MAPPING RESEARCH TRENDS IN TOURISM, MARKETING, AND BUSINESS MANAGEMENT: A BIBLIOMETRIC ANALYSIS AND FIELD REVIEW WITH ABAC JOURNAL'S POSITION

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Abstract

This study aims to analyze research trends and thematic developments in the field of tourism, marketing, and business management, from 2021 to 2024, and to evaluate the ABAC Journal's thematic alignment and research positioning within these fields using global trends as a benchmark. A bibliometric analysis of 365,942 Scopus-indexed publications was conducted using keyword co-occurrence mapping and Louvain clustering, with cosine similarity applied to refine thematic classification. A total of 297 articles were selected for qualitative interpretation to deepen content understanding. The results reveal four widely shared research directions across the three fields, including (1) Sustainability, (2) Psychology and Behavior, (3) AI, Digital Strategy, and Customer Experience, and (4) COVID-19 and Risk Management. In addition, each field features a unique thematic area: Leisure, Well-being, and Social Dynamics in tourism; Brand Equity, Consumer Trust, and Digital Engagement in marketing; and Governance, Public Policy, and Institutional Development in business management. The ABAC Journal, while highlighting a practical focus especially within Southeast Asia, contributes across all thematic areas in tourism, marketing, and business management. It demonstrates strong proportions and citation performance in Psychology and Behavior, particularly in marketing and tourism. Although topics related to AI, Digital Strategy, and Customer Experience, as well as Sustainability in marketing, receive high citation impact, they remain underrepresented by volume. By comparison, engagement with Sustainability, especially in tourism, appears disproportionately high relative to its citation impact. The overall findings of this study suggest that the ABAC Journal, along with other journals of similar scope, should strengthen engagement with emerging areas such as digital innovation, AI applications, and customer experience, while continuing to prioritize sustainability-related themes as an enduring focus in contemporary research.

Keywords: Tourism, Marketing, Business Management, Bibliometric Analysis, Louvain Clustering, Cosine Similarity, Journal Positioning

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1. INTRODUCTION

The dynamic expansion of academic publishing in tourism, marketing, and business management has highlighted a need for systematic evaluations of thematic alignment and scholarly influence. Regional journals, especially those in Southeast Asia, are increasingly seeking to position themselves within global research ecosystems while retaining their contextual relevance. The applied focus and growing international orientation of Southeast Asian regional journals make them appropriate examples for examining how regional publications engage with global thematic structures (Barrot, 2023; Fisher et al., 2017; Tantengco, 2021). Bibliometric methods offer a robust approach for this purpose, enabling scholars and editors to map intellectual landscapes, detect emerging research themes, and assess alignment with international scholarly directions (Donthu et al., 2021; Passas, 2024).

Across domains, bibliometric studies have demonstrated the value of such analysis. Journal-level bibliometric evaluations have become a recognized component of academic publishing, commonly used as research-based approaches to assess scholarly focus, thematic development, and intellectual contributions. Recent studies have applied such evaluations across psychology (Din et al., 2025), finance (Guillén-Pujadas et al., 2025), management science (Hussain et al., 2025), and food supply chain research (Kumar et al., 2025), where thematic alignment and strategic positioning are actively discussed. Even in more specialized fields such as orthopedics (Vaishya et al., 2025), bibliometric evaluation is used to map scholarly trends and assess journal development. These examples reflect how bibliometric methods are widely applied across disciplines as part of evidence-based journal evaluation.

In tourism and hospitality, co-word and co-citation techniques have been widely used to identify evolving themes and conceptual structures (Köseoğlu et al., 2016; Sahin & Yilmaz, 2021). In marketing and finance, recent studies highlight how emerging concepts like the metaverse are gaining traction and reshaping consumer engagement, virtual experience design, and digital economies (Dwivedi et al., 2023; Barrera & Shah, 2023). Moreover, sustainability-oriented fields such as food supply chain management increasingly apply citation network analysis to evaluate research governance, resilience, and cross-sectoral implications (Grabs & Garrett, 2023). These diverse applications reinforce the potential of bibliometric techniques as both analytical and strategic tools for journal development and policy insight.

