

MAPPING THE LITERATURE AND PROSPECTIVE OF 'CORPORATE SOCIAL RESPONSIBILITY' AND 'EDUCATION' VIS-À-VIS A BIBLIOMETRIC ANALYSIS

MAPEAMENTO DA LITERATURA E DA PERSPECTIVA DE 'RESPONSABILIDADE SOCIAL CORPORATIVA' E 'EDUCAÇÃO' VIS-À-VIS UMA ANÁLISE BIBLIOMÉTRICA

MAPEO DE LA LITERATURA Y PERSPECTIVAS DE "RESPONSABILIDAD SOCIAL CORPORATIVA" Y "EDUCACIÓN" VIS-À-VIS UN ANÁLISIS BIBLIOMÉTRICO

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ABSTRACT: The purpose of the research is to identify the present metrics in the field of Corporate Social Responsibility and education and to identify the metric of subject-wise distribution for analysing the interdisciplinary approach, keywords, country-wise distribution. The study uses the database of Scopus and applies a filter about the timeline from 1982 to 2021(ongoing factorial); filters out the segment in various disciplines, integrated with the field of CSR and education. The findings of the study are as follow: there is a constant increase in the contribution of CSR and education every year after 2000; there is an increase in contributions from various disciplines on CSR and education; and major contribution about the literature being done through articles; followed by book chapters, and book review. This study provides a perspective about CSR and education to future scholars about the existing metric of different disciplines. Provides a landscape on CSR and education.

KEYWORDS: Bibliometric analysis. Corporate social responsibility. Education. Sustainability.

RESUMO: O objetivo da pesquisa é identificar as métricas atuais no campo da Responsabilidade Social Corporativa e educação e identificar a métrica de distribuição por assunto para analisar a abordagem interdisciplinar, palavras-chave, distribuição por país. O estudo utiliza o banco de dados da Scopus e aplica um filtro sobre a linha do tempo de 1982 a 2021 (fatorial em andamento); filtra o segmento em várias disciplinas, integrando-se ao campo da RSC e da educação. Os resultados do estudo são os seguintes: há um aumento constante na contribuição da RSC e da educação todos os anos após 2000; há um aumento nas contribuições de várias disciplinas sobre RSC e educação; e as principais contribuições sobre a literatura sendo feitas por meio de artigos; seguido por capítulos de livros e resenhas de livros. Este estudo fornece uma perspectiva sobre RSC e educação para futuros estudiosos sobre a métrica existente de diferentes disciplinas. Fornece um panorama sobre RSC e educação.

PALAVRAS-CHAVE: Análise bibliométrica. Responsabilidade social corporativa. Educação. Sustentabilidade.

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RESUMEN: *El propósito de la investigación es identificar las métricas actuales en el campo de la Responsabilidad Social Corporativa y la educación e identificar la métrica de distribución por temas para analizar el enfoque interdisciplinario, palabras clave, distribución por países. El estudio utiliza la base de datos de Scopus y aplica un filtro sobre la línea de tiempo de 1982 a 2021 (factorial en curso); filtra el segmento en diversas disciplinas, integradas con el campo de la RSE y la educación. Los hallazgos del estudio son los siguientes: hay un aumento constante en la contribución de la RSE y la educación cada año después del 2000; se incrementan las contribuciones de diversas disciplinas sobre RSE y educación; y gran contribución sobre la literatura que se realiza a través de artículos; seguido de capítulos de libros y reseñas de libros. Este estudio proporciona una perspectiva sobre la RSE y la educación a los futuros académicos sobre la métrica existente de diferentes disciplinas. Proporciona un panorama sobre RSE y educación.*

PALABRAS CLAVE: *Análisis bibliométrico. Responsabilidad social corporativa. Educación. Sostenibilidad.*

Introduction

The growth of the business firm rapidly grows with the pace of demand and supply which directly impact the environment, the policy is created for controlled industrialization and the need of an hour to contribute as a social responsibility towards the society and environment (RATH; AZHAGURAJA; DEO, 2021). The role of education institutions played an important path for engaging more business houses to serve the communities in need because the higher educational institutions are major stakeholders to interact with society (JONGBLOED; ENDERS; SALERNO, 2008). The ray of refraction of prism on the theme of ‘corporate social responsibility and ‘education’ has sufficient literature to analyze the growth of contribution by the researchers.

