

# The Past, Current and Future Trends of Institutional Theory in Corporate Social Responsibility (CSR) Studies: A Bibliometric Review And Research Agenda.

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## ABSTRACT

*The aim of this study was to provide a wide overview of the field of study on institutional proposals in Corporate Social Responsibility (CSR) studies and also identify its intellectual structure. In this study, network analysis and bibliometrics have been used to examine 308 papers published from 1995 to 2022. The study only utilised data from Scopus Index Journal and did not include Web of Science, in order to reduce duplications. Our findings show that most research on institutional theory and CSR are from USA, UK and China and only India and China are from the emerging economy context. The most cooperative countries are still the USA and the United Kingdom, and this is due to high affluence of international student scholars. The second finding show that CSR and institutional theory are highly rated papers in A\* and A publications. The third findings show that researchers are still into CSR and institutional theory, institutional void and CSR, and firms operating on sustainable development agenda. Our study is the first to examine institutional theory in CSR studies using bibliometric analysis.*

*Keywords: Institutional proposition, CSR, Bibliometric literature review, Scopus Indexed Journals, VOSviewer, Keywords Analysis, Co-citation analysis*

## 1. INTRODUCTION

The concept of corporate social responsibility (CSR) has changed since the eighteenth century. Given the current wave of Sustainable Development Goals, governments, communities, and societies are now keeping an eye on listed firms (Sustainable Development Goals, 2019). Because CSR responds to social demands, it has gained international attention (United Nations, 2018). CSR is seen by many nations as an essential component of an organization's operational strategy (Gouda, Khan, and Hiremath, 2017). One of the underlying theories to cause the effective execution of CSR is institutional theory. Different studies have applied institutional theory to CSR studies, giving a mixed outcome (Arena, Liong and Vourvachis, 2018; Oliveira, Azevedo and Silva, 2019; Oware and Mallikarjunappa, 2020) this paper aims to examine comprehensively corporate social responsibility (CSR).

Large volumes of data from databases like Web of Science, Scopus, or Dimension can be used in bibliometric analysis, however, in order to reduce duplication, this study utilised Scopus Index Journal database for this study. Block, Fisch, and Rehan (2020) claim that Scopus is the data mining platform with the greatest number of journals. As a consequence, this study used data mining for this bibliometric study using this database. Even though institutional

theory in CSR studies was defined and refined between the 1960s and 1980s, a quick scan of the field reveals that the first journal published on the subject was in 1995 (Huntington, 1969; DiMaggio and Powell, 1983; Hall, 1986). The magnitude of the increase after 2013, totalling 308 papers, necessitates an evaluation of the progress accomplished in this subject of institutional theory in CSR studies. We believe that identifying the conceptual framework of the area is now more vital than ever. As a result, we provide a valuable contribution by offering fresh, compelling, and intellectually stimulating map of institutional theory in the literature on CSR studies using bibliometric and quantitative research. Also, we see that researchers refer to the articles by Matten and Moon (2008) than DiMaggio and Powell (1983), even though the former are authors who contribute to institutional theory applications using coercive isomorphism mimetic and normative pressures. These nagging questions cause this study to ask the questions below.

1. Which authors, publishers, journals, year of publication, quality of journal, nation, and universities have contributed the most to institutional theory in CSR?
2. What is the country's collaboration and institutional theory citation analysis in CSR?
3. What are the intellectual foundations (co-citation) of institutional theory in CSR?
4. In CSR institutional theory (bibliography coupling and keyword analysis), what are the newest research issues and trends?

In order to map a network that includes authors, co-authors, keyword occurrences, and journal and author citations in single research, this study employed bibliometric and network analysis. According to Donthu et al. (2021), the approach can ascertain the intellectual structure of the area and offer a comprehensive picture of it. We define the search string and carefully extract the sample literature using suitable inclusion and exclusion criteria in order to carry out a comprehensive bibliometric evaluation that will ultimately achieve the study objectives. The first phase involved a descriptive examination, while the second stage involved a thorough bibliometric research. The intellectual structure of the research on institutional theory in CSR studies was uncovered through citation and co-citation analysis carried out with VOSviewer. By employing weighted citation metrics, the lead papers of the clusters were identified.

According to the study's summary results, institutional theory is pertinent for corporate social responsibility research, and since 2015, researchers' exploration of this field has significantly increased owing to an increase in required reporting requirements from stakeholders, as represented in the 2030 Sustainable Development Agenda. Our findings also suggest that majority of research on institutional theory and CSR comes from the United States, the United Kingdom, and China. Only India and China are from the emerging economy context, and the rest are from a developed economy perspective. The most collaborative country is still the USA and the United Kingdom, and this is due to a high influx of international students. Other findings show that CSR and institutional theory are highly-rated papers in A\* and A. The study emphasises intellectual foundations and developing trends, as well as future research directions. The study shows that researchers have not fully utilized old seminal publications from the 1960s to 80s and empirical evidence in CSR using institutional theory

is more prevalent in advanced economies than emerging economies. Other findings show that researchers are still into CSR and institutional theory, institutional void and CSR, and firms operating on sustainable development agenda. The effect of organisational culture in applying institutional theory is also rising.

This study has two major contributions. Previous studies have investigated institutional theory and entrepreneurship (Zhai and Su, 2019), but this is the first study to evaluate institutional theory in CSR studies using bibliometric analysis. Through the disclosure of seminar papers and their emphasis on the research titles, the findings of this study enhance knowledge in the field of institutional theory. Secondly, this study is projected to uncharted territory by means of mappings from bibliographical coupling and keyword analysis such as the application of institutional theory to CSR studies in developing countries, including Africa. Also, the pricing and CSR signal in an institutional setting is rising. The effect of organisational culture in applying institutional theory is also on the rise and requires researchers' attention. The study's remaining sections are arranged as follows: In Section 2, the theoretical basis is discussed. The research process, including the search terms, is shown in Section 3. The study's conclusions are presented in Sections 4 and 5, which also include recommendations for more research and a brief discussion. The study is concluded in Section 6.

## 2. THEORETICAL BACKGROUND

Different authors have proposed many definitions. Notable among them is Huntington (1969), who defines institutions under institutional theory as “*stable, valued, recurring patterns of behaviour*”. “The formal rules, compliance procedures, and standard operating practises that structure the relationship between individuals in various units of the political economy” are what Hall (1986) defined as an institution. The term “institutions” was subsequently defined by Matten and Moon (2008) to encompass both formal and non-formal entities, with the former grouping including businesses and governmental bodies. The institutional theory literature has evolved. For example, DiMaggio and Powell (1983) argued about the legitimacy of institutionalism. They stated that corporate business practises proceed via three essential processes: coercive isomorphism, mimetic pressures, and normative pressures. Coercive isomorphism is related with externally ordered standards and norms imposed on a corporation's activities that have become common practise. An example includes non-formal institutions such as Global Reporting Initiatives (GRI), a non-government organization that codified its norms and rules through sustainability reporting and has an international presence.

