

TRENDS IN RESEARCH PUBLICATIONS ON INVESTMENT- A BIBLIOMETRIC ANALYSIS

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Abstract

An investment is something bought to generate income or appreciation. An asset's value appreciates with time. The search about the investment opportunities are increasing day by day as the people are very much concerned about growing their money. Therefore, the study focusing on the trends in research publications on investments with the help of bibliometric analysis. The studies conducted on the years from 2010 to 2022 were considered for the analysis. A total of 55704 documents were found. Of these, the documents with 0 citations were deleted and only 1416 were considered for the study.

Keywords: commerce, management, tourism, investment and economics

INTRODUCTION

Bibliometric analysis is a statistical tool which shows quantitatively the analysis of written publications. It consists on review of the literature, indicating the number, evaluation and main trends of publications concerning a specific subject. For discovering and analyzing massive amounts of scientific data, bibliometric analysis is a popular and thorough method. It helps us understand the complexities of a field's evolutionary history and shines a light on its developing subfields. However, its use in commercial studies is fresh and, in many cases, undeveloped. An investment is something bought to generate income or appreciation. An asset's value appreciates with time. When someone buys a good as an investment, they want to use it to build money in the future. An investment involves spending time, effort, money, or an asset today in hopes of a better return in the future. An investor may buy a monetary asset now in hopes that it will offer future income or be sold for a profit. Stock or Equities, Bonds or fixed income securities, Index funds and mutual funds, Real Estate, Commodities, Crypto currencies and collectibles are the various types of investment opportunities. The search about the investment opportunities are increasing day by day as the people are very much concerned about growing their money. Therefore, the study focusing on the trends in research publications on investments with the help of bibliometric analysis.

METHODOLOGY

The study concentrates on the research publications related to the investments avenues with the help of bibliometric analysis. It is done with the help of the website dimensions. The documents were extracted by the keywords such as commerce, management, tourism,

investment and economics. The studies conducted on the years from 2010 to 2022 were considered for the analysis. A total of 55704 documents were found. Of these, the documents with 0 citations were deleted and only 1416 were considered for the study.

Bibliometric Analysis

For bibliometric analysis, the study is divided into different parts on the basis of co-authorship based on authors, co-authorship based on Countries, citation analysis on authors, and content analysis based on keywords are done in the study and the most relevant of them were shown below:

Co-authorship analysis

A major contributor to a journal article is called a co-author. They are also both responsible and answerable for the research results that are made public. Co-authorship is one of the most visible ways that people work together on research. A co-authorship network is a type of social network in which authors are linked to each other through their work on one or more publications. In co-authorship networks, the "nodes" are the authors, organizations, or countries that wrote the paper together. Table 1 shows the Co-authorship analysis based on the authors in the field of studies related with investments. For example, there are many ways to use the analysis of co-authorship networks in health research. Co-authorship analysis could give health organizations useful scientific information for their strategic planning. The authors looked at the Brazilian scientific co-authorship networks for six tropical diseases that haven't gathered much attention (dengue, Chagas disease, leishmaniasis, leprosy, malaria and tuberculosis). Through SNA, they were able to find the most active research groups, the public health approach to these diseases, and other relevant information that could help with the management of control programmes.

Table 1: Co-authorship analysis on authors

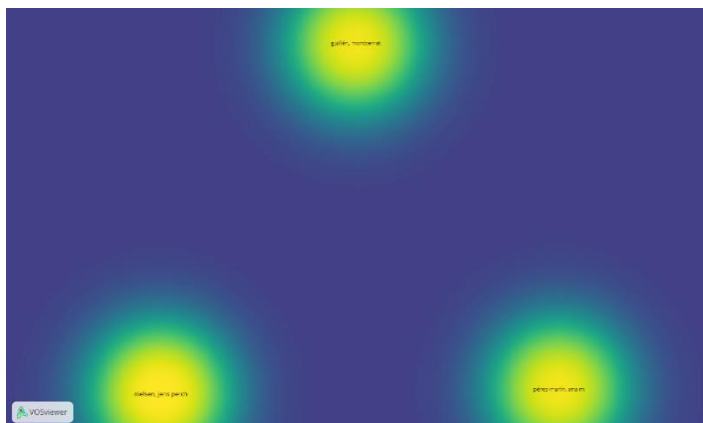
Author	Documents	Citations
Oecd	15	30
chen, an	11	64
blake, david p.	6	25
fleten, stein-erik	5	18
maurer, raimond	5	43
mittchell, olivia s.	5	317
nielsen, jens perch	5	45
nijman, theo	5	27
vigna, elena	5	133
apergis, Nicholas	4	36
bredin, don	4	75
clark, gordon l.	4	13
cowling, marc	4	296
fong, joelle h.	4	15

Source (s): Analysis output

The co-authorship analysis based on Authors shows that the most prominent authors in the field were Oced contributed largest number of documents with 30 citations, followed by Chen, co-

authored 11 documents with 64 citations and blake and david p. co-authored 6 documents with 25 citations.

