

Three decades of the sustainability strategy publication: A bibliometric perspective

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Abstract. Many companies, businesses, and entrepreneurs are starting to care about environmental issues and implement sustainable strategies within their companies. Research on sustainability strategy continues to develop but is limited to one country and one field. From the bibliometric perspective, this study purposes to visually research mapping and trends in sustainability strategy on an international scale. This study used bibliometric techniques with secondary data from Scopus. Analyze and visualize data using the VOSViewer program and Scopus's analyze search results function. This study analyzed 1,184 scientific documents published between 1988 and 2020. According to the research, the University of Gloucestershire and Peter Jones had the most active affiliated institutions and individual scientists in sustainability strategy publication. Environmental Science; and Journal of Cleaner Production were the most studied and disseminated outlets of sustainability strategy publication. There were three category maps of collaborative researchers from around the world. Based on identifying a collection of knowledge accumulated from over thirty-two years of publication, this research proposes a grouping of sustainability strategy publication themes: strategic management, economics, environmental management, research, and sustainability, as SEERS publication themes. Keywords: bibliometric, entrepreneur, publication themes, strategic management, sustainability strategy.