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BIBLIOMETRIC ANALYSIS ON THE CREATION OF JOINT ADDED VALUE THROUGH ORGANIZATIONAL SOCIAL RESPONSIBILITY

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Abstract: *Creating common added value for organizations and society is a modern topic of discussion in the circles of practitioners and representatives of local communities. Organizational social responsibility, as a tool that achieves this connection, has been the subject of specialized studies since the beginning of the 20th century. The objective of the article is to identify and quantitatively analyze the publications that dealt with the "intersection" between the terms "joint added value" and "organizational social responsibility", capitalizing on the way in which they influence each other, with the effect of amplifying the results. The method used is the bibliometric analysis, and the results highlight a relatively recent interest in studies aimed at this objective, with an intensification of the scientific effort after 2016. The newest works have addressed the creation of added value as a condition for ensuring organizational sustainability or as a starting point in achieving organizational alignment with sustainable development objectives.*

Keywords: social responsibility, shared value, bibliometric, analyze

1. Introduction

The objective of the article is to validate from a quantitative point of view, the growth of scientific concerns for the creation of shared value. The intensification of social innovation actions and collaborations [1] have been correlated with the transformation and evolution of the concept of social responsibility towards the creation of added value.

While social responsibility is a topic that has benefited from over 52,000 studies and researches indexed since 1975 on the Web of Science Core collection, the concept of shared value creation began to be written about in 1984, totaling up to today a number of 1165 publications.

The newest studies of social responsibility address the widest areas: from the contribution of CSR strategies to the academic field [2], to the analysis of some influences on the performance of the banking system [3] and to the correlation of the concept with the ecological responsibility of employees and job satisfaction, their pro- environmental behavior [4].

Recent publications on the topic of added value also take into account the social dimension, that is, the role of emotions, especially those related to empathy, in the educational field, to promote the development of communities based on a shared value of mutual respect [5]. The

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economic dimension is achieved through studies that analyze recent business practices and the level of social commitment of organizations [6]. On the other hand, the creation of shared value generates consumer engagement and fosters in customers a sense of brand community and implicitly a commitment to the brand [7]. A change in the organizational culture would be appropriate in order to favour these desires, as well as an imprinting in the organizational consciousness of the desire for professional involvement [8].
The case study in the article analyzes the scientific intersection between the two concepts in the field of community well-being. Bibliographic study and bibliometric analysis (VOSviewer and Bibliometrix tools) are used as a research method. The database is taken from the Web of Science platform.

2. Bibliometric Analysis on Social Responsibility and the Creation of Added Value

Specialized literature indexed in the Web of Science Core Collection database is rich in studies and research on the subject of "social responsibility". If the search is narrowed by adding the expression "shared value", a total of 294 articles published in the period 2008-2024, by authors and co-authors from 58 countries, result.
Figure 1 highlights the top ten countries in terms of scientific output. USA, China and UK are the countries with the highest number of publications. Authors from the same countries have shown an increased interest in the field of social responsibility. Thus, the USA stands out with almost 10,000 publications on social responsibility and 58 articles in which the creation of added value is also capitalized.

