

Exploring Strategic Management and Co-Creation in the World: A Bibliometric Review

Yani Heryani^{1*}, Fadli Agus Triansyah², Lili Adi Wibowo¹, Annisa Aghniarahma Junia³, Baandaalr Lizein², Qudratov Inomjon⁴

¹Department of Management, Universitas Pendidikan Indonesia, Indonesia

²Department of Economic Education, Universitas Pendidikan Indonesia, Indonesia

³Department of Management, Universitas Singaperbangsa Karawang, Indonesia

⁴Faculty of Economics, Tashkent State University of Economic, Uzbekistan

*Corresponding email: yani.heryani@upi.edu

Abstract: In the contemporary age of globalization, business and industry are experiencing dynamic and rapid changes. Strategic management and co-creation are a critical approach to management that combines business strategy with active stakeholder collaboration to create added value and competitive advantage. This study investigates developments in the literature related to the topic "Strategic Management and Co-Creation" using bibliometric analysis from 2007-2023 using 315 documents from the Scopus database. This study examines publication trends in Strategic Management and Co-Creation from 2007 to 2023. The results show a significant increase in publications, peaking in 2022. Key journals that dominate publications include Sustainability Switzerland, Journal of Business and Industrial Marketing, and Journal of Business Research. The main fields of study are business, management, accounting, and social sciences. This research demonstrates the significant developments in Strategic Management and Co-Creation with broad and diverse contributions from different authors, institutions, and countries. It overviews how far this topic has developed and how contributions from various sources and disciplines have shaped a richer understanding of Strategic Management and Co-Creation in multiple contexts.

Keywords: Strategic management, Co-creation, Bibliometric, Scopus journal

INTRODUCTION

In the contemporary age of globalization,, the world of business and industry is experiencing dynamic and rapid changes (Donthu & Gustafsson, 2020; He et al., 2020; Lee et al., 2020; Luo, 2021). Companies worldwide try to increase their competitiveness through various strategies to respond to these changes (Thukral, 2021). Developing and implementing strategies has become key to organizational success in a contemporary era characterized by rapid change and global competition (Aslam et al., 2020). In addition, the collaborative paradigm that has emerged in recent decades has changed how organizations interact with various stakeholders, including consumers, business partners, and communities (Elia et al., 2020). In an increasingly emphasized innovation framework, the concept of co-creation becomes increasingly relevant in understanding the dynamics of strategic management (Aquilani et al., 2020).

Strategic management has long been recognized as the key to organizational success in achieving its goals and vision (Alrowwad et al., 2020; Fuertes et al., 2020). Organizations can anticipate future changes and challenges through planning,

implementing and evaluating strategies and exploit them as opportunities. Meanwhile, co-creation is emerging as a new paradigm where companies and their stakeholders collaborate to create shared value (Siano et al., 2022).

Co-creation allows companies to collaborate with customers, business partners, and other stakeholders to create products, services, or solutions (Bettiga & Ciccullo, 2019; Loureiro et al., 2020). Through this approach, organizations gain valuable input and strengthen their relationships with the parties involved, creating loyalty and trust essential for long-term success. This should include stakeholders actively in the development process so that companies can ensure that their offerings are more aligned with market needs and expectations, which can foster a more profound sense of commitment and mutual understanding and ultimately lead to sustainable competitive advantage and enhanced brand reputation.

However, although a large body of literature discusses these two concepts separately, more research is needed to explore how strategic management and co-creation can be integrated and how this combination can influence organizational performance (Kim et al., 2020; Ongaro et al., 2021). Therefore, it is important to understand the development of literature on this topic to gain a clearer picture of trends, gaps, and potential future research directions. Several studies that have been conducted regarding strategic management and co-creation are presented to provide a comprehensive overview of studies related to strategic management and co-creation, especially through a bibliometric approach.

Some of research involves bibliometric analysis to understand the development of concepts such as value co-creation, co-invention, and dynamic capability view in strategic management. These studies help reveal directions and trends in strategic management and co-creation research and look for correlations between various concepts in these disciplines. Some studies also conduct bibliographic and co-citation analyses to identify key contributors to the field. Saha et al. (2020) examine the development of literature on value co-creation by identifying three main themes: value co-creation in customer service, brand value enhancement, and service marketing with a service logic approach.

In addition, Hassan Shah et al. (2022) analyze the most influential journals, institutions, countries, and research topics in the VCC literature using data from the Web of Science and the VOSviewer tool. Sarkar et al. (2022) examine the combined influence of co-creation and co-invention in the supply chain through mathematical and statistical analysis, while Saxena et al. (2023) map the development of VCC knowledge in various organizational strategic paradigms over the past eighteen years. Ullah et al. (2023) use HistCite and VOSviewer to analyze articles related to VCC in the business-to-business (B2B) context published in the past two decades, identifying the most frequently occurring keywords and research dynamics in this field.

A bibliometric study is also used to assess and understand strategic management. Vogel and Güttel (2013) reviewed the literature on Dynamic Capability View (DCV) from 1994 to 2011, identifying current research priorities using the bibliographic coupling method. Ferreira et al. (2016) conducted a bibliometric analysis based on co-citations to identify six sub-fields in strategic management and examined the interrelationships between these sub-fields. Suriyankietkaew and Petison (2019) focused on strategic management for

sustainability by analyzing 988 documents indexed by Scopus, describing the growth and composition of the literature in this field. Kumar et al. (2022) presented a retrospective review of cross-cultural strategic management using various bibliometric techniques to identify trends and patterns in the literature from 1994 to 2020. Finally, Rao and Shukla (2023) confirmed the importance and relevance of both topics in current academic literature and guide future research in strategic management and co-creation.

The initial study investigates the evolution of the notion of "value co-creation" within the realm of business and management literature during the past decade. It identifies three primary themes: customer service, the enhancement of brand value, and service marketing with a service logic. The objective of the second study is to ascertain which journals, institutions, countries, and research topics have the greatest impact on value co-creation publications. The third study investigates the effects of supply chain collaboration and innovation. The fourth study examines the evolution of understanding regarding value co-creation within the organizational transformation paradigm over the past eighteen years.

The fifth study employs bibliometric analysis to examine value co-creation within the B2B sector, with a specific emphasis on identifying research trends and frequently occurring keywords. A bibliometric analysis of the "Dynamic Capability View" in Strategic Management constitutes the sixth study. A bibliometric analysis of strategic management research was performed in the seventh study, utilizing joint citations as the basis. A bibliometric analysis of sustainable strategic management constitutes the eighth study. The ninth study examines the literature on cross-cultural strategic management from 1994 to 2020 through the application of numerous bibliometric techniques. The tenth study is a bibliometric analysis of Sustainable Strategic Management (SSM), which analyzes collaborations between authors, keywords, and publications in the country, as well as identifies significant contributors to this literature.

This study offers valuable insights into the trends, function, and impact of research in the field of Strategic Management and Collaboration by employing various analytical approaches. This data provides a comprehensive view of the latest research in strategic management and the concept of co-creation, especially on the Scopus database. Scopus is one of the world's leading scientific journal databases covering various scientific disciplines (Singh et al., 2021). Using Scopus, researchers can access quality literature and gain insight into the distribution, frequency and patterns of publications in a particular field.

This article aims to provide a careful and systematic bibliometric review of strategic management and co-creation research published in journals indexed in the Scopus database. Bibliometric analysis effectively summarizes, describes, and analyses scientific literature quantitatively, providing insight into research trends and dominant academic focuses (Hossain et al., 2020; Ren et al., 2019; Triansyah et al., 2023). The novelty of this study is that it offers a new approach to understanding the integration between strategic management and co-creation through a comprehensive bibliometric analysis using data from Scopus. Many previous studies emphasized one aspect only, co-creation or strategic management, without combining the two or combining them with other keywords, so it is exciting if co-creation and strategic management are combined and then analyzed.

The results of this analysis will provide a new picture and improve previous research that has yet to combine these two keywords through a bibliometric approach. This research will not only identify publication trends and critical contributors in the field but also delve deeper into the cross-disciplinary and geographical collaborations that underlie the development of the literature. This research will note a significant increase in the publications and influence of highly cited articles and reveal the complex dynamics and interactions between various concepts in strategic management and co-creation. This opens up new opportunities to further explore how this integration can impact organizational performance, provide practical insights for decision-makers, and shape a richer understanding of strategic management in a changing global context.

Reviewing existing research can identify opportunities for further study, potential collaborations between researchers, and contributions to developing theory and practice in strategic management and co-creation. This article is also expected to provide valuable insights for practitioners and decision-makers in developing innovative and collaboration-oriented business strategies. It is hoped that researchers, practitioners, and policymakers can better understand how strategic management and co-creation have evolved and how they can complement each other to create more excellent value for organizations and their stakeholders.

METHODS

The method used in this research is bibliometric analysis. This study's use of bibliometric methods was chosen because it offers a systematic and objective approach to analyzing vast and diverse literature (Linnenluecke et al., 2020). This method allows researchers to identify research trends, collaboration patterns, and knowledge maps within a particular field, such as Strategic Management and Co-Creation. This study utilizes the Scopus database, which comprehensively covers scientific literature; researchers can access and analyze data from high-quality and relevant articles to generate in-depth and comprehensive insights. Bibliometrics also provides the ability to measure academic impact through citation analysis, which ultimately helps researchers understand how specific topics develop and contribute to science. This method enhances the validity of research and enriches the understanding of the intellectual landscape of the field under study. According to Hajjaji et al. (2021) and Lefebvre et al. (2019), in collecting data, several steps are taken, starting from identification, screening, eligibility, and inclusion. The data collection process can be seen in Figure 1.

