

# A Bibliometric Publication Mapping Overview of Business Model Canvas

## **Agung Purnomo**

Entrepreneurship Department  
BINUS Business School Undergraduate Program  
Bina Nusantara University  
Jakarta 11480, Indonesia  
[agung.purnomo@binus.ac.id](mailto:agung.purnomo@binus.ac.id)

## **Nur Asitah**

Institute for Research and Community Services  
Universitas Nahdatul Ulama Sidoarjo  
Sidoarjo 61218, Indonesia  
[nurasitah@unusida.ac.id](mailto:nurasitah@unusida.ac.id)

## **Riesta Devi Kumalasari**

Entrepreneurship Department  
BINUS Business School Undergraduate Program  
Bina Nusantara University  
Jakarta 11480, Indonesia  
[rkumalasari@binus.edu](mailto:rkumalasari@binus.edu)

## **Raden Dafi Dinansyah Wiradimadja**

Environmental Science Department  
Mie University  
Mie 5148507, Japan  
[dafikido@gmail.com](mailto:dafikido@gmail.com)

## **Hifzhan Frima Thousani**

Business Administration Department  
Politeknik Negeri Madiun  
Madiun 63133, Indonesia  
[thousani@pnm.ac.id](mailto:thousani@pnm.ac.id)

## **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

## **Acknowledgments**

The writers are grateful to Airlangga University for providing access to the Scopus database on scholarly publications and Bina Nusantara University for supporting the article processing cost.

## **Biographies**

**Agung Purnomo**, is a researcher and faculty member of Bina Nusantara University, Entrepreneurship Department, BINUS Business School Undergraduate Program, Indonesia.

**Nur Asitah**, is a researcher and staff of Universitas Nahdlatul Ulama Sidoarjo, Institute for Research and Community Services, Indonesia.

**Riesta Devi Kumalasari**, is a researcher and faculty member of Bina Nusantara University, Entrepreneurship Department, BINUS Business School Undergraduate Program, Indonesia.

**Raden Dafi Dinansyah Wiradimadja**, is a researcher of Mie University, Environmental Science Department, Japan.

**Hifzhan Frima Thousani**, is a researcher and faculty member of Politeknik Negeri Madiun, Business Administration Department, Indonesia.