Figure 1: Co-authorship –based on authors



Source (s): Analysis Output

Co-authorship analysis based on countries

Bibliometric mapping is meant to use statistical methods to evaluate academic outputs like publications and citations in a certain field. In science mapping, journals, documents, and authors are the most common units of analysis. The relationship between units can be shown as a graph or network, where the units are the nodes of circles and the relationships between them are the lines that connect two nodes. In this study, bibliometric network maps for countries and authors were made with the vos viewer software. The table no. 2 shows the most relevant countries which made studies on investments in the world.

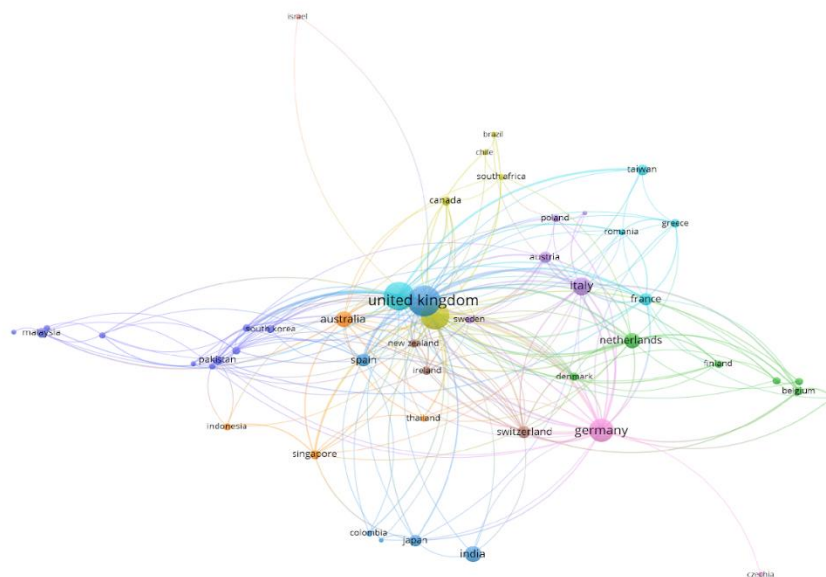
Table 2: Co-authorship analysis based on Countries

Country	Documents	Citations
United Kingdom	207	4767
China	173	2974
United States	158	3361
Germany	121	1586
Italy	74	1036
Australia	57	693
India	56	398
Netherlands	50	704
Spain	37	393
France	34	581
Switzerland	31	1126
Japan	28	875
Austria	27	658
Taiwan	24	233
Malaysia	22	286

Source (s): Analysis output

Bibliometric methods have been used to study scientific production and research trends in many scientific fields. The co-authorship analysis based on countries are found more on United Kingdom in 207 documents with 4767 citations, followed by china in 173 documents with 2974 citations and in United States in 158 documents with 3361 citations. Therefore, it can be inferred that the research publications related with the trends in investment schemes are found more on U.K., China, U.S., Germany, Italy, Australia etc.

Figure 2: Co-authorship analysis based on Countries



Source (s): Analysis output

Citation Analysis

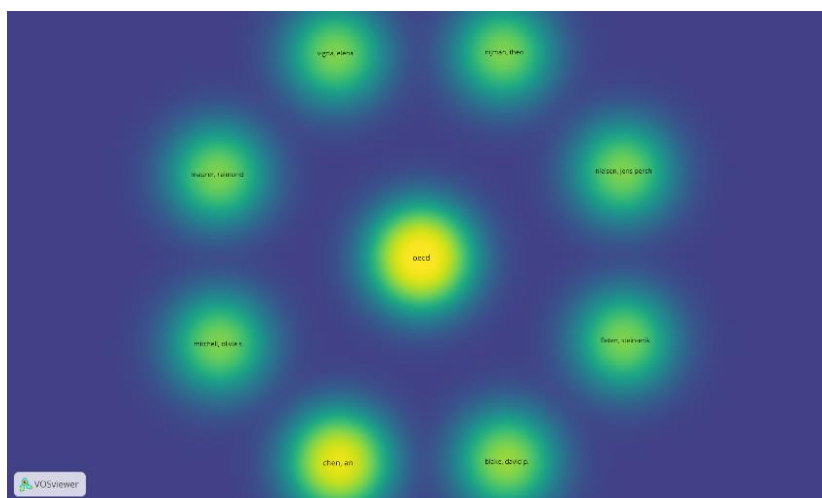
A citation analysis is a type of bibliometric study that counts how many times a published work is referred to in other works. The method of figuring out how important or "good" an article is by counting how many times other authors mention it in their own work. Citation analysis is a way to figure out how influential a book or author is by counting how many times their work is cited in other works. The caveat is that there isn't a single tool for citation analysis that gathers all publications and the references they use. To get a full picture of an author's or a book's impact, we need to look in more than one database to find all of the references that have been cited. Scopus gives citation counts for each article it indexes (limited to article written in 1996 and after). It has information about more than 15,000 journals from more than 4,000 international publishers in all kinds of fields. Citation analysis can be done on the basis of authors, documents cited etc. The table no. 3 represents the citation analysis of the field 'investment' based on authorship.

