

BIBLIOMETRIC ANALYSIS FOR THE ASIAN ACADEMY OF MANAGEMENT JOURNAL FROM 2015 TO 2019

SIREGAR, N. C.¹ – BAHARUDIN, R. A.^{2*}

¹ *Faculty of Education, The National University of Malaysia, Selangor, Malaysia.*

² *Faculty of Social Sciences and Humanity, The National University of Malaysia, Selangor, Malaysia.*

**Corresponding author
e-mail: p97539[at]siswa.ukm.edu.my*

(Received 11th March 2021; accepted 05th May 2021)

Abstract. Journal publications on AAJM since 1996 until 2019 that total published 24 volume consisting of 20 countries. This study is to identify of publication journals on Asia Academy of Management Journal (AAMJ) from 2015 to 2019. The general topics published in AAJM journals such as Banking, Corporate Governance, Economics, Human Resource, Internationalization, Leadership and Work Values, Marketing, SME and Entrepreneurship, Technology Management, and other areas related to management. This study only 77 articles were published up to 27 September 2019. The data were transferred into an MS Excel file and major facets like authorship pattern, country-wise distribution of contributions, ranking of authors and contributions by affiliations were analysed using appropriate bibliometric measures. The analysis result of 77 papers revealed that there were only 54 articles that were cited by other researchers based on the Scopus index and Google Scholar. Majority authorship patterns of AAMJ was led by three-authors more than three-author papers, two-author papers, and followed by single-author papers. The research methodology most used in AAMJ is quantitative method, followed by Literature Review (LR) method, Qualitative method, and mix method. The keywords used by author in AAMJ are “Small and Medium Enterprises (SMEs)”, “Performance”, and “Organisational commitment”. The contributed of identification AAJM journal can help researchers and guide people over the world in field of Small and Medium Enterprises (SMEs).

Keywords: *bibliometric analysis, Asian Academy of Management Journal, authorship patterns, methodology pattern, keyword contribution*

Introduction

Bibliometric analysis is a tool that explores and identifies a series of publications in understanding the patterns, the objectives of scope the study and management of knowledge used by to organizational contexts and social (Hughes et al., 2019; Sarkodie and Strezov, 2019; Sinkovics, 2016; Swain and Rautaray, 2014). Additionally, bibliometric is one of the technical evaluation papers of analyzing citation sources (Mamdapur et al., 2011). The Bibliometric method also uses quantitative analysis to analyze quantities on articles published based on empirical data (De Bellis, 2009). The study of bibliometric can be applied in various fields such as education, management, science, economics, and marketing (Bornmann and Mutz, 2015; Fu et al., 2010; Heradio et al., 2016). The procedure implemented in the bibliometric analysis process is the selection of databases from the articles to be collected (Odriozola-Fernández et al., 2019). The rules agreed upon in the bibliometric studies applied are the frequency analysis of published articles and the number of citations (Merigó et al., 2017). The indicators used in bibliometric analysis about authorship, types of paper publication, affiliation, distribution of the contributions (Merigó et al., 2016).

The purpose of this study is to identify of publication journals on Asia Academy of Management Journal (AAMJ) from 2015 to 2019. The AAMJ published in Malaysia by the Asian Academy of Management (AAM) and Publisher University of Science Malaysia. All articles are published under the terms of the Creative Commons Attribution License (CC-BY). This license permits unrestricted use, distribution, and reproduction provided that the authors, citation details and publisher are clearly identified. All paper submission must to write in English language. AAMJ publishes papers consider the following general topics namely Banking, Corporate Governance, Economics, Human Resource, Internationalization, Leadership and Work Values, Marketing, SME and Entrepreneurship, Technology Management, and other areas related to management. The manuscript submission in the AAMJ database is open for academicians and practitioners who are interested in the discussion of current and future issues and challenges impacting the Asian Management as well as promoting and disseminating relevant, high quality research in the field of management. The AAMJ has an established and long history of publishing quality research findings from researchers not only in the Asian region but also globally. The manuscript for submission from 1 May 2017 only accepts via the online system. The AAMJ has published the paper from 1996 until 2019 and a total of 322 published articles. There are no submission charges or article processing charges (APC). It is indexed by an APEX university, EBSCO, Scopus, and Emerging Sources Citation Index (ESCI) databases.

