

# A Retrospective of the Business Communication using Bibliometric Review

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## **Abstract**

Research on business communication continues to develop but is limited to one field or one country. From a bibliometric review, this study aims to visually research mapping and research trends in the field of business communication. This study used bibliometric techniques with secondary data from Scopus. Analyze and visualize data using the VOSViewer program and the analyze search results function on Scopus. This study analyzed 1,611 scientific documents published from 1957 to 2020. According to the research, the Iowa State University and N. Lamar Reinsch had the most active affiliated institutions and individual scientists in business communication research. Business Communication Quarterly was the most disseminated outlet of business communication research. There were three category maps of collaborative researchers. Based on the identification of a collection of knowledge generated from over sixty-three years of publication, this research proposes a grouping of business communication research themes: Business, E-commerce, Public relation, Marketing, Innovation, and Communication, abbreviated as the BEPMIC research themes.

## **Keywords**

Bibliometric, Business communication, Communication, Research themes, Research mapping

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