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BIBLIOMETRIC ANALYSIS OF BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY (CSR) RESEARCH: TRENDS, FOCUS, AND FUTURE DIRECTIONS

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Abstract

This study aims to analyze the development of literature on business ethics and corporate social responsibility (CSR) through a bibliometric approach, using VOSviewer software. By utilizing publication data from various academic sources, this research identifies topic trends, keyword patterns, and collaboration networks between authors in the fields of business ethics and CSR over the past two decades. The analysis results show that major topics in business ethics research include ethics education, the social influence of students, and the implementation of CSR in business practices. Meanwhile, CSR appears to be increasingly central in research linking social, environmental, and economic aspects within the business world. Bibliometric visualization reveals several color clusters representing the main research themes, including the red cluster that reflects the relationship between CSR and business ethics, the blue cluster focusing on corporate behavior and reputation, and the green cluster highlighting sustainability and ethics in education. Additionally, this study identifies a new trend linking CSR with gender diversity and social inclusion in the business context. The findings of this research provide a comprehensive overview of the future direction of business ethics and CSR research and demonstrate how these two topics interact and evolve. This study is expected to be an important reference for academics and practitioners in formulating research agendas and sustainable policies in the future.

Keywords: Business Ethics, Corporate Social Responsibility, Bibliometric Analysis, VOSviewer, Research Trends, Business Ethics Education

INTRODUCTION

In the era of globalization and modern economic complexity, responsible and ethical business practices have become increasingly important for the sustainability of companies and the well-being of society as a whole. Business ethics encompasses moral values and principles that govern business behavior, including integrity, honesty, transparency, and respect for the interests of all stakeholders. On the other hand, corporate social responsibility (CSR) emphasizes the importance of companies considering their impact on the environment, society, and other stakeholders beyond financial interests (Judijanto, Fajariana, et al., 2024).

Business ethics and corporate social responsibility (CSR) are two concepts that have garnered increasing attention in both academia and business practice. Business ethics relates to the moral principles that govern the behavior of individuals and organizations in the business world, while CSR refers to the responsibility of companies toward the social, environmental, and economic impacts of their business activities. These two concepts are becoming more relevant as societal values shift, demanding that companies take greater responsibility toward society and the environment.

In the context of economic globalization and the complexity of the modern business environment, business ethics and Corporate Social Responsibility (CSR) have become increasingly relevant and important for companies. Business ethics considers moral aspects in business decision-making, while CSR highlights corporate social responsibility toward society, the environment, and other stakeholders. Both aspects not only influence a company's image and reputation but also have a significant impact on long-term performance (Ryan Maulana & Masiyah Kholmi, 2024)

Companies are no longer viewed solely from a financial profit perspective but also from their impact on social and environmental well-being. Therefore, research on business ethics and CSR has become increasingly important to help understand and develop practices that can create long-term value, both for the company itself and for the wider community. This also reflects a shift in the business paradigm, recognizing that sustainability and ethics are not only important for a company's image but also for global economic sustainability.

As the understanding of the importance of ethics in business evolves, research on this topic has continued to grow. Early research on business ethics focused on the application of moral principles in business decision-making. However, over time, this topic has expanded to include a variety of issues, from corporate social responsibility (CSR) and sustainability to the influence of culture and ethics education within organizations. This shows that business ethics research is no longer monolithic but is highly dynamic and evolving in response to the challenges of the times.

Corporate social responsibility (CSR), as a concept more focused on corporate social responsibility, has received significant attention in the business literature in recent decades. Many studies show that companies engaged in CSR not only gain reputational benefits but also achieve more stable and sustainable financial profits. This is due to the increasing number of consumers concerned about the social and environmental impact of the products they consume, as well as rising demands for companies to contribute to the welfare of society and the environment.

The importance of CSR in contemporary business practice is underscored by the inclusion of CSR in regulatory frameworks and investment strategies worldwide. As a result, CSR is no longer merely a voluntary practice but has become an integral part of corporate governance. This shift requires a deeper understanding of how CSR impacts financial performance, especially in diverse economic and cultural contexts. By examining the relationship between CSR and financial outcomes, companies can develop better strategies to align their CSR initiatives with financial goals and stakeholder expectations (Judijanto, Sudarmanto, et al., 2024).

The development of business ethics and CSR research has been largely driven by the phenomenon of globalization and technological advancements that have affected how companies operate and interact with consumers and other stakeholders. Globalization has led companies to think not only locally but also globally in managing the social and environmental impacts of their activities. On the other hand, advances in information and communication technology (ICT) have made it easier to disseminate information about corporate ethics and CSR policies, enabling consumers and society to become more critical of corporate actions.

Given the rapid developments in this field, it is important to conduct an analysis of the research trends in business ethics and CSR studies. One approach that can be used to explore these trends is bibliometric analysis. Bibliometrics is a method used to analyze patterns of scientific publication, topic trends, and collaboration networks between authors in a particular field. Using this approach, it is possible to assess the extent of research development in business ethics and CSR and identify key findings that have been generated by researchers.

Bibliometrics also enables the mapping of frequently used keywords in research, which can provide insights into the key issues that researchers in the fields of business ethics and CSR are focusing on. Additionally, bibliometric analysis can identify collaborations between authors and institutions, reflecting how the academic community interacts and works together to deepen the study of these two topics. Thus, bibliometric approaches can offer a clearer picture of the dynamics of business ethics and CSR research over time.

The original focus of bibliometric analysis, also known as citation bibliometrics, scientific metrics, or analysis, is on the scientific characteristics of publications, such as the number of papers produced and publications with a large number of citations. Country, organization, and university rankings can be performed using citation analysis, a popular bibliometric approach for evaluating publication impact. With the advancement of technology, bibliometric data is increasingly being used to provide information about relationships between various authors, organizations, disciplines, institutions, and others. Academic journals and other media regularly report this information. Researchers who wish to collaborate with others and keep up with the latest developments in their field may find this information useful. Many organizations, including government agencies, have increased their demand for productivity or performance reports. As a result, bibliometric analysis can be applied in a variety of situations (Setiawati et al., 2024).

Moreover, the development of research on business ethics and CSR has also been driven by the increasing attention to diversity in business, including gender diversity, cultural diversity, and social inclusion. Recent studies indicate that these topics are beginning to gain focus in business ethics and CSR research. This suggests that business ethics and CSR are not only concerned with social and environmental responsibility but also with equality and inclusion in an increasingly diverse business world.

Based on this background, the objective of this study is to conduct a bibliometric analysis of the development of business ethics and CSR research. This study will identify dominant keywords, cluster key topics, and research trends in this field over the past two decades. By conducting this analysis, it is hoped to provide deeper insights into the future direction of business ethics and CSR research and offer recommendations for further research development.