The bibliometrics analysis by using the Scopus database shows that the search of Corporate Social Responsibility (hereinafter CSR) AND Education shows that from 1980 to 2005 there are 37 documents with 1464 citations. In the subsequent timeline from 2006 to 2015, there are 383 documents with 6560 citations, and from the timeline of 2016 to 2021 (on-going factorial), there are 622 documents with 2952 citations. The trajectory path on the given topic subsequently increases with time which clearly shows that the interest of the researcher increases. The outset of the vision of CSR and education requires much attention to encapsulate how bibliometric analysis help the future researcher to understand the scientific paradigm of the topic (BROADUS, 1987).

Review of Literature

The available literature on the topic of CSR and education help to develop the path and how the topic gains demand related to various keywords and another linkage that focuses on the role of universities towards the society and change in the networked arrangement of the future university to ensure accountability of CSR. The tools disseminating the social responsibility through education addressed in the paper where the CSR teaching deployed to motivate an individual to sensitize towards social needs where an educational institution played a significant role (DIRK; JEREMY, 2004).

The process of sanitizing the learner in a business school through the inclusion of sustainability-related-course, CSR ethics, and generate students' interest in CSR. Many top schools create the curriculum and adopt the pedagogy of experiential learning to prepare the learner to resolve the issue and participate in the process of CSR implementation (CHRISTENSEN *et al.*, 2007). The requirement of a center for designing of special courses for the students to develop the significance and need of CSR which trained the students for the profession with ethics to cater to the needs of the society while performing the professional duties (BIELLO, D. 2005).

The development of the society is linked with more social responsibility which requires social learning to attain the goal of sustainability, the mapping of the social responsibility, and the role of institutions to sensitize the learner to analyze and comprehend the challenges in the society and to resolve it (WALS, 2007). The impact of CSR ethics broadens and strengthens the responsibility towards the society by professionals, the online course being created to make the profession more ethical (HERKERT, 2005). The rule of law requires an obligation to follow the code of ethics while performing the function under the ambit of the profession (MCLEAN, 1993).

The new trends and needs of society infuse the knowledge and capability to manage and perform the duty and obligation towards corporate sustainability and the educational institution prepares the professionals for sustainability (HESSELBARTH; SCHALTEGGER, 2014). The curriculum development and integration of public policy towards a society enhance the cognitive understanding of the learner for social responsibility (BARTH *et al.*, 2007).

The adoption of the interdisciplinary approach of educating the students related to sustainable development in the context of diversity helps to comprehend the goals of sustainability and corporate social responsibility (ANNAN-DIAB; MOLINARI, 2017). The

adoption of an inter-disciplinary approach largely depends on the involvement of the students, teachers, and skilled developers to design the pedagogy which gives a real-time understanding of an issue involved in it (DALE; NEWMAN, 2005).

The goals of SDG (sustainable development goals) and the role of corporate has a positive inter-linkage where institutional training played a significant role to sensitize the brain of the learners which has a professional outcome that understands and cater to the need of the society (ROSATI; FARIA, 2019). The sustainable goals evaluation based on the strategies and activities which has an outcome depends on the legal system of the country (JENSEN; BERG, 2012).

The concept of CSR towards social and environmental responsibility requires ethical concern which can be brought through the proper training by educational institutions so that the ethics integrate from the foundation of the course (CORNELIUS; WALLACE; TASSABEHJI, 2007). The organization's code of ethics played a significant role and the training program on ethical behavior creates an organized path towards sustainability and corporate social responsibility (EL'FRED; KOH, 2001).