Literature review

Bibliometric analysis is one of the quantitative methods that are analyzed by statistical analysis based on a review to evaluate the output of academic research in the development of a field (Cobo et al., 2015; Liao et al., 2018; Rey-martí et al., 2015). In addition, this type of analysis provides useful information for experts who wish to assess scientific activity (Rey-martí et al., 2015). This method has been widely used in various areas of study with various approaches (Cobo et al., 2015; Liao et al., 2018; Mongeon and Paul-Hus, 2015). Among them are by analysing quotations, joint reference, geographic distribution and word frequency, co-authorship analysis, co-citation analysis, and the development of the whole subject fields (Liao et al., 2018). It is an important approach in assessing and analysing research developed by different actors: countries, universities, research centers, research groups, journals and, in general, scientists (Cobo et al., 2015). Bibliometric field or scientometric analysis is a research area that helps analyse current trends in literature about a field and provides guidelines and motivation for future research work (Muhuri et al., 2019). According to bibliometric analysis by Xu and Marinova (2013), the 919 cited publications in English which appeared between 1973 and 2011, the analysis covers the following issues: general statistical description, influential journal outlets and top cited articles, geographic distribution of resilience publications and covered case studies, national importance of resilience researchers and leading research organisations by country. Many of reasearcher used the same bibliometric analysis in terms of number of papers per year, citations, authors, journals, countries, and keywords provides an overview of the journal like in Mishra et al. (2016), Muhuri et al. (2019) and Niñerola et al. (2019).

Bornmann and Mutz (2015) using bibliometric analysis from the current year to 2012 and analyzing data on all disciplines and also separately for natural and medical sciences and Health sciences. Another research is by Swain and Rautaray (2014), which

is their studied about the publication pattern in Journal of Educational Media and Library Science from 2008 to 2012. As a result, the journal has to strengthen the editorial policy with a thorough review system so that it can improve the quality and maturity of the publication by encouraging itself as an excellent academic journal. Some research by using bibliometric analysis to find contribution doing by Web of Science, Scopus and others like in Cobo et al. (2015), Gaviria-marin et al. (2018), Liao et al. (2018), Mongeon and Paul-Hus (2015) and Nunen et al. (2017). Besides that, they also used and analysis base on citation of the paper to show the high index those paper contributions in the academic world. Other than that, it is difference bibliometric analysis by Fahimnia et al. (2015), which are they reviews through identifying the paper base on the topic not the journal or web. Therefore, this discovery shows a systematic mapping of fields that can help the graphics portray the evolution of publication over time and identify areas of current research interest and potential direction for future research. This finding provides a robust roadmap for further investigation in the area.

Materials and Methods

The bibliographic data of the articles published in The Asian Academy of Management Journal (AAMJ) from 2015 to 2019 were retrieved from the Scopus sources April 2019 (The Asian Academy of Management Journal, 2021). The AAMJ is a refereed journal that is jointly published by the Asian Academy of Management (AAM) and Penerbit Universiti Sains Malaysia (USM). AAMJ and journal information is available on the website <http://web.usm.my/aamj>. It is a journal published by an APEX university and currently available in EBSCO and Scopus databases. The obtained data were transferred into an MS Excel file and major facets like authorship pattern, country-wise distribution of contributions, ranking of authors and contributions by affiliations were analysed using appropriate bibliometric measures. Citations to individual papers were retrieved through Scopus and Google Scholar so as to elicit a comparative metric of the citations recorded in the respective databases. Our search only included article published up to 27 September 2019 (included). Our combined search resulted in 77 articles.

Results and Discussion

The result and discussion from this article are divided by five sub-topics to shows the contribution by AAMJ.

Authorship patterns

Authorship patter can be seen through the type of contribution in *Table 1* and *Figure 1* shows the many authors writing article, which is 84.4% against the editorial and review paper. Meanwhile, pattern page for each paper as *Table 2* and *Figure 2*, shows 21-30 page with of 53.0%, and lowest is 1-10 page with 2.6%.

Table 1. *Type of contributions.*

Type of paper	2015	2016	2017	2018	2019	Total	Percentage (%)
Article	11	14	12	16	12	65	84.4
Editorial	0	0	0	0	1	1	1.3
Review	3	2	4	0	2	11	14.3

Total	14	16	16	16	15	77	100.00
-------	----	----	----	----	----	----	--------

Table 2. Total of pages.