Mimetic processes institutionalise business practices as best practices by legitimising the best practising in the face of business challenges corporations face daily. This challenge has resulted from daily new development from technological advancement, which has forced corporations to take shelter under institutions, thereby legitimizing this isomorphic pressure. An example is to mimic the process, strategies and best practices or methods of doing things from firms that have succeeded in the industry (DiMaggio and Powell, 1983). Normative pressures are isomorphic pressures that legitimise standards set by educational and professional authorities. It uses the courses run by these institutions such as the MBA program on corporate social responsibilities. Matten and Moon (2004) established that corporate social responsibility is a business subject in higher education. For professional associations, normative pressures are put on members to conform to a style of thinking that includes adopting corporate

social responsibility as a practice. Some advantages of institutions are that, first, it enables predictability. Second, it obliges and restrains specific behaviour patterns and third, because shared values govern institutionally, it ensures its presence as an advantage (Peters, 1999).

### 3. METHODS

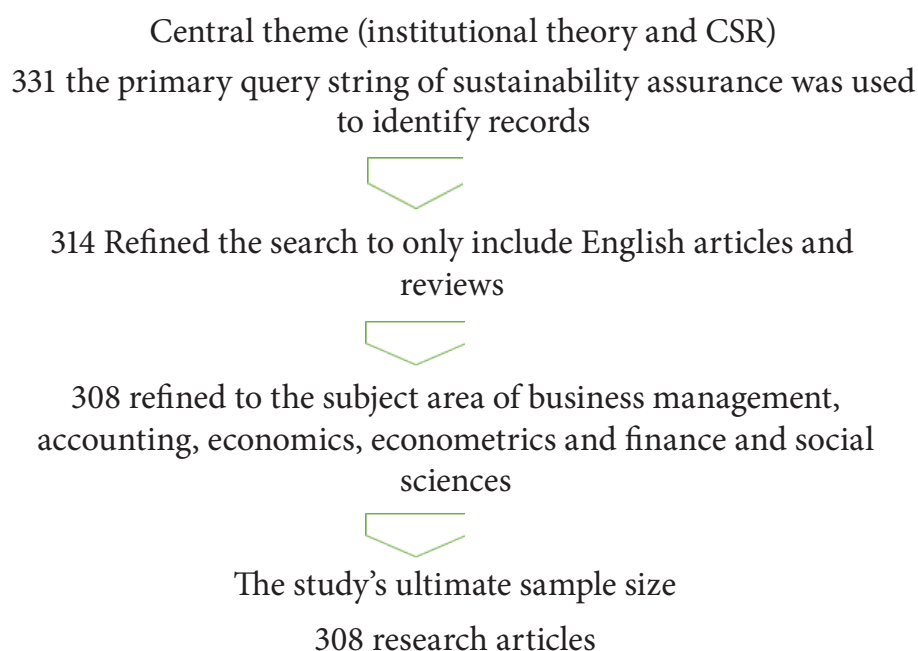
Due to the volume of data, a bibliometric approach may be used in this study to understand the institutional theory research agenda's past, present, and future. This research suggests a performance analysis of authors, institutions, countries, and journals using publications and citations in order to fulfil the study's objectives. A brand-new method based on scientific mapping is also included in this study. The approach factors include co-authorship analysis, clustering, citation analysis, and keywords analysis (van Eck and Waltman, 2013; Donthu et al., 2021). Recent studies have utilised bibliometric techniques (Anand et al., 2020; Kumar, Pandey, & Kaur, 2022).

#### 3.1 Defining the searching terms

Because of the surge in required reporting requested by stakeholders, as expressed in the Sustainable Development Agenda 2030, the institutional theory explaining why corporations engage in CSR activities has become crucial in contemporary research studies, especially, in light of the company's efforts to reduce environmental degradation and strengthen its commitment to society through corporate social responsibility (CSR) programmes (Fifka, 2013). In light of this, the study's search term included [(institutional theory AND CSR)].

*Keyword protocol applied in Scopus for extracting articles*

(TITLE-ABS-KEY ( "institutional theory" ) AND TITLE-ABS-KEY ( CSR ) ) AND ( LIMIT-TO ( SUBJAREA, "BUSI" ) OR LIMIT-TO ( SUBJAREA, "SOCI" ) OR LIMIT-TO ( SUBJAREA, "ECON" ) ) AND ( LIMIT-TO ( LANGUAGE, "English" ) ) AND ( LIMIT-TO ( DOCTYPE, "ar" ) OR LIMIT-TO ( DOCTYPE, "re" ) OR LIMIT-TO ( DOCTYPE, "ch" ) )



*Figure 1. Flow chart of searching strategy and data collection process*

### **3.2 Data Search and Collection**

Since many writers have utilised the Scopus database for bibliometric research (Anand et al., 2021; Kumar, Pandey, and Kaur, 2022) and contains more indexed journals than Web of Science, it is the database used for data extraction in this work. The first round of data extraction started in April, 2022 and included 331 publications in the categories of institutional theory and CSR. The data gathering process was then restricted to 314 journals published in the English language. Lastly, the study is limited to works published in the fields of finance, accounting, economics, econometrics, and business management. After doing a thorough search, the research team found 308 publications published between 1995 and 2022. Our bibliometric analysis and literature review are predicated on a sample size of 308 articles. Table 1 depicts the data extraction procedure.

The study used Scopus indexed database only because the combination of web of science and Scopus indexed database has the likely to duplicate some of the information, hence, this study treats non-inclusion of Web of Science as a study limitation.

### **3.3 Definition of Search Strategy**

The study used two keywords “institutional theory” and “CSR” as the main search string. The outcome of using the two key variables resulted into 331 publications. However, this result included English and non- English publications. The study was further restricted to English articles and reviews only and the outcome resulted to 314 articles and reviews. Given my study concentration is business management, accounting, economics, econometric, finance and social sciences, the study also used the above areas identified as another limiting factor. The output resulted into 308 articles and reviews. Based on the search strategy, the data for analysis culminated to 308 research articles.

## **4. RESULTS**

The contributors to CSR and institutional theory, average journals and journal quality citation, the intellectual underpinnings of institutional theory (co-citation), new research themes and trends, and future directions (bibliography coupling and keywords analysis) in institutional theory are just a few of the research questions that this study attempts to answer.

