Abstract

Publication on business model canvas continues to develop but is limited to one field or one country. From a bibliometric overview, this study aims to visually publication mapping and research trends in the field of the business model canvas. 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 526 academic documents published from 2010 to 2020. According to the research, the Université de Lausanne (UNIL) and Yves Pigneur had the most active affiliated institutions and individual scientists in business model canvas publication. Lecturer Notes in Business Information Processing was the most disseminated outlet of business model canvas research. There were two category maps of collaborative researchers. Based on the identification of a collection of knowledge generated from one decade of publication, this research proposes a grouping of business model canvas publication themes: Business model, Innovation, Business development, Entrepreneurship, abbreviated as the BIBE publication themes.

Keywords
Bibliometric, Business model canvas, Business model, Publication themes, Publication mapping
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