LITERATURE REVIEW

Business Ethics

Business ethics is a branch of philosophy concerned with the moral principles and values that govern the behavior of individuals and organizations in a business context. It includes considerations of fairness, integrity, transparency, social responsibility, and feasibility in business decision-making. Business ethics demands that companies focus not only on seeking financial profit but also on considering the social, environmental, and economic impacts of their activities. This involves considerations of how companies interact with employees, consumers, suppliers, local communities, and society at large. Additionally, business ethics also involves adherence to applicable laws and regulations as well as widely accepted moral standards (Judijanto, Fajariana, et al., 2024).

In Islamic view, business ethics are principles that always preserve the clarity of religious rules (syariah), free from greed and egoism. When these ethics are well-implemented in every business activity, the businesses will lead to a prosperous and flourishing society. Islamic business ethics, as mentioned, are the manifestation of implementing the principles of Islamic business ethics, which consist of general principles that unite into one unit (Ryan Maulana & Masiyah Kholmi, 2024).

Business ethics influences the values, norms, and behaviors of employees and leaders in building fair and mutually supportive relationships with customers/partners, shareholders, and society. In the business world, ethics plays a key role in the journey of a business organization. Every action, decision, and behavior of business stakeholders will be judged based on ethical standards. Business ethics is an assessment of the morality of actions in the business world. In business development, the basic principles or norms of business ethics are the foundation necessary for effective business operations. Factors such as geographical conditions, culture, and religion significantly influence human mindsets, so views on business ethics principles can vary between countries (Surajiyo & Dhika, 2024)

Business ethics refers to the methods and practices applied in business activities, encompassing all aspects related to the company, individuals, and society. Business activities grounded in ethics are carried out based on good methods and thinking that align with the logic and values that develop in society. Therefore, ethically conducted businesses will not harm others (Bengu et al., 2024).

The understanding of what is right or wrong, and what is acceptable or not in the context of organizations and society, is the core of business ethics. Business ethics includes actions in business activities that do not conflict with the rules, norms, and moral values in place. Every business activity should be carried out based on principles of morality, truth, and responsibility of each business actor (Bengu et al., 2024)..

Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) is defined as a concept where companies integrate social, environmental, and economic concerns into their business operations and strategies. More specifically, CSR involves practices and policies that companies adopt to consider their impact on all stakeholders involved in their operations, including the general public, employees, consumers, suppliers, and the environment. The main goal of CSR is to create long-term value for the company by improving relationships with society, creating a good working environment for employees, enhancing reputation, and fulfilling social and environmental responsibilities. In today's modern era, CSR is not only viewed as a moral responsibility but also as a strategic element in building and sustaining business continuity (Ryan Maulana & Masiyah Kholmi, 2024).

Corporate Social Responsibility (CSR) is a form of corporate social responsibility carried out based on various reasons and demands that arise from both internal and external factors. Generally, companies undertake CSR for several key considerations, such as to comply with applicable regulations, laws, and rules, as well as to build a positive public image. In addition, CSR also becomes part of a sustainable business strategy, helping companies gain social license to operate from local communities and serving as part of risk management to mitigate and avoid potential social conflicts that may arise (Budiarti, 2024).

The definition of corporate social responsibility varies depending on the perspectives and understandings of each party. However, in general, CSR can be understood as voluntary actions taken by companies that go beyond minimum legal obligations, to support the competitive interests of the company while also contributing to the broader interests of society. In this context, CSR is not just an obligation but an integral part of responsible and sustainable business practices (Budiarti, 2024).

Corporate Social Responsibility (CSR) involves actions taken by companies to acknowledge their responsibility not only to shareholders but also to all stakeholders connected to the company. In theory, CSR is at the core of business ethics. ISO 26000 defines social responsibility as a form of social concern carried out by companies, which currently plays a significant role in enhancing company performance (Nopriyanto, 2024)

RESEARCH METHODS

This study utilizes a bibliometric method as a quantitative approach to analyze scientific literature related to business ethics and corporate social responsibility (CSR). This method was chosen for its ability to systematically and structurally identify patterns, trends, and characteristics of academic publications. The first step is the identification of the research topic, focusing on the study of business ethics and CSR, while considering the availability and completeness of relevant literature for analysis. Data is then collected from leading databases such as Scopus, in the form of bibliographic information, including article titles, author names, institutional affiliations, publication years, citation counts, and keywords (Nugroho et al., 2024).

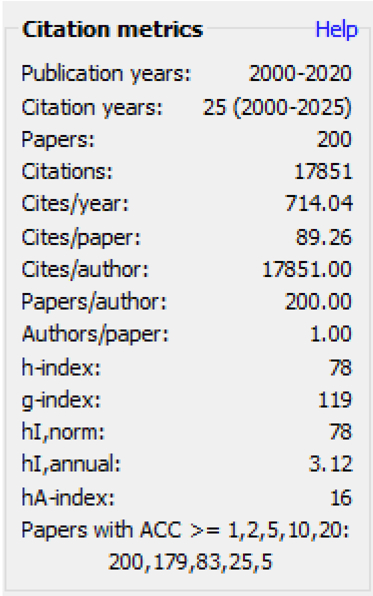
The collected data is processed using the VOSviewer software to assist in network analysis and visualization. Descriptive analysis is performed to understand the publication trends over time, the geographical distribution of authors, institutional collaborations, and the journals that most frequently publish on these topics. Network analysis is also conducted to explore the relationships between authors, institutions, and concepts within the analyzed literature, thus providing a comprehensive overview of the research structure in this field.

Furthermore, citation analysis is applied to identify the most influential works and authors in the development of business ethics and CSR studies. The results from all analyses are then interpreted to understand the direction of research development, the emerging issues, and the potential theoretical and practical contributions of the published research (Aulia & Rusli, 2020). Ultimately, the report is systematically prepared, encompassing methods, results, and interpretations, to provide a strong foundation for understanding the dynamics of research and the future development of business ethics and CSR concepts.

RESULTS AND DISCUSSION

General Data Description

This research uses a bibliometric approach by utilizing data collected through the Publish or Perish software and the Scopus database. The keywords used in the search process include business ethics, ethics, corporate social responsibility (CSR), and bibliometric. The selection of these keywords is based on their relevance to the main focus of this research, which is business ethics and CSR.