Total page	2015	2016	2017	2018	2019	Total	Percentage (%)
1-10	0	0	0	0	2	2	2.6
11-20	3	2	0	5	13	23	29.9
21-30	11	11	10	9	0	41	53.2
31-40	0	2	4	2	0	8	10.4
41-50	0	1	2	0	0	3	3.9
Total	14	16	16	16	15	77	100.00

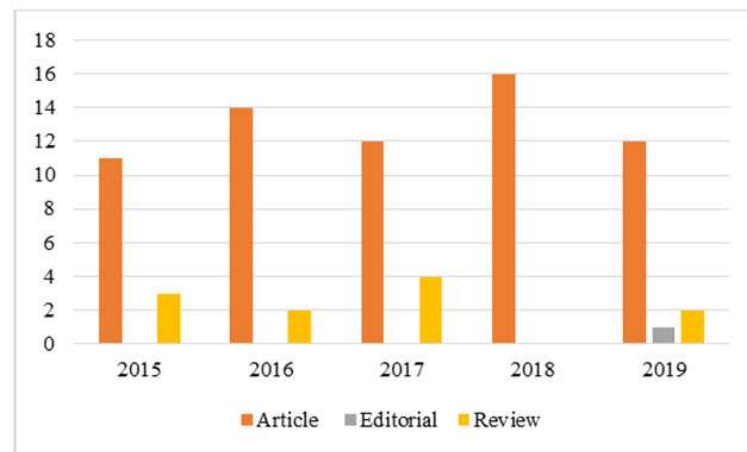


Figure 1. Type of paper.

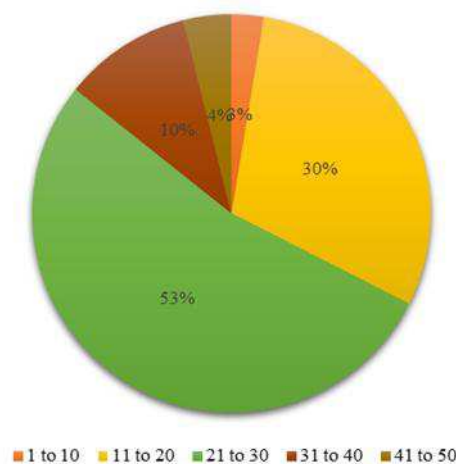


Figure 2. Total pages in percentage.

The authorship patterns based on *Table 3* and *Figure 3* showed the first publications of AAMJ are led by three-author contributions 27 papers (35.06%). The second followed by more than three-author contributions 21 papers (27.27%). The two-author was the third pattern that showed papers 15 papers (19.48%). The contribution pattern in a single author is less in the AAMJ journal. The majority of authorship patterns in AAMJ preferred to publish their research results in three-author mode rather than in single mode. These results were contrast to previous findings that found 63.63 per cent

of authors publish in single writing and followed by two authors of 48.48 per cent (Swain and Rautaray, 2014; Swain et al., 2013; Thanuskodi, 2011).

Table 3. Authorship patterns.

Authorship patterns	2015	2016	2017	2018	2019	Total	Percentage (%)
Single	5	2	5	0	2	14	18.18
Two	3	5	3	3	1	15	19.48
Three	5	3	5	8	6	27	35.06
More than three	1	6	3	5	6	21	27.27
Total	14	16	16	16	15	77	100.00

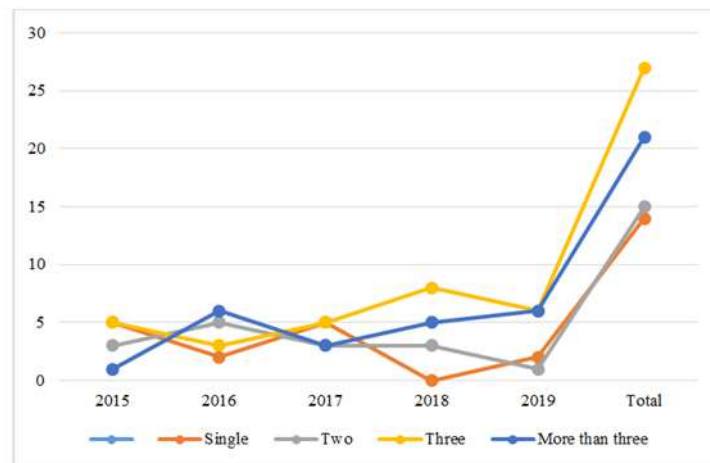


Figure 3. Authorship patterns.

Methodology pattern

According to Table 4 and Figure 4, it is evident that the majority of authors in the journal AAMJ adopted the methodology with a quantitative approach of 65 papers (85.53%) followed by the literature review method of 5 papers (6.58%), and the authors used a qualitative approach of 4 papers (5.26). The use of mix method in this journal is only 2 papers (2.63%).

Table 4. Methodology.