### **4.1 Contributor to Institutional theory in CSR studies**

To address the first research question, this study uses the following criteria to determine the most significant contributors to CSR and institutional theory: publishing year, journals, publishers, authors, publication, country, and universities.

#### **Publication by Year**

Figure 2 shows the publication hike. The study duration is from 1995 to the first quarter of 2022. The period covers 308 published works, excluding conference proceedings. The number of publications stayed below 15 until 2013, when it began to climb gradually. There was a significant rise in publishing up to 24 papers in 2015, and subsequently, has not gone below this level. The period from 2015 to 2022 accounted for 76.6% of all publications, and the period from 1994 to 2014 accounted for only 23.7%. The rise in publication was due to the mandatory reporting demanded by stakeholders, as reflected in the sustainable development agenda 2030. It is also useful to know that 197 of the 308 total publications were open-access

to varied ranks, including totally open access, gold, hybrid gold, bronze, and green. CSR and institutional theory studies will have a high citation index, according to 64% of journals ascribed to open access.

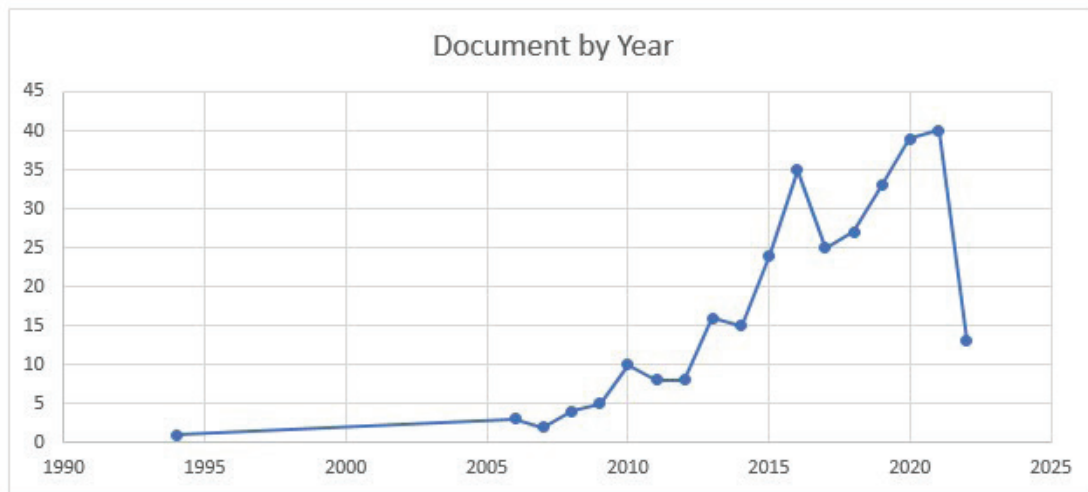


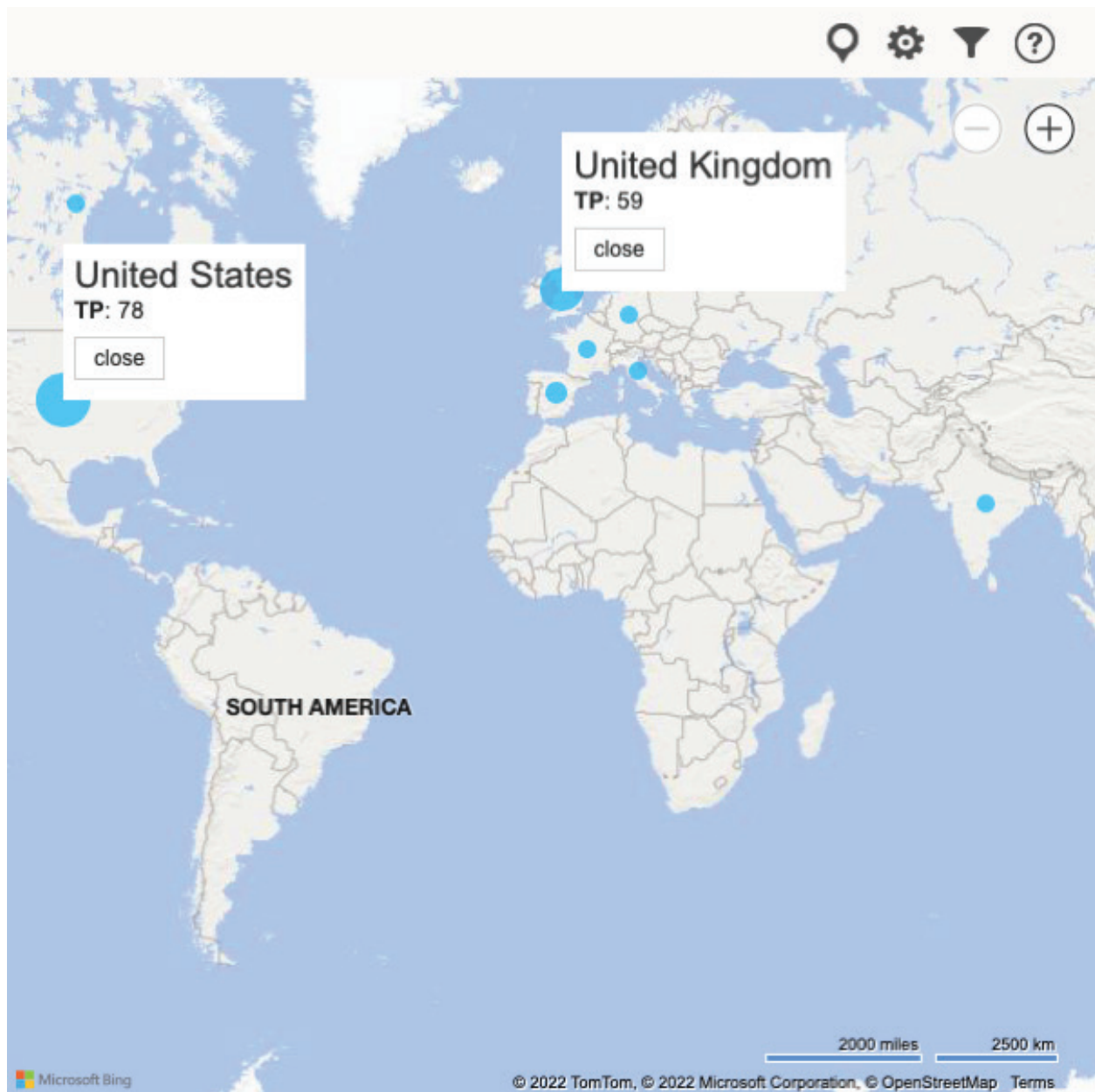
Fig 2: Publication growth between 1995 and 2022

### Publication by Country

Further analysis of the study reveals that publications on the topic of institutional theory and CSR have been published in 59 different countries, indicating the subject’s global reach. To enhance clarity, Table 2 was limited by the study to nations with over ten publications. The fact that 62.7% of the publications are about the US, UK, China, Spain, Australia, Germany, Canada, Italy, India, and France is noteworthy. China and India are the only two countries that belong to the emerging economy; all other countries are considered to be established economies.