Citation metrics	Help
Publication years:	2000-2020
Citation years:	25 (2000-2025)
Papers:	200
Citations:	17851
Cites/year:	714.04
Cites/paper:	89.26
Cites/author:	17851.00
Papers/author:	200.00
Authors/paper:	1.00
h-index:	78
g-index:	119
hI,norm:	78
hI,annual:	3.12
hA-index:	16
Papers with ACC >= 1,2,5,10,20:	200,179,83,25,5

Figure 1. Citation Metrics of Quiet Quitting in Publish or Perish Software

The time range used in the search is from 2000 to 2020, with the aim of obtaining an overview of the development trends, focus, and future directions of research over the past two decades. After the curation and selection process, the articles that met the criteria were processed using the VOSviewer software to generate visualizations of the relationships and co-occurrence frequency of the keywords.

The number of documents obtained varies depending on the combination of keywords used. The broader the keyword scope, the more articles can be retrieved for analysis. Therefore, in the initial stage, the data is processed with a broad keyword scope to obtain more comprehensive results. This is also done to capture the dynamics and evolution of research in the field of business ethics and CSR more comprehensively.

The visualization process with VOSviewer generated several bibliometric maps that represent the relationships between topics or main concepts in the literature. These maps were then analyzed to identify the research structure, dominant trends, thematic focuses, and gaps that could serve as references for future research.

In this analysis stage, the VOSviewer software generated data with 249 items, 26 clusters, 612 links, and a total link strength of 828. This data illustrates the distribution of relationships between keywords and related topics, as well as showing the connections between various dominant concepts in the research on business ethics and CSR.

VOSviewer Analysis

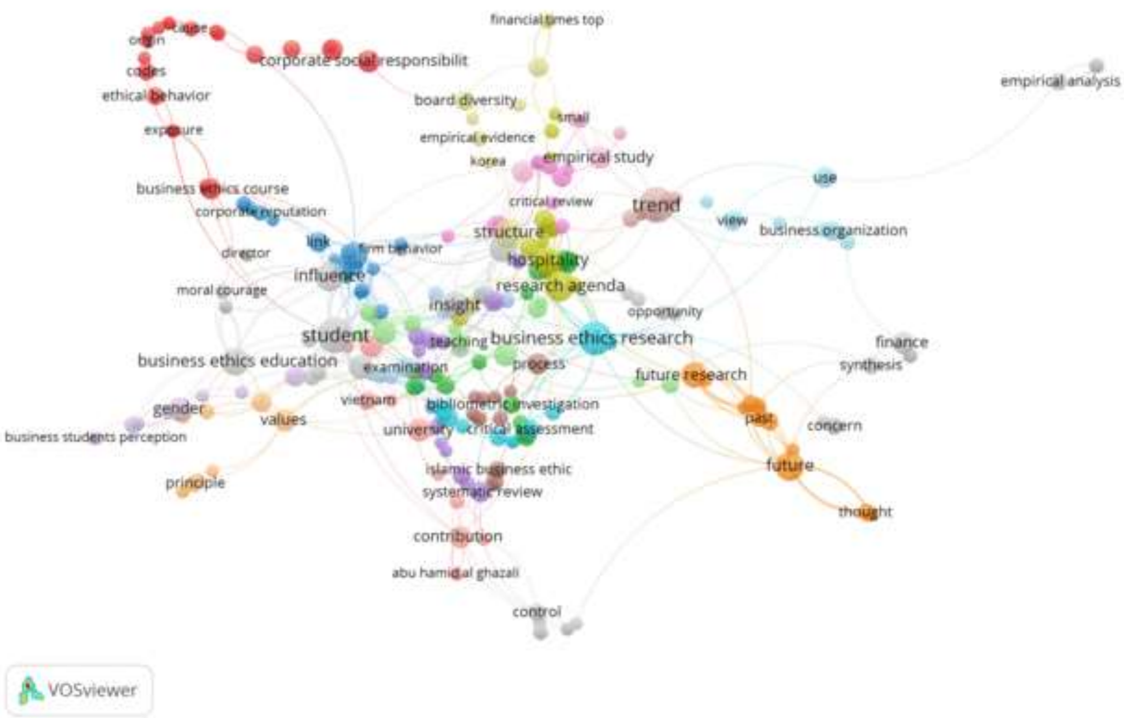


Figure 2. Circles Network Visualization

The bibliometric visualization in the image above illustrates the keyword co-occurrence map in the literature discussing the topic of business ethics. This diagram was created using the VOSviewer software, which maps the relationships between terms based on their frequency of occurrence and co-occurrence in academic documents.

From the visualization results, it is evident that the terms "business ethics research," "student," "influence," and "corporate social responsibility" emerge as central nodes with larger sizes, indicating that these terms frequently appear and have strong connections with other terms. This suggests that the focus of business ethics research still heavily revolves around ethics education, the role of students, and corporate social responsibility.

Additionally, there are different colored clusters that represent various themes or research focuses:

- The red cluster reflects studies related to corporate social responsibility (CSR), ethical behavior, and code of ethics.
- The blue cluster highlights aspects of influence, firm behavior, and corporate reputation
- The green cluster encompasses topics such as teaching business ethics, bibliometric investigation, and universities.
- The purple and yellow clusters indicate emerging or trending topics in hospitality, board diversity, and empirical studies.
- The orange cluster emphasizes future trends, the past, and concerns, showing the direction of long-term research.

Keywords such as "Islamic business ethics" and "contribution" also appear, suggesting that there is a segment of the literature that focuses on ethical approaches from an Islamic perspective, although these are still relatively small in the overall network.

This result indicates that:

- Business ethics research is dominated by themes of education and social responsibility.
- The topic of Islamic ethics is starting to gain attention as an alternative perspective.
- There is a shift in trend from theoretical approaches to empirical and collaborative approaches across institutions.

