

## Advancing Self-Esteem Research in Business, Management, and Accounting: A Bibliometric Analysis of the Last Decade (2015-2024)

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**Abstract.** This study presents a bibliometric analysis of self-esteem research in the business, management, and accounting fields from 2015 to 2024. Using the Bibliometrix package in RStudio and the Biblioshiny interface, we analyze data from the Scopus database to identify major sources, authors, affiliations, countries, documents, and social structures in self-esteem research. The results reveal a diverse research landscape, with notable contributions from various countries, institutions, and authors. However, the negative annual growth rate suggests a need for renewed focus and collaboration to invigorate future research efforts. Key themes such as social media influence, demographic dynamics, and the impact of the COVID-19 pandemic emerge as prominent areas for further exploration. We discuss the implications of our findings for advancing self-esteem research in business contexts and provide recommendations for fostering international partnerships, leveraging emerging trends, and embracing interdisciplinary perspectives. This study offers valuable insights for researchers, practitioners, and policymakers seeking to understand and promote self-esteem in organizational settings.

**Keywords:** accounting, biblioshiny, business, management, self-esteem

## 1. Introduction

Self-esteem is a well-known psychological concept that describes a person's total subjective emotional opinion of their own value (Orth & Robins, 2022; Abdel-Khalek, 2016). It is a process of internally measuring one's competence and value using standards gained through experience with significant persons and sociocultural norms. Healthy levels of self-esteem are typically regarded as essential for well-being, when a positive self-image frequently increases resilience and supports the fulfillment of major life objectives and activities (Li, Xu, Han, Jiang, Ya, & Li, 2023). At its core, self-esteem is thought of as primarily consisting of affective and cognitive aspects. The affective component reveals the positive or negative emotional valuation of those self-beliefs (Dissanayake, Kamble, & Patil, 2018). The cognitive part includes views about one's talents and attributes, and things like considering oneself as capable and worthwhile (Quintana, Ramos, & Almeida, 2023). These affective and cognitive processes interact to produce a general sense of self-esteem. Self-esteem is also recognized as it develops over time over infancy and adolescence as a result of formative socialization experiences and performance feedback in significant domains which include academics, sports, and relationships with others (Wesarg-Menzel, et al., 2023).

Self-esteem holds significant importance in the fields of business, management, and accounting due to its profound impact on individual and organizational outcomes (Krauss & Orth, 2021). Self-esteem plays a crucial role in employee performance and productivity. Individuals with high self-esteem tend to have a positive self-image, believe in their abilities, and exhibit confidence in their work. This self-assurance translates into greater motivation, initiative, and resilience, leading to higher levels of job satisfaction and overall performance (Heng & Chu, 2023). Self-esteem influences leadership effectiveness and managerial decision-making. Leaders with high self-esteem are more likely to exhibit assertiveness, take risks, and make confident decisions. Their positive self-perception can inspire and motivate employees, foster trust, and create a positive organizational culture (Florica & Luminița, 2021). Moreover, self-esteem affects interpersonal relationships, teamwork, and collaboration in business settings (Wijayanti, 2021). Individuals with high self-esteem tend to have positive attitudes towards themselves and others, leading to better communication, cooperation, and synergy within teams. This fosters a positive work environment, encourages knowledge-sharing, and promotes effective problem-solving (Geue, 2018; Kozłowski & Ilgen, 2006). Furthermore, self-esteem is relevant in the context of financial decision-making and accounting practices (Tang & Baker, 2016). Individuals' self-perception and beliefs about their financial abilities can influence their behaviors such as investment choices, risk tolerance, and financial planning. High self-esteem may lead to more proactive financial decision-making, prudent risk management, and long-term financial planning (Jumady, Alam, Hasbiyadi, Fajriah, & Anggraini, 2024).

In this background, conducting bibliometric analysis in the study of self-esteem in business, management, and accounting is of utmost importance compared to selecting a single sample organization, company, firm, or business. Bibliometric analysis provides a comprehensive and systematic examination of a wide range of published literature, enabling researchers to gain a holistic understanding of the field. It allows for the identification of research trends, knowledge gaps, influential works, allows for a historical and longitudinal analysis. Researchers can generate more robust and generalizable insights that contribute to the knowledge base in these disciplines. Which may not be captured by studying a single organization. Considering this significant of self-esteem research in business, management, and accounting. The primary objectives of this study is:

- To evaluate and visualize the trend and pattern of self-esteem in business, management and accounting scientific papers from 2015 to 2024.

## 2. Literature review

Research over several decades has demonstrated links between self-esteem and its impacts across multiple domains. Regarding health, Liu et al. (2024) demonstrate Grit's Effect on Nursing

Professionals' Job Performance: Assessing Chained Mediation Using Perceived Social Support and Self-Esteem indicates the possible involvement of perceived social support and self-esteem in moderating this relationship and finds a consistent correlation between grit and work performance among Chinese nurses. Ji, et al. (2024) express death anxiety serves as a partial mediator between self-esteem and quality of life. Interventions to boost self-esteem and minimize death dread should be employed to improve the quality of life for middle-aged and elderly patients suffering from chronic illnesses. In the educational sphere, Gomez-Jorge and Díaz-Garrido (2023) demonstrate Teachers' self-esteem has a significant beneficial influence on the education obtained by students, the quality and reputation of the teaching center, and society, hence promoting academic research and educational quality. Nath (2022) found enhancing Self-Esteem to draw and Keep Farmers in the Agricultural Sector identify the farmers perceived that the biggest benefit of branding was an increase in self-esteem. Krauss and Orth (2022) state reciprocal effects between work experiences and self-esteem. Self-esteem had a greater impact on subsequent job experiences than work experiences had on later self-esteem. Moderator studies of the relationship between job satisfaction and self-esteem revealed that the effects were consistent across age, gender, sample type, and time lags.

In the same pace, Self-esteem is described as a person's general positive or negative attitude towards oneself and has been connected through relationships, risk-taking, and motivation to significant results in the business and professional industries (Orth, Erol, & Luciano, 2018). Gunel (2021) research indicates that students have high levels of self-esteem and leadership orientation. As self-esteem rises, so does leadership orientation, including task-oriented and relationship-oriented sub dimensions. Herdiana et al. (2021) found that employees with high levels of self-esteem are more likely to experience the beneficial overflow of work into family and family into work. The positive correlation between self-esteem and work-to-family and family-to-work enrichment is significant. Recent study on South African universities attempted to assess the impact of self-esteem and the drive for accomplishment on students' risk-taking tendency and, as a consequence, their entrepreneurial desires. It was concluded that strong risk-taking propensity is important in shaping students' entrepreneurial ambitions, as is developing students' self-esteem and need for achievement in motivating them to take measured risks (Steenkamp, Meyer, & Bevan-Dye, 2024).

Over the decades, the topic of self-esteem has attracted significant research interest from scholars across multiple disciplines. A vast amount of literature has been published examining different facets of self-esteem i.e. development, influencing factors, outcomes, and strategies to enhance it. As the body of research has grown exponentially, it has become difficult to fully grasp the breadth and evolution of work in this domain. Individual studies provide important insights but fall short of mapping the large-scale structure and trends that have emerged in self-esteem literature over time.

Specifically within business, management and accounting fields, research links self-esteem to important outcomes like resilience, leadership, performance and well-being (Gardner, 2020; Geh, 2023). However, the bibliometric study on self-esteem by highlighting business, management and accounting fields is remained unclear. A quantitative analysis synthesizing publication trends, collaborations and research frontiers is lacking. In this scenario a bibliometric review could offer valuable insights for advancing theory and applications at the intersection of psychology and organizational sciences. Network analyses of cited references, authors, institutions and keywords may reveal understudied topics, influences between works, and how understanding has developed regionally. Additionally, identifying influential publications, authors and collaborations can highlight knowledge leaders contributing most to the field. This information could then guide strategic agenda-setting, partnership-building and initiatives to optimize staff welfare and fulfillment through self-esteem frameworks. Therefore, the current study aims to address gaps through a systematic, quantitative analysis of research output from 2015 to present day linking self-esteem to business, management and accounting variables.

### **3. Methodology**

#### **3.1. Data Sources**

The Scopus database was chosen as the data source for this bibliometric analysis due to its comprehensive coverage of peer-reviewed scholarly literature across a wide range of disciplines, including business, management and accounting (Baas, Schotten, Plume, Côté, & Karimi, 2020). As of May 2022 Scopus indexes over 26,228 active journals providing a broad and multidisciplinary perspective (Journal Impact Factor, 2023).

#### **3.2. Search Strategy**

The search was conducted on Tuesday, April 2, 2024, by including title, abstract and keyword, with keywords "self AND esteem AND personal AND esteem", Using all four keywords in a Boolean search ensures only papers addressing both concepts within the same study were included. This focused the search to literature that is most directly related to the research objectives. The time duration was limited to 2015 to 2024, the subject was limited to business, management and accounting, and the document types included only articles and conference proceedings, with only publish sources included. These precise search parameters aimed to retrieve a focused dataset of publications directly centered on the intersection between self/personal esteem concepts and business/management studies over the past decade.

#### **3.3. Data Analysis**

The Scopus database was analyzed using the Bibliometrix R package with RStudio. The Bibliometrix R package was installed and loaded with R Studio. The application Biblioshiny was launched by entering `install.packages("bibliometrix")`, `library(bibliometrix)` and `Biblioshiny()` into the R studio. The Biblioshiny web application provides an intuitive graphical user interface for interacting with Bibliometrix and exploring the results without extensive R programming expertise. Biblioshiny simplifies the workflow and facilitates interpreting bibliometric networks and indicators in an informative, visual manner. Its ease-of-use and interactive functionality make it well-suited for systematically analyzing the retrieved Scopus data and conveying key insights to both technical and non-technical audiences. Therefore, Bibliometrix within the Biblioshiny environment enables an efficient, rigorous and visually compelling bibliometric mapping of the selected research domain.