In the first step, researchers identified literature related to Strategic Management and Co-Creation by entering the keywords "Strategic AND Management AND Co-Creation" into the Scopus database. At this stage, 391 articles were found following the first stage criteria. Then, in the second stage, a selection process was carried out where only English language articles and publications in the last 17 years were included in the next process. Researchers only include articles published in journals. At this stage, 66 articles have been filtered, leaving 325 for the next process. In the third stage, the researcher evaluated the article's suitability by looking at the title and abstract to see whether it met the criteria required by the

researcher, such as whether the article contained Strategic Management and Co-Creation or not. In the final stage, from the previous data collection process, researchers included 315 articles.

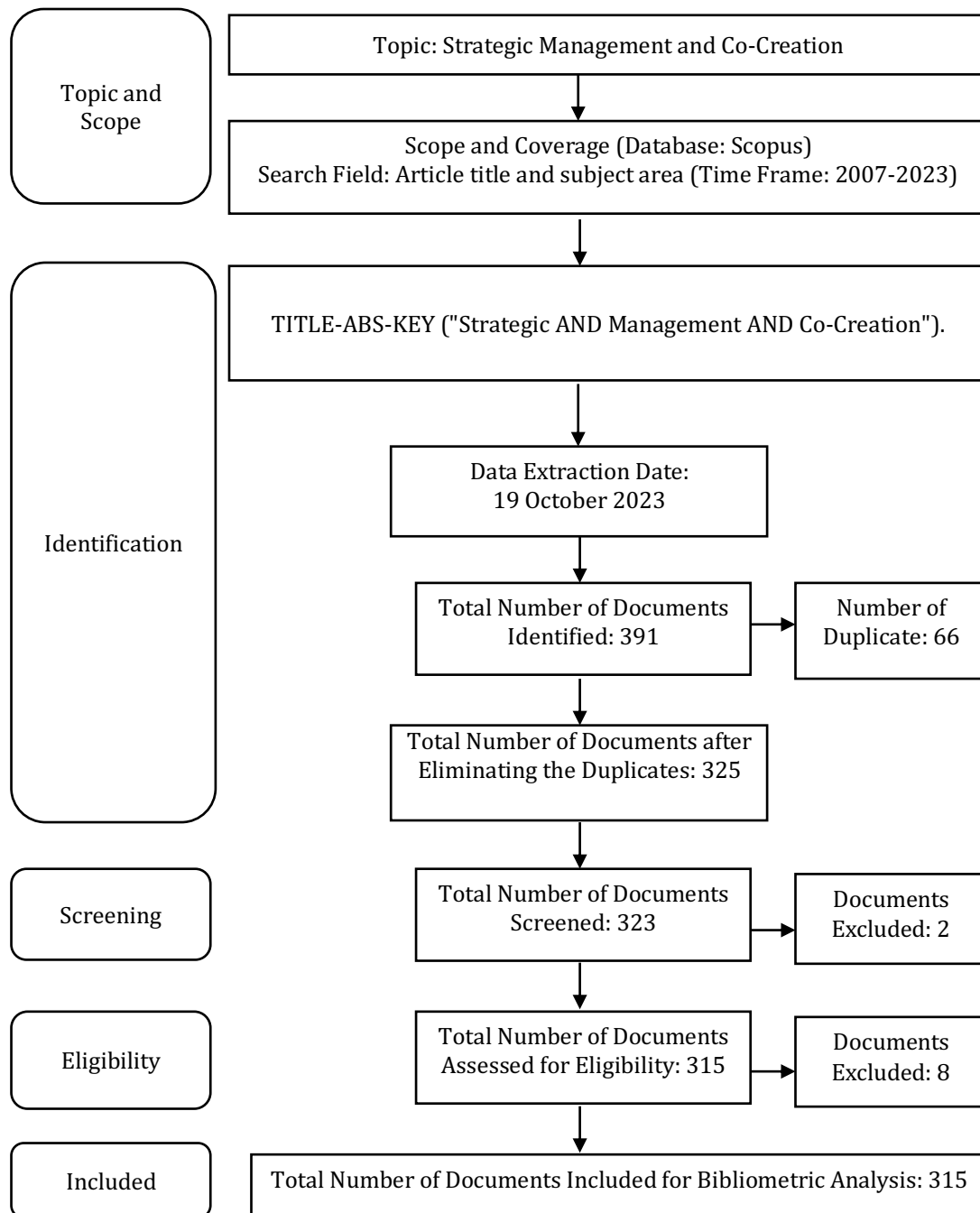


Figure 1. Data Collection Process

Upon completion of a rigorous selection procedure, the researchers acquired an extensive dataset comprising 315 pertinent articles that pertain to the fields of strategic management and co-creation. Strict criteria were applied to the articles in the Scopus database to ensure that they met the requirements of the study. The decision to exclusively incorporate English language journal articles published

within the past seventeen years signifies the researchers' dedication to utilizing current and scholarly reputable resources. The dataset, which was gathered on October 19, 2023, was subsequently meticulously recorded in RIS and CSV formats to enable comprehensive analysis via the VOSviewer software. The meticulous selection and accumulation of data emphasize the accuracy and high standard of the dataset. This will form the basis for a comprehensive bibliometric analysis, which will enhance our comprehension of the dynamic realm of Strategic Management and Co-Creation.

Database and Data Search

This research utilizes the Scopus database as the main source to collect relevant literature data on the topic of "Strategic Management and Co-Creation." Scopus was chosen because it is one of the largest scientific journal databases in the world covering a wide range of disciplines. The data search process involved several stages, namely identification, screening, suitability evaluation, and inclusion. In the first stage, relevant literature was identified by entering the keywords "Strategic AND Management AND Co-Creation" into the Scopus database. The initial search results yielded 391 articles. Next, a selection process was carried out with certain criteria, such as only including English-language articles published in the last 17 years and published in journals. From this selection, 325 articles were selected for the next process, in which 10 more articles were evaluated to ensure their suitability for the research criteria. Ultimately, 315 articles were included in the analysis.

Procedures

The data collection procedure began with the identification of relevant articles using predefined keywords. This process was followed by a screening stage, where only articles that met the inclusion criteria (English language, published in a journal, and within the last 17 years) were included. After the initial screening, articles were further evaluated based on the title and abstract to ensure relevance to the research topic. Articles that passed this stage were then collected and saved in RIS and CSV formats for analysis using VOSviewer software. This procedure ensures that the data obtained is of high quality and relevant to the research topic.

After the screening and evaluation stage, the selected articles were categorized based on several parameters such as year of publication, journal of publication, author, affiliated institution, and country of origin. This categorization helps in understanding the distribution and characteristics of the existing literature. Next, VOSviewer software was used to conduct bibliometric network analysis, which involves visualizing the relationship between articles, authors, and keywords. This procedure provides a comprehensive overview of how research in the field of "Strategic Management and Co-Creation" develops and interacts with each other.

Data Analysis

Data analysis was conducted using bibliometric methods, which allow researchers to summarize, describe, and analyze scientific literature quantitatively. VOSviewer software was used to analyze publication patterns, research trends, and connections between different studies within the field of "Strategic Management and Co-Creation." The bibliometric analysis covers several aspects, including year-to-year

publication trend analysis, publication source analysis, prolific author analysis, institutional affiliation, and geographic analysis by country. The results of this analysis provide insight into the development of research in this field, identify key contributions, and reveal opportunities for further research.

In addition, co-word analysis was used to identify and map key terms that frequently appear in related literature. Co-citation analysis was conducted to understand how articles cite each other and form complex knowledge networks. This analysis also helped identify the most influential and frequently referenced articles in this field of research. The results of these different types of bibliometric analyses provide an in-depth view of the structure and dynamics of research in the field of "Strategic Management and Co-Creation," and help identify research gaps that can be further explored.

RESULTS AND DISCUSSION

Publication Trends

Publication trends regarding Strategic Management and Co-Creation have shown significant fluctuations over the last few years (Figure 2). In 2007, there were only two documents published in this area. However, this trend has started showing real growth since then, with the number of publications increasing to 7 in 2010. After that, the number of publications has stabilized, although it remains low. In 2013, there was a jump in the number of publications to 21 documents, which may reflect increased interest in this topic. However, the following years again showed fluctuations, with publications ranging from 15 to 39 documents. In 2022, there will be a significant increase in publications to 39 documents, which may indicate increased interest and research in Strategic Management and Co-Creation. 2023 was also recorded with 35 documents, showing that this topic is still relevant and an important research subject. Overall, these trends reflect dynamics in interest and research in Strategic Management and Co-Creation over the observed period, with some years showing a significant increase in publications.