Method	2015	2016	2017	2018	2019	Total	Percentage (%)
Qualitative	0	1	1	2	0	4	5.26
Quantitative	11	15	14	14	11	65	85.53
Mix method	0	0	1	0	1	2	2.63
Literature review	3	0	0	0	2	5	6.58
Total	14	16	16	16	14	76	100.00

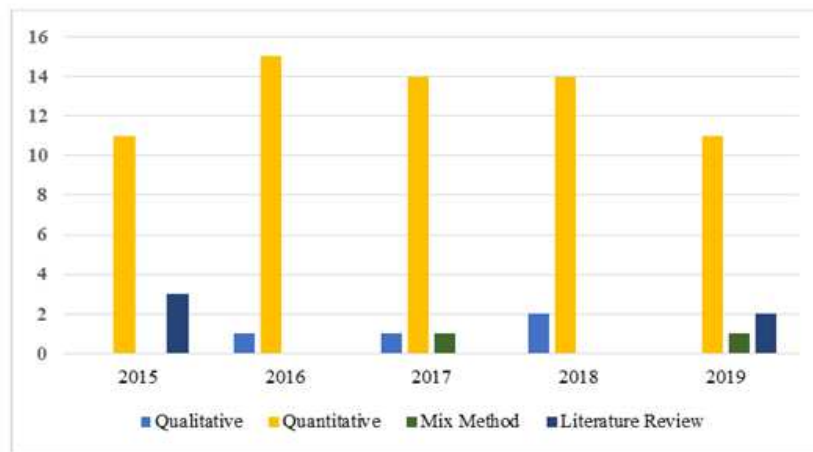


Figure 4. Methodology patterns.

Table 5 shows the type reference, which is the higher percentage is by journal with 76.2%, follow by book with 11.6%. While the rest is from others like document, news and website with 6.6%, follow by thesis and dissertation with 2.6%.

Table 5. Type of reference.

Types of reference	2015	2016	2017	2018	2019	Total	Percentage (%)
Book	108	102	96	126	115	547	11.6
Journal	582	947	957	868	371	3725	79.2
Thesis/dissertation	9	21	8	42	40	120	2.6
Others	119	97	75	11	7	309	6.6
Total	818	1167	1136	1047	533	4701	100.00

Distribution of keywords

The frequency of keywords in AAMJ journal publications are derived based on each journal. According to Table 6, it is found that "Small and Medium Enterprises (SMEs)" are frequently used by researchers which appear eight times. The keyword "Performance" appears five times. The frequency that appears three times is in the keyword "Organizational commitment". Finally, the keywords that appear twice are described in Table 6.

Table 6. Distribution of keywords.

No	Keyword	Frequency
1	Small and Medium Enterprise (SMEs)	8
2	Performance	5
3	Organusational commitment	3
4	Service quality	2
5	Materialism	2
6	Islamic banks	2
7	Empowerment	2
8	Brand loyalty	2
9	Brand equality	2
10	Destination competitiveness	2
11	Rural tourism destination	2
12	Salesperson	2

13	Data Envelopment Analysis (DEA)	2
14	Financial	2

Ranking of the authors, affiliations, and the country wise contribution

Based on *Table 7* showed that the first rank in the study's contribution of journal publications was Cheng, L.T., published is three papers. The second rank is those who have twice the journal contributions that were Ghazali, Isaac, Noor, Seyedeh, and Thurasamy.

Table 7. Ranking of the authors.

No	Rank	Authors	No. of contribution
1	1	Cheng, L.T.	3
2	2	Ghazali, P.L.	2
3	2	Ishak, I.	2
4	2	Noor, H.A.	2
5	2	Seyedeh, K.T.	2
6	2	Thurasamy, R.	2

Table 8 shows the representation by affiliations. The number of representation describes the rank of the university or institution. The result shows the rank from one to six, which is shows the number of representation from two authors and above. Thus, the result indicate that the Universiti Sains Malaysia leads the table with its 20 authors being featured in the publications of the AAMJ, followed by the International Islamic University Malaysia (6 representations) and the Universiti Utara Malaysia (5 representations). While, 4 representations by The Universiti Malaysia Sarawak and Universiti Kuala Lumpur Business School. The institutions that have at least three to two authors who have featured in the publications of the journal are depicted in *Table 8*.

Table 8. Representation by affiliations.