Table 2: Total Publication (TP) by Country

Country	TP
United States	78
United Kingdom	59
China	25
Spain	23
Australia	20
Germany	20
Canada	18
Italy	18
India	16
France	14



*Fig 3: Publication by country between 1995 and 2022*

### ***Productivity of Journals in Terms of Citation and Average Citation***

Table 3 of the analysis focuses on the output of CSR and institutional theory journals. One hundred and forty-one journals published the 308 articles. The top journals with the highest citations are tabulated in Table 3 below. According to the study's findings, the Journal of Business Ethics has the most publications (TP) of 31, with a total citation (TC) of 2839. The second journal with the most publications is the Journal of Clean Production. It has 11 articles and 1258 total citations. Observation indicates that even though the Journal of International Business Studies is third in a total citation of 1044, its average citation per paper (ACA) is the highest. Taking the first three top journals together, we realise that CSR and institutional theory are highly-rated papers in A\* and A. The rating was derived from prior research on journal influence assessment conducted by several authors (Cohen and Simnett, 2015; Mariani, Al-Sultan and De Massis, 2021; Kumar, Pandey and Kaur, 2022; White and Borgholthaus, 2022). Australian Business Deans Council's (ABDC) ratings and

rankings were also employed in this study. A\* is the highest quality journal according to ABDC's rating system, with A and B coming in second and third. According to the ABDC grading, journal C has the lowest quality.

Table 3: Types of Journals, Publishers, Number of Publications

Journal name	Journal Publishers	TP	Total Citation	Average Citation per paper	ABDC
Journal of Business Ethics	Springer	31	2839	92	A
Journal of Clean Production	Elsevier	11	1258	114	A
Journal of International Business Studies	Palgrave Macmillan	7	1044	149	A*
Corporate Social Responsibility and Environmental Management.	John Wiley and Sons Ltd	16	439	27	C
Business and Society	Sage Journal	8	290	36	A
Social Responsibility Journal	Emerald Group	21	234	11	B
Asia Pacific Journal of Management	Springer	7	213	30	A
Sustainability Accounting, Management and Policy Journal	Emerald Group	6	162	27	B
Sustainability (Switzerland)	Management Development and Productivity Institute	11	124	11	Not rated in ABSC
Journal of Business Research	Elsevier	6	123	21	A
Business Strategy and the Environment	John Wiley and Sons Ltd	6	115	19	A
Meditari Accountancy	Emerald Group	6	24	4	A

### Leading Authors and Institutions in Publications

Previous researchers combined top writers' efforts and higher learning institutions to assess the impact of journals on CSR and institutional theory (Podsakoff *et al.*, 2008; White and Borgholthaus, 2022) despite scholarly desire to situate this literature within a cohesive framework, UET has instead branched off into a variety of niche literature streams. Qualitative reviews have struggled to ascertain the boundaries of UET, due to its lack of conceptual clarity. Consequently, it is unclear whether UET is a coherent literature faithful to its seminal authors, or one that is growing in ways that are untenable. We seek to better understand the UET literature stream by applying a bibliometric study to quantitatively survey the extant literature. We examine recent upward and downward trends and highlight what we believe are the most promising areas for future UET scholarship. Ultimately, we find that UET continues to grow expeditiously but is progressively becoming more theoretically insular and that methods are progressively becoming less proximal to firm leaders." "author": [{"dropping-particle": "V.", "family": "White", "given": "Joshua", "non-dropping-particle": "", "parse-names": false, "suffix": ""}], [{"dropping-particle": "", "family": "Borgholthaus", "given": "Cameron J.", "non-dropping-particle": "", "parse-names": false, "suffix": ""}], "container-title": "Journal of Business Research", "id": "ITEM-1", "issue": "April", "issued": {"da



te-parts": [{"2022"}], "page": "1012-1025", "title": "Who's in charge here? A bibliometric analysis of upper echelons research", "type": "article-journal", "volume": "139"}, {"uris": ["http://www.mendeley.com/documents/?uuid=b34ce818-df2f-4013-8293-7ad1332b1a4e"}], {"id": "ITEM-2", "itemData": {"DOI": "10.1177/0149206308319533", "ISBN": "0149206308319", "ISSN": "01492063", "abstract": "The purpose of this study is to identify the universities and research scholars who have had the greatest impact on the field of management during the past quarter century and the factors that influence their impact. Using bibliometric techniques, the authors examined 30 management journals to identify the 100 most-cited universities and 150 most-cited authors from 1981 to 2004. The analysis included more than 1,600 universities and 25,000 management scholars across five individual time periods. The findings showed that (a. To determine institutional theory in CSR research by authors and universities, we assessed the research output of individual scholars and institutions. 714 distinct writers from 652 organisations who have published on institutional theory in CSR research were identified using our dataset. Tables 4 and 5 list the top publishing scholars and institutes. The writers with the most citations are Matten D. (2008), Marquis C. (2014), and Hahn R. (2013), according to the descriptive statistics. Furthermore, the two US universities that have produced the most institutional theory for CSR studies are North-Eastern University and American University of Beirut.

Table 4: Leading Authors in Institutional Theory

Authors	Total Citation
Matten, D. (2008)	2179
Marquis, C. (2014)	580
Hahn, R. (2013)	579
Brammer, S. (2012)	500
Husted, B. W. (2006)	454
Jackson, G. (2010)	444
Jamali, D. (2011)	393
Brown, H. S (2009)	322
Campbell J. I. (2006)	295
Jamali, D. (2011)	283
Chih, H. I. (2010)	249
Ntim, C. G (2013)	232
Doh, J. P. (2010)	215
Yang, X. (2009)	200

Table 5: Leading Institutions and their Country of Origin

Institutions	Country	TP
American University of Beirut	United States	8
Northeastern University	United States	7
Copenhagen Business School	Denmark	6
Nottingham University Business School	United Kingdom	6

Suliman S. Olayan School of Business	Lebanon	6
Friedrich-Alexander-Universität Erlangen-Nürnberg	Germany	5
York University	Canada	5
Università degli Studi di Padova	Italy	5
Wirtschaftsuniversität Wien	Austria	4

## 4.2 Country Collaboration and Citation Analysis

### Country Collaboration of Co-Authors Analysis

The United States is the nation that produces the most institutional propositions in CSR research. Belgium, Croatia, Tunisia, and South Arabia are the least among the countries. Nevertheless, Figure 4 demonstrates that, with 16 linkages and 43 times co-authorship, the US has the highest level of collaboration. With 16 linkages and 38 times co-authorship, the United Kingdom is the second most banded nation. The abundance of international students finishing alternative and third degrees in the United States and the United Kingdom may be reasons for the United States and the United Kingdom having more linkages (Khatib, Abdullah and Elamer, 2021).