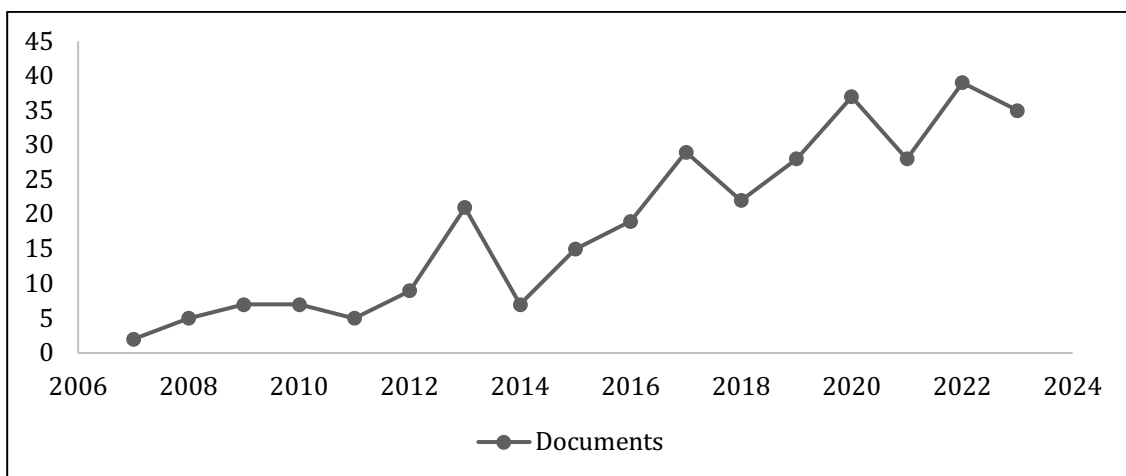


Figure 2. Publication Trends Strategic on Management and Co-Creation (2007-2023)

Publication Trends by Source

Publication trends in Strategic Management and Co-Creation demonstrate the diversity of sources contributing to this research. As shown in Figure 3, the main source that dominates publications is Sustainability Switzerland, which has published 16 documents on this topic, demonstrating a strong commitment to sustainability issues in strategic management and co-creation. Furthermore, the Journal of Business and Industrial Marketing and the Journal of Business Research has eight publications, indicating the important role these journals play in disseminating research in this field. Other sources, such as Strategic Direction, Journal of Strategic Marketing, European Journal of Marketing, and Policy and Politics, contributing 7, 5, 4, and 4 documents, respectively, provide extensive coverage on various aspects of strategic and co-creation. The Journal of Brand Management, Journal of Media Business Studies, and Management Decision have also contributed with three publications each. Overall, these sources reflect the diversity in the academic landscape examining Strategic Management and Co-Creation, and they have played an important role in disseminating knowledge and understanding of this topic through their publications.



Figure 3. Compare the Document Counts for up 10 Sources

Publication Trends by Author

Publication trends in Strategic Management and Co-Creation reflect some of the most prolific authors contributing to research in this area (see Figure 4). Five authors, namely Ciasullo, M.V., Correia, M.B., Ferlie, E., Iglesias-Sánchez, P.P., and Jambrino-Maldonado, each with four publications, demonstrate significant contributions to this topic. They have consistently contributed to enriching understanding of Strategic Management and Co-Creation. In addition, three authors, namely Grimaldi, M., Lusch, R.F., and Polese, F., have three publications each, which also shows their important role in helping to develop knowledge in this field. Despite having fewer publications, Bilgihan, A., and Biraghi, S., with two publications each, have also made important contributions to Strategic Management and Co-Creation research. These authors reflect the diversity and productivity in the academic world focused on this topic, further enriching the literature in Strategic Management and Co-Creation.

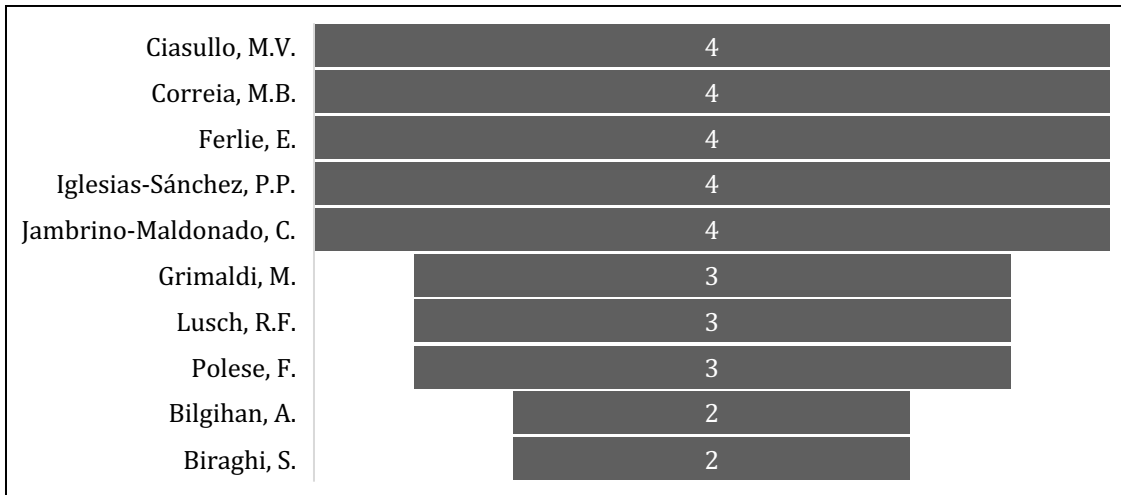


Figure 4. Compare the Document Counts for up 10 Authors

Publication Trends by Affiliation

Publication trends in Strategic Management and Co-Creation reflect significant contributions from educational and research institutions worldwide. Universidad de Málaga and Università degli Studi di Salerno each have seven publications, demonstrating the strong role of these institutions in developing knowledge in this field. Furthermore, Aalto University and Universidade de Lisboa, each with five publications, as well as Universidade do Algarve, Delft University of Technology, The University of Arizona, Tampere University, Universidade do Minho, and Brunel University London, each with four publications, also provided significant contributions in various aspects of Strategic Management and Co-Creation. These affiliations reflect the interagency collaboration and geographic diversity in research in this area, which helps enrich existing understanding and insights on this topic. Overall, these affiliates play an important role in developing and disseminating knowledge in Strategic Management and Co-Creation (see Figure 5).

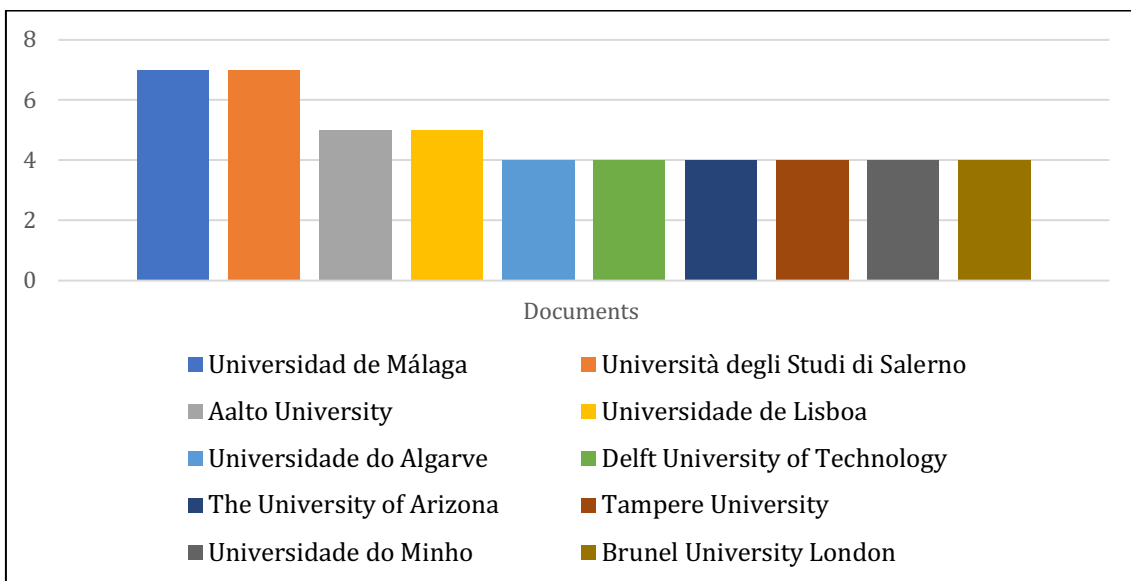


Figure 5. Compare the Document Counts for up 10 Affiliation

Publication Trends by Country

Publication trends regarding Strategic Management and Co-Creation show strong contributions from several countries (Figure 6). England (United Kingdom) dominates with 49 publications, showing that this country plays an important role in the research and development of this topic. Meanwhile, the United States, with 41 publications, also significantly advances knowledge in Strategic Management and Co-Creation. In addition to the top two countries, Italy with 28 publications and Australia with 24 publications, each plays an important role in contributing to the scientific literature on this topic. Spain and Portugal have 22 and 20 publications, respectively, indicating a strong interest in this topic in the Southern European region. In addition, countries such as Finland with 19 publications, Sweden with 18 publications, China with 17 publications, and Germany with 17 publications all made important contributions to enriching the literature and understanding of Strategic Management and Co-Creation. Overall, these countries reflect geographic diversity and international cooperation in research on this topic, which helps to enrich global insight and understanding of Strategic Management and Co-Creation.