#### **3.4. Inclusion and exclusion criteria**

This Systematic reviews include peer-reviewed journal articles and conference papers as their primary sources of evidence. Systematic reviews utilize peer-reviewed journal articles and conference papers as their main evidence sources because these undergo robust screening of research quality and validity through peer review (Nunn & Chang, 2020). This rigorous evaluation helps ensure only rigorous studies meeting predefined standards are included. Their standardized formatting also allows for consistent and reproducible data extraction essential for appraisal and synthesis in reviews (Afifi, Stryhn, & Sanchez, 2023). As academic research progresses rapidly, conference papers additionally supply up-to-date findings (Neta, Chambers, & Simpson, 2023). The time frame of 2015-2024 was chosen to capture the most recent and relevant literature while maintaining feasibility for a systematic review.

Books, book chapters, monographs, and patents were excluded from this systematic review, where only peer-reviewed journal articles were included in this study. Using books, book chapters, and monographs in a systematic review is discouraged due to their potential for bias, limited peer review, and lack of standardization in reporting compared to peer-reviewed journal articles (Rethlefsen, et al., 2021).

### **4. Results**

Study explore nine major information i.e. General information, Source, Authors, Affiliation, countries,

Document, words, conceptual structure and Social structure.

#### 4.1. General Information

##### Major Information

The table summarizes key details of the self-esteem research dataset, including the timespan, number of documents and sources, growth rate, document age, citations, author collaboration, and document types, providing a comprehensive overview of the dataset's characteristics.

Table 1: Major Information

Description	Results
<b>MAIN INFORMATION ABOUT DATA</b>	
Timespan	2015:2024
Sources (Journals, conference proceeding)	132
Documents	166
Annual Growth Rate %	-12.12
Document Average Age	4.95
Average citations per doc	13.51
References	10457
<b>DOCUMENT CONTENTS</b>	
Keywords Plus (ID)	191
Author's Keywords (DE)	651
<b>AUTHORS</b>	
Authors	435
Authors of single-authored docs	21
<b>AUTHORS COLLABORATION</b>	
Single-authored docs	23
Co-Authors per Doc	2.74
International co-authorships %	22.29
<b>DOCUMENT TYPES</b>	
article	160
conference paper	6

Source: Scopus database, 2024

The presented table summarizes important findings from a Scopus dataset related to self-esteem research.

The dataset includes 166 documents altogether, gathered from 132 different academic sources, including conference proceeding, journals, and other resources. It covers the years 2015 to 2024.

- The dataset shows a negative annual growth rate of -12.12% over the ten years, which suggests that the number of documents has decreased with time.
- The dataset contains documents with an average age of 4.95 years, indicating that both recent and older publications have contributed to its content.
- The dataset demonstrates the impact and significance of the research provided in each document with an average of 13.51 citations.
- 10,457 sources are cited in all of the documents in the dataset, which reflects the depth and breadth of the academic discourse around the topic of the dataset.
- The dataset contains 651 author-provided keywords and 191 keywords that give context and

insights into the document content.

- The dataset has 435 authors in total, consisting of 21 single-authored publications and 23 single-authored documents.
- Author collaboration occurs frequently, with 2.74 co-authors on average per document, and 22.29% of partnerships having an international dimension.
- The majority of documents in the dataset are articles (160), with a smaller number being conference papers (6).

The significant findings from the table provide researchers, practitioners, and policymakers with valuable insights into the current state of self-esteem research. They highlight trends, source diversity, research impact, collaboration patterns, and different modes of knowledge dissemination. Understanding these aspects informs decision-making, identifies research gaps, and promotes further advancements in the field of self-esteem research.

### Publication trend

Table 2: Publication trend

Year	MeanTCperArt	N	MeanTCperYear	CitableYears
2015	34.31	16.00	3.43	10
2016	21.31	26.00	2.37	9
2017	21.21	14.00	2.65	8
2018	10.91	11.00	1.56	7
2019	11.17	29.00	1.86	6
2020	9.69	16.00	1.94	5
2021	6.64	14.00	1.66	4
2022	6.45	20.00	2.15	3
2023	1.33	15.00	0.66	2
2024	0.2	5.00	0.20	1

Source: Scopus database, 2024

The table 2 presents overview of the self-esteem study, describing the number of documents published annually, the average number of citations per year, and the number of citable years for each year between 2015 and 2024. In the year 2015, only 16 documents were added to the database, and there were 10 citations attributed to those documents, which leads to approximately 0.63 citations per year rate. In 2016, there were 26 documents with a slight decrease in citation count to 9. This pattern continued with varying rates of document publication and citations in the subsequent years. Notably, in 2019, there was a significant increase in document publication (29) and citation count (6), leading to a citation per year rate of about 0.21. However, by 2024, both document publication and citation count decreased to 5, resulting in a citation per year of 0.2. This data highlights the changing nature of research publication and impact in the field of self-esteem studies, influenced by factors like research focus, scholarly interest, and methodological advancements.

### Three-Field Plot

The three-field plot illustrates the relationships between countries, authors, and keywords in publications on self-esteem within the field of Business, Management, and Accounting. The thickness of the connections (links) signifies the magnitude of information flow between different entities, with a higher rectangle indicating the element with the most relations.

In this analysis, the top 11 most productive countries and authors are identified as having significant influence in self-esteem research within the specified field. Authors from the USA, China, Malaysia, Canada, and Pakistan are highlighted for their influential contributions to self-esteem research. Similarly, authors such as Li , Laroche , Awruk , Wang , De, and Ahmad are noted for their significant impact in this area. Moreover, certain keywords such as "self-esteem," "conservation of resources

theory," and "gender" appear to exert considerable influence within the discourse. These terms likely represent key concepts and areas of focus within the field of self-esteem research in Business, Management, and Accounting.

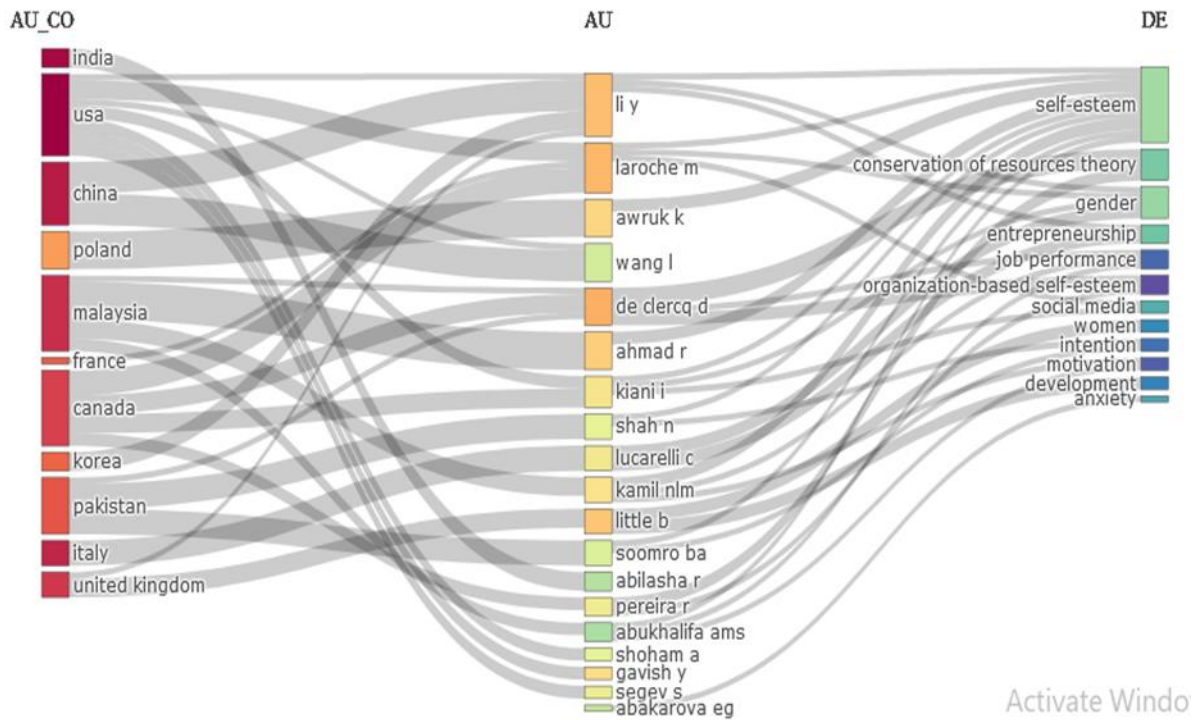


Figure 1: Three-Field Plot

## 4.2. Source

### Most Relevant Source

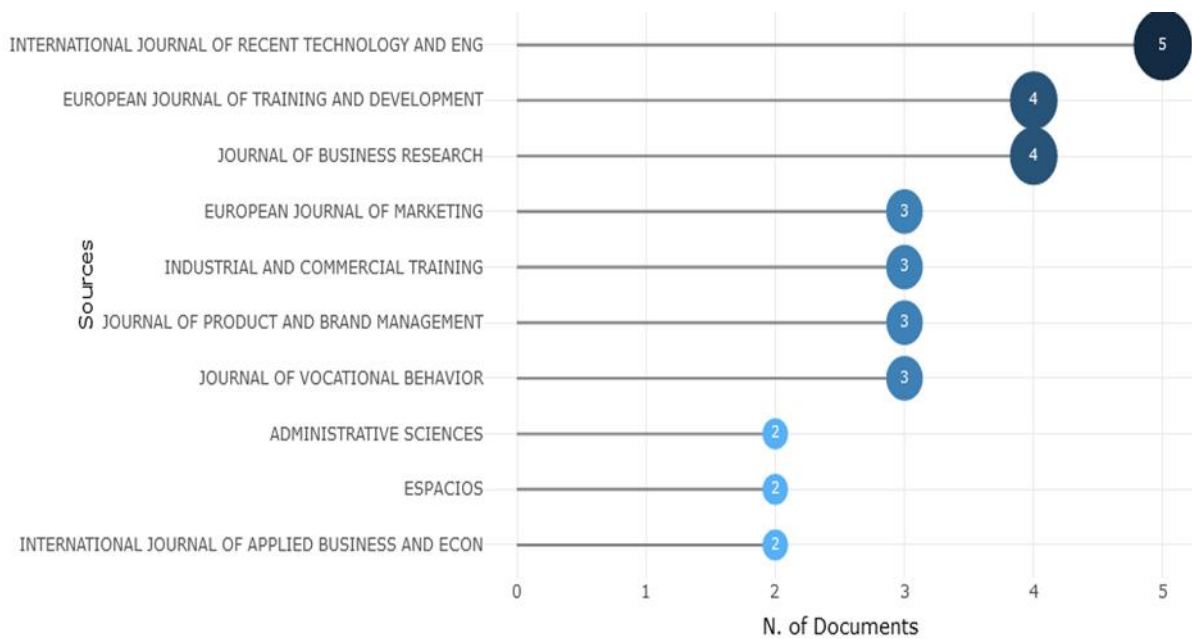


Figure 2: Most Relevant Source

As shown in Figure 2, the relevant literature outlines a list of ten significant sources focused on publishing scientific articles relating to self-esteem. Among these sources, the "International Journal of Recent Technology and Engineering" stands out with the highest number of articles, totaling five publications. This indicates a significant focus on self-esteem within the realm of recent technology and engineering research. Following closely are the "European Journal of Training and Development" and the "Journal of Business Research," each contributing four articles to the discourse on self-esteem. Similarly, the "European Journal of Marketing," "Industrial and Commercial Training," "Journal of Product and Brand Management," and "Journal of Vocational Behavior" have each published three articles, showcasing a consistent interest in exploring self-esteem within various academic domains. Additionally, two articles each have been contributed by the "Administrative Sciences," "Espacios," and "International Journal of Applied Business and Economic Research," suggesting a moderate but still notable engagement with the topic of self-esteem across business management perspectives.

