roles, examining the dynamics of human-AI collaboration in the workplace, and assessing the psychological impacts of AI on employees.

Cluster 2 Green: Ethical and Moral Considerations in OB: which includes guilt, psychological entitlement, reflective moral attentiveness, social cognitive theory, social exchange theory, and unethical pro-organizational behavior, delves into the ethical and moral dimensions of OB. This cluster suggests a focused interest in how individual and collective ethical perceptions and behaviors are shaped within organizational contexts. The inclusion of social cognitive and social exchange theories indicates a scholarly interest in the interactional and perceptual aspects of organizational ethics. Future research could fruitfully explore the mechanisms of moral and ethical decision-making in organizations, the implications of

psychological entitlement on ethical behavior, and effective strategies for mitigating unethical practices.

Cluster 3 Blue: Emphasis on Responsibility and Commitment in Diverse Organizational Contexts: comprising corporate social responsibility, the hospitality industry, human resources, organizational commitment, responsible leadership, and social learning theory, centers on themes of responsibility and commitment in various organizational settings. This cluster indicates a scholarly emphasis on the importance of ethical practices and sustainability in business, particularly in terms of corporate social responsibility and leadership. The focus on specific sectors, such as the hospitality industry, highlights the need for industry-specific studies on these themes. Prospective research directions include investigating the impact of CSR initiatives on organizational outcomes, exploring the influence of leadership styles on employee and customer experiences in the hospitality sector, and applying social learning theory to enhance human resource practices.

Figure 11: Cluster Visualization of Keywords

Cluster 4 Yellow: Dynamics of Employee Engagement and Performance: comprising conflict, employee, job rotation, job satisfaction, morality, and performance, centers on the dynamics of employee engagement and organizational performance. This cluster suggests a focus on how various factors, such as job design (like job rotation), employee satisfaction, and moral considerations, impact both individual and organizational performance. The presence of 'conflict' and 'morality' as keywords indicates an interest in the ethical dimensions of workplace interactions and their consequences for employee engagement. Future research in this area could examine the relationships between job design, employee satisfaction, and performance outcomes. It could also explore how moral considerations influence conflict resolution and decision-making processes in the workplace, thereby affecting overall organizational performance.

Cluster 5 Purple: Organizational Culture and Sustainability: includes organization, OB, organizational culture, sustainability, sustainable development, and unethical pro-organization behavior. This cluster reflects an increasing scholarly interest in the interplay between organizational culture and sustainability. The emphasis on sustainable development

within organizational contexts points towards a shift in how businesses are approaching long-term viability and ethical practices. Research in this area could focus on how organizational culture influences the adoption and implementation of sustainable and ethical practices. Additionally, the presence of 'unethical pro-organization behavior' as a keyword suggests a need for studies exploring the tension between organizational goals and ethical conduct, particularly in the pursuit of sustainability.

Cluster 6 Greenish Blue: Ethical Leadership and Organizational Identification: containing ethical leadership, ethics, OB, organizational identification, and unethical pro-organization behavior, highlights the critical role of leadership and ethics in shaping OB. This cluster suggests a growing recognition of the importance of ethical leadership in fostering a strong sense of organizational identification and mitigating unethical behaviors. Future research could investigate how ethical leadership practices influence organizational culture, employee identification with the organization, and ethical conduct. Additionally, the juxtaposition of ethical leadership with unethical behaviors within organizations presents an interesting area for study, particularly in understanding how leadership styles can either curb or inadvertently encourage unethical practices.

Cluster 7 Orange: The Impact of Leadership and Culture on Unethical Behavior: which includes moral disengagement, supervisor bottom-line mentality, unethical behavior, and unethical pro-organizational behavior, seems to focus on the darker aspects of OB, particularly as they relate to ethics and leadership. This cluster indicates a scholarly concern with how certain leadership attitudes, like a bottom-line mentality, can foster an environment where unethical behavior is more likely to occur. The inclusion of 'moral disengagement' suggests a need for research into the psychological mechanisms that allow individuals to rationalize unethical actions. Future research in this area could explore the relationship between leadership styles, organizational culture, and the prevalence of unethical behavior, with a particular focus on how to create organizational environments that discourage moral disengagement and promote ethical conduct.

Cluster 8 Brown: Emotional and Psychological Dimensions of Organizational Innovation: comprising emotional intelligence, innovation, positive OB, and self-efficacy, highlights the emotional and psychological dimensions of organizational innovation and behavior. This cluster suggests a focus on the role of emotional intelligence and self-efficacy in fostering a positive and innovative organizational environment. Emotional intelligence, in this context, appears crucial for understanding and managing emotions to drive innovative processes. Similarly, self-efficacy is linked to an individual's belief in their ability to succeed, impacting innovation and positive OB. Future research could explore the interplay between emotional intelligence and innovation, and how cultivating a sense of self-efficacy among employees can contribute to a positive organizational climate and innovative outcomes.