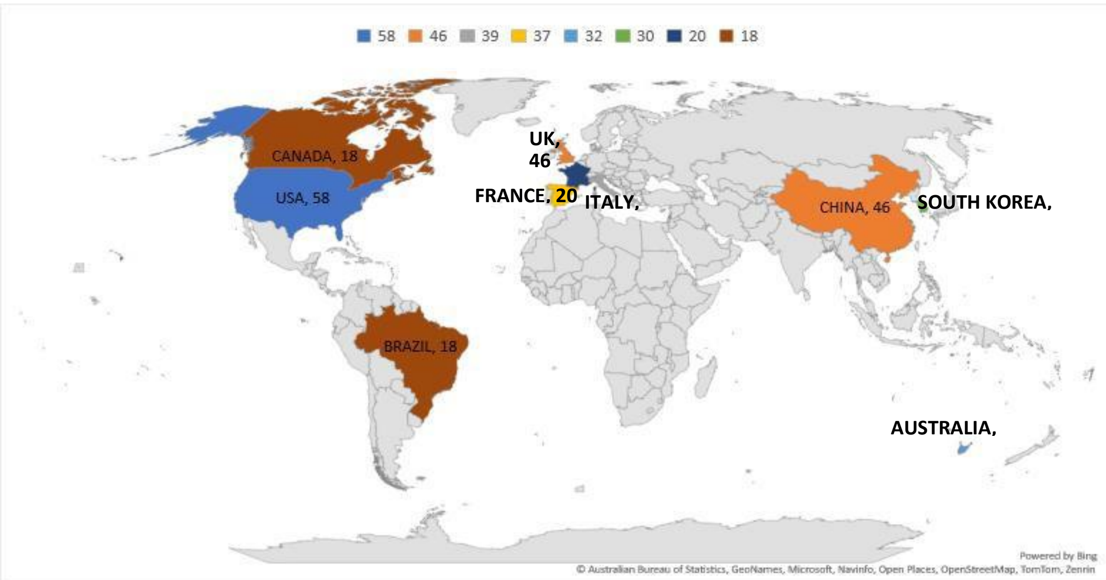

Figure 1: Scientific roduction by country
Source: made by authors

Figure 2 highlights the network of collaborations between authors and co-authors and the countries they represent. A total of 40 countries are grouped into 8 clusters. The United Kingdom has created the most scientific links on the topic of creating added value through social responsibility. The US, Chile and Australia are next as scientific production collaborations.
Links between countries represent co-authorships, and link sizes reflect different frequencies of collaboration. The largest cluster consists of 19 countries, but small clusters of two countries can also be observed, such as for example Japan and Malaysia or Portugal and Brazil.

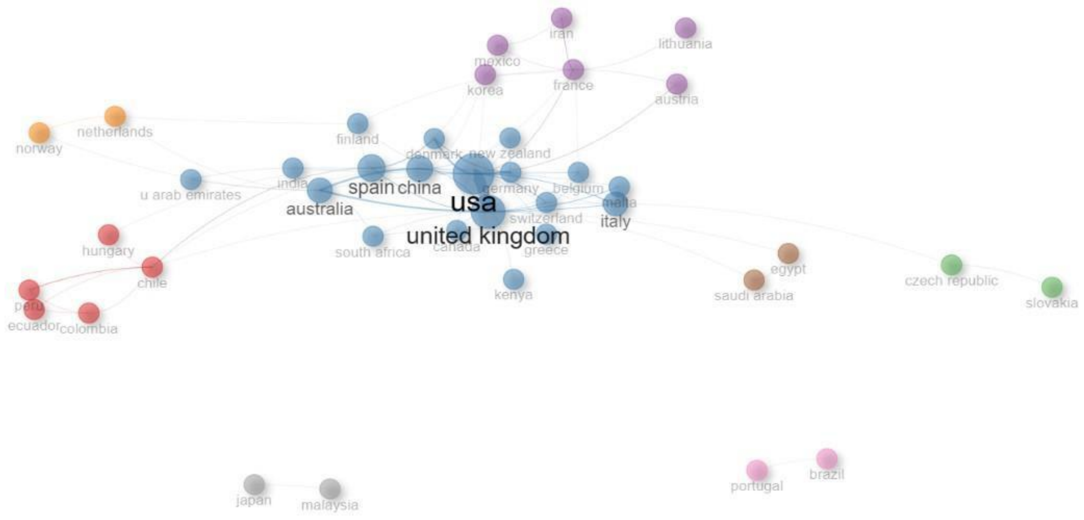

Figure 2: Collaboration_Network

Source: authors' processing in Bibliometrix.

Figure 3 captures the scientific activity of the main authors concerned with topics in the sphere of social responsibility. The size of the bubble is proportional to the number of documents published in the respective year, the color intensity of the bubbles is proportional to the total number of citations (TC) per year of the document published in that year.

Researcher Mark Anthony Camilleri, awarded in 2019 with the *Top reviewers in Social Sciences* distinction, has identified a link between open innovation approaches and corporate sustainability goals aimed at economic, social and environmental performance [9]. Camilleri also mentions the importance of ethical behaviors in the responsible management of human resources and investments in ecological initiatives. A consequence of these actions is the creation of value for companies, for society and for the natural environment [10].