**Bradford's law**

A visual representation of Bradford's law was used to assess foundational sources that were extracted from Scopus database. This method aimed to explore core literature in a particular subject area that divided into a small number of highly cited journals. The information provided explains how Bradford's law is used to identify core sources within a group of 132 journals. These journals are divided into three zones based on their publication and citation frequencies. The smallest cluster of 24 journals, known as the first zone, acts as the foundation for the rest of the journals. This concept aligns with Bradford's law, which suggests that a small number of journals will contribute to most publications in a specific field.

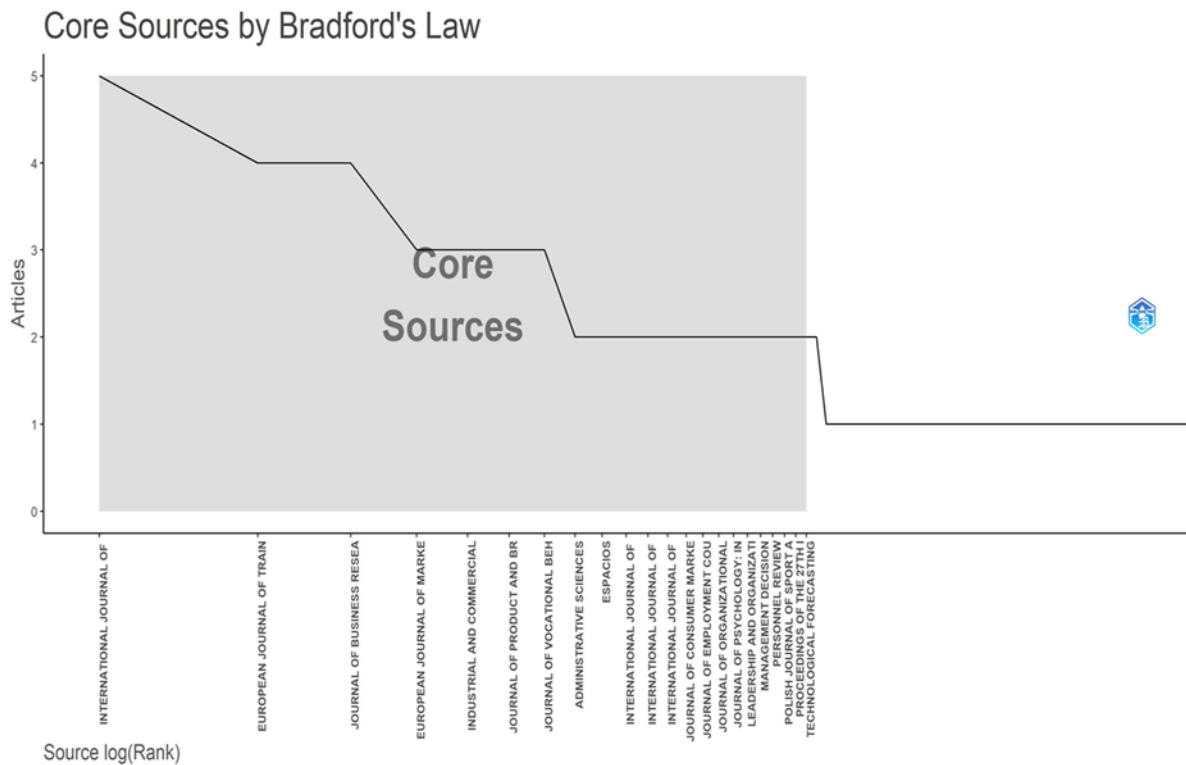


Figure 3: Bradford's law

**Sources' Local Impact**

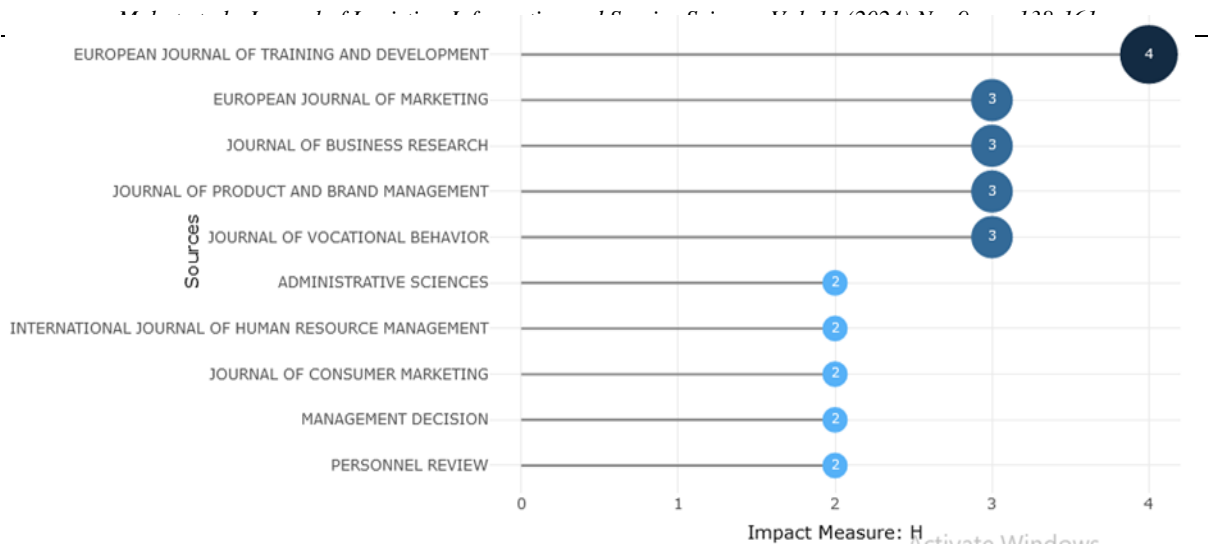


Figure 4: Sources' Local Impact

The Figure 4 displays different academic journals with their h-index values, which are important indicators of the impact and productivity of researchers' publications in self-esteem. With the highest h-index of 4, European Journal of Training and Development has published four papers with at least four citations for each. Similarly, journals with h-index values of three, European Journal of Marketing, Journal of Business study, Journal of Product and Brand Management, and Journal of Vocational Behaviour, indicate a notable impact. In addition, Administrative Sciences, International Journal of Human Resource Management, Journal of Consumer Marketing, Management Decision, and Personnel Review have an h-index of 2, showing their contributions to the literature on self-esteem.

### Sources' production over time

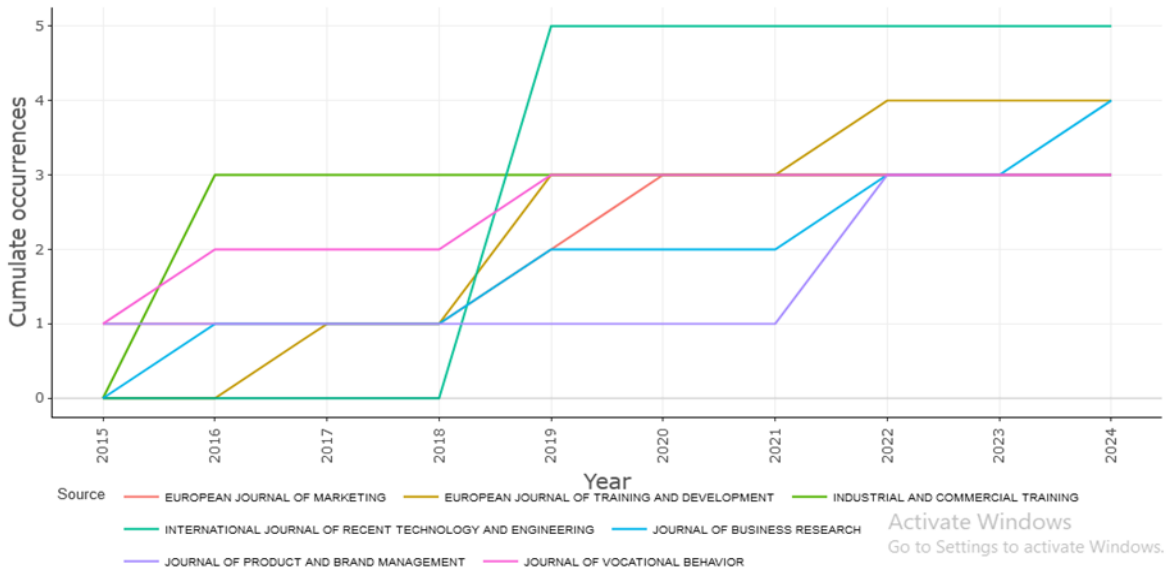


Figure 5: Sources Production over time

The figure 5 displays the number of sources produced throughout a ten-year. Journal of Product and Brand Management, Journal of Vocational Behaviour, and European Journal of Marketing all published one article in 2015. Over the subsequent years, there have been fluctuations in the production of sources across different journals. The year 2019 has seen a noteworthy rise in the number of publications published in several journals. Among them, International Journal of Recent Technology and Engineering, European Journal of Training and Development, and Journal of Business Research have significant output growth. Over the ensuing years, this pattern remained with the majority of journals

showing a comparatively steady output.