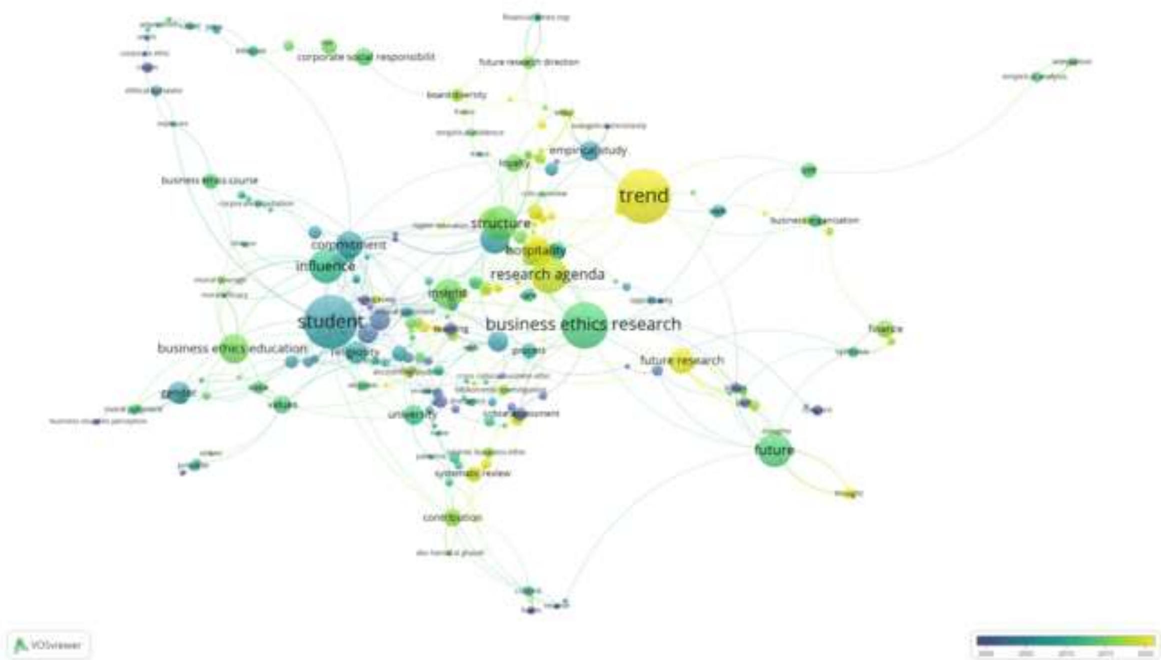


Figure 3. Temporal Visualization of Business Ethics Research Keywords Using VOSviewer

Figure 3 shows the temporal spread of research topics related to business ethics using the VOSviewer software. This visualization displays the distribution of keywords used in research, represented by the color and size of the nodes.

The thickness or size of the nodes in the visualization indicates the frequency of the keyword's occurrence across various scientific publications. The thicker or larger the node, the more frequently the keyword has been discussed in previous studies. Meanwhile, the color indicates the average year of the keyword's appearance, ranging from blue (older) to yellow (newer).

Based on the results shown in Figure 3, keywords such as "student," "business ethics education," and "corporate social responsibility" are relatively large nodes with blue-green colors, indicating that these topics have been frequently discussed in older publications and have a substantial number of indexed publications.

In contrast, keywords like "trend," "future research," and "research agenda" appear in bright yellow but are not yet very large, indicating that these topics have emerged in recent years and do not yet have many publications. However, they hold potential for further development in the future.

Thus, this visualization not only shows the popularity of a topic based on frequency but also illustrates the shift in focus of business ethics research from education and foundational concepts to future trends and the development of strategic research agendas.

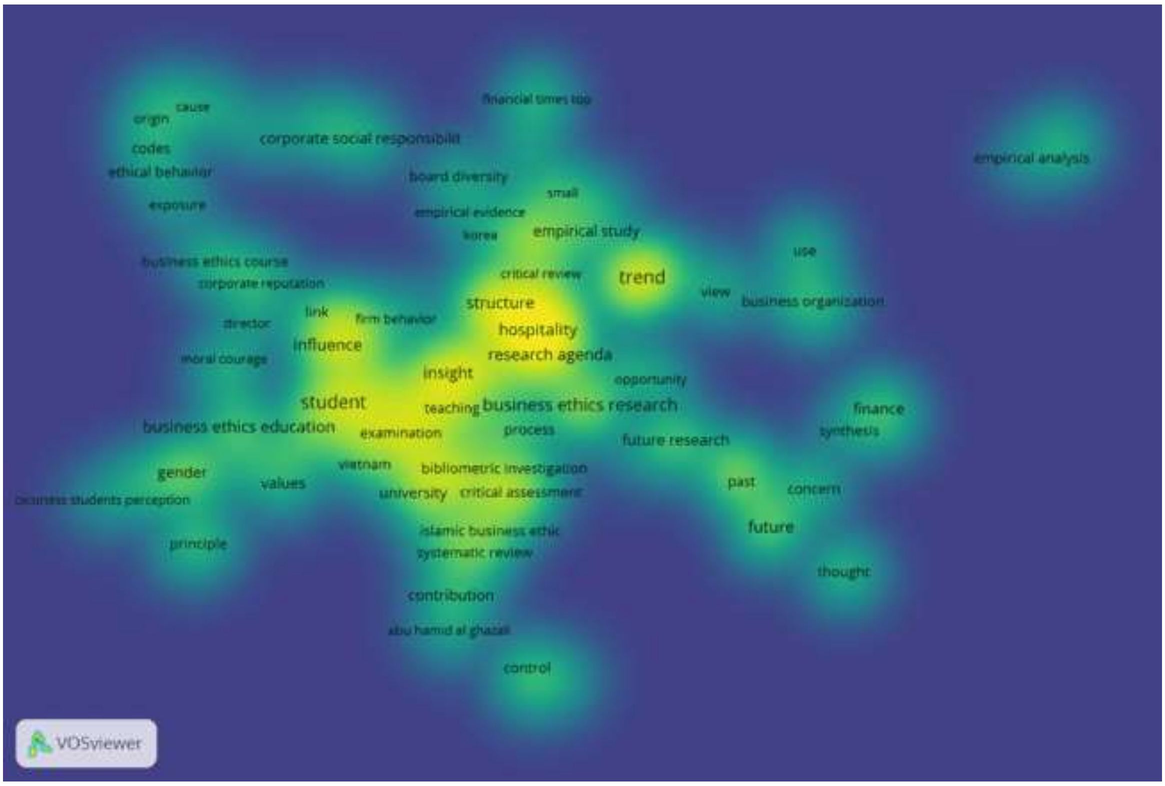


Figure 4. Density Visualization Using VOSviewer

The figure above shows the visualization of a keyword co-occurrence map analyzed using the VOSviewer software. This map illustrates the intensity of the relationships between keywords that frequently appear together in the literature on business ethics and corporate social responsibility (CSR). The brighter the color (yellow), the higher the frequency of occurrence and the stronger the connection between the keywords in the analyzed scientific publications. Conversely, darker colors indicate lower frequency and weaker relationships.

Several dominant keywords in this visualization include “student,” “business ethics education,” “research agenda,” “trend,” and “hospitality.” These terms highlight topics that are often examined and are of primary interest in research related to business ethics and CSR. For example, the terms "student" and "business ethics education" suggest that many studies focus on teaching business ethics in higher education settings. Meanwhile, keywords like "research agenda," "trend," and "insight" indicate attention to the future directions and development of scientific research in this field.