No	Rank	Affiliations	Country	No. of representation
1	1	Universiti Sains Malaysia	Malaysia	20
2	2	International Islamic University Malaysia	Malaysia	6
3	3	Universiti Utara Malaysia	Malaysia	5
4	4	Universiti malaysia Sarawak	Malaysia	4=
5	4	Universiti Kuala Lumpur Business School	Malaysia	4=
6	5	Universiti Kebangsaan Malaysia	Malaysia	3=
7	5	University of Malaya	Malaysia	3=
8	5	Taylor's University	Malaysia	3=
9	6	Can Tho University	Vietnam	2=
10	6	Universiti Putra Malaysia	Malaysia	2=
11	6	Indian Institute of Management	India	2=
12	6	National Institute of Technology	India	2=
13	6	Universiti Malaysia Sabah	Malaysia	2=
14	6	Vietnam National University	Vietnam	2=
15	6	Universiti Sultan Zainal Abidin	Malaysia	2=
16	6	Universiti Malaysia Pahang	Malaysia	2=
17	6	Universiti Teknologi Malaysia	Malaysia	2=

Base on *Table 9*, it is observed from the data given that a total of 20 different countries have contributed papers to the AAMJ during 2015 to 2019. Malaysia, being

the country of the origin of the journal, is the top performer with a record contribution of 37 articles, followed by India with 6 articles, and Indonesia with 4 articles. However, contributions from all other countries are found to be remarkably less than 3 and below.

Table 9. *Country-wise distribution of the contributions.*

No	Ranking	Country	No. of article	Percentage no. of contributions
1	1	Malaysia	37	48.1
2	2	India	6	7.8
3	3	Indonesia	4	5.2
4	4	Thailand	3=	3.9
5	4	Vietnam	3=	3.9
6	4	USA	3=	3.9
7	4	Bangladesh	3=	3.9
8	5	Korea	2=	2.6
9	5	Pakistan	2=	2.6
10	5	Australia	2=	2.6
11	5	Iran	2=	2.6
12	5	Philippines	2=	2.6
13	6	Italia	1=	1.3
14	6	New Zealand	1=	1.3
15	6	Japan	1=	1.3
16	6	Palestine	1=	1.3
17	6	Dubai	1=	1.3
18	6	China	1=	1.3
19	6	Germany	1=	1.3
20	6	Oman	1=	1.3
Total			77	100.00

Visible publication

Based on the analysis performed on 78 journals published in AAMJ, it was found that there were 54 journals cited by other researchers (*Table 10*). The total number of citations available is from Google Scholar and Scopus index. On the other hand, the journals were not cited by another researcher, as many as 24 journals.

Table 10. Visible publications.

No	Title	Authors	Years	Google scholar	Scopus
1	The influence of transformational and transactional leadership on knowledge sharing: an empirical study on small and medium businesses in Indonesia	Rawung, F.H., Wuryaningrat, N.F., and Elvinita, L.E.	2015	38	14
2	Family business succession planning: unleashing the key factors of business performance	Ghee, W.Y., Ibrahim, M.D., and Abdul-Halim, H.	2015	33	11
3	Brand personality toward customer purchase intention: the intermediate role of electronic word-of-mouth and brand equity	Hojjat, V., and Seyed, H.M.N.	2016	21	1
4	The effects of local business environments on smes' performance: empirical evidence from the mekong delta	Dut, V.V.	2015	18	7
5	The impact of internal factors on small business success: a case of small enterprises under the felda scheme	Khadijah, M.R., Mohammad, N.M.N., and Suhana, M.A.	2017	16	7
6	Ethics, corporate social responsibility and the use of advisory services provided by SMES: lessons learnt from Japan.	Haron, H., Ismail, I., and Oda, S.	2015	13	6
7	A sustainable manufacturing strategy framework: the convergence of two fields.	Ocampo, L.A., and Clark, E.E.	2015	13	6
8	Effects of leader-member exchange, interpersonal relationship, individual feeling of energy and creative work involvement towards turnover intention: a path analysis using structural equation modeling	Muhammad, S.A., and Ayesha, A.	2016	13	3
9	Does foreign ownership increase financial reporting quality?	An, Y.	2015	13	0
10	Exploring the impact of Islamic business ethics and relationship marketing orientation on business performance: the Islamic banking experience	Widana, G.O., Wiryono, S.K., Purwanegara, M.S., and Toha, M.	2015	12	2
11	Career satisfaction and psychological well-being among professional engineers in Malaysia: the effect of career goal development	Rahim, N.B., and Siti- Rohaida, M.Z.	2015	9	7
12	Brand personality scale: how do Indian consumers interpret the personality dimensions?	Khandai, S., Agrawal, B., and Gulla, A.	2015	8	0
13	Influence of participation in decision making on job satisfaction, group learning, and group commitment: empirical study of public sector undertakings in India	Shilpi, S., and Pavan, S.K.	2017	6	3
14	Sheepskin effects in the returns to higher education: new evidence for Malaysia	Norhanishah, M.Y.	2017	6	3
15	Rural tourism destination competitiveness of kubah national park in Sarawak: tourists' perspective	Fung-Yee, L., and May- Chiun, L.	2016	6	2
16	The role of staffing and orientation practices in predicting service-oriented organisational citizenship behaviour	Azzat, M.N., Noor, H.A., and Cheng, L.T.	2016	6	2
17	Influence of supervisory control on salesperson performance: examining the role of adaptive selling behaviour as a mediator	Kok-Leong, W., and Cheng- Ling, T.	2016	6	2
18	Anthropomorphism in advertising: the effect of anthropomorphic product demonstration on consumer purchase intention	Dwinita, L., Harry, S., and Adi, Z.A.	2017	6	2
19	The significant contribution of Islamic relationship marketing practice in Malaysian Takaful industry towards determining customer gratitude, trust, and commitment	Marhanum, C.M.S.	2016	6	1
20	Regulation, incentives and government policy: how does it stimulate R&D engineers' innovative behaviours in Malaysian biotechnology SMES?	Nurul, S.S., Cheng, L.T., and Sofri, Y.	2016	5	1