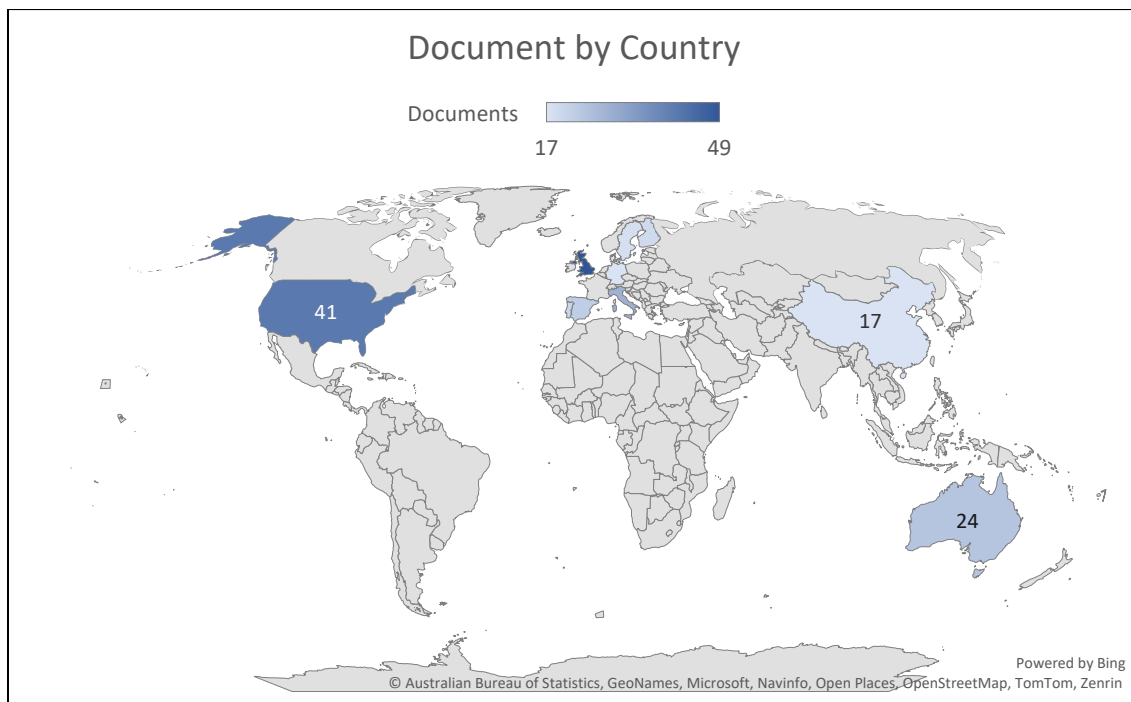


Figure 6. Compare the Document Counts for up 10 Country

Publication Trends by Subject Area

Publication trends regarding Strategic Management and Co-Creation reflect the diversity of subject areas involved in this research. The most dominant field is "Business, Management and Accounting", with 194 publications indicating that this topic is strongly connected to aspects of management and accounting. The subject "Social Sciences", with 94 publications, also plays an important role in studying the social and humanitarian aspects of Strategic Management and Co-Creation. Additionally, "Computer Science", with 64 publications, and "Decision Sciences" and "Environmental Science", each with 51 publications, demonstrate the strong involvement of disciplines related to decision-making, environmental science, and

information technology in the research context. The technical field, including "Engineering" with 47 publications, also plays an important role in understanding the technical aspects of Strategic Management and Co-Creation. Other subjects involved in this research include "Energy" with 27 publications, "Economics, Econometrics and Finance" with 26 publications, and several other subjects such as "Medicine," "Agricultural and Biological Sciences," "Arts and Humanities," "Mathematics ," "Earth and Planetary Sciences," "Psychology," "Chemistry," "Materials Science," "Biochemistry, Genetics and Molecular Biology," "Chemical Engineering," "Health Professions," "Nursing," "Physics and Astronomy," each with a lower number of publications. This trend reflects that Strategic Management and Co-Creation involve multiple disciplines and subject areas, which creates a multidisciplinary and diverse research framework for a comprehensive understanding of this topic.

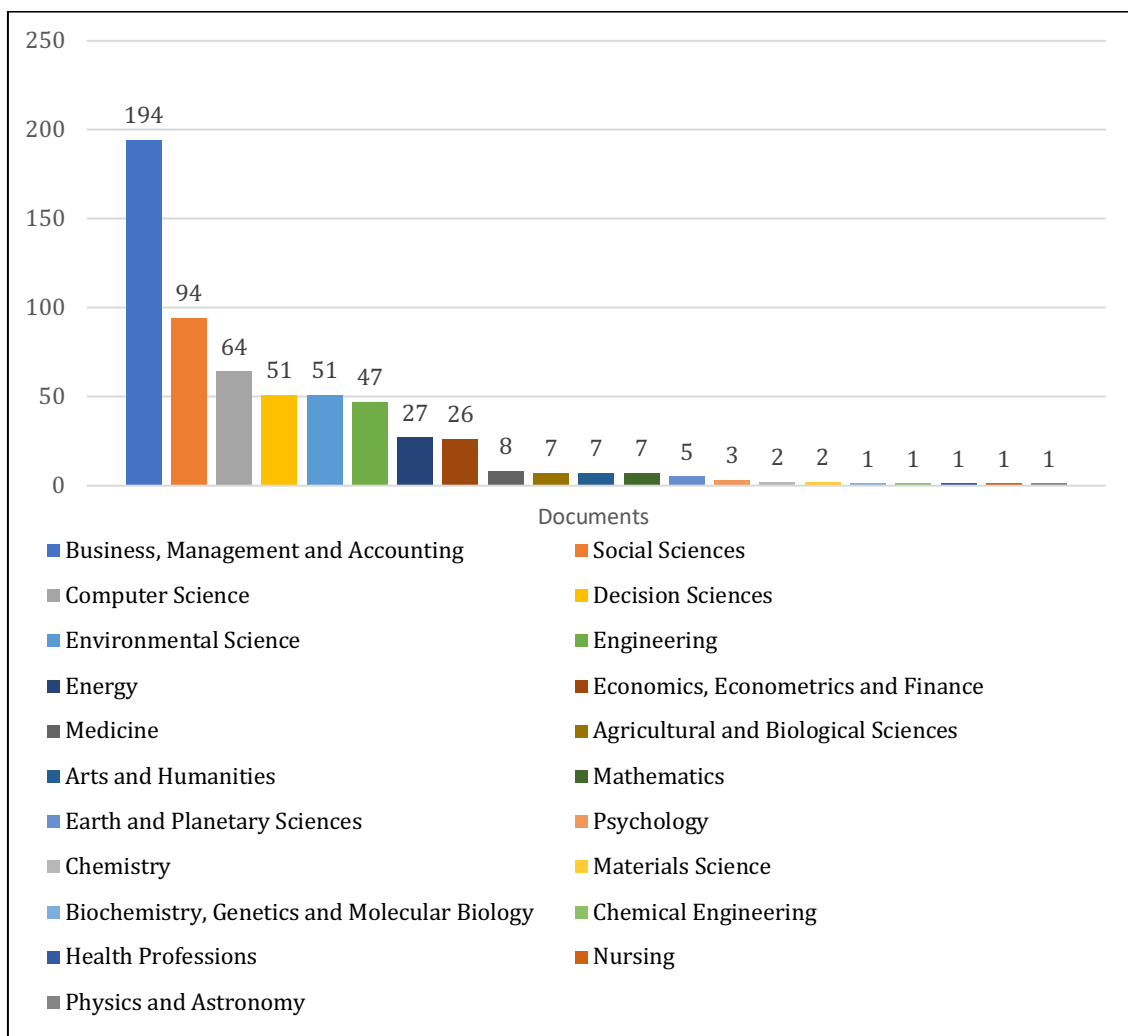


Figure 7. Publication Trends by Subject Area

Publication Trends by Author Citation

The list of highly cited articles reveals the significance of various dimensions of co-creation and strategic management in academic literature (see Table 1). Notably, the article "Actor engagement as a micro foundation for value co-creation," authored by

K. Storbacka, R.J. Brodie, T. Böhmman, P.P. Maglio, S. Nenonen in 2016, with a remarkable 494 citations, underscores the critical role of actor engagement in the value co-creation process. In a sports context, the article "Sport and Social Media Research: A Review" by K. Filo, D. Lock, and A. Karg in 2015, receiving 329 citations, reviews the intersection of sports and social media, emphasizing the relevance of co-creation. Additionally, "Managing Value Co-Creation in the Tourism Industry," authored by F. Cabiddu, T.-W. Lui, G. Piccoli, in 2013, with 222 citations, provides insights into co-creation management in the tourism sector. These articles reflect diverse facets of co-creation and its pivotal role in strategic management, catering to the interests of scholars, practitioners, and policymakers seeking to navigate the evolving landscape of value co-creation and its strategic implications.

Table 1. Trends Author Citation

Cites	Authors	Title	Year	Publication	Ref
494	K. Storbacka, R.J. Brodie, T. Böhmman, P.P. Maglio, S. Nenonen	Actor engagement as a microfoundation for value co-creation	2016	Journal of Business Research	(Storbacka et al., 2016)
329	K. Filo, D. Lock, A. Karg	Sport and social media research: A review	2015	Sport Management Review	(Filo et al., 2015)
222	F. Cabiddu, T.-W. Lui, G. Piccoli	Managing Value Co-Creation in The Tourism Industry	2013	Annals of Tourism Research	(Cabiddu et al., 2013)
210	M.-S. Cheung, M.B. Myers, J.T. Mentzer	Does relationship learning lead to relationship value? A cross-national supply chain investigation	2010	Journal of Operations Management	(Cheung et al., 2010)
204	D.R. Jamali, A.M. El Dirani, I.A. Harwood	Exploring human resource management roles in corporate social responsibility: The CSR-HRM co-creation model	2015	Business Ethics	(Jamali et al., 2015)
198	M. Bogers, J. West	Managing distributed innovation: Strategic utilization of open and user innovation	2012	Creativity and Innovation Management	(Bogers & West, 2012)
187	R. Jain, J. Aagja, S. Bagdare	Customer experience – A review and research agenda	2017	Journal of Service Theory and Practice	(Jain et al., 2017)
178	S.-Y. Park, J.P. Allen	Responding to Online Reviews: Problem Solving and Engagement in Hotels	2013	Cornell Hospitality Quarterly	(Park & Allen, 2013)
169	O. Iglesias, N. Ind, M. Alfaro	The organic view of the brand: A brand value co-creation model	2013	Journal of Brand Management	(Iglesias et al., 2013)
167	P.J. Daugherty	Review of logistics and supply chain relationship literature and suggested research agenda	2011	International Journal of Physical Distribution and Logistics Management	(Daugherty, 2011)