Cluster 9 pink: Neuroscience in Management and Employee Engagement: includes engagement, management, and neuroscience, indicating an emerging interest in applying neuroscience to understand management practices and employee engagement. This cluster reflects a multidisciplinary approach, integrating insights from neuroscience to better understand and improve management strategies and employee engagement. Future research in this area could examine how neurological insights can inform better management practices, enhance employee engagement, and improve overall organizational effectiveness.

It could also explore the neural correlates of engagement and their implications for designing more effective management strategies.

Cluster 10 Maroon: Moral Identity and Social Dynamics in Organizations: containing moral identity, perceived organizational, and social exchange, focuses on the moral and social aspects of OB. This cluster suggests an interest in how an individual's moral identity interacts with their perceptions of the organization and the social exchanges that occur within it. The concept of moral identity here is particularly intriguing, as it may influence how individuals perceive and engage with their organizations. Future research could delve into how moral identity shapes organizational perceptions and behaviors, and how social exchange dynamics influence these relationships. This research could provide valuable insights into the ethical dimensions of OB and the role of individual morality in shaping organizational dynamics.

Cluster 11 white green: Leadership Styles and OB: which includes counterproductive work behavior, organizational citizenship behavior, and transformational leadership, focuses on the impact of leadership styles on various aspects of OB. This cluster highlights the contrasting outcomes of different leadership approaches, from fostering positive organizational citizenship behaviors to inadvertently encouraging counterproductive work behaviors. Transformational leadership, in particular, is noted for its potential to inspire and motivate employees, leading to positive organizational outcomes. Future research in this area could investigate the relationship between transformational leadership and organizational citizenship behaviors, as well as strategies to minimize counterproductive work behaviors. Additionally, studies could explore the mechanisms through which transformational leadership influences employee attitudes and behaviors, contributing to a more effective and harmonious organizational environment.

Conclusion

This study presents an in-depth bibliometric analysis of the OB field, delving into a decade's worth of academic literature from the Scopus database, spanning 2013 to 2023. Our meticulous examination includes 308 journal articles and review papers, employing an array of analytical tools such as bibliometric citation, keyword/cartographic analysis, co-authorship analysis, and bibliographic coupling analysis, all augmented with detailed content analysis.

Our exploration reveals that premier journals like the Journal of Business Ethics and the Journal of OB and Management are leading the vanguard in disseminating pivotal OB research. Distinguished scholars, including Bontis N., Chen M., and Aguinis H., stand out as trailblazers, greatly impacting the field through their prolific contributions and influential research. The United States and China have emerged as powerhouses in OB research, leading the way in publication frequency and citation impact, thereby underscoring their significant roles in shaping the field.

The findings underscore the eclectic and interdisciplinary essence of OB, marked by an emphatic shift towards integrating technology, ethical considerations, and sustainability into organizational studies. The field is also witnessing a growing fascination with themes such as leadership, organizational identity, and employee engagement. Notably, our study identifies eleven pivotal thematic clusters that form the backbone of current OB research: Integration of Technology and Human Dynamics; Ethical and Moral Considerations; Responsibility and Commitment in Organizations; Employee Engagement and Performance; Organizational Culture and Sustainability; Ethical Leadership and Organizational Identification; Leadership and Cultural Impact on Unethical Behavior; Employee-Organization Relationships; Workplace Learning and Development; Innovation and Change Management; and Globalization and

Cross-Cultural Dynamics. Each of these clusters highlights unique facets and emerging trends within OB, ranging from the integration of advanced technologies and ethical leadership to the impact of globalization on organizational practices.

However, this study is not without its limitations. Our reliance on highly cited articles and the exclusive use of the Scopus database might have bypassed significant research published in non-indexed journals or in languages other than English. This could mean that our analysis may not capture the full spectrum of global OB research. Looking ahead, we advocate for a more inclusive research approach that embraces diverse databases and languages, providing a more comprehensive view of OB. Moreover, emerging trends like the implications of remote work, the agility of organizations, and the nuances of globalized business environments on OB are ripe for further exploration.

In conclusion, this bibliometric review not only illuminates the historical trajectory and the contemporary landscape of OB research but also lays the groundwork for future scholarly endeavors, poised to enrich and broaden our understanding of this vibrant and multifaceted field.

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