Methodology

The bibliometric analysis provides help to comprehend the development of the literature through a statistical method in the field of CSR and education where an approach is to analyze the contribution of the literature down the line from the inception in the database of Scopus.

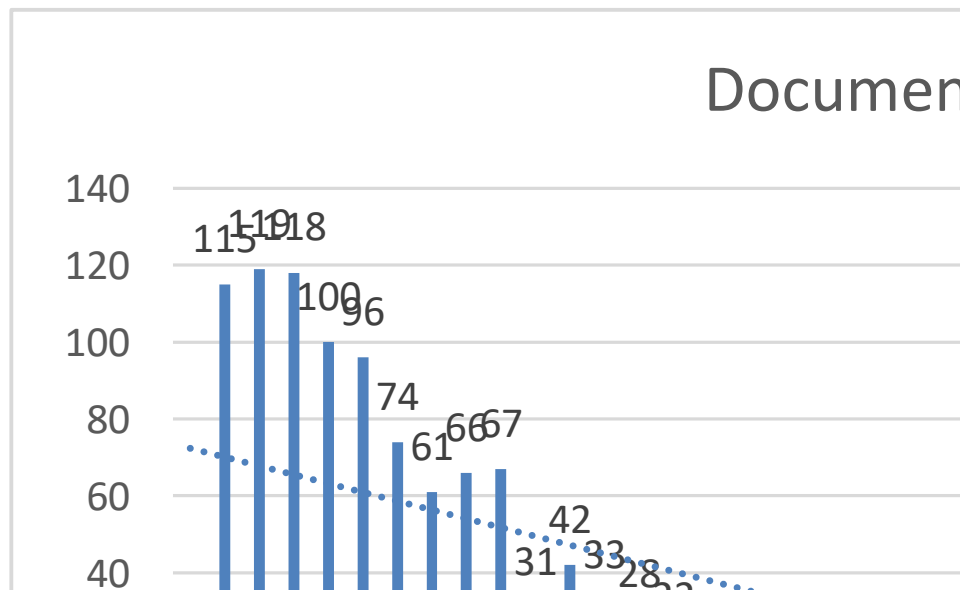
The parameters for the bibliometrics representation are as follows:

1. The Scopus database is being used for the collection of the data.
2. The parameter being used is the filtration of the data based on abstract, keywords, and titles.
3. The resultant of the first parameter is analyzed through another parameter i.e., year-wise, subject area distribution, the contribution of top five journals, country-wise contribution, keywords metrics, and contribution of the type of document.
4. The parameter of year-wise distribution takes up from the very first document in the Scopus database to the ongoing factorial of 2022 (year-wise).
5. The parameter of the subject area and top-five journal contributions show the interdisciplinary approach of the topic where the journals are called for contribution.

6. The parameter of country-wise distribution shows how the authors contribute country-wise in the form of the research article, conference proceedings, book chapters, and books.

