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Bibliometric Examination of Enterprise Social Media Research: Identifying Trends in the Digital Economy Landscape

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Abstract

In today's rapidly evolving digital landscape, enterprise social media has emerged as a pivotal force shaping business strategies, consumer interactions, and communication paradigms. This review article presents a comprehensive bibliometric analysis of research conducted in the field of enterprise social media, aiming to identify and elucidate the key trends and patterns that have emerged in the dynamic digital economy landscape. By employing bibliometric techniques, this study examines the evolution of research topics, influential authors, prolific journals, and emerging themes in enterprise social media research. The findings not only contribute to a deeper understanding of the current state of the field but also provide insights into its future trajectories.

The research hotspots revolve around the theme of enterprise social media, covering topics such as knowledge sharing, communication, and performance. The research themes have undergone a transition from singularity to diversity. Finally, this paper proposes future research prospects in three areas: the human-computer collaborative model against the backdrop of artificial intelligence, user privacy disclosure and protection, and the impact of enterprise social media usage on the mental and physical health of employees. These prospects aim to provide valuable insights for subsequent research endeavors.

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Keywords: Enterprise Social Media, Bibliometric Analysis, Digital Economy, Trends, Research Landscape, Social Media Marketing, Customer Engagement, Collaboration, Emerging Technologies.

Introduction

The proliferation of digital technologies has led to the widespread adoption of social media platforms by enterprises, fundamentally altering the way businesses engage with consumers, collaborate internally, and shape their brand image. As this transformation continues to unfold, it becomes imperative to conduct a systematic review of the existing body of literature to uncover trends and trajectories in enterprise social media research [1].

The digital transformation has brought new solutions for companies to reduce carbon emissions. Concurrently, the shift toward low-carbon and green transformation is reshaping corporate behavior, and the transformation must aim for environmental sustainability. Technology stands as a crucial prerequisite for digital transformation, and key information technologies represented by the fifth-generation mobile communication technology have paved the way for enterprise digitalization [2]. Digital technologies can enhance labor productivity in industries and improve the efficiency of business decision-making processes, effectively reducing energy consumption in traditional sectors. Digital technologies and solutions, including artificial intelligence, big data, cloud computing, and block chain, are gradually becoming suitable for various industries. This progressive integration is leading to substantial enhancements in industrial labor productivity, enterprise management, and the effectiveness of decision-making efficiency, thus reducing industrial energy consumption [3]. The digital economy prioritizes industrial structure upgrading, achieving an intelligent and digital transformation of the economic system. This objective is pursued through the advancement of digital technologies, the establishment of digital platforms, and the implementation of digital solutions aimed at optimizing energy structures and resource efficiency, thereby achieving synergy among the digital economy, the low-carbon economy, and environmental benefits.

In the era of the diversified information age driven by the digital economy and the internet, social media has rapidly integrated into the public perspective, changing traditional lifestyles and work patterns. Social media has become a crucial channel for online and offline communication for businesses, enhancing the efficiency of internal information dissemination and facilitating communication between management and frontline employees [4]. From the use of communication tools to the development of various social networking platforms, enterprise social media provides users with abundant information and convenient channels for communication, promoting the development of users' social network



relationships. Consequently, social media has quickly become an indispensable part of people's daily lives and work. Corporations are harnessing the potential of enterprise social media to facilitate workplace communication, coordination, and collaboration, which culminates in heightened managerial efficiency and sustainable business development [5].

Methodology

This review employs bibliometric analysis as a methodology, drawing upon a diverse array of research articles, conference papers, and related publications from leading academic databases. The analysis includes metrics such as citation counts, co-authorship networks, keyword co-occurrence, and publication trends to map the landscape of enterprise social media research.

Evolution of research topics

The bibliometric analysis reveals a dynamic evolution of research topics within enterprise social media. Initially centered on platform adoption and usage, research has expanded to encompass areas such as social media marketing, customer engagement, employee collaboration, and organizational transformation [6]. This shift underscores the growing recognition of social media's multifaceted impact on various dimensions of business operations.

Influential authors and institutions

The analysis identifies key authors who have significantly contributed to enterprise social media research. These thought leaders have shaped the discourse through their prolific publication output, high citation counts, and collaborative networks. Furthermore, institutions fostering groundbreaking research in this domain are highlighted, illustrating the global distribution of expertise [7].

Prolific journals and publication outlets

The review article underscores the journals that serve as primary outlets for disseminating enterprise social media research [8]. High-impact journals dedicated to marketing, communication, information systems, and management emerge as influential platforms for advancing the field's knowledge frontier.

Emerging themes and future directions

The analysis unveils emerging themes that are poised to shape the future trajectory of enterprise social media research. These include the integration of artificial intelligence and machine learning, the ethical



implications of data usage, cross-cultural considerations, and the integration of social media with other emerging technologies like virtual reality and augmented reality [9].

Implications for practice

The insights gleaned from the bibliometric analysis offer valuable guidance for practitioners and businesses seeking to harness the power of enterprise social media. By understanding the trends and priorities in research, organizations can align their strategies with evidence-based practices, enhancing customer engagement, employee collaboration, and overall business performance [10].

Conclusion

In a digitally interconnected world, enterprise social media remains a focal point of scholarly inquiry. This review article's bibliometric analysis not only provides a panoramic view of the research landscape but also offers a foundation for future explorations in the domain. As social media's influence continues to expand, continued research and innovation are vital to navigating the evolving digital economy landscape.

From the perspective of hotspots and evolutionary trends in enterprise social media research, several important key themes have been extended from the core subject of enterprise social media. These themes include social media, communication, work performance, knowledge sharing, and others. Scholars are increasingly focusing on the impact of enterprise social media, as well as hot topics related to corporate management and performance. The literature research has evolved from a single focus to a more diverse array of research perspectives.

By integrating cluster diagrams and emergent word analysis, it was found that research on enterprise social media originally started from the field of social media research and then expanded into the realm of enterprise social media. In its early stages, the research primarily focused on knowledge-sharing themes and had a longer research history. In recent years, there has been increasing attention to topics such as performance and challenge stressors, with employee-related research being ongoing and expected to become a hot and cutting-edge research area.

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