21	Audit exemption for small and medium enterprises: perceptions of Malaysian auditors	Hasnah, H., Ishak, I., Yuvaraj, G., and Zulhawati, H.	2016	5	1
22	Ethnic migrant entrepreneurs' opportunity exploitation and cultural distance: a classification through a matrix of opportunities	Hamid, H.A., Everett, A.M., and O'Kane, C.	2018	4	3
23	Examining the effects of environmental components on tourism destination competitiveness: the moderating impact of community support	Chee-Hua, Chin, May-Chiun, Lo, Vikneswaran N., and Peter, S.	2016	4	2
24	The contribution of perceived firm marketing innovation initiatives to customer perceived value and loyalty: does switching experience really matter?	Stephanie, H.W.C., Malliga, M., and Ramayah, T.	2016	4	1
25	Effect of management commitment to internal marketing on employees' satisfaction. a case study: imam Jafar Sadeqh hospital nurses	Ali, M.S., and Shima, S.B.	2016	4	1
26	Job resources as a mediator between management trust climate and employees' well-being: a cross-sectional multilevel approach	Michelle, L.C.C., and Mohd, A.I.	2017	4	1
27	The use of financial derivatives in measuring bank risk management efficiency: a data envelopment analysis approach	Shahsuzan, Z.	2017	4	1
28	The relation between turnover intention, high performance work practices (HPWPS), and organisational commitment: a study among private hospital nurses in Malaysia	Nasurdin, A.M., Ling, T.C., and Khan, S.N.	2018	4	0
29	Effects of six personality factors of CEOs at small and medium-sized enterprises on performance in business management focusing on learning and growth	Man-pil, H., Bong-ihn, S., and Joon-ho, K.	2017	3	3
30	A dynamic approach to the start-up business ecosystem: a cross-comparison of Korea, China, and Japan	Myungho, L., Minhwa, L., and Junic, K.	2017	3	3
31	Spillover effects of FDI and trade on demand for skilled labour in Malaysian manufacturing industries	Yunus, N.M., Said, R., and Azman-Saini, W.N.W.	2015	3	2
32	Service quality of Indian banks: a fuzzy inference system approach	Sreekumar, S., and Mahapatra, S.S.	2015	3	2
33	Identifying the antecedents for relationship quality model and its outcomes for priority banking customers in Indonesia	Syafrizal, Nabsiah, A.W., and Ishak, I.	2017	3	2
34	Ethical commitments and financial performance: evidence from publicly listed companies in Malaysia	Ahmad, F.Z.A., Hafiza, A.H., and Akmalia, M.A.	2017	3	2
35	Using individual values of information technology professionals to improve software development management practices in Thailand	Jirachieppattana, W.	2015	3	1
36	Unfair dismissal for Australian workers: the hundred-year journey	Southey, K.	2015	3	1
37	Antecedents of trust towards the attitude of charitable organisation in monetary philanthropic donation among generation-y	Hassan, S.H., Masron, T.A., Mohamed, N., and Thurasamy, R.	2018	3	1
38	Interactions of short-term and long-term interest rates in Malaysian debt markets: application of error correction model and wavelet analysis	Hadi, A., Razak, A., Zainuddin, Z., Hussain, H.I., and Rehan, R.	2019	2	11
39	Perceived career-related practices and knowledge sharing behaviour: a preliminary study in Oman	Faridahwati, M.S., Said H.A., Alexander, B., and Ahmad, S.A.	2016	2	1
40	Capturing the 'pioneering minds' via human capital: the impact on innovative performance of Malaysian SMES	Hasliza, A.H, Noor, H.A, T.Ramayah, and Seyedeh, K.T.	2016	2	1

