The knowledge map on Corporate Social Responsibility (CSR): A bibliometric analysis

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ABSTRACT

Corporate Social Responsibility (CSR) has evolved into a strategic imperative for businesses, particularly with the increasing integration of Environmental, Social, and Governance (ESG) frameworks. However, the evolution and key research areas within CSR remain fragmented. This study conducts a bibliometric analysis using the SCOPUS database and VOSviewer, mapping CSR research trends across three phases: initial (1971-2010), growth (2011-2020), and stabilization (2021-2024). The results indicate that the United States, China, and the United Kingdom are the leading contributors in CSR publications and international collaborations. Through keyword co-occurrence analysis, eleven major CSR research clusters are identified, such as "Responsibility and Communication", "Climate Change and Sustainable Development", and "Corporate Governance and Theory", illustrating the interdisciplinary nature of CSR. Furthermore, this study conducts two comparative analyses: the first highlights industry-specific CSR research in banking and services, and the second examines CSR's integration with ESG. By constructing a CSR knowledge map, this study explores the intersection between CSR, ESG, and Sustainable Development Goals (SDGs), demonstrating how CSR contributes to corporate competitiveness, stakeholder trust, and regulatory compliance while supporting global sustainability initiatives. The findings provide a structured framework for businesses, policymakers, and researchers to align CSR strategies with organizational goals, industry trends, and cross-sector collaborations.

Keywords:

Bibliometric analysis, Classifications, Corporate Social Responsibility (CSR), Knowledge map, VOSviewer.

企業社會責任(CSR)知識地圖:文獻計量分析

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摘要

企業社會責任(CSR)已逐漸演變為企業的重要策略,特別是在環境、社會與公司治理(ESG)框架日益整合的背景下。然而,CSR 的發展歷程與主要研究領域仍呈現出碎片化的現象。本研究運用 SCOPUS 資料庫與 VOSviewer 進行文獻計量分析,將 CSR 研究趨勢劃分為三個階段:初期(1971-2010 年)、成長期(2011-2020 年)與穩定期(2021-2024 年)。結果顯示,美國、中國與英國是 CSR 出版量及國際合作的主要貢獻國家。透過關鍵詞共現分析,本研究識別出十一個主要的 CSR 研究群組,如「責任與溝通」、「氣候變遷與永續發展」、「公司治理與理論」等,展現出 CSR 的跨學科特性。此外,本研究進行了兩項比較分析:第一,探討銀行與服務業中產業特定的 CSR 研究;第二,檢視 CSR 與 ESG 整合的趨勢。透過建構 CSR 知識地圖,本研究進一步探討了 CSR、ESG 與永續發展目標(SDGs)之間的交集,說明了 CSR 如何促進企業競爭力、利害關係人信任與法規遵循,同時支持全球永續發展行動。研究結果為企業、政策制定者與研究人員提供了一套有結構的框架,以協助其將 CSR 策略與組織目標、產業趨勢及跨領域合作進行有效對接。

關鍵字:

文獻計量分析、分類、企業社會責任、知識地圖、VOSviewer