


Chapter 14

Behavioral Public Administration in Village Contexts: A Bibliometric Analysis and Systematic Literature Review

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ABSTRACT

Behavioral Public Administration (BPA) has emerged as a growing field, emphasizing the importance of psychological and behavioral factors in public policy effectiveness and bureaucratic performance. It explores how behaviors, cognitive biases, and organizational dynamics shape outcomes in public administration. While BPA research has expanded at national and regional levels, its application in village contexts—where governance directly affects lives—remains underexplored. Villages, as the smallest administrative units, play a critical role in managing resources and implementing policies, yet the behavioral dynamics within them, including leader-community interactions, are poorly understood. This study addresses this gap through a bibliometric analysis and systematic review, identifying key trends, dominant themes, and gaps in existing literature. By synthesizing findings and offering practical recommendations, it aims to enhance BPA scholarship and inform policies tailored to the unique challenges and dynamics of village governance.

INTRODUCTION

Behavioral Public Administration (BPA) is a field of study that has gained significant attention in recent decades, along with the increasing awareness that psychological and behavioral factors play a crucial role in the effectiveness of public policies and bureaucratic performance (Mohd Taib et al., 2024). CPA systematically explores the interaction between policy, organizational structure, and individual behavior in the context of public administration, offering new perspectives that can reveal the mechanisms behind policy success and failure. Although research in this field shows substantial growth at the

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national and regional levels, its application in the context of villages, as the smallest unit of government and closest to the community, is still limited.

In this increasingly complex era, public administration is faced with challenges that demand innovative and evidence-based approaches. CPA emerges as one approach that has the potential to provide solutions to these challenges by integrating insights from behavioral science into the practice of public administration. This approach focuses not only on policy outcomes, but also on the processes underlying how policies are designed, implemented and evaluated. As such, CPA is able to identify psychological and behavioural factors that are often overlooked in traditional analysis, such as cognitive biases, individual motivations, as well as social dynamics within public organizations. In the village context, this approach provides an opportunity to understand more deeply how policies can be tailored to local needs to improve the effectiveness of their implementation.

Villages play a vital role in managing local resources and implementing policies that have a direct impact on the daily lives of residents. In many cases, villages are at the forefront of implementing public policies that affect people's access to basic services, including education, health and infrastructure (Saragih, 2024). However, in-depth research on behavioral dynamics at the village level is scarce, even though the interactions between village leaders, village officials, and local communities are highly complex and require more specific approaches. Existing literature tends to ignore villages as important entities in public administration, focusing instead on higher-level analyses such as national or regional. This creates significant gaps in our understanding of how policies are implemented and function at the village level, and how bureaucratic behavior affects community participation and engagement.

Previous studies have shown that bureaucratic behavior has a substantial impact on the level of community involvement in village development (Syam et al., 2022). Ineffective leadership and communication often inhibit participation, leading to a disconnection of government initiatives from community needs. These conditions result in dissonance between policies formulated at the central level and local realities, which are often overlooked in the policy formulation process. On the other hand, villages have great potential to serve as natural laboratories in testing different approaches in CPA, due to the closer level of interaction between stakeholders, as well as lower complexity compared to larger neighborhoods. Therefore, understanding behavioral dynamics at the village level is not only important for the development of CPA literature, but also for generating policy recommendations that are more contextual and relevant to the needs of village communities. Bibliometric approaches, which are increasingly popular in literature review, offer an effective tool for mapping and analyzing research patterns in an evolving field such as CPA. This approach allows researchers to systematically identify trends, dominant themes, as well as gaps in the literature, which can provide deeper insights into the evolution and direction of future research (Nagendra, 2023). However, the application of this method in a village context is still relatively rare, despite the potential it offers to provide a more comprehensive picture. It is in this context that this study is rooted, aiming to fill the gap in the CPA literature with a specific focus on villages as the unit of analysis. Through an in-depth bibliometric analysis and systematic literature review, this study aims to identify and analyze trends, dominant themes, as well as existing gaps in the CPA literature on villages.

This research is expected to not only enrich the existing literature, but also make a practical contribution to the development of more effective and contextualized public policies at the village level. By understanding how bureaucratic behavior affects community participation and how villages can be effective arenas for public policy implementation, this research is expected to generate relevant recommendations for policy makers and practitioners in the field. In addition, by applying a bibliometric approach in this context, this research also offers a methodological model that can be applied in similar studies in the

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