### 4.3. Authors

#### Most Relevant Authors

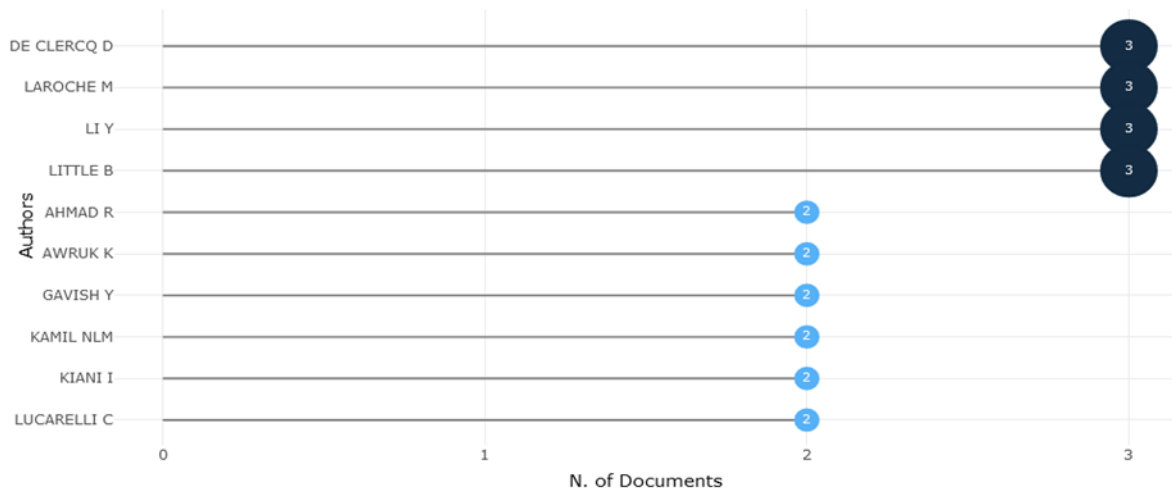


Figure 6: Most Relevant Authors

The figure 6 shows the list of authors and the number of articles each author has contributed. From the data provided, it seems that several authors have contributed multiple articles, with De Clercq d, Laroche m, Li y, and Little d, each having three articles to their name. Following them, there is a group of authors with two articles each, they are Ahmad r, Awruk k, Gavish y , Kamil nlm, Kiani i, and Lucarelli c.

#### Lotka's law

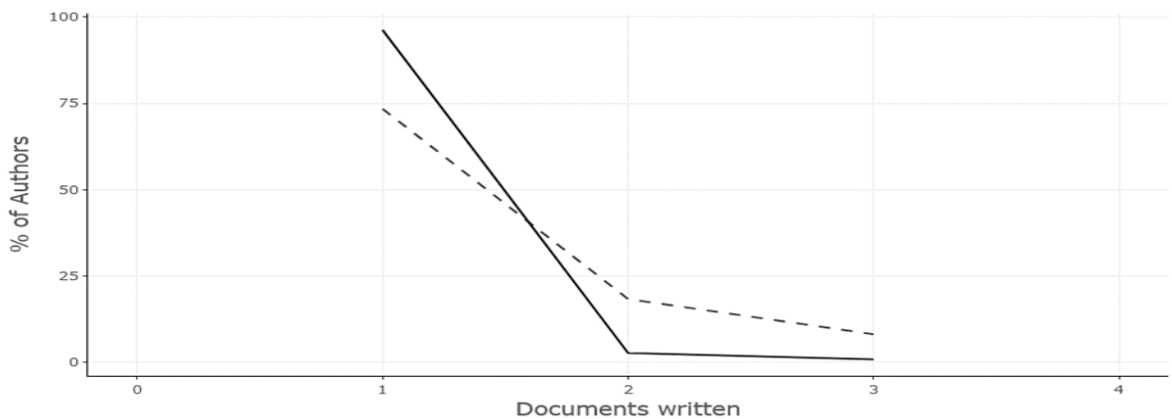


Figure 7: Lotka's Law

Lotka's Law a principle in bibliometrics explores the uneven distribution of author productivity in number of documents written. The majority of authors 419 (96.3%) published single documents. In contrast, collaborative efforts involving two authors represent a smaller portion 12 (2.8%), while documents authored by three authors make up an even smaller proportion 4 (0.9%).

#### Authors' Local Impact

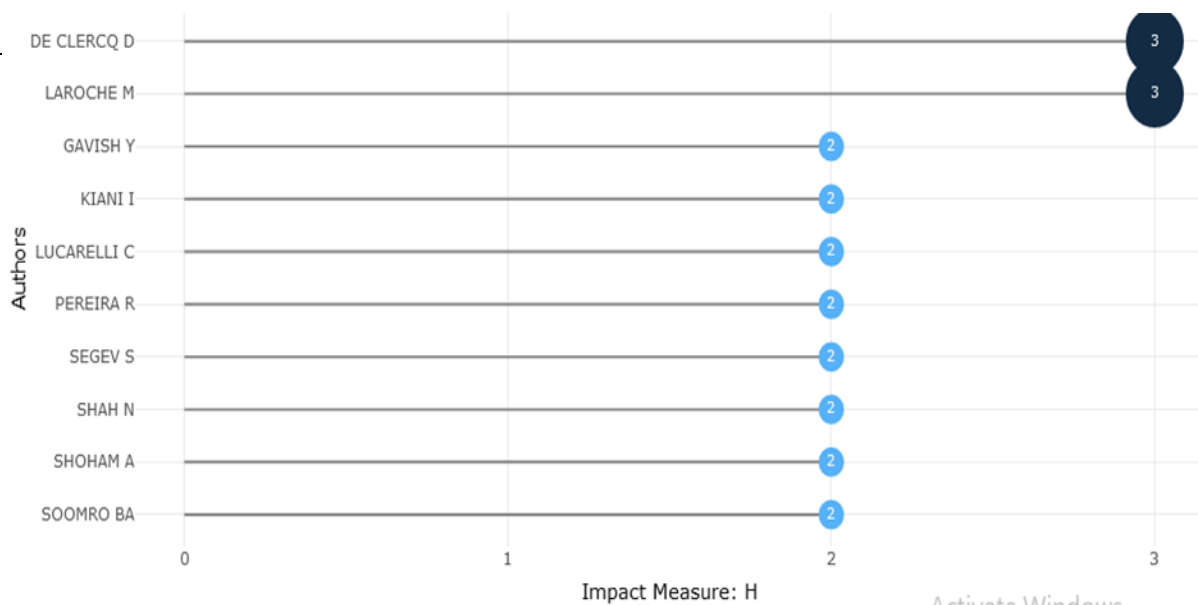


Figure 8: Authors' Local Impact

The provided figure 8 presents the local impact of various authors, as measured by their h-index. The h-index is a metric commonly used to assess the productivity and citation impact of researchers. Among the authors listed, D. De Clercq and M. Laroche have the highest local impact with an h-index of 3 each, indicating that they have produced at least three papers that have been cited three times. Following closely behind are Y. Gavish, I. Kiani, C. Lucarelli, R. Pereira, S. Segev, N. Shah, A. Shoham, and BA Soomro, each with an h-index of 2. This suggests that these authors have also made significant contributions within their local academic community, with multiple papers that have garnered citations.

#### 4.4. Affiliations

##### Most Relevant Affiliations

The most significant affiliations that conduct study in self-esteem are shown in the given figure 9, based on the number of articles associated with each institution. Maranatha Christian University stands out as having contributed the most with five articles. The universities with four articles were Aristotle University of Thessaloniki, COMSATS Institute of Information Technology, Islamic Azad University, Peking University, South Ural State Humanitarian Pedagogical University, Texas Tech University, Tilburg University, Universiti Putra Malaysia, and University of Economics and Human Sciences. These affiliations show that research output is distributed globally as they represent a wide range of universities from different parts of the world.

