

Six Decades of the e-Services Research: A Bibliometric Overview

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Abstract

Research on e-services continues to develop but is limited to one field or one country. From a bibliometric overview, this study aims to visually research mapping and research trends in the field of e-services. 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 1,970 academic documents published from 1959 to 2020. According to the research, Hewlett Packard Laboratories and Soetsyr Yuan had the most active affiliated institutions and individual scientists in e-services publications. HP Laboratories Technical Report was the most disseminated outlet of e-services research. There were five category maps of collaborative researchers. Based on the identification of a collection of knowledge generated from six decades of publication, this study proposes a grouping of e-services research themes: Service quality, E-commerce, Marketing, Information technology, and Human, abbreviated as the SEMIH research themes.

Keywords

Bibliometric, E-services, Marketing, Research themes, Research mapping

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