The ABAC Journal was selected as a representative case due to its broad disciplinary scope and its coverage of the three focal fields of this study: tourism, marketing, and business management. It is a regional journal based in Southeast Asia (Emerald Publishing, 2025). This positioning allows it to reflect the research priorities and scholarly contributions emerging from the region, making it a relevant case for assessing thematic alignment and development. Furthermore, the ABAC Journal has shown notable growth in academic influence, as reflected by its rising Scopus CiteScore, which increased from 0.5 in 2021 to 3.2 in 2024 (Scopus 2025). This upward trajectory highlights its increasing visibility and relevance in international research landscapes, making it a representative case of a growing regional journal for analyzing how such outlets align with global research benchmarks. This study focuses on understanding thematic patterns across global journals and positioning the ABAC Journal within those trajectories. It is guided by two primary objectives: (1) to analyze research trends and key thematic areas in the fields of tourism, marketing, and business management, from 2021 to 2024, and (2) to examine the ABAC Journal's thematic focus and its alignment with broader research directions. To achieve these aims, the study addresses the following research questions:

RQ1.1: What are the descriptive characteristics and field distributions of research publications in tourism, marketing, and business management from 2021 to 2024?
RQ1.2: What thematic clusters and research directions emerge across tourism,

marketing, and business management based on keyword co-occurrence and bibliometric structure?

RQ2: How does the ABAC Journal's thematic focus compare to global research trends in tourism, marketing, and business management during 2021–2024?

Situating an inquiry within a bibliometric and comparative framework, allows a study to not only map current research priorities but also offer strategic guidance for journal development, especially in emerging academic contexts. This study applies a bibliometric analysis approach focused on keyword co-occurrence (co-word analysis) to explore the thematic composition and publication patterns within tourism, marketing, and business management research. The method follows a structured process involving the definition of objectives, systematic literature collection, and data preprocessing (Passas, 2024), combined with algorithmic mapping of keyword relationships to detect conceptual structures and research directions (Klarin, 2024). These procedures enable descriptive profiling and thematic mapping to reveal field patterns, identify current clusters, and support cross-source comparisons through clear and interpretable outputs.

2. METHODOLOGY

2.1 Data Collection

To ensure transparent disclosure and reproducibility of results, this study applied the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) 2020 framework to manage data collection and screening (Figure 1). PRISMA offers a clear protocol for documenting a literature search and the selection steps in relation to predefined research questions, contributing to the transparency of data-driven review processes (Page et al., 2021). Bibliographic records were retrieved from the Scopus database, chosen for its broad coverage of peer-reviewed literature and its inclusion of the ABAC Journal, which serves as a focal point in the comparative analysis. The database also enables field-level mapping and benchmarking across tourism, marketing, and business management, reflecting the journal's main scope.

Search terms were developed for each field and applied to titles, abstracts, and keywords. The search was limited to English-language journal articles published between 2021 and 2024. Filters were applied to include only documents within the subject areas of social sciences, business, economics, decision sciences, and arts and humanities, which correspond to the ABAC Journal's subject categories in Scopus. Complete search terms are provided in Appendix A1. The initial search yielded 395,612 records (Tourism: n = 66,028; Marketing: n = 71,002; Business Management: n = 258,582). After removing duplicates and records with missing metadata, 365,942 articles (Tourism: n = 60,214; Marketing: n = 63,656; Business Management: n = 242,072) were retained for analysis. Of these, 297 articles (Tourism: n = 71; Marketing: n = 84; Business Management: n = 142) were selected for review, as detailed in Section 2.3.

2.2 Data Cleaning

After screening, a structured data cleaning process was conducted to ensure consistency and improve keyword interpretability. Python version 3.13.3 was used to automate the initial normalization steps. The script employed pandas (McKinney, 2010) for data handling and organization, along with regular expressions to remove numbers, punctuation, and other non-essential characters. Lemmatization was then applied using the NLTK package (Bird et al., 2009) to reduce plural forms and standardize word variations. To improve keyword mapping,

a custom synonym dictionary was manually created based on high-frequency terms identified during pre-analysis. This dictionary was used to unify semantically equivalent expressions. For example, covid, coronavirus, and covid pandemic were merged under covid-19. A manual review also followed to correct lemmatization artifacts, such as replacing social medium with social media. Representative keywords were selected based on the highest frequency term among each group of variants.