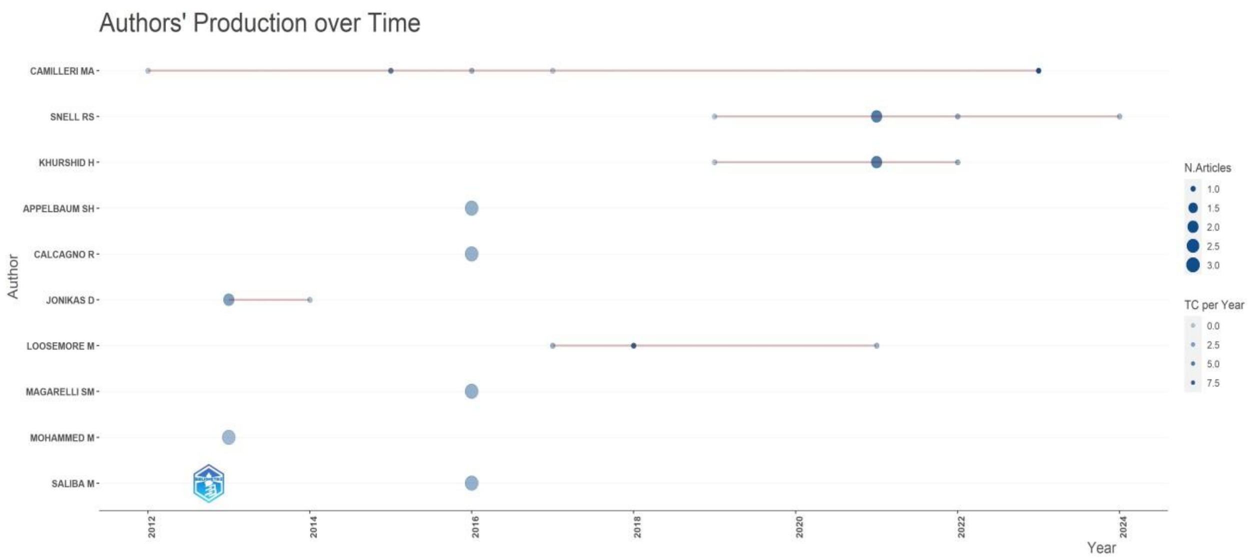

Figure 3: Authors production

Source: authors' processing in Bibliometrix

Researchers Hamid Khurshid and Robin Stanley Snell have published four scientific articles on the topic of value-added creation. They demonstrated that most CSV projects created significant economic value for both developer firms and external beneficiaries, while also generating social/environmental benefits [11]. An important conclusion that emerges from their research is that traditional CSR practices have been characterized as "returning" part of the surplus obtained from economic profits, and CSV is seen as a sustainable business model that simultaneously generates social and economic value [12].

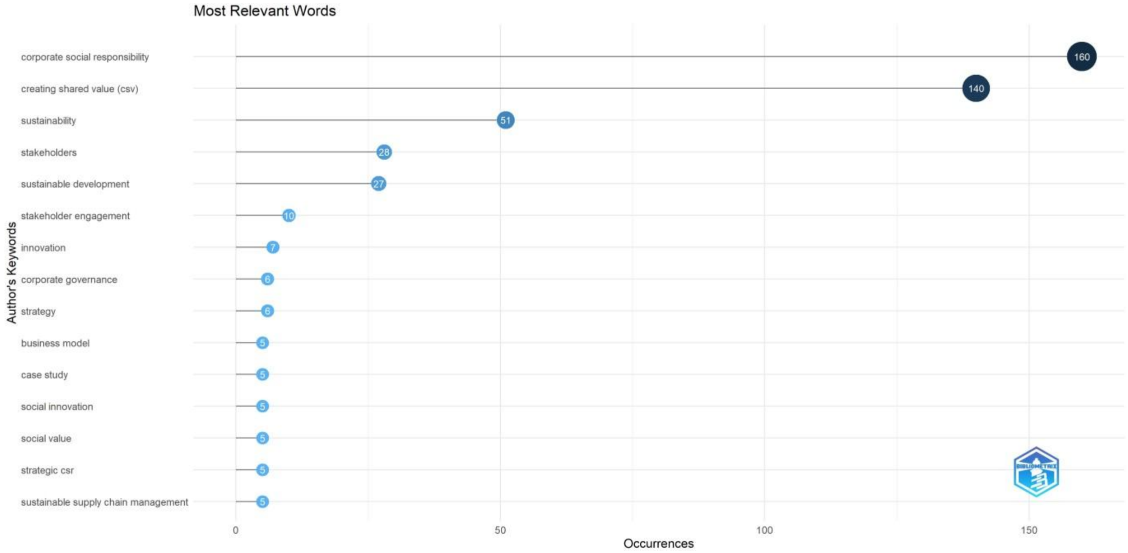

Figure 4: Most relevant words

Source: authors' processing in Bibliometrix

In Figure 4 the most relevant words for the studied publications can be analyzed. The analysis is carried out using the Bibliometrix tool, starting from the author's keywords. One of the conclusions obtained refers to the association between sustainability, sustainable development and involvement in "doing good" actions [13]. There are studies that have analyzed how sustainable development objectives are integrated into social responsibility activities to create added value [14].