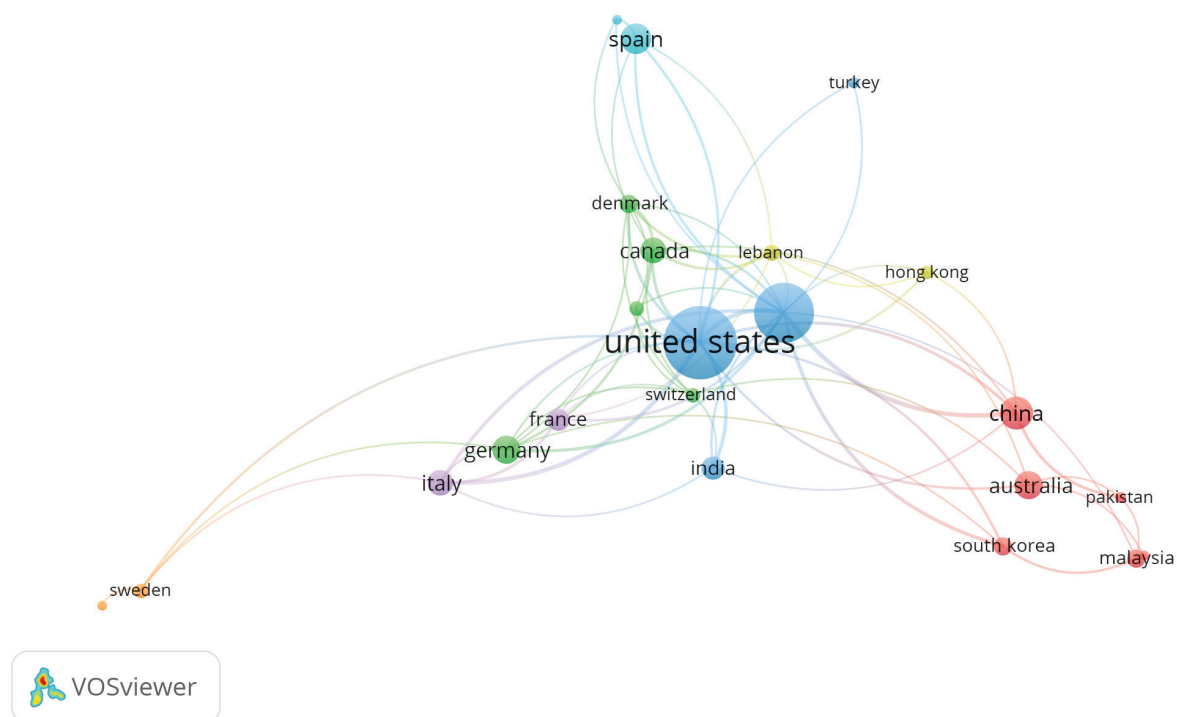


Fig 4: Country collaboration of co-authors analysis

### Citation Analysis

The most widely read works in institutional proposition exploration were found using citation analysis. By comparing the significant articles in the area of exploration to one another, citation analysis analyses the relationships between publications (Donthu et al., 2021).

Dwelling on citation analysis with basis on the Scopus database, comparable studies have also looked into exploration (Khatib, Abdullah, and Elamer, 2021). Table 6 displays both the study's emphasis and the authors' citation analyses. Organisation Science comes in second as the most referenced article, which is published by the Academy of Management Review. Marquis (2014) and Matten (2008) are the authors of these works. That's right, although while institutional proposition in CSR has been published since 1995, the most highly cited publications came out in 2008 and 2014.

Table 6: Citation Analysis

No.	Author	Citations	Journal Name	Study Focus
1	Matten, D. (2008)	2179	The Academy of Management Review	“ Implicit “ and “ Explicit “ CSR: A Conceptual Framework for a Comparative Understanding of Corporate Social Responsibility
2	Marquis, C. (2014)	580	Organization Science	Corporate Social Responsibility Reporting in China: Symbol or Substance?
3	Hahn, R. (2013)	579	Journal of Production	Determinants of sustainability reporting: a review of results, trends, theory, and opportunities in an expanding field of research
4	Brammer, S. (2012)	500	Socio-Economic Review	Corporate Social Responsibility and institutional theory: New perspectives on private governance
5	Husted, B. W. (2006)	454	Journal of International Business Studies	Corporate Social Responsibility in the Multinational Enterprise: Strategic and Institutional Approaches
6	Jackson, G. (2010)	444	Journal of Business Ethics	Corporate Social Responsibility in Western Europe: An Institutional Mirror or Substitute?
7	Jamali, D. (2011)	393	Journal of Business Ethics	Convergence Versus Divergence of CSR in Developing Countries: An Embedded Multi-Layered Institutional Lens

8	Brown, H. S. (2009)	322	Journal of Production	Building Institutions based on Information Disclosure: Lessons from GRI's Sustainability Reporting
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### 4.3 Cluster Analysis (Co-citation analysis with reference map)

We addressed the third research question of this study by using co-citation network analysis of the reference map, which facilitates the identification of the conceptual framework of institutional theory in CSR studies. Multiple groups were identified in order to examine the institutional theory. There are 23305 references out of the 308 articles total that have, at least, two co-citations. 48 items appeared collectively more than 10 times among them. To evaluate the co-citation network, we opened a TEXT file that we downloaded from the co-citation research in VOSviewer and opened in Excel. We follow the methods used by Kumar, Spais, Kumar, and Sureka (2020), who included information from ten of the top publications within each cluster. In a similar vein, we used VOSviewer's weighted citation count to guarantee high-quality articles in our cluster analysis. We summarise the top 10 significant studies in each cluster, with Cluster 1 at the top of the list.

