

Chapter 13

Environmentally Friendly Innovations, Organizational Behavior, and Culture: A Bibliometric Analysis to Explore Trends, Influences, and Future Directions

Havva Nur Atalay

 <https://orcid.org/0000-0002-2805-1921>

Bandırma Onyedi Eylül University, Turkey

Sultan Tekinyer

 <https://orcid.org/0000-0001-6656-9329>

Bandırma Onyedi Eylül University, Turkey

ABSTRACT

This study conducts a bibliometric analysis to explore the impact of environmentally friendly innovations on organizational behavior and culture. Utilizing data from the Web of Science, a total of 1,268 publications were analyzed to examine trends, citations, author networks, and keyword usage. Key findings reveal that the most cited authors include Rupert J. Baumgartner and Ayham A. M. Jaaron, while the top countries in citations are the United States, China, and the United Kingdom. The most frequently used keywords are “sustainability,” “organizational culture,” and “sustainable development.” Additionally, the analysis indicates a steady increase in relevant studies, with 2023 showing the highest number of publications. The study highlights the importance of these innovations in shaping organizational dynamics and emphasizes the need for organizations to adapt sustainability strategies based on these insights. Overall, the research provides a comprehensive understanding of the existing literature, guiding future investigations and practices in this field.

INTRODUCTION

Recently, bibliometric analyses have garnered growing interest from researchers. This surge in popularity can be attributed to the advent of advanced software tools, the use of interdisciplinary approaches, and the capability to process extensive datasets (Khan et al., 2022). The increasing engagement with bibliometric analyses indicates a significant transformation in the landscape of academic research, underscoring a collective recognition of the value that quantitative methodologies bring to understanding research dynamics. Bibliometric methodologies are particularly effective in assessing journal performance, analyzing co-authorship networks, tracking co-citation patterns, and identifying prominent research trends within specific disciplines (Baker et al., 2020). The integration of advanced software tools has not only streamlined the analytical process but also enabled researchers to explore complex datasets that were previously cumbersome to analyze. This technological advancement fosters a more nuanced understanding of how knowledge is generated and disseminated across disciplines, allowing for more informed assessments of scholarly impact. Moreover, this type of analysis enables the objective examination of data, facilitating the identification of various trends within a specific research field, including journal performance, topics, authorship patterns, co-citations, and references (Ellili, 2023). Furthermore, the effectiveness of bibliometric methodologies in evaluating various aspects of research—such as journal performance, co-authorship networks, and citation trends—illustrates their potential to shape strategic decisions in research funding, publication, and collaboration. This study centers on sustainability, particularly in the context of environmentally friendly innovations, organizational behavior, and culture.

In the context of sustainability, particularly concerning environmentally friendly innovations, organizational behavior, and culture, the application of bibliometric analyses can yield insightful revelations about the progression and focus of research within these areas. This study not only contributes to the existing literature on sustainability but also emphasizes the critical role of organizational practices in fostering an environment conducive to innovation. By systematically analyzing research outputs and patterns, the study can illuminate gaps in the literature and suggest areas for future inquiry, ultimately enhancing the discourse surrounding sustainability in organizational contexts.

In recent years, there has been a growing acknowledgment among organizations regarding the critical importance of adopting environmentally sustainable innovations. These initiatives are essential for advancing sustainable development and effectively addressing the pressing global environmental challenges. By integrating such innovations into their operations, organizations can contribute to ecological preservation while fostering economic growth and social responsibility (Amjad et al., 2021; Awan et al., 2023; Kafetzopoulos et al., 2024; Li et al., 2023; Liao & Zhang, 2020; Sinatoko Djibo et al., 2024). The integration of green technologies reshapes organizational behavior and culture significantly.

BACKGROUND

In the background section, it is crucial to provide comprehensive definitions and discussions of environmentally friendly innovations, organizational behavior, and culture. By examining existing literature, how these concepts interrelate and influence one another can be better understood. When environmentally friendly innovations, organizational behavior, and culture are examined together, it highlights how sustainability goals integrate with organizational change. In this context, eco-friendly innovations influence employee behavior, fostering a transformation toward a sustainability-oriented

26 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/environmentally-friendly-innovations-organizational-behavior-and-culture/370795

Related Content

Encouraging Internationalization and Sustainable Competitiveness in Construction: A Preliminary Approach in Portugal

José Maria Gomes, Bruno Barbosa Sousa and Teresa Dieguez (2022). *International Journal of Social Ecology and Sustainable Development* (pp. 1-11).

www.irma-international.org/article/encouraging-internationalization-and-sustainable-competitiveness-in-construction/290321

Sustainable Tourism: The New Engine for the Economic Development of the 21st Century in APEC.

Cuauhtemoc Ramirez and José Ernesto Rangel (2018). *International Journal of Sustainable Economies Management* (pp. 29-36).

www.irma-international.org/article/sustainable-tourism/214008

Promotion of Sustainable Marketing: Strategies and Initiatives

Pratap Chandra Mandal (2022). *International Journal of Social Ecology and Sustainable Development* (pp. 1-11).

www.irma-international.org/article/promotion-of-sustainable-marketing/295972

Nature and Impact of Corruption on the Dysfunctionality of the South African Universities

Ndwakhulu Stephen Tshishonga (2024). *Examining Corruption and the Sustainable Development Goals* (pp. 181-197).

www.irma-international.org/chapter/nature-and-impact-of-corruption-on-the-dysfunctionality-of-the-south-african-universities/342345

Teaching Sustainability as a Social Issue: Learning from Dialogue in a High School Social Studies Classroom

Jay M. Shuttleworth and Anand R. Marri (2014). *Handbook of Research on Pedagogical Innovations for Sustainable Development* (pp. 328-347).

www.irma-international.org/chapter/teaching-sustainability-as-a-social-issue/103512