

A Study of Hyperlocal Business Using Bibliometric Approach

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Abstract

Study on hyperlocal business continues to develop but is limited to one field or one country. From a bibliometric approach, this study aims to visually research mapping and research trends in the field of hyperlocal 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 386 scientific documents published from 1999 to 2020. According to the research, the Arizona States University and Dmitry E. Namiot had the most active affiliated institutions and individual scientists in hyperlocal business research. Journalism Practice was the most disseminated outlet of hyperlocal business study. There were four category maps of collaborative researchers. Based on the identification of a collection of knowledge generated from over the past one decades of publication, this research proposes a grouping of hyperlocal business research themes: Social media, Community, Human engineering, Engagement of Civic, Marketing, Application Business, abbreviated as the SCHEMA research themes.

Keywords

Bibliometric, Hyperlocal, Marketing, Research themes, Research mapping

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