#### 4.3.1 Cluster 1: Institutions and Accountability

A "stable, valued, and recurring pattern of behaviour" is what Huntington refers to as an institution in terms of institutional theory (Huntington 1966). Institutions, according to Hall (1986), are the Formal Rules, Compliance Guidelines, and Standard Operating Procedures that structure interpersonal interactions amongst individuals in many spheres of the community and economy. DiMaggio and Powell (1983) explained three key processes to define institutionalism: coercive isomorphism, mimetic and normative pressures. The researchers in cluster one asked why a firm will behave responsibly and argued that the monitoring behaviours of non-government organisations and regulation (both private and public) are responsible for causing firms to act accountable (Campbell, 2007). It can be deemed typical to utilise these instruments for observation. DiMaggio and Powell (1983) define institutional isomorphism as the use of coercion, mimicry, and normative language to articulate this norm. These procedures are followed by businesses in order to emulate other businesses in the sector. Jackson and Apostolakou (2010) also argued that different institutional environments influence CSR policies, whether within or outside the country or region. According to the study's findings, companies from the Anglo-Saxon region's more liberal market economies outperform those from Continental Europe's more coordinated market economies (CMEs) on the majority of CSR parameters. Thus, voluntary CSR practices are being substituted for institutionalised forms of stakeholder participation as firms and stakeholders begin to understand CSR practices. Brammer, Jackson and Matten (2012) deepened the conversation and argued that stakeholder participation is made more accessible when there are formal institutions. Again, CSR is understood differently when exercised within international boundaries. Still, the institutional theory allows the construction of boundaries between business and society within the broader institutional field of economic governance. Consequently, it is proposed that the rigid division of work between nation-state government and private industry no longer holds in the context of globalisation. In order to fill the regulatory void in global governance, several corporate enterprises have begun to take

on social and political duties in addition to legal obligations (Scherer and Palazzo, 2011).

#### **4.3.2 Cluster 2: Organisational Legitimacy Associated with Institutional Rules**

Cluster 2 emphasises the organisational legitimacy attained from the institutional rules by the formal and non-formal organisations, including multinational enterprises (MNE) or Multinational Corporations (MNC). For instance, according to Meyer and Rowan (1977), formal organisations increase institutional rules by acquiring resources, legitimacy, stability, and improved chances of survival in order to become a modern society business. Organisational legitimacy, according to Suchman (1995), may also be categorised into three groups: pragmatic (based on audience self-interest), cognitive (based on comprehensibility and taken-for-grantedness), and moral (based on normative acceptability). The firm's strategy is to maintain and repair all three-form organisational legitimacy. Further to the above, other studies examined organisational legitimacy from the perspective of multinational enterprises due to globalisation. Kostova and Zaheer (1999) argued that internal and external legitimacy from institutional rules need to be looked at from the organization as a whole (MNC) and of its parts. Additionally, it was shown that multinational corporations do not face pressure from important community stakeholders and instead merely copy the current product market organisational strategy (multi-domestic, transnational, global) in CSR management due to institutional logic (Husted and Allen, 2006). The institutional duality of the host nation's institutional character and the MNC's internal relational environment are additional factors contributing to the adoption of CSR practises (Kostova and Roth, 2002).

#### **4.3.3 Cluster 3: Corporate Social Responsibility (CSR) Model Development**

A greater focus on Corporate Social Responsibility was placed in the co-citation network by the third cluster. Certain works are considered seminal. CSR is modelled after a supply and demand system by McWilliams and Siegel (2000). They proposed the following theories on the determinants of a company's corporate social responsibility (CSR): firm size, level of diversification, R&D, advertising, government sales, consumer income, conditions in the labour market, and stage of the industry life cycle. Aguilera et al. (2007) developed a multilevel theoretical model to explain why Corporate Social Responsibility (CSR) initiatives are growing in popularity inside commercial businesses. Carroll (1991) further established the Corporate Social Responsibility Pyramid. Matten and Moon (2008) proposed a model for a comparative examination of corporate social responsibility. A conceptual model that includes all of the essential components of corporate social performance was developed by Carroll (1979). The model's three components address important issues that both managers and academics find concerning: (1) What does corporate social responsibility entail? (2) Which social challenges needs should the organisation address? and (3) What is the ideology of the organisation?

#### **4.3.4 Cluster 4: Institutional Isomorphism and Evolution**

The cluster is least important in the co-citation network. The oldest articles date back to 1983 and 1997. All the publications in this cluster are all seminal works. However, they are categorised into the least cluster. DiMaggio and Powell (1983) investigated collective rationality and institutional isomorphism in organisational domains. They said that the state and the professions had replaced the competitive marketplace as the driver of rationalisation

and bureaucratization. Mitchell, Agle, and Wood (1997) created a theory of stakeholder identification and salience based on the notion that stakeholders have three relationship attributes: power, legitimacy, and urgency. Hoffman (1999) studied the growth of institutions and shifts in environmentalism within the chemical sector in the United States. The author contended that conflicting institutions may exist at the same time and that links between the regulative, normative, and cognitive components of institutions develop throughout time, influencing the natural world. As a result, the research was able to identify the organization’s institutional and cultural roots.