Other terms such as “corporate social responsibility,” “influence,” and “university” are closely linked to the main topics, indicating that CSR remains a central concept in the development of business ethics, both theoretically and in practice. Keywords like "bibliometric investigation," "systematic review," and "critical assessment" suggest that methods used in analyzing the literature align with this bibliometric approach.

Additionally, the appearance of keywords like “Islamic business ethics” indicates that the business ethics dimension is also being explored from the cultural or religious perspective, adding a broader context to the conceptual framework of CSR and business ethics.

Overall, this map helps identify thematic concentrations, connections between concepts, and research areas that may still be underexplored. These results serve as a foundation for drawing conclusions and guiding future research directions in business ethics and CSR, both academically and in practical business implementation.

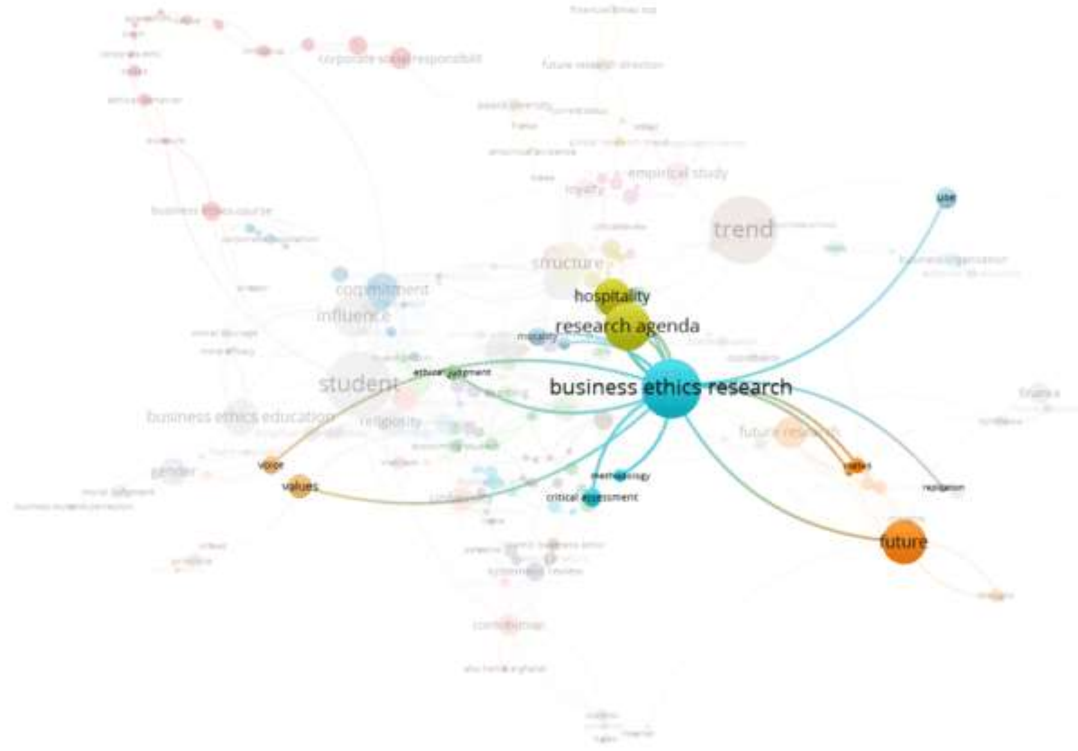


Figure 5. Visualization of the Thematic Keyword Network in Business Ethics Research Literature

The figure presents a visualization of the keyword network in business ethics research, illustrating the structural relationship between thematic concepts in academic literature. At the center of the visualization, the keyword "business ethics research" appears as the core of the network, indicating its central position in the overall discourse. This keyword is closely connected to several key themes such as "research agenda," "critical assessment," and "future research," demonstrating that business ethics research is strongly tied to the direction of scientific development, methodologies, and future reflections.

The visualization is divided into several color-coded clusters that represent groups of themes with strong semantic relationships. The blue cluster highlights the primary focus on methodological approaches and the application of ethics within business organizations. The green cluster emphasizes the academic dimension with keywords like "discipline," "university," and "ethical judgment," indicating the importance of education and a multidisciplinary approach in shaping ethical understanding. Meanwhile, the yellow cluster includes themes such as "hospitality" and "structure," suggesting attention to specific sectors and organizational structures in the context of business ethics.

The orange cluster contains keywords like "future," "replication," and "status," reflecting the reflective dimension and projections of research directions in the future. The purple cluster discusses empirical trends in the literature, including keywords like "trend," "empirical study," and "view," representing data-driven approaches and contemporary insights in this field. The red cluster is closely linked to the concepts of "corporate social responsibility" and "ethical behavior," indicating the connection between ethical values and corporate social responsibility.

Additionally, this visualization also displays the brown cluster, which focuses on students and ethics education with keywords such as "student," "commitment," and "gender," emphasizing the importance of character formation and ethical perceptions among students. Lastly, the reddish-brown cluster encompassing "values" and "voice" underscores moral values, principles, and the individual's voice as fundamental to the practice of business ethics.

Overall, this image illustrates that business ethics research is a rich and multidimensional field, covering a broad range of themes from education, methodology, organizational structure, social responsibility, to moral values and future development directions. This visualization is an important tool for understanding the direction and structure of knowledge in contemporary business ethics.