Cites	Authors	Title	Year	Publication	Ref
166	R.F. Lusch, S.L. Vargo, A. Gustafsson	Fostering a trans-disciplinary perspectives of service ecosystems	2016	Journal of Business Research	(Lusch et al., 2016)
158	N. Frantzeskaki, N. Kabisch	Designing a knowledge co-production operating space for urban environmental governance—Lessons from Rotterdam, Netherlands and Berlin, Germany	2016	Environmental Science and Policy	(Frantzeskaki & Kabisch, 2016)
151	A. Kumar	From mass customization to mass personalization: A strategic transformation	2007	International Journal of Flexible Manufacturing Systems	(A. Kumar, 2007)
127	L. Altinay, B. Taheri	Emerging themes and theories in the sharing economy: a critical note for hospitality and tourism	2019	International Journal of Contemporary Hospitality Management	(Altinay & Taheri, 2019)
122	H. Gebauer, M. Johnson, B. Enquist	Value co-creation as a determinant of success in public transport services: A study of the Swiss Federal Railway operator (SBB)	2010	Managing Service Quality	(Gebauer et al., 2010)
120	D.R. Gnyawali, W. Fan, J. Penner	Competitive actions and dynamics in the digital age: An empirical investigation of social networking firms	2010	Information Systems Research	(Gnyawali et al., 2010)
119	S.E. Fawcett, M.A. Waller	Supply chain game changers-mega, nano, and virtual trends-and forces that impede supply chain design (i.e., Building a Winning Team)	2014	Journal of Business Logistics	(Fawcett & Waller, 2014)
115	C. Mele	Supply chain game changers-mega, nano, and virtual trends-and forces that impede supply chain design (i.e., Building a Winning Team)	2011	Industrial Marketing Management	(Mele, 2011)
110	C.-H. Yen, H.-Y. Teng, J.-C. Tzeng	Conflicts and value co-creation in project networks	2020	International Journal of Hospitality Management	(Yen et al., 2020)
105	L.A. Bettencourt, R.F. Lusch, S.L. Vargo	Innovativeness and customer value co-creation behaviors: Mediating role of customer engagement	2014	California Management Review	(Bettencourt et al., 2014)
		A service lens on value creation: Marketing's role in achieving strategic advantage			

In addition to these noteworthy articles, several others have significantly contributed to the discourse on co-creation and strategic management. For example, the article "Does Relationship Learning Lead to Relationship Value? A Cross-National Supply Chain Investigation" by M.-S. Cheung, M.B. Myers, J.T. Mentzer in 2010, with 210 citations, explores the role of relationship learning in supply chain dynamics. "Exploring human resource management roles in corporate social responsibility: The CSR-HRM co-creation model" by D.R. Jamali, A.M. El Dirani, and I.A. Harwood, also from 2015 and garnering 204 citations, delves into the

intersection of human resource management and corporate social responsibility. These articles provide valuable insights into the intricate relationships between co-creation, strategic leadership, and various related fields, offering a rich foundation for further research and discussion in the academic community and beyond. The high citation counts for these articles underscore their significance and influence in shaping the discourse on co-creation and strategic management.

Moreover, the list of highly cited articles explores different facets of co-creation and its implications. "Managing Distributed Innovation: Strategic Utilization of Open and User Innovation" by M. Bogers and J. West in 2012, with 198 citations, emphasizes the strategic utilization of open and user innovation in distributed innovation management. "Customer Experience – A Review and Research Agenda" by R. Jain, J. Aagja, and S. Bagdare in 2017, with 187 citations, provides a comprehensive overview and outlines future research directions in customer experience. "Responding to Online Reviews: Problem Solving and Engagement in Hotels" by S.-Y. Park and J.P. Allen, in 2013 with 178 citations, explores the role of problem-solving and engagement in the hotel industry based on online reviews. Each of these articles contributes to the multifaceted understanding of co-creation and strategic management, reflecting its relevance and significance in various fields of research and practice.

Additionally, other highly cited articles delve into areas such as brand management, logistics, public transport services, and the dynamics of digital-age competitive actions. These articles collectively illustrate the broad and enduring influence of co-creation as a critical element in understanding value creation and innovation within the strategic management context across diverse industries and research domains. The consistently high citation counts further attest to their importance in shaping the discourse surrounding co-creation and its application in strategic management.

Author's Bibliographic Coupling

Publication trends regarding "Strategic Management and Co-Creation" reflect several author bibliographic pairs with the most citations. As illustrated in Figure 8, one of the most striking pairs is the work "Actor engagement as a microfoundation for value co-creation" by Storbacka et al. (2016), with 494 citations, highlighting the importance of actor involvement in value co-creation. Additionally, the work "Sport and social media research: A review" by Filo et al. (2015) received 329 citations, discussing research on sport and social media in the context of co-creation. Other pairs of authors' bibliographies include "Managing Value Co-Creation In The Tourism Industry" by Cabiddu et al. (2013) with 222 citations, as well as "Does relationship learning lead to relationship value? A cross-national supply chain investigation" by Cheung et al. (2010) with 210 citations, which discusses learning relationships in cross-border supply chains. This trend reflects that several pairs of authors have played a significant role in developing the understanding of Strategic Management and Co-Creation.

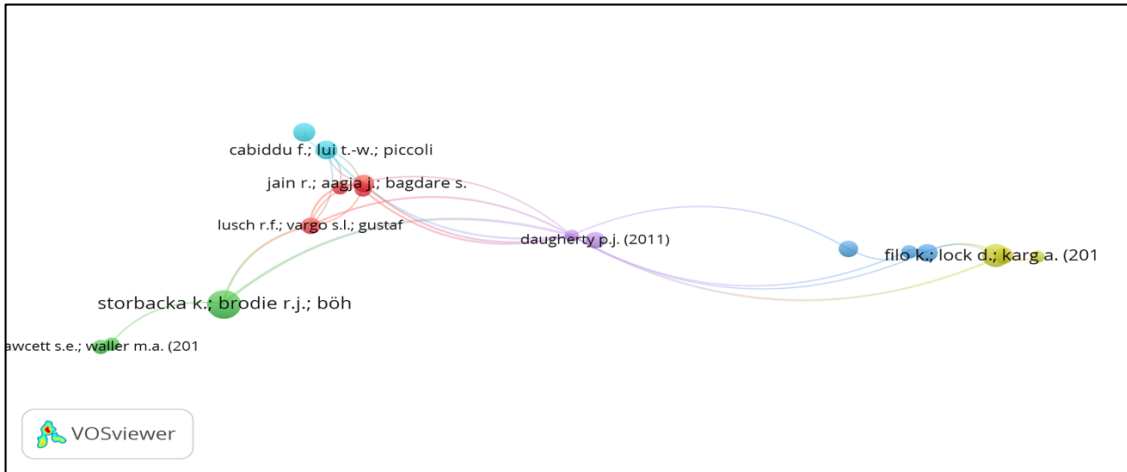


Figure 8. Author's Bibliographic Coupling

Source Bibliographic Coupling

The publication trends pertaining to "Strategic Management and Co-Creation" are indicative of the diverse array of sources that contribute to the distribution of knowledge in this field (Figure 9). With sixteen publications, "Sustainability (Switzerland)" maintains a prominent position in the publication of research pertaining to sustainability-related facets in the fields of strategic management and co-creation. Furthermore, the publication listings for "19th Americas Conference on Information Systems, AMCIS 2013 - Hyperconnected World: Anything, Anywhere, Anytime" and "Journal of Business Research" and "Journal of Business and Industrial Marketing" each contain eight articles, which underscores the authors' resolute dedication to the advancement of knowledge in this domain. Additionally, sources such as "Journal of Strategic Marketing," which has five publications, and "Strategic Direction," which has seven publications, contribute significantly to the development of the literature on strategic management and co-creation.

