

Home-Based Business: A Bibliometric Analysis Over the Past Six Decades

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Abstract

Research on home-based business continues to develop but is limited to one field or one country. From a bibliometric analysis, this study aims to visually research mapping and research trends in the field of home-based business. 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 364 scientific documents published from 1954 to 2020. According to the research, the Iowa State University and Darja Reuschke had the most active affiliated institutions and individual scientists in home-based business research. Family Business Review was the most disseminated outlet of home-based business research. There were three category maps of collaborative researchers. Based on the identification of a collection of knowledge generated from over the past six decades of publication, this research proposes a grouping of home-based business research themes: Business, Humans, Energy efficiency, Marketing, Information technology, Commerce, abbreviated as the BHEMIC research themes.

Keywords

Bibliometric, Business, Home-based business, Research themes, Research mapping

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