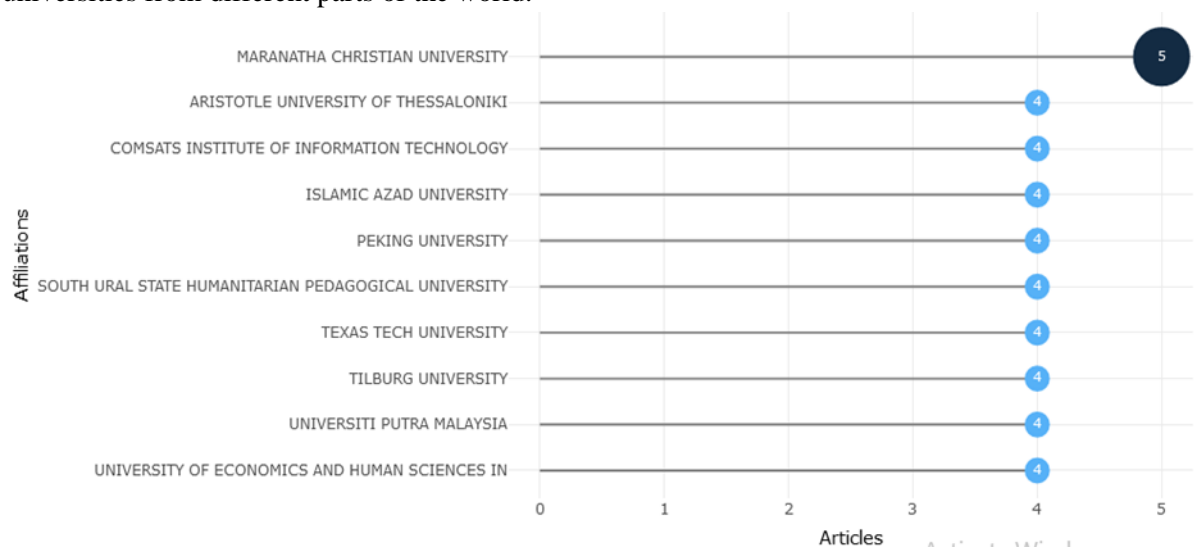


Figure 9: Most Relevant Affiliations

### Affiliations' Production over Time

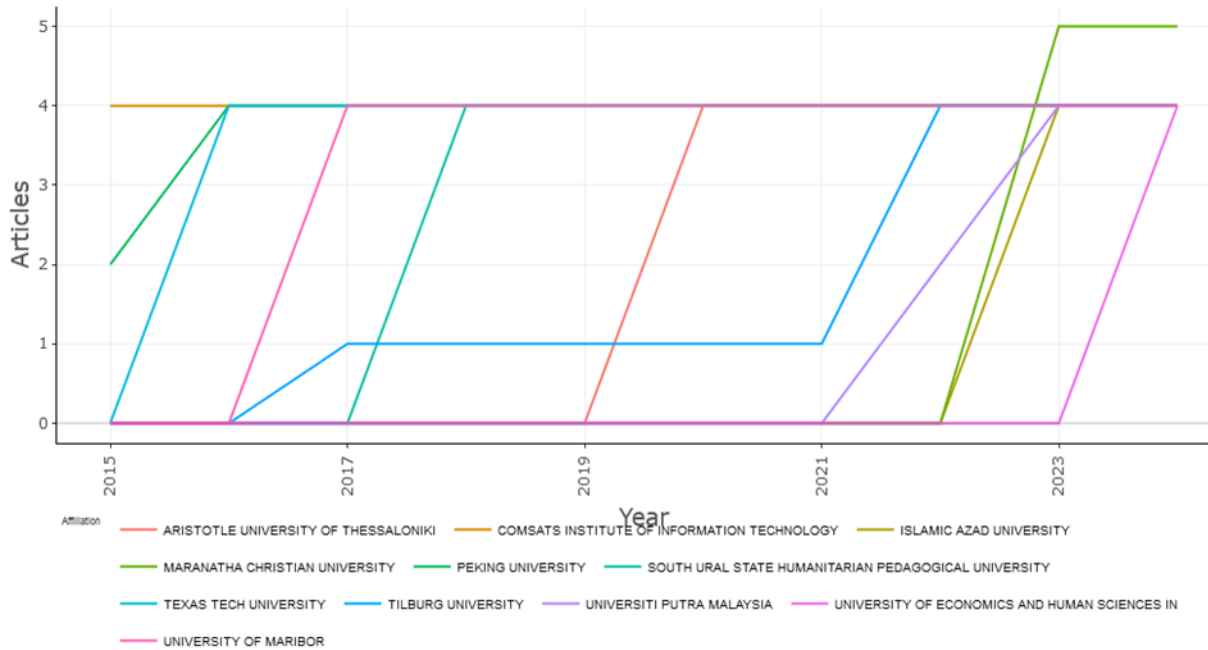


Figure 10: Affiliations' Production over Time

Figure 10 provided information presents the production of articles over time for the top five affiliations. With four publications published in 2015, COMSATS Institute of Information Technology stands out as one of the top five affiliations in terms of production over time. This shows that the university produced a consistent amount of research during that year. Similarly, Major activity is also shown by Peking University which produced two articles in 2015 and four articles in 2016. In the same way, Texas Tech University had a strong presence in self-esteem documents in 2016 by publishing four articles in that time frame. Tilburg University's publication increased significantly from one paper in 2017 to four publications in 2022. This shows that the institution's studies have increased or deepened significantly over time. With four publications published in 2017 the University of Maribor shows a strong production. Overall, these top five affiliations display fluctuating patterns of research publication over time showcasing their commitment to advancing knowledge within their respective fields.

### 4.5. Countries

#### Corresponding Author's Countries

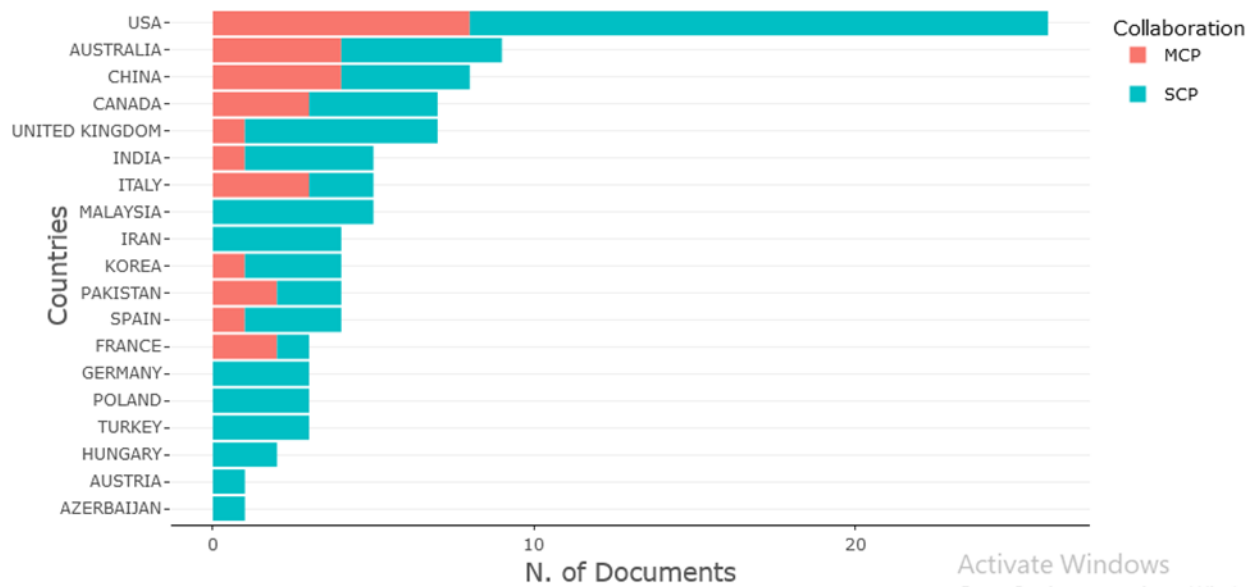


Figure 11: Corresponding Author's Countries

Figure 11 provides insights into the distribution of corresponding authors' countries across a set of articles, delineating between single-country publications (SCP) and multiple-country publications (MCP). At the forefront, an unspecified category leads with 42 articles, comprising 38 SCP and 4 MCP. While the specific origin of these authors remains unknown, their significant presence underscores a widespread participation in the research landscape. The United States follows closely behind, contributing 26 articles, with a notable balance between SCP (18) and MCP (8). This suggests both a strong domestic research output and active collaboration with international counterparts. Australia, China, and Canada also emerge as key contributors, with 9, 8, and 7 articles respectively. These countries exhibit varied SCP and MCP distributions, reflecting diverse approaches to research collaboration. Additionally, the United Kingdom, India, Italy, Malaysia, and Iran each demonstrate notable but relatively smaller contributions, further enriching the global tapestry of research endeavors.

### Countries' Scientific Production

The provided figure 12 outlines the scientific production of various countries, measured by the frequency of articles attributed to each nation. Topping the list is the United States with a frequency of 67 articles, showcasing its dominant position as a global leader in scientific research and innovation. Following closely behind are India, Australia, and China, each with frequencies of 30, 27, and 27 respectively. These countries represent emerging powerhouses in the scientific landscape, demonstrating significant contributions to various fields of study. Italy, Malaysia, and the United Kingdom also feature prominently, with frequencies of 21, 19, and 19 respectively, indicating their active engagement in scientific endeavors. Canada, Germany, and Iran round out the list with frequencies of 16, 14, and 13 respectively, highlighting their substantial but slightly lower levels of scientific output compared to the top-ranking nations.