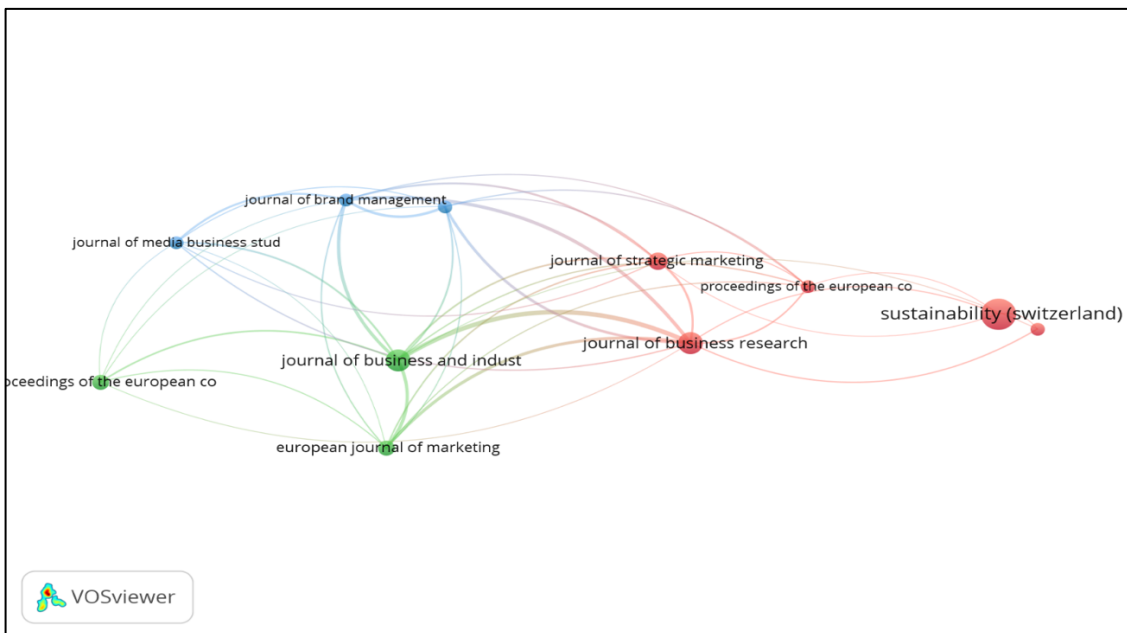


Figure 9. Source Bibliographic Coupling

Furthermore, a selection of academic journals with comparatively fewer publications such as "European Journal of Marketing," "Journal of Brand Management," "Journal of Media Business Studies," "Management Decision," "Policy and Politics," "Proceedings of the European Conference on Innovation and Entrepreneurship," "Proceedings of the European Conference on Knowledge Management," "Strategy and Leadership," and the "European Conference on Innovation and Entrepreneurship" offer a diverse range of viewpoints. This phenomenon is an indication of the variety of sources that contribute to the dissemination of information regarding Co-Creation and Strategic Management from a range of perspectives, such as brand management, sustainability, and innovation, among others. These sources have significantly influenced and advanced the body of literature in this particular discipline.

Country Bibliographic Coupling

Publication trends regarding "Strategic Management and Co-Creation" reflect contributions from various countries worldwide. As depicted in Figure 10, the United Kingdom (United Kingdom) dominates with 49 publications, indicating the UK's important role in disseminating knowledge on this topic. Apart from that, the United States also contributed significantly with 41 publications, showing the strong contribution of this country in the literature on Strategic Management and Co-Creation. Furthermore, Italy (Italy), with 28 publications, and Portugal and Spain (Spain), with 20 and 22 publications, respectively, play an important role in developing understanding of this topic in Southern Europe.

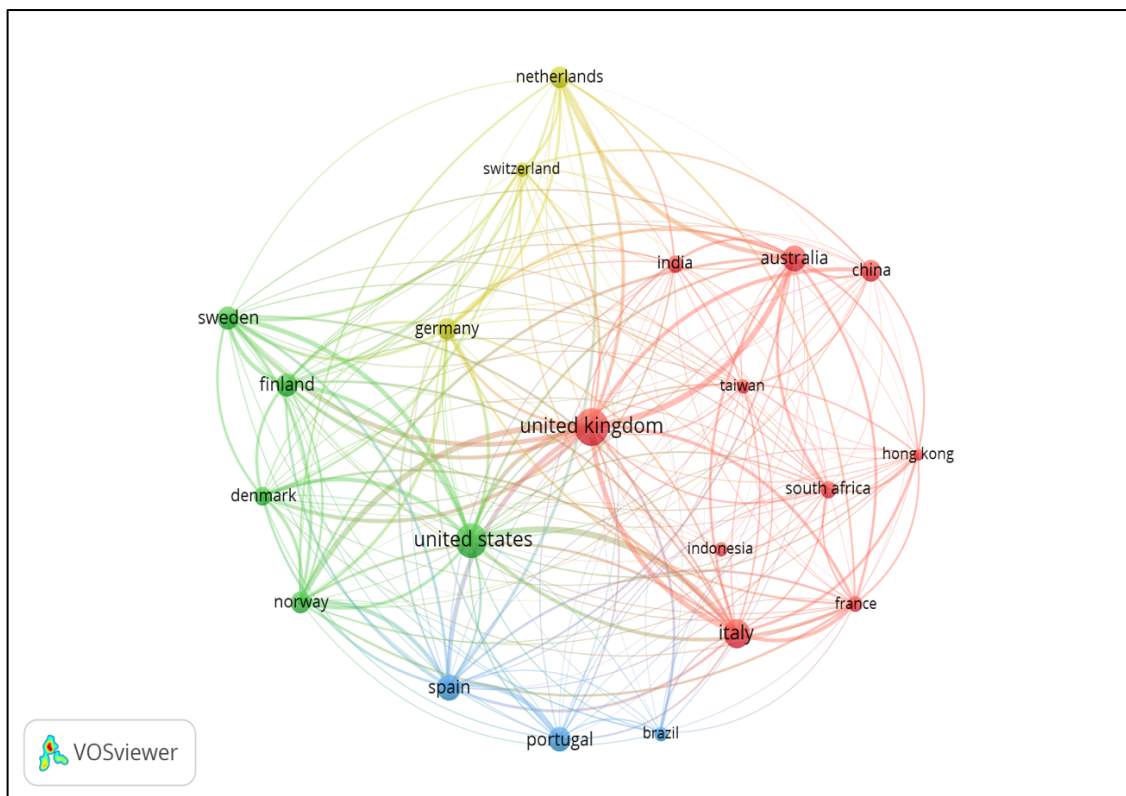


Figure 10. Country Bibliographic Coupling

In addition, countries such as Germany (Germany) and the Netherlands (Netherlands), with 17 publications each, Finland (Finland) with 19 publications, and Norway (Norway) with 16 publications, also made significant contributions to this research. Countries such as Australia, China (China), Denmark, France (France), India, Indonesia, Hong Kong, Sweden (Sweden), and Switzerland (Switzerland) also contributed with a diverse number of publications, creating a diverse research framework and international in understanding Strategic Management and Co-Creation. Overall, these trends reflect international collaboration and diversity in research on this topic, which enriches the global understanding of Management Strategy and Co-Creation.

Focus Study

Publication trends regarding "Strategic Management and Co-Creation" reflect the diversity of keywords or terms frequently appearing in the literature. One of the most striking keywords is "co-creation," with 85 occurrences, which emphasizes the importance of cooperation in creating value in strategic management. In addition, the keywords "value co-creation," with 49 occurrences, and "sustainability," with 24 occurrences, highlight the important role of sustainability in the relationship between co-creation and value creation. The keywords "innovation" with 34 occurrences, "strategic approach" with 28 occurrences, and "knowledge management" with 21 occurrences also show that innovation, strategic approaches, and knowledge management are the main focus in research on Strategic Management and Co-Creation. In addition, the keywords "strategic management" with 13 occurrences, "supply chain management" with 13 occurrences, "sales" with 11 occurrences, "ecosystems" with 11 occurrences, "social media" with 11 occurrences, and "stakeholder" with 11 events, highlighting important aspects of strategic management and co-creation related to supply chain, sales, ecosystem, social media, and stakeholders. These trends reflect the broad focus of this research, which includes aspects such as innovation, sustainability, knowledge management, strategic approaches, and practical aspects such as supply chain, sales, and stakeholder management. All these keywords provide a deeper understanding of the role of co-creation in the context of strategic management (see Figure 11).

The publication trends regarding "Strategic Management and Co-Creation" also reflect several other keywords with a significant presence in the related literature. The keywords "competition" and "competitive advantage," with 9 and 5 occurrences, respectively, indicate that competition and competitive advantage are major concerns in research on strategic management and co-creation. The keywords "decision making" and "collaboration," with ten occurrences each, as well as "strategic planning" and "service-dominant logic," with ten occurrences each, highlight the roles of decision-making, collaboration, strategic planning, and logic-based services in the context of co-creation. The keywords "information management" and "information systems" with 11 and 6 occurrences, respectively, as well as "ecosystems," "social media," and "stakeholder," also with 11 occurrences, emphasize the importance of information management, information systems, ecosystems, media social, and stakeholders in co-creation and strategic management. The keywords "sustainable development," with 16 occurrences, and "value creation," with five occurrences, highlight sustainability and value creation as

central issues in discussions about co-creation in strategic management. Overall, these keywords create a rich and diverse research framework in the understanding of Strategic Management and Co-Creation, covering aspects such as innovation, strategy, sustainability, information, and collaboration, all of which play an important role in shaping practice and theory in the field.