Table 3: Citation Analysis based on Authors

Author	Documents	Citations
Mitchell, Olivia S.	5	317
Vigna, Elena	5	133
Chen, An	11	64
Nielsen, Jens Perch	5	45
Maurer, Raimond	5	43
Oecd	15	30
Nijman, Theo	5	27
Blake, David P.	6	25
Fleten, Stein-Erik	5	18

The table no.3 shows the citation analysis based on authors. From the table, it can be inferred that the most cited documents regarding investment schemes are authored by Mitchell, Olivia S. with 317 citations, Vigna, Elena with 133 citations and Chen with 64 citations. Therefore, the mostly cited papers on investments are written by Mitchell, Olivia S. The following figure represent the citation analysis on investments based on authors.

Figure 3: Citation analysis based on authors



Source (s): Analysis output

Content Analysis

A qualitative and quantitative analysis of the previous research that the articles are based on; A statistical look at how many times these articles have been cited; and A look at what the authors said about the "relevance" or "justification" for their research that was published in Science Studies. Here, the content analysis is made in the context of keywords. The most repetitive keywords in the field of study are considered first. The table no. 4 shows the content analysis on keywords in the field of publication in content analysis.

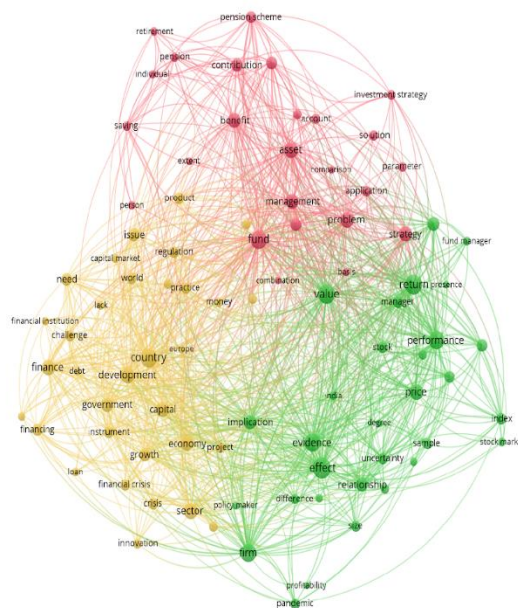
Table 4: Content analysis on keywords

Term	Occurrences	Relevance Score
Effect	285	0.4741
Value	259	0.2117
Return	244	0.6317
Fund	237	0.2956
Country	227	0.4316
Performance	218	0.8093
Firm	213	0.7368
Evidence	205	0.4309
Development	178	0.6126
Asset	169	0.5639
Price	169	0.887
Problem	160	0.57
Sector	160	0.5791
Finance	154	1.5224
Strategy	153	0.7198
Capital	152	0.5228

Source (s): Analysis output

The content analysis shows that, the most re-occurring value in the bibliometric analysis of investment are Effect occurred 285 times, followed by Value occurred 259 times and Return which occurred 244 times in the studies of investments. The occurrence of these words are highly influenced by its importance in the field of study.

Figure 4: Content Analysis



Source (s): Analysis output

Findings

The study attempted to analyse the trends in research publications on investment using bibliometric analysis. The study is done on four basis. They are Co-authorship analysis based on authors and Countries, Citation analysis based on authors and Content analysis based on keywords. The major findings from these are listed below:

1. The co-authorship analysis based on Authors shows that the most prominent authors in the field were Oced contributed largest number of documents with 30 citations.
2. The co-authorship analysis based on countries are found more on United Kingdom in 207 documents with 4767 citations.
3. The most cited documents regarding investment schemes are authored by Mitchell, Olivia S. with 317 citations.
4. The content analysis shows that, the most re-occurring value in the bibliometric analysis of investment are Effect occurred 285 times.

CONCLUSION

Investment analysis is the process of researching and evaluating a security or industry to try to predict how it will do in the future and figure out if it is right for a certain investor. When analyzing an investment, we might also have to evaluate or make an overall financial strategy. There are bottom-up, top-down, fundamental, and technical types of investment analysis. The study analysed the trends in research publications on investment, with the help of bibliometric analysis which may help to ascertain the investment trends all around the world and to know the importance of research and the research gap in this field.

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