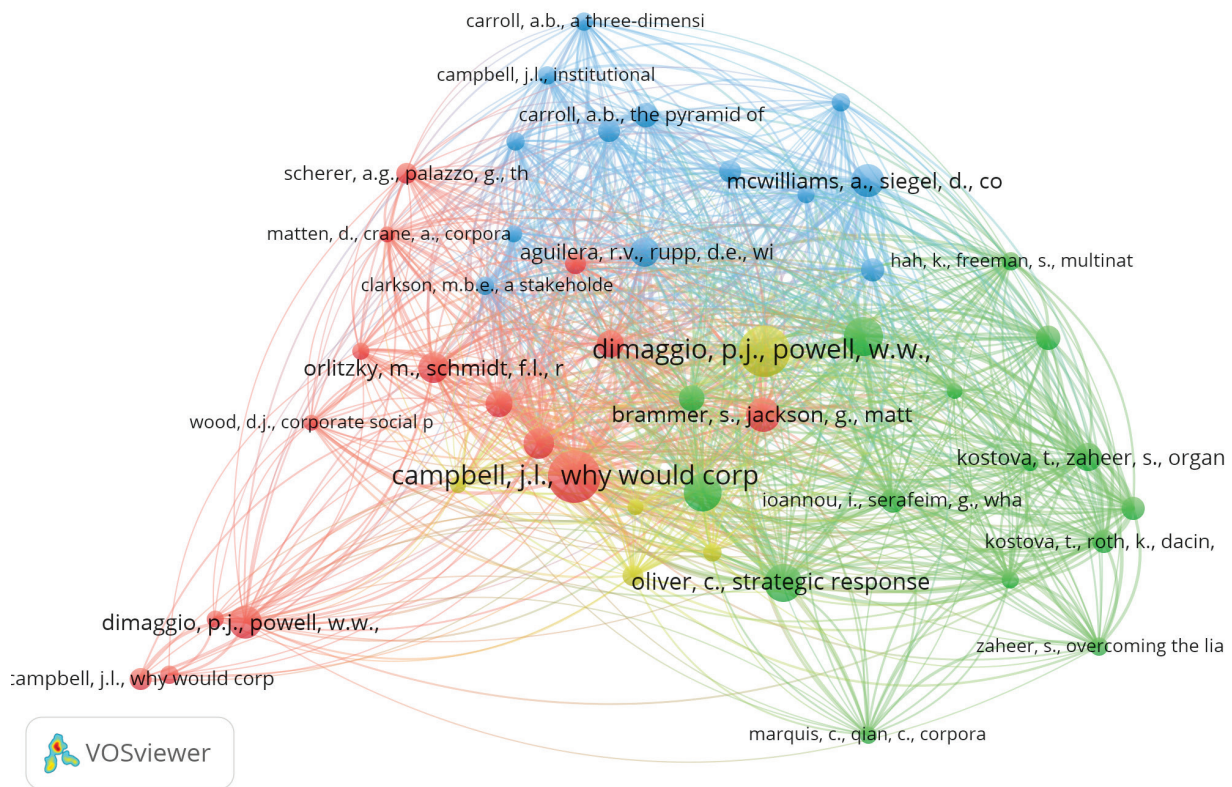


Fig 4: Co-citation network of reference map

Table 7: Top Seven Lead Papers in Clusters using a Weighted Score Citations

Cluster 1 (red, 15 papers) Institutions and Accountability	Cluster 2 (Green, 15 Papers) Organisational Legitimacy Associated with Institutional Rules	Cluster 3 (blue, 13 papers) Corporate Social Responsibility (CSR) Model Development	Cluster 5 (yellow, five papers) Institutional Isomorphism and Evolution
(Campbell, 2007)	Meyer and Rowan (1977)	McWilliams and Siegel (2000)	(DiMaggio and Powell, 1983)
Brammer, Jackson and Matten (2012)	Suchman (1995)	Aguilera <i>et al.</i> (2007)	Mitchell, Agle and Wood (1997)
(DiMaggio and Powell, 1983)	(Oliver, 1991)	Carroll (1991)	(Bansal and Roth, 2000)
Jackson and Apostolakou (2010)	Kostova and Zaheer (1999)	Matten and Moon (2008)	Hoffman (1999)

(Orlitzky, Schmidt and Rynes, 2003)	(Doh and Guay, 2006)	(Donaldson and Preston, 1995)	(Wernerfelt, 1984)
(Jamali and Neville, 2011)	(Ioannou and Serafeim, 2012)	(Campbell, 2007)	
(Marquis <i>et al.</i> , 2007)	(Husted and Allen, 2006).	Carroll (1979)	

### 4.3.5 Keywords Analysis

According to Pesta, Fuerst, and Kirkegaard (2018), the primary research field for further investigations is indicated by patterns in the keywords reported in various studies. This study extracts the author’s keywords using the VOSviewer programme, which has been used by other writers in the past (Anand *et al.*, 2020; Khatib, Abdullah and Elamer, 2021). The VOS viewer application creates a co-occurrences network in a dimensional map (Anand *et al.*, 2020).



Fig 5: Author keyword co-occurrence on a bibliometric map with five minimum occurrences and overlay visualisation mode

To communicate global representations of concepts and the relationships among them, a keyword-based dimensional map is suggested (Walter and Ribi re, 2013). According to additional research by Chen & Xiao (2016), the relationship between keywords demonstrates the knowledge structure of the studied field. 846 keywords that met the study’s criterion were revealed by the keywords analysis. Table 8 shows the 18 keywords in the institutional theory and CSR study. The most common keyword among the keywords is corporate social responsibility which has 210 occurrences and 149 total links strengths to others, while institutional theory has 167 occurrences and 137 links to others. Sustainability reporting

has 22 occurrences and 16 links.

A detailed look at the map reveals the themes that currently interest scholars. The application of bibliographic coupling draws on the current theme authors are researching. Bitektine and Song (2022) examined the effects of pricing and CSR signals on organisational legitimacy as part of their research on the role of institutional logic in legitimacy evaluations. Gautier and Bonneveux (2021) conducted a study using the complementary frameworks of actor-network theory and neo-institutional theory to investigate the spread of corporate social responsibility within an organisational sector. Other authors have examined institutional theory in multinational corporations (Contrafatto *et al.*, 2020; Kaplan, 2021). Also included are the board characteristics and philanthropic studies (Ben Selma, Yan and Hafsi, 2020; Tan *et al.*, 2022). Through co-wording analysis, future research that requires authors' attention includes institutional voids and organisational culture. We find the mandatory CSR in banks from emerging economies in the same cluster. The second cluster directs future studies to transition economies where CSR and corporate social performance are practised. Authors are still researching institutional isomorphism from multinational corporations, and therefore future research is needed in these areas study.

Table 8: Twenty-Five Keywords occurring in the Period between 1995 and 2022

Keyword	TO
Corporate Social Responsibility	210
Institutional Theory	167
Sustainability Reporting	22
Banks	4
Corporate Social Performance	4
Emerging Markets	4
Emerging Economies	4
Ethics	4
Governance	4
Indonesia	4
Institutional Voids	4
Malaysia	4
Reputation	4
Sustainable Development	4
Legitimacy Theory	4
Organisation Culture	4
Mandatory CSR	4
Stakeholder Management	4

## 5. DISCUSSIONS AND FUTURE RESEARCH AGENDA

The study's framework is composed of many objectives and research questions. The initial study inquiry was to delineate the increase in publications (documented by year and nation), the citation output of journals, prominent authors, and institutions involved in the application of institutional theory in Corporate Social Responsibility (CSR) studies. The use of institutional



theory to influence decisions is attributed to DiMaggio and Powell (1983). They explained three key processes to define institutionalism: coercive isomorphism, mimetic and normative pressures. Records of publication of institutional theory in CSR are in 1995, indicating that the early authors in CSR did not utilise the concept. We observe that the application of theory drew the attention of scholars in 2013. A sharp increase is witnessed between 2015 and 2022, accounting for 76.6% of the study. Our observation shows the increases in the application of institutional theory in CSR show a global presence, but more publications are concentrated in advanced economies. Factors such as income, education, employment, community safety and social support towards students, both foreign and local have the tendency to influence why PhD students pursue studies in USA and UK and thereby increasing the research landscape in these countries. Also, international ranking of universities causes students to pursue higher degrees in these countries and contributes this trend. For the theory to attract high usage, an actual global presence is needed, including its application in African countries (i.e. Ghana and Nigeria). The relevance of institutional theory has attracted the subject published in many top journals, such as categories A and A\* in the Australian Business Deans Council's (ABDC) ranking. It indicates that journals put high importance and relevance to institutional theory in global business discourse.