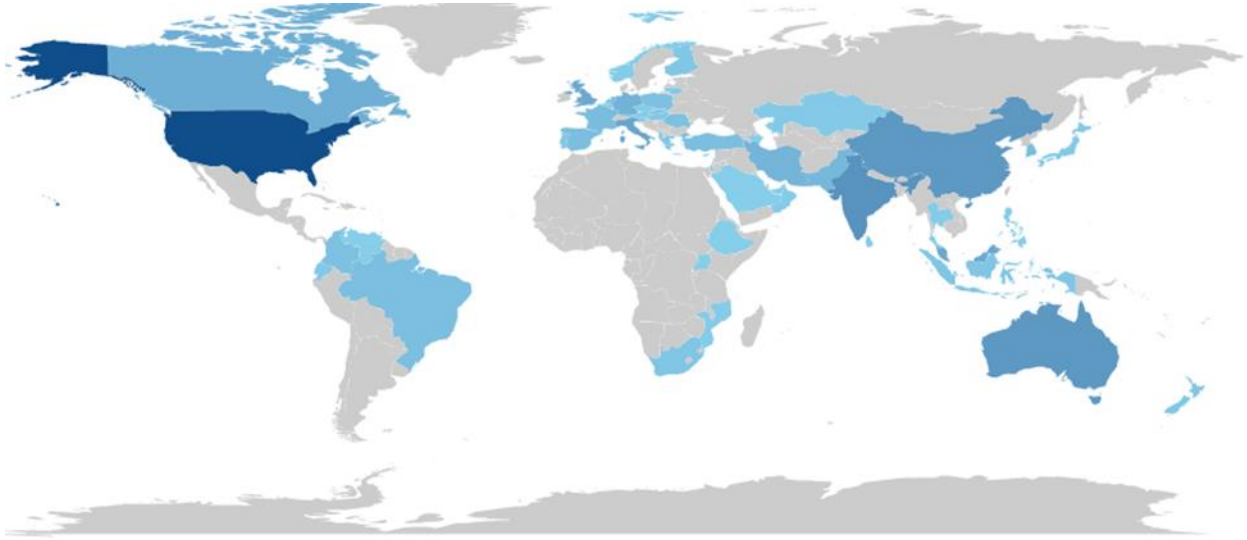


Figure 12: Countries' Scientific Production

### Countries' Production over Time

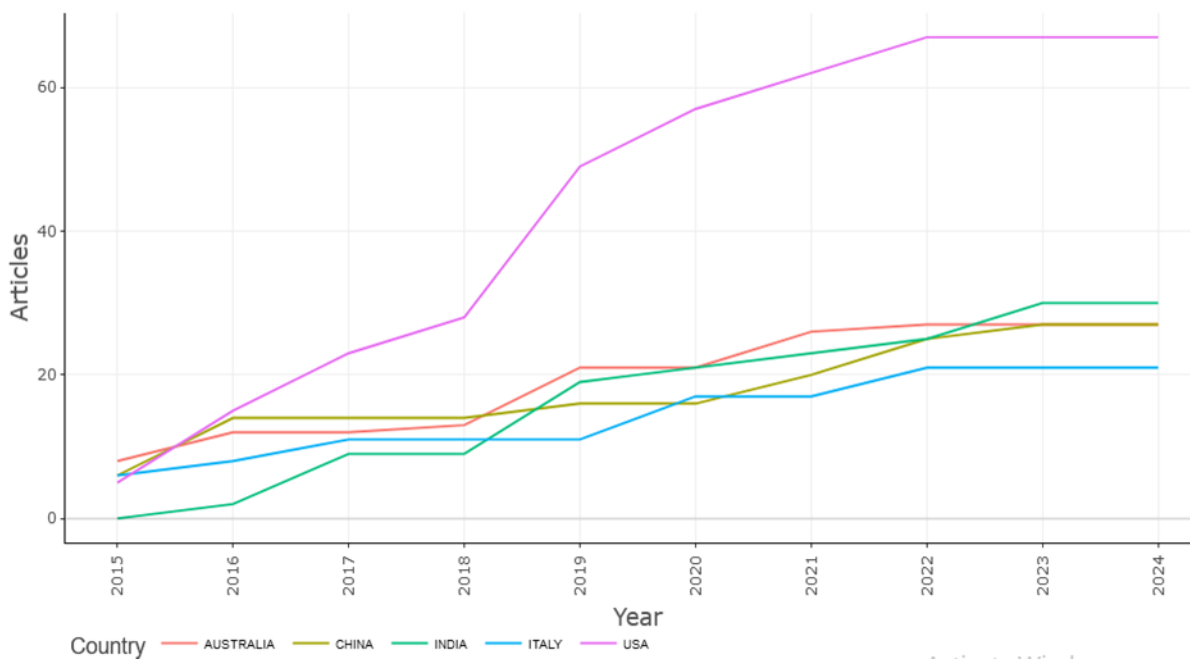


Figure 13: Countries' Production over Time

The figure 13 shows the scientific production trends of Australia, China, Italy, the United States, and India over several years. Australia's research output has steadily increased from 8 articles in 2015 to 27 articles in 2022. China has shown significant growth, with article counts rising from 6 in 2015 to 27 in 2023. Italy's production fluctuates but generally shows an increasing trend, with peaks in 2017, 2020, and 2022. The United States maintains a strong position, with article numbers increasing from 5 in 2015 to 67 in 2022. India has experienced substantial growth, with article counts increasing from 2 in 2016 to 30 in 2023, indicating a significant rise in research activity. The information shows how these nations' scientific environments have changed throughout time, demonstrating their contributions to knowledge

and innovation improvement.

### Most Cited Countries

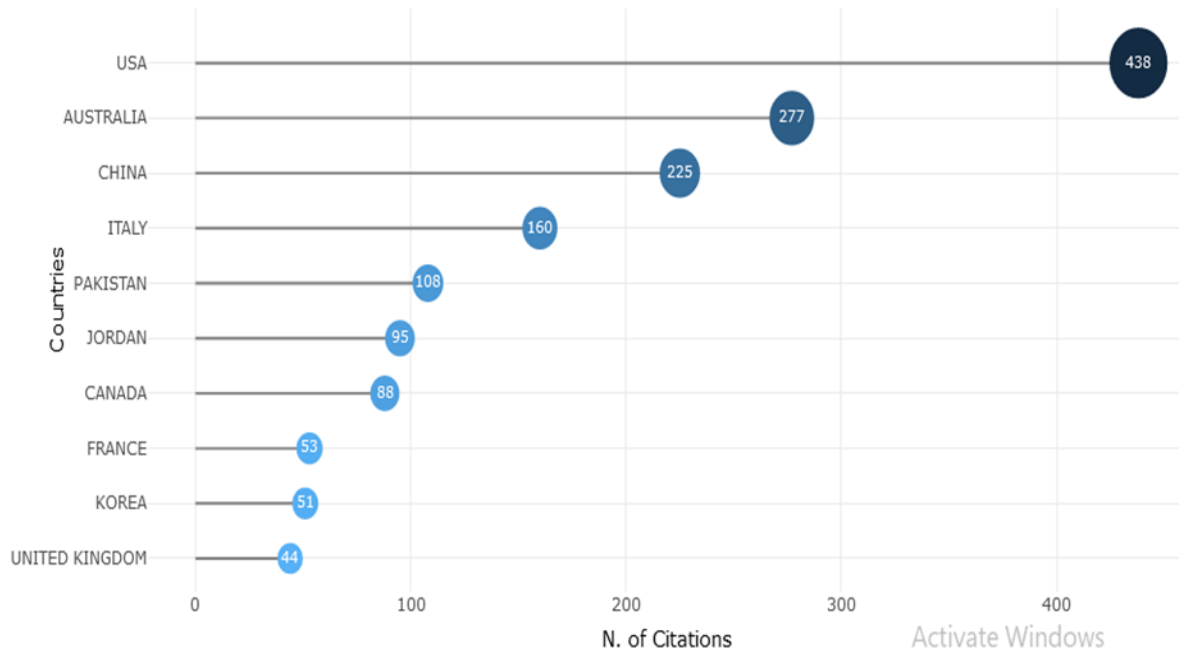


Figure 14: Most Cited Countries

The figure 14 highlights the most cited countries based on their total citation count, showing the global impact of research from different nations. With an impressive 438 total citations the United States tops the list and clearly demonstrates its dominance as a major force in self-esteem scientific study. With a remarkable total citation count of 277, Australia follows closely behind. With 225 citations overall China turns out to be another significant participant in self-esteem scientific study. Similarly, Italy, Pakistan, Jordan, Canada, France, Korea, and the United Kingdom follow china.

### 4.6. Documents

#### Most Global Cited Documents

The provided data highlights the most globally cited documents based on their total citation counts. Topping the list is a paper authored by Velotti P in 2017 published in the Journal of Psychological Interdisciplinary Applications, with total citation of 105. Following closely behind is a paper by Hynes N in 2016, published in the journal Technological Forecasting and Social Change, with a total citation of 102. Vogel RM's paper in 2017 published in the Journal of Management holds the third position with 95 total citations. Other notable contributions include papers by Bai Q, Segev S, Bernard M-J, Soomro BA, Surachartkumtonkun J, Kabat-Farr D, and Tong J, each making significant impacts with total citation ranging from 86 to 51.

Table 3: Most Global Cited Documents

Paper	Total Citations	TC per Year	Normalized TC
VELOTTI P, 2017, J PSYCHOL INTERDISCIP APPL	105	13.13	4.95
HYNES N, 2016, TECHNOL FORECAST SOC CHANGE	102	11.33	4.79

VOGEL RM, 2017, J MANAGE	95	11.88	4.48
BAI Q, 2016, J VOCAT BEHAV	86	9.56	4.04
SEGEV S, 2015, J CONSUM MARK	77	7.70	2.24
BERNARD M-J, 2016, MANAGEMENT	66	7.33	3.10
SOOMRO BA, 2015, J ENTERP INF MANAGE	63	6.30	1.84
SURACHARTKUMTONKUN J, 2015, J SERV RES	56	5.60	1.63
KABAT-FARR D, 2018, INT J STRESS MANAGE	52	7.43	4.77
TONG J, 2015, J MANAGE PSYCHOL	51	5.10	1.49

Source: Scopus database, 2024

#### 4.7. Words

##### Tree Map

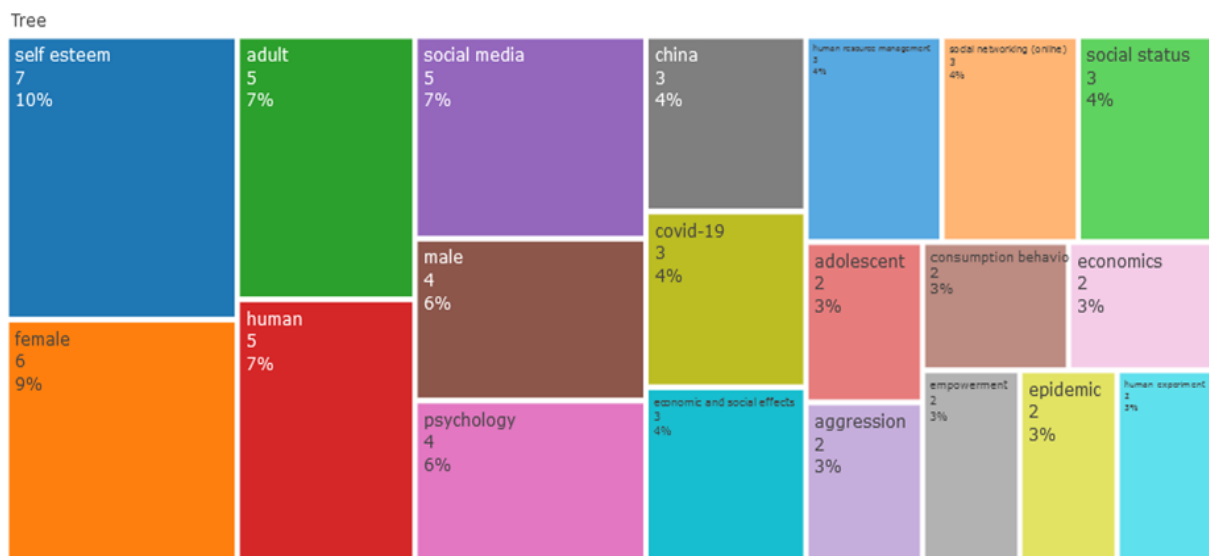


Figure 15: Tree Map

The most frequent words extracted from the dataset are revealing of frequent themes or topics within the text. "Self-esteem" emerges as the most frequent term, occurring 7 times, suggesting a focus on individual perceptions of self-worth or self-image. Following closely behind are terms like "female," "adult," "human," and "social media," each occurring 5 times, implying discussions related to demographics, human behavior, and the influence of social media platforms. Terms such as "male" and "psychology" are also prominent, occurring 4 times each, hinting at discussions surrounding gender dynamics and psychological phenomena. Moreover, the occurrences of terms like "China," "COVID-19," and "economic and social effects" (each occurring 3 times) indicates discussions on the impact of the COVID-19 pandemic, including its economic and social ramifications, possibly with specific reference to China.