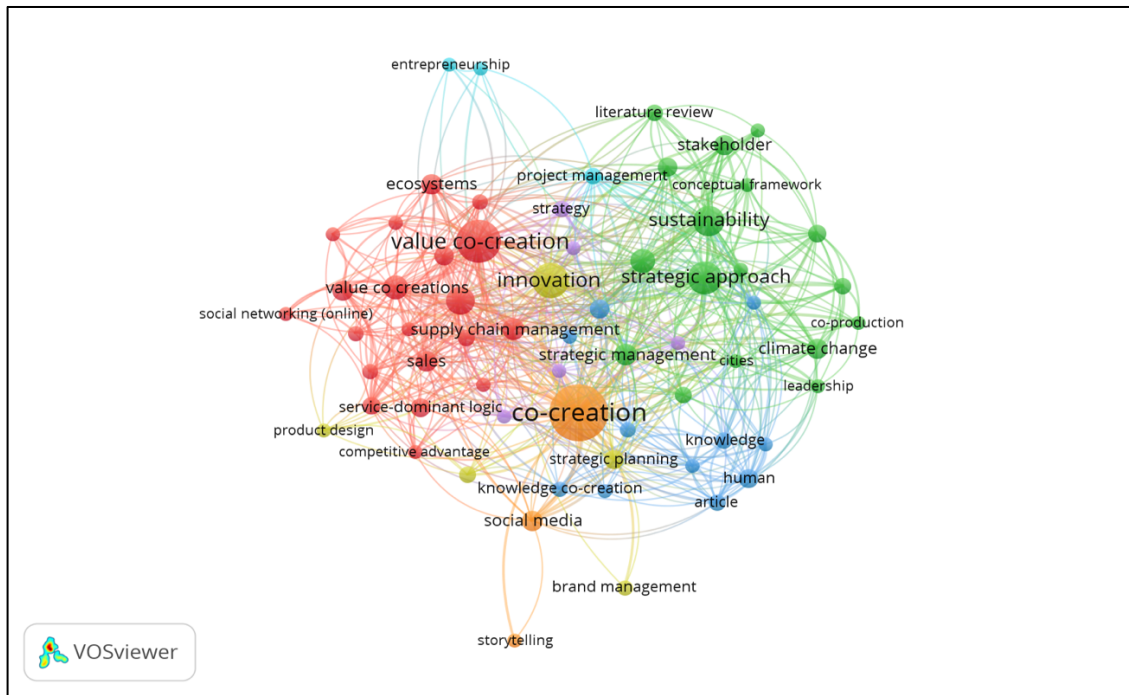


Figure 11. Focus Study

Discussion

This section discusses the findings of the publication trends on Strategic Management and Co-Creation between 2007 and 2023. In terms of publication trends, it can be seen that the number of publications has fluctuated significantly. In 2007, there were only two documents published, but this number increased to seven in 2010. A sharp increase occurred in 2013 with 21 documents, which then fluctuated until it peaked in 2022 with 39 documents. This indicates increasing interest and research in this field, despite some fluctuations during the observed period.

Publication trends by source show that the journal "Sustainability Switzerland" dominates with 16 documents, followed by "Journal of Business and Industrial Marketing" and "Journal of Business Research" with eight documents each. Other sources such as "Strategic Direction", "Journal of Strategic Marketing" and "European Journal of Marketing" also contribute significantly. This diversity of sources reflects the breadth of research in this area. In terms of authors, some prolific authors such as Ciasullo, M.V., Correia, M.B., and Ferlie, E. have four publications each. Other authors such as Grimaldi, M. and Lusch, R.F. also made important contributions with three publications. This diversity of authors enriches the literature in the field of Strategic Management and Co-Creation.

Trends by affiliation show that Universidad de Málaga and Università degli Studi di Salerno have seven publications each, demonstrating the strong role these

institutions play in the development of knowledge in this area. In addition, Aalto University and Universidade de Lisboa have five publications each, showing the significant contribution of these institutions. Geographically, the United Kingdom (49 publications) and the United States (41 publications) dominate research in this area, followed by countries such as Italy (28 publications) and Australia (24 publications). Other countries such as Spain, Portugal, Finland and Sweden also make important contributions, demonstrating the geographical diversity of the research.

In terms of fields of study, "Business, Management and Accounting" dominates with 194 publications, followed by "Social Sciences" with 94 publications. Other fields such as "Computer Science" and "Decision Sciences" also play an important role, showing that research in Strategic Management and Co-Creation is multidisciplinary. Citation analysis shows highly cited articles such as "Actor engagement as a microfoundation for value co-creation" by Storbacka et al. (2016) with 494 citations, which emphasizes the importance of actor engagement in the co-creation process. Other highly-cited articles cover a wide range of topics from social media and sports to the tourism industry, demonstrating the breadth of co-creation applications in various contexts.

Analysis of the bibliographic coupling of authors and sources shows some significant pairs in the development of the literature. For example, contributions from "Journal of Business Research" and "Journal of Business and Industrial Marketing" show the importance of these journals in disseminating knowledge. Overall, these trends show that research in the field of Strategic Management and Co-Creation is dynamic and growing with significant contributions from a wide range of authors, institutions, countries and fields of study. This diversity creates a rich and multidisciplinary research framework, which is essential for a comprehensive understanding of the topic.

CONCLUSION

Publication trends on "Strategic Management and Co-Creation" reflect the complex and diverse dynamics in the literature on this topic. This research involves contributions from various countries and academic institutions, with the United Kingdom and the United States dominating in terms of the number of publications. An analysis based on sources, authors, affiliations, subject areas, keywords, and countries shows that diversity and collaboration across disciplines such as management, innovation, sustainability, and strategy involve diverse stakeholders. Frequently used keywords underscore the importance of co-creation, innovation, sustainability, and strategy in a comprehensive understanding of this topic. All these trends create a multidisciplinary, international, and diverse research framework for a deeper understanding of Strategic Management and Co-Creation in various contexts and applications. This rich tapestry of research contributions reflects the evolving nature of the field and offers valuable insights for scholars, practitioners, and policymakers seeking to navigate the intricate interplay of Strategic Management and Co-Creation in today's complex business landscape.

This research has important implications for policy and practice development in strategic management and co-creation. Through identifying key trends and cross-disciplinary collaborations, this research can help policymakers and practitioners understand how to leverage this diversity to enhance innovation and sustainability in their organizations. In addition, the results of this study can be used as a basis for designing more effective strategies for managing co-creation across different industry sectors, which can ultimately improve organizational performance and global competitiveness. However, this study has some limitations that need to be noted. First, this analysis only includes articles published in English and within the last 17 years, so another relevant research may be excluded. Second, this study is limited to data from the Scopus database, thus the results may only cover some existing literature in this field. Thirdly, the bibliometric approach used in this study provides an overview of trends and patterns in the literature but needs to go in-depth in exploring the specific content of each study analyzed.

REFERENCES

- Alrowwad, A., Abualoush, S. H., & Masa'deh, R. (2020). Innovation and intellectual capital as intermediary variables among transformational leadership, transactional leadership, and organizational performance. *Journal of Management Development*, 39(2), 196–222. <https://doi.org/10.1108/JMD-02-2019-0062>
- Altinay, L., & Taheri, B. (2019). Emerging themes and theories in the sharing economy: A critical note for hospitality and tourism. In *International Journal of Contemporary Hospitality Management* (Vol. 31, Issue 1, pp. 180–193). Emerald Group Holdings Ltd. <https://doi.org/10.1108/IJCHM-02-2018-0171>
- Aquilani, B., Piccarozzi, M., Abbate, T., & Codini, A. (2020). The role of open innovation and value co-creation in the challenging transition from industry 4.0 to Society 5.0: Toward a Theoretical Framework. *Sustainability*, 12(21), 8943. <https://doi.org/10.3390/su12218943>
- Aslam, F., Amin, W., Li, M., & Ur Rehman, K. (2020). Innovation in the Era of IoT and Industry 5.0: Absolute Innovation Management (AIM) Framework. *Information*, 11(2), 124. <https://doi.org/10.3390/info11020124>
- Bettencourt, L. A., Lusch, R. F., & Vargo, S. L. (2014). A service lens on value creation: Marketing's role in achieving strategic advantage. *California Management Review*, 57(1), 44–66. <https://doi.org/10.1525/cmr.2014.57.1.44>
- Bettiga, D., & Ciccullo, F. (2019). Co-creation with customers and suppliers: an exploratory study. *Business Process Management Journal*, 25(2), 250–270. <https://doi.org/10.1108/BPMJ-12-2016-0246>
- Bogers, M., & West, J. (2012). Managing distributed innovation: Strategic utilization of open and user innovation. *Creativity and Innovation Management*, 21(1), 61–75. <https://doi.org/10.1111/j.1467-8691.2011.00622.x>
- Cabiddu, F., Lui, T.-W., & Piccoli, G. (2013). Managing Value Co-Creation In The Tourism Industry. *Annals of Tourism Research*, 42, 86–107. <https://doi.org/10.1016/j.annals.2013.01.001>
- Cheung, M.-S., Myers, M. B., & Mentzer, J. T. (2010). Does relationship learning lead

- to relationship value? A cross-national supply chain investigation. *Journal of Operations Management*, 28(6), 472–487. <https://doi.org/10.1016/j.jom.2010.01.003>
- Daugherty, P. J. (2011). Review of logistics and supply chain relationship literature and suggested research agenda. In *International Journal of Physical Distribution and Logistics Management* (Vol. 41, Issue 1, pp. 16–31). <https://doi.org/10.1108/09600031111101402>
- Donthu, N., & Gustafsson, A. (2020). Effects of COVID-19 on business and research. *Journal of Business Research*, 117, 284–289. <https://doi.org/10.1016/j.jbusres.2020.06.008>
- Elia, G., Margherita, A., & Passiante, G. (2020). Digital entrepreneurship ecosystem: How digital technologies and collective intelligence are reshaping the entrepreneurial process. *Technological Forecasting and Social Change*, 150, 119791. <https://doi.org/10.1016/j.techfore.2019.119791>
- Fawcett, S. E., & Waller, M. A. (2014). Supply chain game changers-mega, nano, and virtual trends-and forces that impede supply chain design (i.e., Building a Winning Team). *Journal of Business Logistics*, 35(3), 157–164. <https://doi.org/10.1111/jbl.12058>
- Ferreira, J. J. M., Fernandes, C. I., & Ratten, V. (2016). A co-citation bibliometric analysis of strategic management research. *Scientometrics*, 109(1), 1–32. <https://doi.org/10.1007/s11192-016-2008-0>
- Filo, K., Lock, D., & Karg, A. (2015). Sport and social media research: A review. In *Sport Management Review* (Vol. 18, Issue 2, pp. 166–181). Elsevier Ltd. <https://doi.org/10.1016/j.smr.2014.11.001>
- Frantzeskaki, N., & Kabisch, N. (2016). Designing a knowledge co-production operating space for urban environmental governance—Lessons from Rotterdam, Netherlands and Berlin, Germany. *Environmental Science and Policy*, 62, 90–98. <https://doi.org/10.1016/j.envsci.2016.01.010>
- Fuertes, G., Alfaro, M., Vargas, M., Gutierrez, S., Ternero, R., & Sabattin, J. (2020). Conceptual Framework for the Strategic Management: A Literature Review—Descriptive. *Journal of Engineering*, 2020, 1–21. <https://doi.org/10.1155/2020/6253013>
- Gebauer, H., Johnson, M., & Enquist, B. (2010). Value co-creation as a determinant of success in public transport services: A study of the Swiss Federal Railway operator (SBB). *Managing Service Quality*, 20(6), 511–530. <https://doi.org/10.1108/09604521011092866>
- Gnyawali, D. R., Fan, W., & Penner, J. (2010). Competitive actions and dynamics in the digital age: An empirical investigation of social networking firms. *Information Systems Research*, 21(3), 594–613. <https://doi.org/10.1287/isre.1100.0294>
- Hajjaji, Y., Boulila, W., Farah, I. R., Romdhani, I., & Hussain, A. (2021). Big data and IoT-based applications in smart environments: A systematic review. *Computer Science Review*, 39, 100318. <https://doi.org/10.1016/j.cosrev.2020.100318>
- Hassan Shah, S. H., Noor, S., Bayiz Ahmad, A., Saleem Butt, A., & Lei, S. (2022). Retrospective view and thematic analysis of value co-creation through bibliometric analysis. *Total Quality Management & Business Excellence*, 33(7–8), 752–776. <https://doi.org/10.1080/14783363.2021.1890017>