It should be mentioned the recognition of the importance of stakeholders and their commitment in improving process-oriented standards and performance on aspects such as human rights, health and safety, environmental protection, corporate governance, etc [15].

In this context, innovation is also valued from a social point of view, as a lever for improving the decisions of organizations regarding the operationalization of objectives related to society [16]. Shared value innovation is given several valences, such as product innovation, process innovation, business model innovation, service innovation, organizational innovation and management innovation [17]. Moreover, specialists [18] state that an innovation-based management supports the implementation of cultural transformation processes by creating high shared value, which would lead to sustainable growth. One solution in this respect would be to create skills among the younger generation and on individual and organisational security management [19].

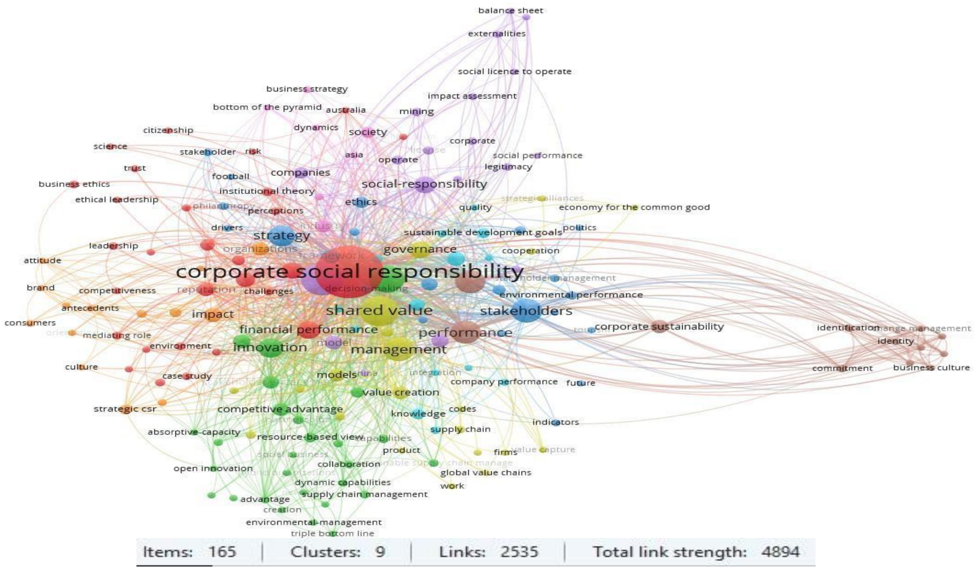

Figure 5: Co-occurrence of keywords
Source: authors' processing in VOSviewer

In order to highlight the relationships that are formed between the main terms, in Figure 5 a diagram of the co-occurrences of all keywords was designed in VOSviewer. The analysis was extended to include the category of Keywords Plus, which are considered as effective as Author Keywords in terms of bibliometric analysis that investigates the structure of knowledge in certain scientific fields [20]. Extending the analysis to all keywords is argued by the fact that widening the research area can lead to more comprehensive results.

The diagram contains 165 (out of a total of 1211) keywords that meet the condition of at least 3 occurrences, grouped into eight clusters. The objective of drawing up this type of diagram is to get an overview of the keywords and to identify interactions with other subtopics.

The larger the circle in the chart, the more frequently the keyword appears in the set of publications in the created database. Thus, the largest bubble is associated with the term *corporate social responsibility*, with 212 occurrences, followed by the terms *creation of added value*, *shared value* and *sustainability.*

The sub-themes resulting from the analysis, which broaden the research horizon, are *change management, competitive advantage, developing countries, entrepreneurship, environmental performance, ethics, knowledge, performance, win-win, technology, philanthropy, social entrepreneurship*. Only those terms that complement the authors' keywords were highlighted, outlining the development trends of the analyzed field.

Figure 6 contains a view of the number of authors. The greater the number of elements in a point's neighborhood and the greater the percentages of the neighboring elements, the closer the point's color is to yellow. The network consists of 370 authors (out of a total of 620), whose publications have been cited at least five times.