##### Trend Topics

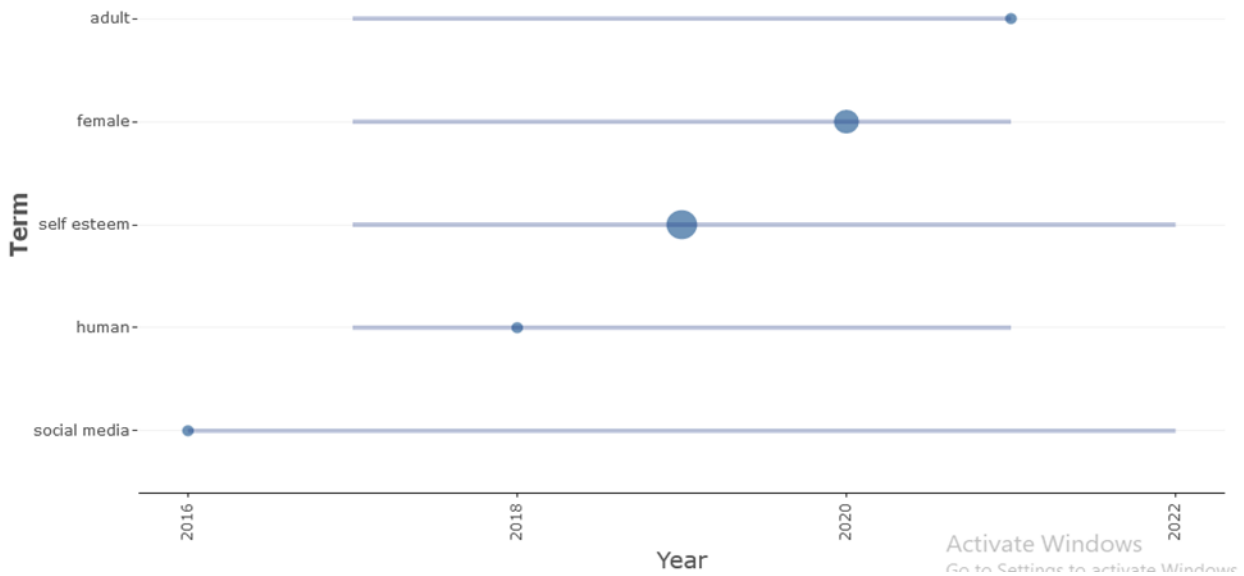


Figure 16: Trend Topics

As shown in Figure 16, the term "Social media" emerges as a trend topic with a frequency of 5 mentions in the year 2016 and continued until 2022. Similarly, terms "human" and "adult" also display with frequencies of 5 each. These topics saw heightened attention from around 2017 to 2021. "Self-esteem" and "female" demonstrate slightly higher frequencies, with 7 and 6 mentions respectively, and they span from 2017 to 2022, indicating sustained interest and exploration over time.

#### 4.8. Conceptual Structure

##### Thematic Map

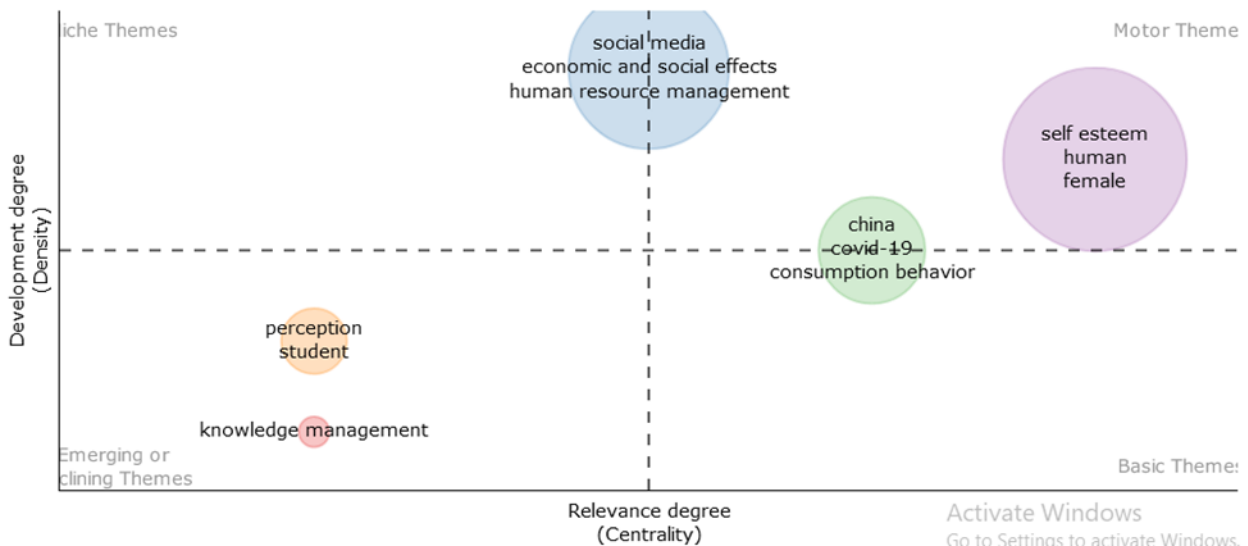


Figure 17: Thematic Map

Figure Segment featuring self-esteem-related thematic mapping is divided into four sections: Quadrant 1 to Quadrant 4. In this mapping, Quadrant 1 illustrates the motor themes, while Quadrant 2 shows niche themes. Quadrant 3 represents emerging themes and Quadrant 4 basic themes. Quadrant 1 consists of the driving themes in the context of self-esteem, which includes 'self-esteem', 'human', and 'female' indicating their central role and significant influence in shaping the discourse on self-esteem. Key

themes such as 'social media', 'economic and social effects' and 'human resource management' situated in Quadrant 2 as well as in Quadrant 1. These themes hold more specialized or specific within the broader context of self-esteem discussions but still hold central roles and contribute significantly to shaping the discourse. 'Perception student' and 'knowledge management' are located in Quadrant 3. These themes are beginning to gain traction and visibility within the discourse on self-esteem. Lastly, Key themes such as 'china', 'covid 19', and Consumption behavior positioned in Quadrant 4, as well as in Quadrant 1. While these themes serve as fundamental elements but still hold central roles and contribute significantly to shaping the discourse.

Theme from this analysis revolve around the journey of self-esteem research, from its foundational pillars in understanding human psychology ('self-esteem', 'human', 'female' in Quadrant 1) to the exploration of specialized domains such as the influence of social media and economic factors ('social media', 'economic and social effects' in Quadrant 2). Along the way, emerging themes like 'perception student' and 'knowledge management' (Quadrant 3) signify the evolving nature of research paradigms, driven by new insights and methodologies. Ultimately, the integration of fundamental elements like 'China', 'COVID-19', and 'consumption behavior' (Quadrant 4) underscores the contextual relevance and dynamic nature of self-esteem discourse, reflecting ongoing societal shifts and global events shaping the field's trajectory.

## Dendrogram

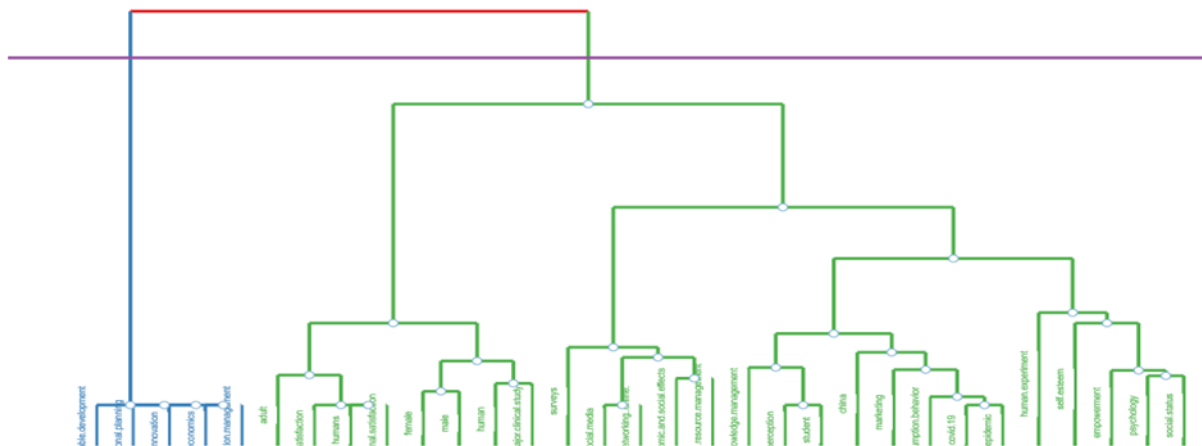


Figure 18: Dendrogram

The dendrogram shows the results of hierarchical clustering analysis performed on the data from a self-esteem study. In order to explain the variables in a simple way and create a clear visualization, the researcher set parameters in the analysis to limit it to 20 terms and 2 clusters. The first cluster consists of sustainable development, regional planning, innovation, economic and information management. These variables are grouped closely together as they share common themes related to development, planning, the economy, and managing information and data. The second cluster includes the remaining 26 variables from the study. Within this larger second cluster the variables of satisfaction, human and personal satisfaction appear very close together compared to the other 23 variables.