Results

Figure 1 - Represent year-wise contribution

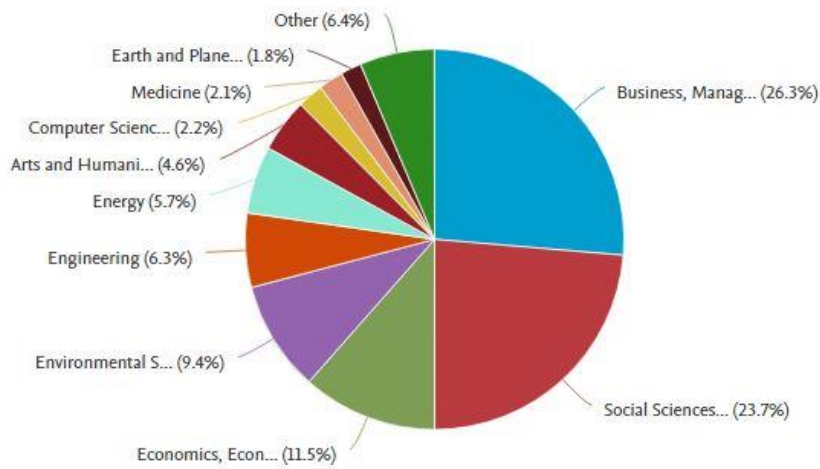


Source: Prepared by the authors

The Fig. 1 represents that the contribution on 'CSR' and 'education' is constantly increasing with time and subsequently during the pandemic it has significant growth in the contribution of literature. The educational institute, centers, and other professional institutes dealing in corporate social responsibility create awareness and give priority to educating the learner about the significance of social responsibility in the profession as well (HESSELBARTH; SCHALTEGGER, 2014). The representation of the year-wise contribution depicts that at the beginning 21st century the authors give much importance to the topic due to international representation of the common concern.

Figure 2 - Represent the contribution of the subject area

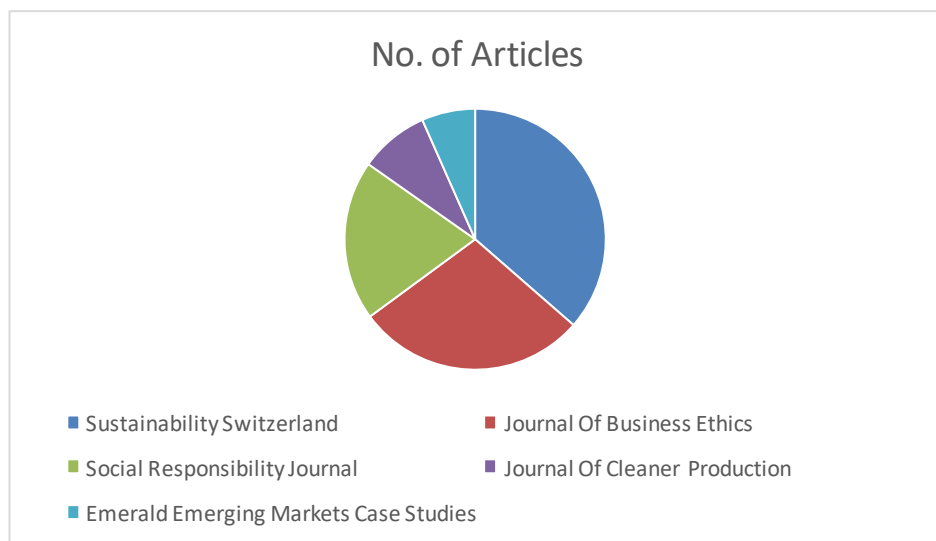
Documents by subject area



Source: Prepared by the authors

The fig. 2 depict the contribution of the subject area-wise distribution of the work where the major area of the contribution is in business management, social science, economics and finance, environmental science followed by engineering. The contribution depicts that business management followed by social science stream shows the responsibility of the corporate towards society and environment managed by the business houses (IOANNOU SERAFEIM, 2012).