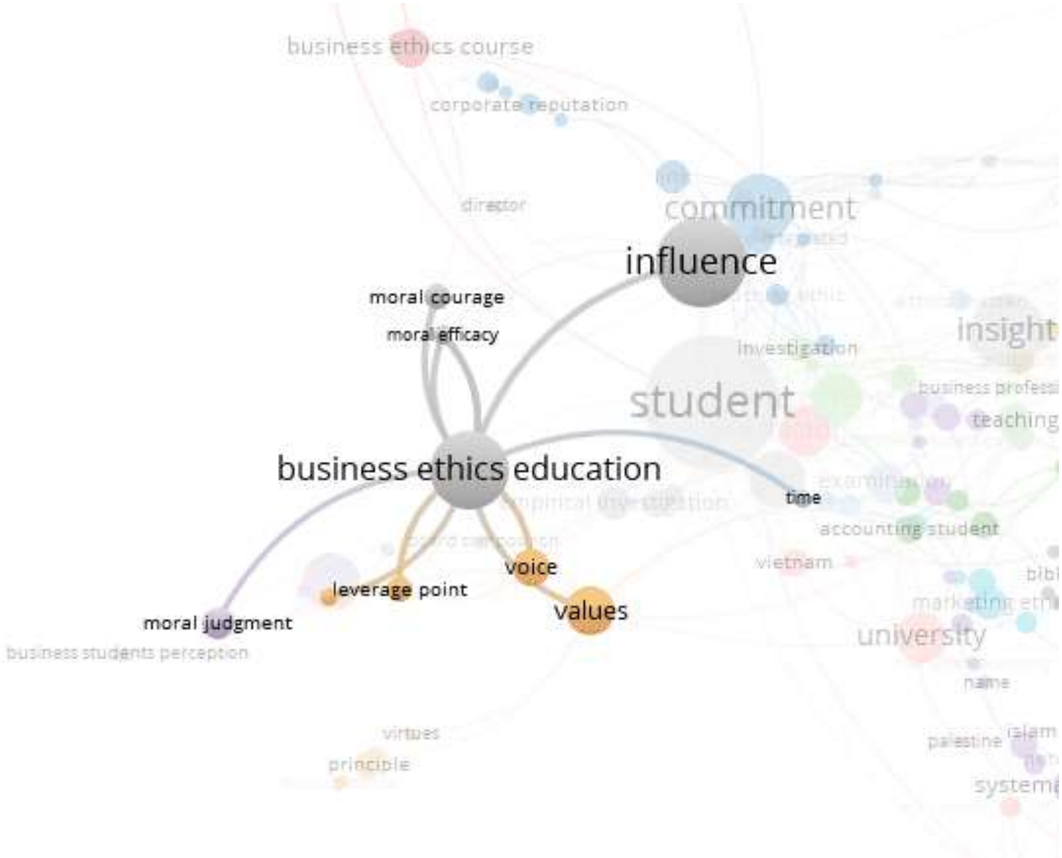


Figure 6. Thematic Network Visualization in Business Ethics Education Topic

This figure shows the thematic relationship visualization within the field of business ethics education. At the core of the network, the keyword "business ethics education" serves as the central node, closely connected to other key concepts such as "influence," "commitment," "student," and "values." This indicates that business ethics education is strongly related to influencing student behavior, moral values, and their commitment to ethical practices.

The connection between "moral courage" and "moral efficacy" with business ethics education suggests that ethical education is not only about imparting knowledge but also about fostering moral courage and moral efficacy to address ethical dilemmas in real-world scenarios.

Additionally, concepts like "voice" and "leverage point" signal the importance of empowering students' moral voices as leverage for change within organizations. The link to keywords such as "moral judgment" and "principle" suggests that ethical education plays a role in shaping students' critical thinking frameworks and moral principles.

This image reflects that business ethics education is not just a subject, but a fundamental foundation in shaping students' character, increasing value awareness, and promoting positive influence in both academic and professional environments.

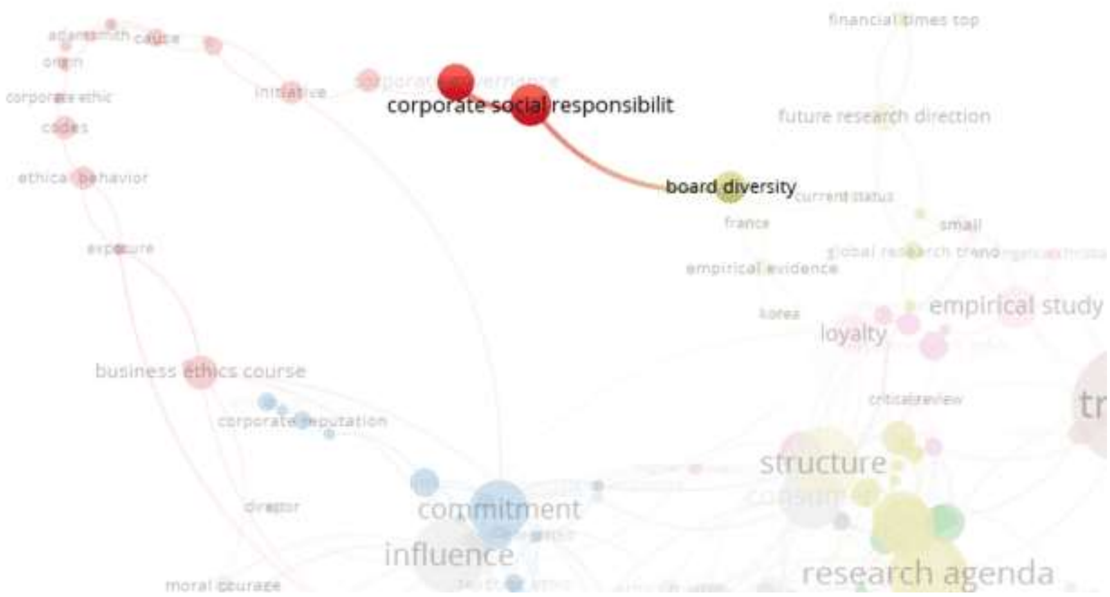


Figure 7. Thematic Relationship Visualization Between Corporate Social Responsibility and Board Diversity

This figure presents a strong thematic relationship between "corporate social responsibility" (CSR) and "board diversity." In this visualization, CSR is depicted as the central node, shown in bright red, indicating that this topic is the focal point of discussion within a particular cluster. On the other hand, board diversity is shown as a node directly connected to CSR with a thick line, signifying a close and relevant research relationship between the two concepts.

This connection reflects that CSR practices within an organization are significantly influenced by the diversity of the board of directors. This diversity encompasses not only gender, but also cultural backgrounds, professional experiences, and varying ethical perspectives, which ultimately enrich the company's strategic decisions in implementing its social responsibility.

The visualization also shows that CSR is not an isolated concept, but part of a larger ecosystem involving elements such as corporate governance, initiatives, and ethical behavior. Background nodes like corporate ethics and codes suggest that CSR is part of the broader corporate ethics framework.

Thus, Figure 7 emphasizes the importance of representation and diversity in corporate leadership as a key factor in the effective implementation of corporate social responsibility, while also opening up broader discussions in the literature on ethics and corporate governance.