## 4.9. Social Structure

### Countries' Collaboration World Map

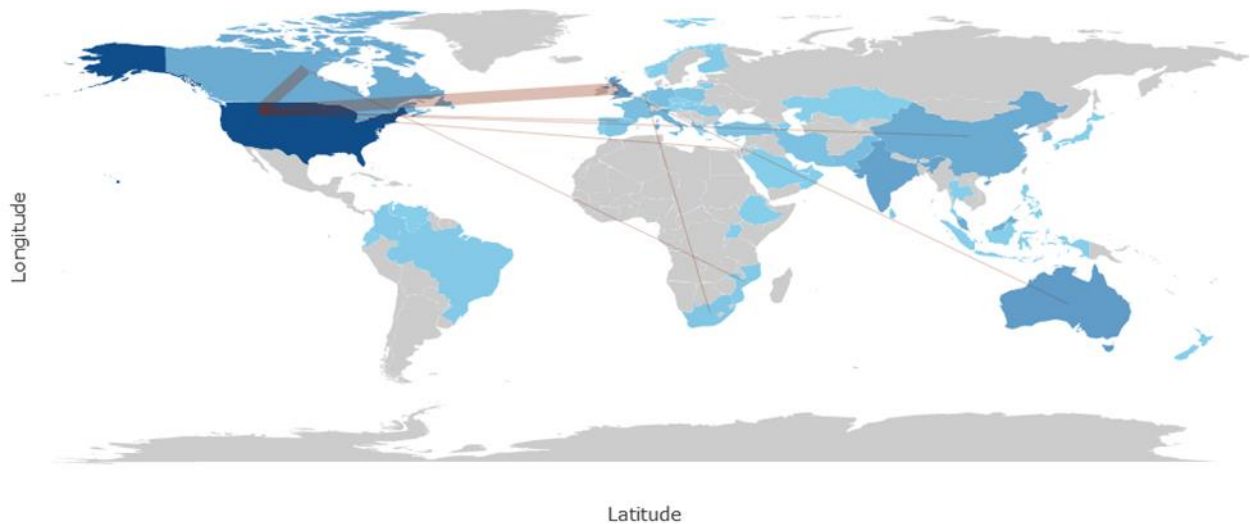


Figure 19: Countries' Collaboration World Map

The Countries' Collaboration World Map is displayed in Figure; the brown color on the map indicates the presence of international research networks. The nations with the greatest rates of international networking were the US, UK, Canada, China, and Australia.

## 5. Discussion

Study measure the trend and pattern of Self-esteem base on business, management and accounting sectors. This study identify the result via bibliometric analysis in nine point. First, the results observed fluctuation pattern in publication and the decreasing trend in citation of documents pertaining to self-esteem studies suggest a dynamic landscape within this research domain. A similar fluctuating pattern was noted in a previous study examining the relationship between curriculum development and self-esteem within the Chinese context. That investigation found that both publications and citations increased substantially from 2013 to 2016, with publications reaching 28 and citations growing to 387. However, by 2016 numbers had declined sharply to 18 publications and 118 citations. While publications rebounded slightly to 36 in 2018, citations continued decreasing to only 7 in 2021 (Nuryana, Xu, & Lu, 2023). Decreasing trend in citation of documents indicate a need for sustained interest and investment in exploring self-esteem within these sectors.

Three filed plot show USA as highest influential and Li. Laruche noted significant importance in this area. One surprising result of this plot is the significant influence of authors from countries such as China, Malaysia, and Pakistan in the field of self-esteem research within Business, Management, and Accounting. Traditionally, research in this field has been dominated by scholars from Western countries like the USA and Canada. The emergence of authors from these relatively newer research hubs suggests a diversification and globalization of self-esteem research within the specified field. It challenges the notion that research contributions are solely driven by authors from established academic centers. This unexpected finding highlights the increasing importance of diverse perspectives and contributions from scholars in different regions, enriching the understanding of self-esteem in the context of business and management.

In second, study measure the information related source. Where, international journal of recent technology and engineering stands highest publisher. But, in Chinese study Mediterranean Journal of Social Sciences produce 5 publication and set in first rank (Nuryana, Xu, & Lu, 2023). Similarly, Bradford's law identify 24 smallest cluster journal showing acts as the foundation for the rest of the journals. European journal of training and development was explore as highest h-index impacting as local source. The study show fluctuation in production of source across different journals in the study of self-esteem. The identification of 24 smallest cluster journals underscores the diffuse nature of self-esteem research across publications. However, relying too heavily on the large number of minor

journals risks overlooking key contributions. Furthermore, the fluctuation in source production between journals implies inconsistencies in where researchers are choosing to publish. A more steady distribution of publications across select high impact journals could aid knowledge dissemination and advancement in the field.

In third, regarding author's information D. De clerq and other three authors contributed as relevant authors. Where Lotka's Law shows majority authors published single documents. In case of highest impact in local level D. De clerq and M. Larochu produced at least three papers that have been cited three times. Despite the decrease in citation, the identification of influential authors and journals such as D. De clerq and the International Journal of Recent Technology and Engineering suggests key avenues for continued exploration.

In fourth, Affiliation explores Maranatha Christian University contribute the most articles. In the same way Comsats Institute of Information Technology stands the top five affiliation in terms of document production overtime. However, the presence of multiple institutions with four publications each underscores a diverse geographic spread of research efforts. This diversity suggests a rich and multi-faceted exploration of self-esteem across different cultural, academic, and geographical contexts, contributing to a more comprehensive understanding of this complex phenomenon on a global scale.

In fifth, research identifies USA as highest corresponding author's contribution by balancing between SCP (18) and MCP (8). Similarly, USA produces and maintains a strong position in publication production over time and leads highest citation. This trend is underscored by findings from a comparative study conducted in China, spanning the years 2012 to 2021 and based on data extracted from Scopus. Notably, the analysis revealed that the United States contributed significantly to the scholarly discourse on the subject, with a substantial number of publications. Specifically, the study identified 70 publications emanating from China during the specified timeframe (Nuryana, Xu, & Lu, 2023).

In sixth, documents of Velotti P paper cover the top cited documents. Results highlight several highly cited papers in management and psychology journals. Papers with over 100 citations have had considerable impact in their fields. However, more recent publications seem to be cited at a higher rate, suggesting the importance of continued research over time. The top papers cover important topics like organizations, technology, and consumer behavior.

In seventh, Word 'self-esteem' emerges as the most frequent keywords. On the other hand, the term 'social media' emerges as the trend topic. This underscores the importance of staying abreast of contemporary issues and incorporating them into research and practice frameworks.

In eighth, conceptual structure was conducted, where thematic map clearly explores self-esteem, human and female in Quadrant 1 and the words perception and students in Quadrant 3. Similarly, study shows two major clusters with five close variables in first cluster and other 26 variables in second cluster with three close variables. Moreover, the thematic mapping reveals significant intersections between self-esteem and concepts like human behavior, gender dynamics, and perception, suggesting rich avenues for interdisciplinary inquiry. This implies that research and practice efforts should consider a holistic understanding of self-esteem, accounting for its nuanced interactions with various socio-cultural factors.

In ninth, social structure study measures countries collaboration world map which shows high collaboration between United States of America and United Kingdom. This underscores the importance of fostering international collaborations and cross-cultural perspectives in understanding and addressing self-esteem issues within business, management, and accounting contexts.

Overall, these findings emphasize the need for a multidimensional approach to self-esteem research and practice within business, management, and accounting. By leveraging insights from diverse sources, fostering international collaborations, and staying attuned to emerging trends, practitioners and researchers can better address the complexities of self-esteem within organizational settings, ultimately contributing to more effective interventions and strategies for fostering positive self-esteem outcomes.

## **6. Limitation**

Despite its contributions, this study has limitations including potential bias in data collection from Scopus, a focus primarily on English-language publications, and a reliance on citation counts as a measure of impact, which may not capture the full breadth of influence or quality of research. Additionally, the study's scope is confined to specific sectors and may not fully capture the broader context of self-esteem research.

## **7. Conclusion**

In conclusion, this bibliometric analysis provides a comprehensive overview of self-esteem research in the business, management, and accounting fields from 2015 to 2024. The findings highlight the diversity of contributions from various countries, institutions, and authors, underscoring the global significance of this research area. However, the negative annual growth rate points to the need for renewed efforts to stimulate future research and collaboration.

Our analysis reveals several key themes that warrant further investigation, including the influence of social media, demographic factors, and the impact of the COVID-19 pandemic on self-esteem in organizational contexts. To advance knowledge in these areas, researchers should focus on fostering international partnerships, leveraging emerging thematic trends, and adopting interdisciplinary approaches.

This study offers several practical implications for researchers, practitioners, and policymakers. First, it identifies the most influential sources, authors, and institutions in self-esteem research, providing a roadmap for scholars seeking to engage with the field. Second, it highlights the need for more collaborative and cross-disciplinary research to address the complex challenges associated with self-esteem in the workplace. Finally, it emphasizes the importance of developing targeted interventions and policies to promote self-esteem and well-being among employees, particularly in light of the ongoing COVID-19 pandemic.

While this study makes important contributions to the literature, it is not without limitations. Future research could expand the scope of the analysis to include other relevant fields, such as psychology and sociology, to provide a more comprehensive understanding of self-esteem in organizational contexts. Additionally, researchers could employ more advanced bibliometric techniques, such as co-citation analysis and text mining, to uncover deeper insights into the intellectual structure and evolution of the field.

## **8. Recommendation**

The manuscript offers valuable insights but needs additional development to maximize its impact. Enhancements should focus on providing a stronger theoretical framework, deepening the analysis of the bibliometric data, and expanding the discussion to more fully explore the implications of the findings.

## **9. Implication**

The negative annual growth rate signals a concerning decline in scholarly interest or impact within certain sectors of self-esteem research. Addressing this decline requires urgent attention to revitalize interest and investment in exploring self-esteem dynamics within business, management, and accounting domains.

The thematic mapping revealing intersections between self-esteem and various socio-cultural factors highlights the need for interdisciplinary collaboration. Scholars from different fields should collaborate to explore the complex interplay between self-esteem and factors like human behavior, gender dynamics, and perception, facilitating a more comprehensive understanding and effective interventions.

This study incorporate diverse perspectives from authors in emerging research hubs such as China,

Malaysia, and Pakistan enriches the understanding of self-esteem dynamics within business, management, and accounting. This aligns with the theoretical framework of cultural intelligence, suggesting that embracing diverse viewpoints can enhance organizational effectiveness and innovation in practice. Policymakers can use this insight to promote diversity initiatives in academic publishing and funding allocation to support global collaboration and knowledge exchange in these fields.

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