41	Clustering shoppers by mall experience for emerging Indian city	Sanjeev, P., Sumeet, G, Harvinder, S, T.Sai, V, and Chandan, P.	2016	2	1
42	How efficient are Malaysian public universities? a comparative analysis using data envelopment analysis	Lim, H.E., Fauziah, Md.T., Nur, A.H.A., and Yen, S.H.	2016	2	0
43	The role of leader's spiritual leadership on organisation outcomes	Nguyen P.V., Tran, K.T. Dao, K.H., and Dinh, H.P.	2018	2	0
44	Technical efficiency in transport manufacturing firms: evidence from Malaysia	Mohd, F.A, Rahmah, I., Noorasiah, S., and Basri, A.T.	2017	1	1
45	Adaptive selling behaviour: a study among salesperson in pharmaceutical industry	Leong, W.K., and Tan, C.L.	2018	1	1
46	Creating sustained strategic capabilities through organisational dynamic capabilities and strategies: a case study of rubber wood export industry in Thailand	Hareebin, Y., Aujirapongpan, S., and Siengthai, S.	2018	1	1
47	Network competence and firm performance: the mediating role of entrepreneurial innovativeness among Malaysian Chinese entrepreneurs of wholesale businesses	Sajilan, S., and Tehseen, S.	2019	1	1
48	Analysing the price discovery function of crude palm oil futures (FCPO) before and after Sariah-compliance	Ahmad, N.	2015	1	0
49	Investigating the nexus between personality traits and Islamic work ethics	Mastura, A.W.	2017	1	0
50	Service innovation management practices and pricing practices for performance in Malaysian telecom	Seyedeh, K.T,K., Jayaraman, S.A.R., and Ali, Q.	2017	1	0
51	Management control systems and firm sustainability: evidence from textile and apparel businesses in Thailand	Phaprukbaramee, U.	2017	1	0
52	An empirical investigation of factors affecting entrepreneurial capability (EC) environment in Asean-5 economies	Afzal, M.N.I., Siddiqui, S.A., and Sulong, R.S.	2018	1	0
53	Self-identity and social identity as drivers of consumers 'purchase intention towards luxury fashion goods and willingness to pay premium price	Salem, S.F., and Salem, S.O.	2018	1	0
54	Mediating effect of corporate image and students' satisfaction on the relationship between service quality and students' loyalty in TVET HLIs	Hassan, S., Shamsudin, M.F., Hasim, M.A., Mustapha, I., Jaafar, J., Adruthdin, K.F., and Ahmad, R.	2019	1	0

Conclusion

The AAJM that has long been the publication field of various studies since 1996 again and has 24 volumes as of 2019. Each volume has a journal of all the selected fields including editorial papers, in each issue. It has rightly accommodated contributions from twenty different countries, namely, Malaysia, India, Indonesia, Thailand, Vietnam, USA, Bangladesh, Korea, Pakistan, Australia, Iran, Philippines, Italia, New Zealand, Japan, Palestine, Dubai, China, Germany and Oman urging a possible wide dissemination of its publications. While, based on the results shows by the keyword contribution, this study reveals some findings that can help guide researchers in the field of Small and Medium Enterprises (SMEs). Nevertheless, contribution against other areas is not published. Therefore, this study can demonstrate that researchers or scientists need to intensify their efforts in the field that are less published.

Acknowledgement

This research study is self-funded.

Conflict of interest

The authors confirm that there are no conflict of interest involve with any parties in this research study.