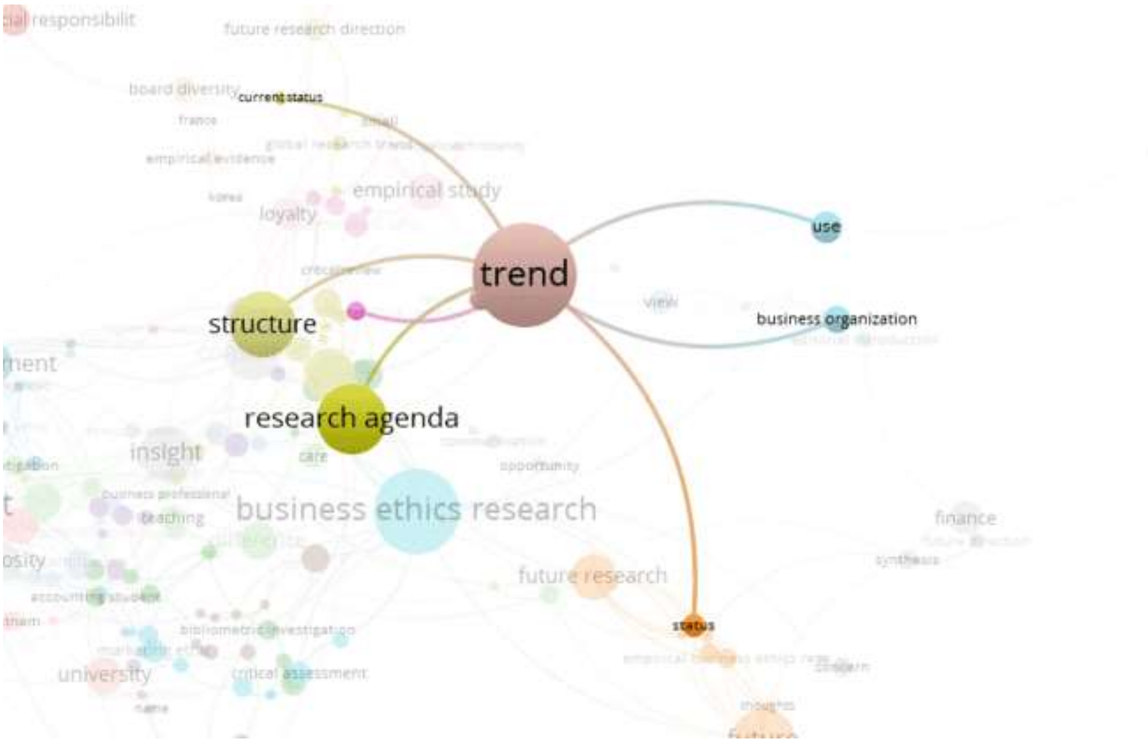


Figure 8. Thematic Relationship Visualization Between Trend, Research Agenda, and Business Organization in Business Ethics

This figure illustrates the strong thematic connection between the term "trend" as the central node, with several other key terms such as "research agenda," "structure," "use," and "business organization." The "trend" node is displayed in a large size and bright color, indicating that trends are a highly central topic in current business ethics research.

The relationship between "trend" and "research agenda" shows that the dynamics of trends in business ethics directly shape and influence the evolving research agenda. Topics such as "structure," "status," and "empirical study" indicate that researchers are not only interested in the direction of these trends but also in how they impact the structure of studies and the status of empirical findings in the field.

Meanwhile, the connections with "use" and "business organization" show that trends in business ethics also have a direct impact on real-world practices, particularly within the context of business organizations. This reflects the application of research findings in business operations and the importance of considering an organization's perspective on ethics as part of its corporate strategy and values.

This visualization clarifies that in the landscape of business ethics research, understanding the direction of trends is key to formulating relevant research agendas, developing appropriate study structures, and bridging theory and practice within the context of business organizations. The figure serves as an important representation of how the theme of trends connects various critical aspects of contemporary business ethics research.

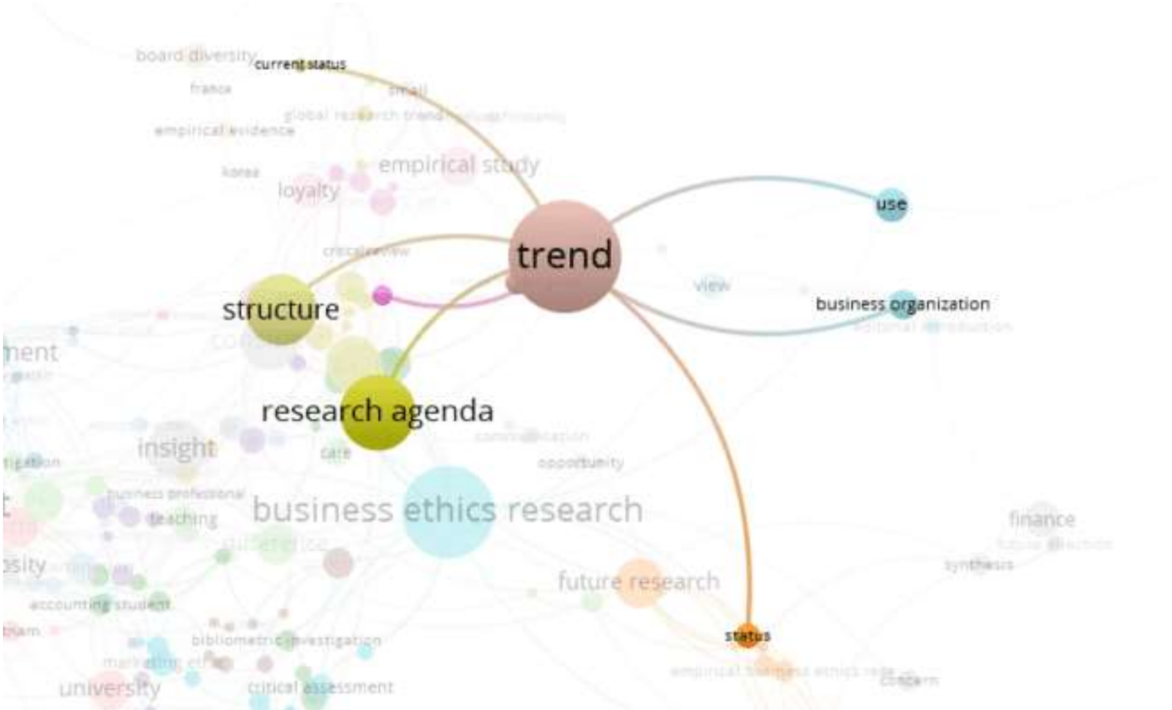


Figure 9. Central Connection Between Trend, Research Agenda, and Business Ethics Implementation in Organizations

This image presents a thematic network visualization with the keyword "trend" as the central and highly dominant node. Its large size indicates a high level of interconnection and influence on various research themes within the study of business ethics. The "trend" theme has direct links to several main nodes, such as "research agenda," "structure," "status," as well as "use" and "business organization."

The connection between "trend" and "research agenda" indicates that global trends and contemporary issues significantly influence the direction and focus of research in business ethics. This emphasizes the importance of staying updated on current developments to ensure that the research conducted remains relevant and applicable.

The "structure" node suggests that trends also impact the formation of research structures or methodological approaches used in business ethics studies. Meanwhile, the "status" node reflects attention to the position or recent developments in the ethical issues being empirically studied.