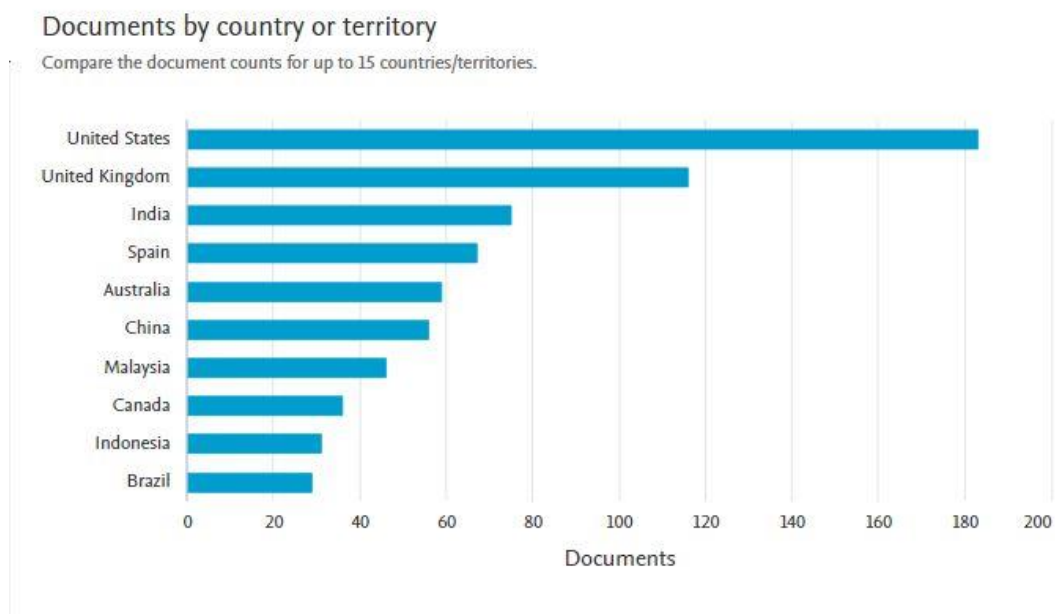
Figure 3 - Represent the contribution of top five journal



Source: Prepared by the authors

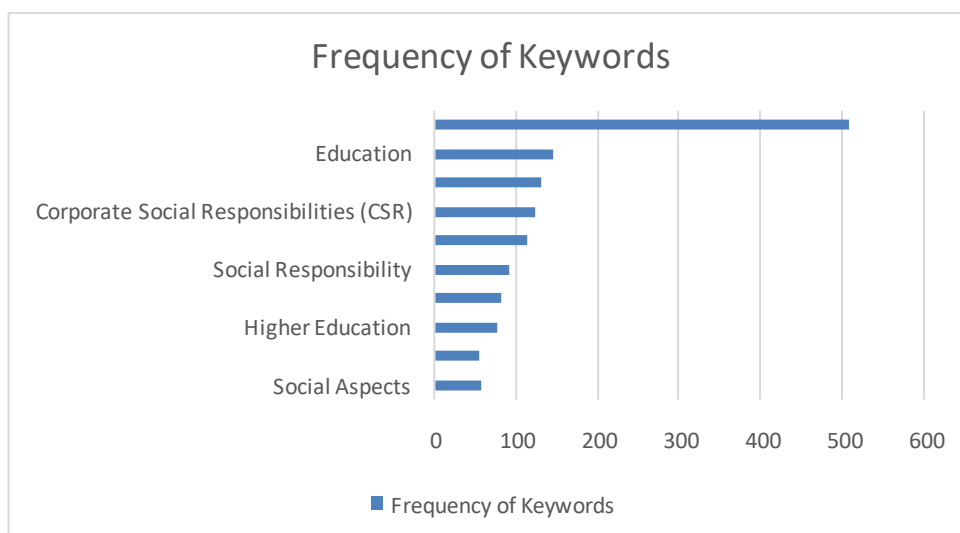
The fig 3 represents that the journal's contribution in the given field of CSR and education which help in developing the literature. The journal source title is based on sustainability, business ethics, social responsibility, cleaner production which has the key idea of responsibility towards sustainability through CSR. The topic of CSR and educating the learner towards their professional responsibility started growing the pace after MDG (Millennium Development Goal) and now SDG (Sustainable Development Goals) where the researcher is more focused to work on it which is visible through the journal contribution statistics.

Figure 4 - Representation of country-wise contribution



Source: Prepared by the authors

The fig. 4 represent the country-wise contribution in the field of 'CSR' and 'education' which depicts that the United States has maximum contribution followed by the United Kingdom wherein India holds third place. In countries like the United State and the United Kingdom there is not a mandate to contribute to CSR whereas in India there is a legal provision of mandatory CSR for listed companies.