REFERENCES

- [1] Bornmann, L., Mutz, R. (2015): Growth rates of modern science: a bibliometric analysis based on the number of publications and cited references. – *Journal of the Association for Information Science and Technology* 66(11): 1-28.
- [2] Cobo, M. J., Martínez, M. A., Gutiérrez-salcedo, M., Fujita, H., Herrera-viedma, E. (2015): Knowledge-based systems 25 years at knowledge-based systems: a bibliometric analysis. – *Knowledge-Based Systems* 80: 3-13.
- [3] De Bellis, N. (2009): *Bibliometrics and Citation Analysis: From the Science Citation Index to Cybermetrics*, Lanham, Maryland. – The Scarecrow Press 417p.
- [4] Fahimnia, B., Sarkis, J., Davarzani, H. (2015): Green supply chain management: a review and bibliometric analysis. – *International Journal Production Economics* 162: 101-114.
- [5] Fu, H., Ho, Y., Sui, Y., Li, Z. (2010): A bibliometric analysis of solid waste research during the period 1993-2008. – *Waste Management* 30(12): 2410-2417.
- [6] Gaviria-marin, M., Merigó, J.M., Baier-fuentes, H. (2018): Knowledge management: a global examination based on bibliometric analysis. – *Technological Forecasting & Social Change* 140: 194-220.
- [7] Heradio, R., de la Torre, L., Galan, D., Cabrerizo, F.J., Herrera-Viedma, E., Dormido, S. (2016): Virtual and remote labs in education: a bibliometric analysis. – *Computers & Education* 98: 14-38.
- [8] Hughes, D., Hughes, A., Powell, A., Al-Sarireh, B. (2019): Hepatocellular carcinoma's 100 most influential manuscripts: a bibliometric analysis. – *International Journal Hepatobiliary Pancreat* 9: 1-11.

- [9] Liao, H., Tang, M., Luo, L., Li, C., Chiclana, F., Zeng, X. (2018): A bibliometric analysis and visualization of medical big data research. – *Sustainability* 10(1): 2-18.
- [10] Mamdapur, G.M.N., Govanakoppa, R.A., Rajgoli, I.U. (2011): Baltic astronomy (2000-2008): a bibliometric study. – *Annals of Library and Information Studies* 58(1): 34-40.
- [11] Merigó, J.M., Blanco-Mesa, F., Gil-Lafuente, A.M., Yager, R.R. (2017): Thirty years of the international journal of intelligent systems: a bibliometric review. – *International Journal of Intelligent Systems* 32(5): 526-554.
- [12] Merigó, J.M., Cancino, C.A., Coronado, U.D. (2016): Academic research in innovation: a country analysis. – *Scientometrics* 108(2): 559-593.
- [13] Mishra, D., Gunasekaran, A., Papadopoulos, T., Childe, S.J. (2016): Big data and supply chain management: a review and bibliometric analysis. – *Annals of Operations Research* 270(1-2): 313-336.
- [14] Mongeon, P., Paul-Hus, A. (2015): The journal coverage of web of science and scopus: a comparative analysis. – *Scientometrics* 106(1): 213-228.
- [15] Muhuri, P.K., Shukla, A.K., Abraham, A. (2019): Industry 4.0: a bibliometric analysis and detailed overview. – *Engineering Applications of Artificial Intelligence* 78: 218-235.
- [16] Niñerola, A., Maria-vict, S., Hern, A. (2019): Tourism research on sustainability: a bibliometric analysis. – *Sustainability* 11(5): 1-17.
- [17] Nunen, K., Van Li, J., Reniers, G., Ponnet, K. (2017): Bibliometric analysis of safety culture research. – *Safety Science Journal* 11p.
- [18] Odriozola-Fernández, I., Berbegal-Mirabent, J., Merigó-Lindahl, J.M. (2019): Open innovation in small and medium enterprises: a bibliometric analysis. – *Journal of Organizational Change Management* 32(5): 533-557.
- [19] Rey-martí, A., Ribeiro-soriano, D., Palacios-marqués, D. (2015): A bibliometric analysis of social entrepreneurship. – *Journal of Business Research* 69(5): 1651-1655.
- [20] Sarkodie, S.A., Strezov, V. (2019): A review on environmental kuznets curve hypothesis using bibliometric and meta-analysis. – *Science of The Total Environment* 649: 128-145.
- [21] Sinkovics, N. (2016): Enhancing the foundations for theorising through bibliometric mapping. – *International Marketing Review* 33(3): 327-350.
- [22] Swain, D.K., Rautaray, B. (2014): Bibliometric analysis of the journal of educational media and library science from 2008 to 2012. – *A Journal of Library and Information Science* 8(1): 9-14.
- [23] Swain, C.K., Swain, D., Rautaray, B. (2013): Bibliometric analysis of library review from 2007 to 2011. – *Library Review* 62(8/9): 602-618.
- [24] Thanuskodi, S. (2011): Library herald journal: a bibliometric study. – *Researchers World* 2(4): 68-76.
- [25] The Asian Academy of Management Journal (2021): The bibliographic data from 2015 to 2019. – Scopus Official Portal. Available on:
<https://www.scopus.com/home.uri>
- [26] Xu, L., Marinova, D. (2013): Resilience thinking: a bibliometric analysis of socio-ecological research. – *Scientometrics* 96(3): 911-927.