Interestingly, "trend" is also directly connected to "use" and "business organization," which represent the importance of applying research findings from trends into real-world organizational practices. This reflects the relationship between academic knowledge and practical application, particularly in the context of ethical decision-making and values-based organizational management.

Overall, this image illustrates the significance of understanding trends as the central axis that influences research structure, the development of research agendas, and their relevance in the real-world business organization context. It reinforces that in business ethics, research is not only theoretical but is also closely connected to the needs and dynamics of the professional world.

Figure 10. The Future of Business Ethics Research: Convergence of Thought, Status, and Challenges

This image depicts a thematic network map with a primary focus on the concept of "future" within the context of business ethics research. The node "future" is prominently displayed in bright orange, signifying its central role in connecting various other key concepts. The image illustrates that the future direction of business ethics research is greatly shaped by reflections on the current status, past thought, and emerging new ideas. This is evident from the direct connections between "future" and nodes such as "status," "past," "thought," and "thoughts," which emphasize the importance of academic reflection and historical evaluation as the foundation for designing a better future.

Additionally, the connection to the "synthesis" node suggests the need for an integrative approach that combines various theories and research findings to produce a comprehensive and relevant understanding of business ethics. The presence of the "security" node indicates that contemporary issues such as security and data protection are beginning to be incorporated into the future scope of business ethics, marking a shift toward addressing modern, complex challenges.

Another large node, "business ethics research," is strongly linked to "future," demonstrating that the future of this field is significantly influenced by ongoing research developments. The connection to "ethics research" further emphasizes that the future of business ethics will align with the broader discourse on ethics.

Overall, Figure 10 shows that the future of business ethics research will be constructed through the synthesis of ideas, reflections on the past and present, and an awareness of new challenges that require continuous adaptation and innovation.

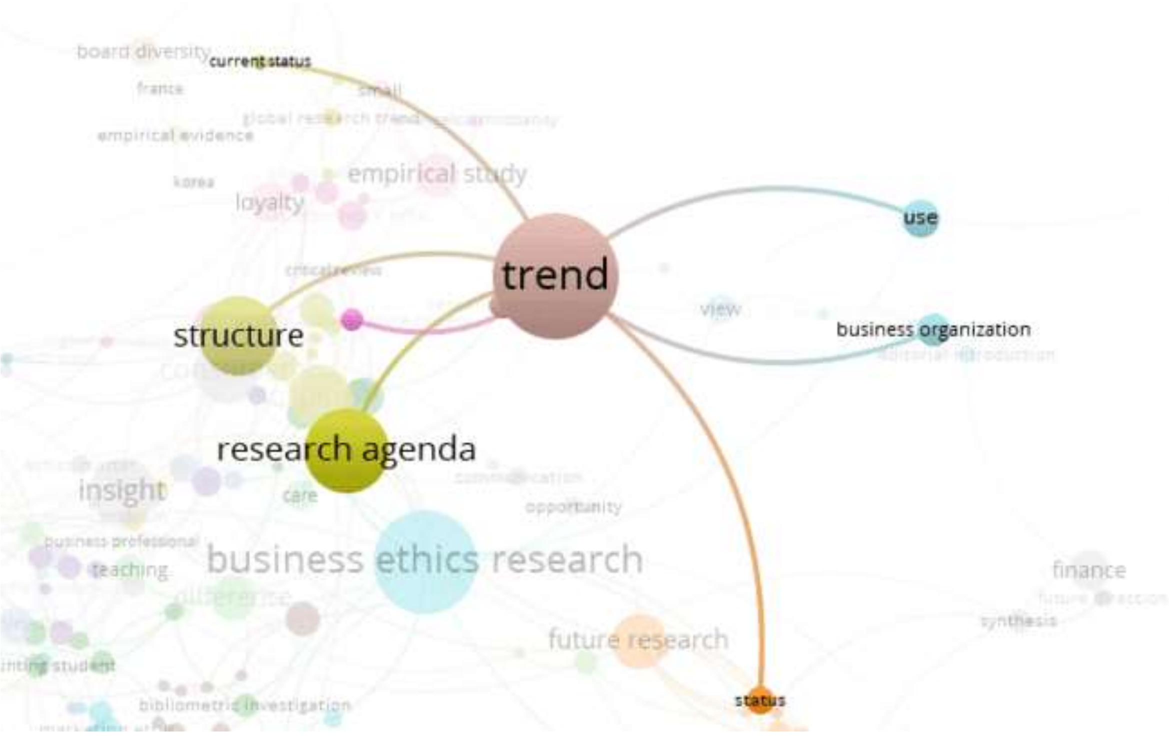


Figure 11. Thematic Network Visualization in Business Ethics Research: The Central Role of Trends in Theory and Practice Development

This image presents a thematic network visualization with the primary focus on the keyword "trend," depicted as a large light brown node. This term serves as the central point of connectivity in the map, indicating that trends are a crucial and central issue in the development of business ethics research. Several other nodes directly connected to "trend," such as "structure," "research agenda," and "status," show that trends in business ethics research not only refer to popular topics but also reflect structural developments in theory, planned research directions, and the current conditions of ethical business practices.

The presence of the "empirical study" node connected to "trend" signifies that the evolving trends are based on data and empirical research, rather than just normative assumptions. Meanwhile, the "research agenda" node highlights that trends play a significant role in shaping the future direction of research, helping researchers and academics identify areas worthy of further development. The "structure" and "business organization" nodes are also linked, indicating that these trends influence how business organizations design their structures and systems based on the evolving ethical demands.

Interestingly, nodes like "use" and "view," located on the right side, suggest that trends also shape the way ethics are perceived and applied within modern business organizations. Meanwhile, connections to "status" and "future research" at the bottom reinforce the narrative that trends not only reflect the current state but also serve as predictors that guide the formulation of future business ethics research directions.

Overall, this image illustrates that trends are a central point that connects conceptual, structural, and practical dynamics in contemporary business ethics.

CONCLUSION

This study reveals that business ethics and Corporate Social Responsibility (CSR) have experienced significant growth over the past two decades. Through bibliometric analysis using the VOSviewer software, the study identifies major trends and collaboration networks among authors contributing to this field. Key topics in business ethics include ethics education, social influence on students, and the application of CSR in business practices. Meanwhile, CSR has become an increasingly prominent focus, with greater attention given to the interrelationship between social, environmental, and economic aspects in the business world. The study also highlights a stronger trend concerning gender diversity and social inclusion within the CSR context. The bibliometric visualization underscores clusters of topics that reflect the interconnections between CSR, business ethics, corporate behavior, and sustainability.

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