It can be seen from the representation of the authors that there is a small number of interactions between them in the field that was the object of the study. Thus, out of 370 authors, only 11 made connections between them. Also, the number of clusters is 136, the largest comprising 11 items. Analyzing the figure from the point of view of the attribute *total link strength*, which indicates the total strength of a given researcher's co-authorship links with other researchers, distinguishes Appelbaum, Steven H., who analyzes sustainability change initiatives in today's

global environment starting from to redefining the relationship between enterprise and society in terms of value creation [21].
The most cited article is based on a critical analysis [22] of the concept of shared value creation by Porter and Kramer, who, in an article published in 2011, argued that companies can go beyond corporate social responsibility and gain competitive advantages by including social and environmental considerations in their strategies [23].

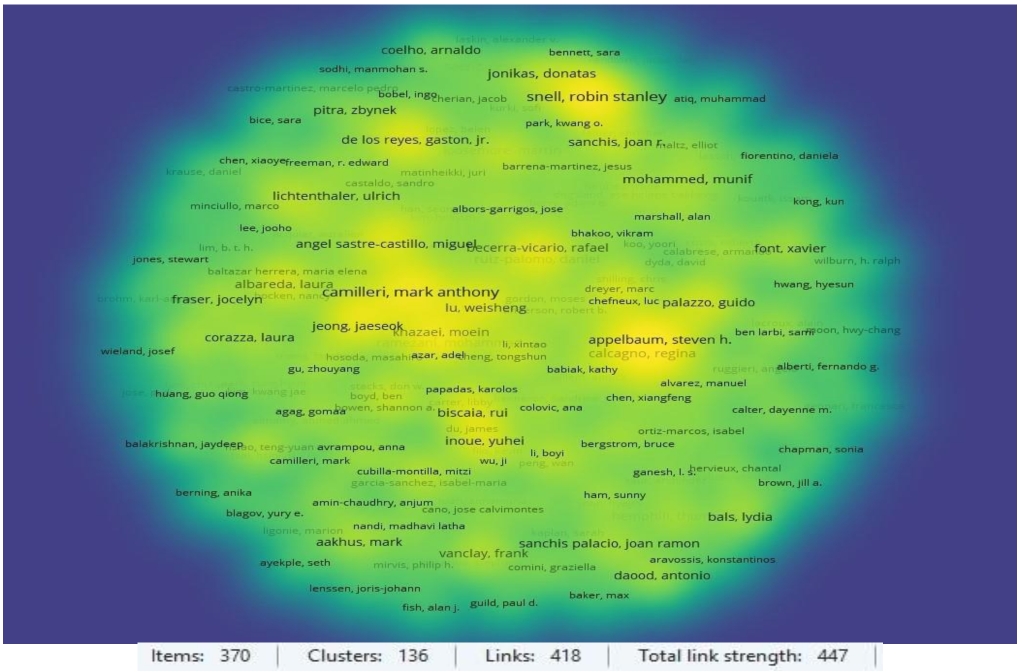

Figure 6: Authors density visualization
Source: authors' processing in VOSviewer

3. Conclusions

This article aimed to analyze the evolution of the concept of social responsibility towards the creation of added value through the lens of quantitative and qualitative analysis of the specialized literature from the Web of Science Core collection database.
Analyzing a database consisting of 294 publications, it is concluded that the United Kingdom, the USA, Chile and Australia are the countries with the highest scientific production, demonstrating concern for the analysis of ways to "do well" at the organizational level. A number of 620 authors and co-authors captured the evolution of the concept, in connection with other subfields.
The bibliometric analysis was carried out with the help of two tools: VOSviewer and Bibliometrix.
As results, we can mention the comparison between Figure 4 and Figure 5, both of which aim to analyze the keywords related to the studied publications. While Figure 4 highlights the author's keywords, Figure 5 includes all keywords (including keywords plus).
Thus, Figure 4 shows certain scientific connections of the concepts of *social responsibility* and *added value* with *sustainability, innovation and stakeholders*, while Figure 5 reveals new research directions highlighted by key terms, such as: *ethics, knowledge, performance, win-win, technology, philanthropy, social entrepreneurship.*
From the analysis of the authors, it is necessary to mention the small number of connections made, and the author with the

most publications is associate professor Mark Anthony Camilleri from the University of Malta.

The creation of shared value can also be achieved by integrating sustainability objectives in companies in their CSR activities, therefore generating different effects in the economic, social and environmental fields.

Also, communication and relations with stakeholders and the community are key factors in social innovation, with an impact on organizational sustainability.

We can thus state that organizations that innovate improve their image and reputation, which in turn has an impact on the creation of social and economic value.

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