The second study question evaluates authorship nation, co-authorship analysis, and citation analysis. If one looks at the number of institutional theory articles in CSR studies, the United States is the most productive country; the least productive are South Arabia, Tunisia, Belgium, and Croatia. Furthermore, as Figure 4 shows, the US has the highest amount of collaboration with 16 links and 43 times co-authorship. In terms of collaboration, the UK ranks second with 16 links and 38 times co-authorship. According to Khatib, Abdullah, and Elamer (2021) there is a possibility that the growing number of international students completing their second and third degrees in the US and the UK is the cause of the close relationship between the two countries. Our observations reveal that authors in governance and institutions mostly cite "*Implicit and Explicit CSR: A conceptual framework for a comparative understanding of corporate social responsibility* (Matten and Moon, 2008). Subsequent studies can look at emerging countries in Africa and examine the effect of institutional theory in enforcing public and firm policies.

The third Study Topic evaluates the institutional theory knowledge in CSR studies in terms of its intellectual structure. Even though DiMaggio and Powell (1983) are associated with isomorphism from institutionalism, most seminal papers instead refer to Matten and Moon (2008). This indicates that researchers have not fully utilized old seminal publications from the 1960s to the 80s (DiMaggio and Powell, 1983; Mitchell, Agle and Wood, 1997; Hoffman, 1999). Further studies show that institutionalism is more associated with developed economies as the authors of seminal papers are from these advanced economies. We observed that the application of the theory sought to establish legitimacy for the firm's operations in the eyes of stakeholders. Brammer, Jackson and Matten (2012) deepened the conversation and argued that stakeholder participation is made more accessible when there are formal institutions. According to Scherer and Palazzo (2011), obligatory requirements on corporations are imposing social and political duties on them that are beyond legal obligations and bridge the regulatory gap in global governance. It is worth stating there is an environmental effect, as shown in a seminar paper (Jackson and Apostolakou, 2010). However, when Multi National Corporation (MNC) practises CSR, institutionalism is not birthed from the community's agitation but multinational just replicate the CSR practises of the local country (Husted

and Allen, 2006). According to our observations, institutional theory and CSR complement each other more effectively. Some of the major works of CSR writers are as follows: Carroll, 1979; Archie B. Carroll, 1991; McWilliams and Siegel, 2000; Aguilera et al., 2007; Matten and Moon, 2008.

The fourth research question sought to see the emerging research themes/trends and future direction in institutional theory studies. Prospective researchers are still into CSR and institutional theory, institutional void and CSR, and firms operating on sustainable development agenda. The effect of organisational culture in applying institutional theory is also rising. For example, Institutional Theory may help students of organisational culture to explore how cultures within organisations are worked out in relation to cultures of outside organisations (Zilber, 2011). Through institutional theory, culture of persistence and transmission is achieved (Kondra and Hurst, 2009). Others are shifting from developed economies to emerging economies' contexts. For example, researchers from emerging economies are working on mandatory CSR reporting on firm performance and using institutional theory to explain the relationship. There is a significance change in trend, due to the presence of China and India in the research landscape. This is achieved through offering of scholarship and educational grants to research scholars, however, current research topics include institutional theory in multinational corporations (Contrafatto et al., 2020; Kaplan, 2021), diffusion of CSR in the context of neo-institutional theory and actor-network theory (Gautier and Bonneveux, 2021), and pricing and CSR signal (Bitektine and Song, 2022).

#### **4.1 Contribution of Study to Scholarship**

Although institutional theory and entrepreneurship research have been studied before (Zhai and Su, 2019), this is the first study to use bibliometric analysis to look at institutional theory in CSR studies. As a result of this research's disclosure of the seminar papers and attention to the study titles, the field of institutional theory was able to get a deeper understanding. Second, the results of the mappings from the analysis of keywords and bibliographical couplings project this study to new domains that have not yet received attention, such as the use of institutional theory in CSR studies in developing nations, such as those in Africa. Also, the pricing and CSR signal in an institutional setting is rising. The effect of organisational culture in applying institutional theory is also on the rise and requires researchers' attention.

#### **4.2 Limitations**

There are limitations to our investigation. The search method may have missed several publications with abstracts because it was restricted to article titles and abstracts. Even though Scopus has the greatest number of data sources, not all databases, particularly those pertaining to institutional theory research, are covered by the data extraction from Scopus that was utilised for this study. The research is restricted to CSR studies' use of institutional theory. Additionally, the study's focus is restricted to business, management, finance, and economics, and it only looks at papers published in English. Enhancing the data search and lowering search restrictions may be achieved by using various databases. The exclusion of non-English articles has the potential to cause bias to the study. Similarly, the exclusion Web of Science also has the potential to cause bias to the study. It is suggested that future research can translate non-English papers into English-dominated publications. Also, future

publication can examine the key variables of institutional theory and CSR using the databases of Web of Science.

## 6. CONCLUSION

Determining the institutional theory of research development for Corporate Social Responsibility (CSR) studies was the main objective of this research. Scientific mapping analysis, performance analysis, and descriptive analysis constitute the basis of the bibliometric analysis approach used in this work. Covering the years 1995 through 2022, the collection is based on 308 papers from the Scopus database. According to the study's results, institutional theory is relevant to CSR investigations, and since 2015, there has been notable increase in the amount of research done in this area. This is because, as the Sustainable Development Agenda 2030 shows, stakeholders are demanding an increasing amount of reporting. Furthermore, our study shows that most research on institutional theory and CSR has been done in China, the UK, and the USA. Only India and China are from the emerging economy context, and the rest are from a developed economy perspective. The most collaborative country are still the USA and the United Kingdom. This is due to a high influx of international students. Other findings show that CSR and institutional theory are highly rated papers in A\* and A. The study identifies areas for further research as well as intellectual underpinnings and new trends. The study shows that researchers have not fully utilized old seminal publications from the 1960s to 80s and empirical evidence in CSR using institutional theory is more prevalent in advanced economies than emerging economies. Other findings show that researchers are still into CSR and institutional theory, institutional void and CSR, and firms operating on sustainable development agenda. The effect of organisational culture in applying institutional theory is also rising.

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