Chapter 1
Sustainability Research Trends: A Bibliometric Approach to Strengthen SDG 9 – Industry, Innovation, and Infrastructure

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ABSTRACT

Purpose: The aim of this bibliometric analysis was to determine the extent of research on Sustainable Development and Green Initiatives and to assess the past study publication trends based on SCOPUS database. Methodology: ((TITLE-ABS-KEY(sustainable AND development AND goals) AND TITLE-ABS-KEY(green AND initiatives))) were two significant phrases that were employed between 2004 and 2024 using Scopus database.789 articles were evaluated using bibliometric analysis

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approach. The researchers examined five performance analysis indicators, including publications by most prolific authors, cumulative publications by year, citation analysis, contributions from top universities, and countries. The minimum values for each indicator in the VOSviewer software were determined for data analysis. Scientific mapping was conducted on authors citation, co-citation analysis, bibliographic coupling, and co-occurrence of keywords.

INTRODUCTION

Sustainable development is being considered essential on global levels as a consequence of the major environmental concerns the world faces, such as resource depletion, biodiversity loss, and climate change. It is being driven in by environmental change compelling markets to adapt to customers' growing environmental consciousness, (Saari et al., 2017). The adoption of the Sustainable Development Goals (SDGs) and the escalation of environmental concerns lead to behavioural shifts among stakeholders and consumers, (Pimonenko et al., 2020). Consumption that prioritizes maximizing the effects of product acquisition, use, and disposal from an economic, social, and environmental standpoint, while keeping future generations in mind, is referred to as sustainable consumption, (Saari et al., 2017).

In order to promote sustainable development on a global scale, it is necessary to understand the links between the consumer and market levels that result in transformation and sustainable consumption and production (SCP). Researchers and policymakers have argued for "pro-environmental behaviour change," arguing that consumers should shift their buying patterns toward more sustainable ones, (Saari et al., 2017).

Green consumerism: One of the most important ways to combat unsustainable consumption is through green consumerism. Green consumers are those that buy and consume environmentally friendly products. Green customers support products that are less likely to endanger human health or damage the environment. The study encouraged students become more environmentally conscious consumers, (Mbokane & Modley, 2024). As per Pimonenko et al. (2020) stakeholders attempt to invest in green businesses and initiatives; customers choose to purchase environmentally friendly goods over conventional ones; investors and customers shrink away from doing business with unethical green businesses. According to Saari et al. (2017) the consumer goods business may be impacted by green consumer trends. The automotive and fast-moving consumer goods (FMCG) industries, for instance, have already seen a noticeable impact from green consumerism, implementing more sustainable processes. Businesses had to promptly modify their approach to align