Figure 5 - Represent the contribution of keywords use in the article

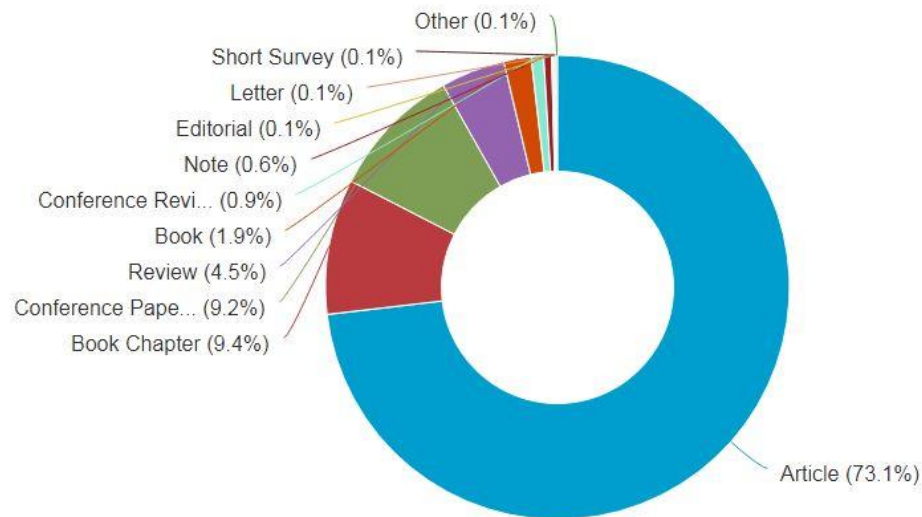
Source: Prepared by the authors

The graphical representation depicts that the word which used corporate social responsibility in the article as author keyword in three different forms i.e., corporate social responsibility; CSR; corporate social responsibility (CSR) and the other keywords which directly linked with the topics are education; sustainable development; sustainability; social responsibility; ethics and higher education. The statistical representation of author keywords provides the linkage based on present literature where it shows that CSR and education correlate with ethics, social aspects that should be included in the course.

The occurrence of the author keywords of the CSR and sustainable development (GARRIGA MELÉ, 2004) shows that the education institute should train the learner to adopt this sustainability into their profession (HESSELBARTH SCHALTEGGER, 2014). The linkage of CSR with ethics is very essential for the learner to encapsulate and connect with the need of the society and environment. The other keywords which have a strong correlation with CSR are social responsibility and social aspects where the literature depicts that education through institutions or training programs should highlight society need.

Figure 6 - Represents the type of document that contribute to the literature

Documents by type



Source: Prepared by the authors

The fig 6 represents that the major contribution is in the form of an article followed by book chapters and conference paper wherein the review paper has its significance which has the contribution of less than 5% in the present literature. The Scopus database wherein the journals are providing an opportunity to publish is majorly accepting the research article due to which there is a high volume of research articles in the given matrix.

Conclusion

The topic presents the bibliometric analysis related to Corporate Social Responsibility and Education to determine the statistical analysis in the present database. The study represents the year-wise contribution which shows that there is a constant increase in the literature after 2000 (year-wise contribution). The topic gains momentum interdisciplinary approach from management to social sciences ranging from economics to environmental sciences. The bibliometric analysis helps the researcher to find the gap related to the subject area where there is less literature and no literature available. The bibliometric analysis depicts that the major contribution of the literature is from United State followed by the United Kingdom wherein India also contributes significantly and the difference depicts that US and UK wherein CSR is not mandatory whereas in India CSR is mandatory.

This paper outcome on author's keywords shows the inter-linking of the sources in the field of CSR and education whereas through keywords it shows that the present literature is centric around keywords like ethics, sustainability, environment, social responsibility, and social aspects and the major contribution in the given field is in the form of article, book chapter conference proceedings. The outcome of this work helps the author to navigate the research to work on, which helps the research to get an overall outlook on the given topic. The limitation of this study is that the study confines the database only to Scopus the outcome may differ if the same parameter is applied using other databases.

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