- He, Q., Meadows, M., Angwin, D., Gomes, E., & Child, J. (2020). Strategic alliance research in the era of digital transformation: Perspectives on future research. *British Journal of Management*, 31(3), 589–617. <https://doi.org/10.1111/1467-8551.12406>
- Hossain, N. U. I., Dayarathna, V. L., Nagahi, M., & Jaradat, R. (2020). Systems thinking: A review and bibliometric analysis. *Systems*, 8(3), 23. <https://doi.org/10.3390/systems8030023>
- Iglesias, O., Ind, N., & Alfaro, M. (2013). The organic view of the brand: A brand value co-creation model. *Journal of Brand Management*, 20(8), 670–688. <https://doi.org/10.1057/bm.2013.8>
- Jain, R., Aagja, J., & Bagdare, S. (2017). Customer experience – A review and research agenda. In *Journal of Service Theory and Practice* (Vol. 27, Issue 3, pp. 642–662). Emerald Group Publishing Ltd. <https://doi.org/10.1108/JSTP-03-2015-0064>
- Jamali, D. R., Dirani, A. M. El, & Harwood, I. A. (2015). Exploring human resource management roles in corporate social responsibility: The CSR-HRM co-creation model. *Business Ethics*, 24(2), 125–143. <https://doi.org/10.1111/beer.12085>
- Kim, D. W., Trimi, S., Hong, S. G., & Lim, S. (2020). Effects of co-creation on organizational performance of small and medium manufacturers. *Journal of Business Research*, 109, 574–584. <https://doi.org/10.1016/j.jbusres.2019.03.055>
- Kumar, A. (2007). From mass customization to mass personalization: A strategic transformation. *International Journal of Flexible Manufacturing Systems*, 19(4), 533–547. <https://doi.org/10.1007/s10696-008-9048-6>
- Kumar, S., Pandey, N., & Mukherjee, D. (2022). Cross cultural and strategic management: A retrospective overview using bibliometric analysis. *Cross Cultural & Strategic Management*, 29(1), 171–194. <https://doi.org/10.1108/CCSM-08-2021-0147>
- Lee, K., Malerba, F., & Primi, A. (2020). The fourth industrial revolution, changing global value chains and industrial upgrading in emerging economies. *Journal of Economic Policy Reform*, 23(4), 359–370. <https://doi.org/10.1080/17487870.2020.1735386>
- Lefebvre, C., Glanville, J., Briscoe, S., Littlewood, A., Marshall, C., Metzendorf, M., Noel-Storr, A., Rader, T., Shokraneh, F., Thomas, J., & Wieland, L. S. (2019). Searching for and selecting studies. In *Cochrane Handbook for Systematic Reviews of Interventions* (pp. 67–107). Wiley. <https://doi.org/10.1002/9781119536604.ch4>
- Linnenluecke, M. K., Marrone, M., & Singh, A. K. (2020). Conducting systematic literature reviews and bibliometric analyses. *Australian Journal of Management*, 45(2), 175–194.
- Loureiro, S. M. C., Romero, J., & Bilro, R. G. (2020). Stakeholder engagement in co-creation processes for innovation: A systematic literature review and case study. *Journal of Business Research*, 119, 388–409. <https://doi.org/10.1016/j.jbusres.2019.09.038>
- Luo, Y. (2021). New OLI advantages in digital globalization. *International Business Review*, 30(2), 101797. <https://doi.org/10.1016/j.ibusrev.2021.101797>

- Lusch, R. F., Vargo, S. L., & Gustafsson, A. (2016). Fostering a trans-disciplinary perspectives of service ecosystems. *Journal of Business Research*, 69(8), 2957–2963. <https://doi.org/10.1016/j.jbusres.2016.02.028>
- Mele, C. (2011). Conflicts and value co-creation in project networks. *Industrial Marketing Management*, 40(8), 1377–1385. <https://doi.org/10.1016/j.indmarman.2011.06.033>
- Ongaro, E., Sancino, A., Pluchinotta, I., Williams, H., Kitchener, M., & Ferlie, E. (2021). Strategic management as an enabler of co-creation in public services. *Policy & Politics*, 49(2), 287–304. <https://doi.org/10.1332/030557321X16119271520306>
- Park, S.-Y., & Allen, J. P. (2013). Responding to online reviews: Problem solving and engagement in hotels. In *Cornell Hospitality Quarterly* (Vol. 54, Issue 1, pp. 64–73). SAGE Publications Inc. <https://doi.org/10.1177/1938965512463118>
- Rao, P. K., & Shukla, A. (2023). Sustainable strategic management: A bibliometric analysis. *Business Strategy and the Environment*, 32(6), 3902–3914. <https://doi.org/10.1002/bse.3344>
- Ren, R., Hu, W., Dong, J., Sun, B., Chen, Y., & Chen, Z. (2019). A systematic literature review of green and sustainable logistics: Bibliometric analysis, research trend and knowledge taxonomy. *International Journal of Environmental Research and Public Health*, 17(1), 261. <https://doi.org/10.3390/ijerph17010261>
- Saha, V., Mani, V., & Goyal, P. (2020). Emerging trends in the literature of value co-creation: A bibliometric analysis. *Benchmarking: An International Journal*, 27(3), 981–1002. <https://doi.org/10.1108/BIJ-07-2019-0342>
- Sarkar, A., Routroy, S., & Sultan, F. A. (2022). The impact of co-creation and co-invention in supply chains: A bibliometric review. *Arab Gulf Journal of Scientific Research*, 40(4), 364–391. <https://doi.org/10.1108/AGJSR-04-2022-0010>
- Saxena, S., Amritesh, A., Mishra, S. C., & Mukerji, B. (2023). A multi-method bibliometric review of value co-creation research. *Management Research Review*. <https://doi.org/10.1108/MRR-09-2022-0646>
- Siano, A., Vollero, A., & Bertolini, A. (2022). From brand control to brand co-creation: An integrated framework of brand paradigms and emerging brand perspectives. *Journal of Business Research*, 152, 372–386. <https://doi.org/10.1016/j.jbusres.2022.08.001>
- Singh, V. K., Singh, P., Karmakar, M., Leta, J., & Mayr, P. (2021). The journal coverage of Web of Science, Scopus and Dimensions: A comparative analysis. *Scientometrics*, 126(6), 5113–5142. <https://doi.org/10.1007/s11192-021-03948-5>
- Storbacka, K., Brodie, R. J., Böhmman, T., Maglio, P. P., & Nenonen, S. (2016). Actor engagement as a microfoundation for value co-creation. *Journal of Business Research*, 69(8), 3008–3017. <https://doi.org/10.1016/j.jbusres.2016.02.034>
- Suriyankietkaew, S., & Petison, P. (2019). A Retrospective and Foresight: Bibliometric Review of International Research on strategic management for sustainability, 1991–2019. *Sustainability*, 12(1), 91. <https://doi.org/10.3390/su12010091>
- Thukral, E. (2021). COVID-19: Small and medium enterprises challenges and responses with creativity, innovation, and entrepreneurship. *Strategic Change*, 30(2), 153–158. <https://doi.org/10.1002/jsc.2399>

- Triansyah, F. A., Muhammad, I., Rabuandika, A., Pratiwi, K. D., Teapon, N., & Assabana, M. S. (2023). Bibliometric analysis: Artificial intelligence (AI) in High school education. *Jurnal Imiah Pendidikan Dan Pembelajaran*, 7(1), 112–123.
- Ullah, F., Shen, L., & Shah, S. H. H. (2023). Value co-creation in business-to-business context: A bibliometric analysis using HistCite and VOS viewer. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.1027775>
- Vogel, R., & Güttel, W. H. (2013). The dynamic capability view in strategic management: A bibliometric review. *International Journal of Management Reviews*, 15(4), 426–446. <https://doi.org/10.1111/ijmr.12000>
- Yen, C.-H., Teng, H.-Y., & Tzeng, J.-C. (2020). Innovativeness and customer value co-creation behaviors: Mediating role of customer engagement. *International Journal of Hospitality Management*, 88. <https://doi.org/10.1016/j.ijhm.2020.102514>