2.3 Analysis and Virtualization
1) Descriptive Analysis

Descriptive analysis was performed using R version 4.4.3 with the bibliometrix package (Aria & Cuccurullo, 2017). The dataset was converted into a bibliographic dataframe, and key indicators such as publication volume, document age, citation rates, and author-level metrics were summarized across the three fields: tourism, marketing, and business management. To support comparative interpretation, Python was used to create visualizations that highlighted both national publication outputs and international collaboration patterns.

2) Cluster-Based Bibliometric Analysis

2.1) Clustering

To explore the thematic structure of the literature, a co-occurrence network was constructed and visualized using VOSviewer version 1.6.20. In this network, nodes represent keywords and edges represent the co-occurrences between them. The strength of each edge was based on keyword frequency, the number of connected keywords, and the total number of co-occurrences, capturing both the prominence of keywords and their relational connectivity. VOSviewer's mapping technique positions nodes in two-dimensional space based on their similarity, allowing for intuitive visualization of thematic patterns in the dataset (Van Eck & Waltman, 2010). While the software offers a built-in clustering function, Louvain clustering was applied instead to identify modular communities, defined as groups of keywords more densely connected to one another than to the rest of the network. This method was selected for its ability to optimize modularity, estimate the number of clusters automatically, and generate coherent structures in large-scale networks (Barbier & Jeangirard, 2025; Chen et al., 2023; Elsamani & Kajikawa, 2024). Since the Louvain algorithm involves random initialization, the clustering was performed 100 times using different seed values from 1 to 100. The resulting cluster configurations were manually compared against a predefined set of thematic keywords and the seed that produced the most meaningful alignment with prior thematic expectations was selected. This approach aligns with broader practices in network analysis where algorithmic results are interpreted alongside domain knowledge to enhance conceptual robustness and interpretive validity (Donthu et al., 2021; Klarin, 2024).

Cosine similarity was used to measure proximity between keyword vectors, allowing comparison both across clusters and between articles and cluster profiles. This replaced frequency-based matching, which assigns articles to clusters based solely on overlapping keyword counts and may bias results toward general or high-frequency terms that appear across multiple themes (Donthu et al., 2021; Bawack et al., 2022). Vector-based similarity improved the precision of article–theme alignment. The analysis proceeded in two parts. First, qualitative thematic mapping was performed by selecting representative articles for each cluster based on cosine similarity, citation count, publication year, field alignment, and thematic relevance. Second, quantitative profiling examined article and citation counts per cluster to compare scope and influence.

2.2) Cluster Thematic Interpretation

After identifying modular communities through co-word clustering, each cluster was qualitatively interpreted to uncover its thematic focus. This process followed a structured approach that combined bibliometric mapping with interpretive analysis. Drawing on the

scanning, sensing, and substantiating framework (Lim & Kumar, 2024), the analysis began by scanning high-frequency keywords and article titles within each cluster. This was followed by sensing conceptual relationships and contextual meanings through the review of representative abstracts and author keywords. Substantiating involved triangulating these insights with citation counts, publication years, and alignment with field-specific discourse.

Cluster labels were assigned inductively by integrating dominant keywords, metadata, and content from representative articles. This approach aligns with recent developments in bibliometric content analysis that emphasize combining quantitative mapping with qualitative interpretation (Klarin, 2024; Bawack et al., 2022). While the labeling process was conducted manually, it was supported by iterative reflection using ChatGPT-4 to enhance the thematic clarity of clusters, the interpretability of data, the visual coherence, and the logical organization of the visualizations. This reflects emerging LLM-assisted methodologies for scalable cluster naming in large-scale studies (Barbier & Jeangirard, 2025). The interpretive step also reflects principles of transdisciplinary bibliometric research (Kajikawa, 2022), facilitating broader contextual understanding and enabling cross-field comparison beyond rigid disciplinary boundaries.

Figure 1. PRISMA Flow Diagram and Methods (Adapted from Dzhunushalieva & Teuber, 2024 And Page Et Al., 2021).
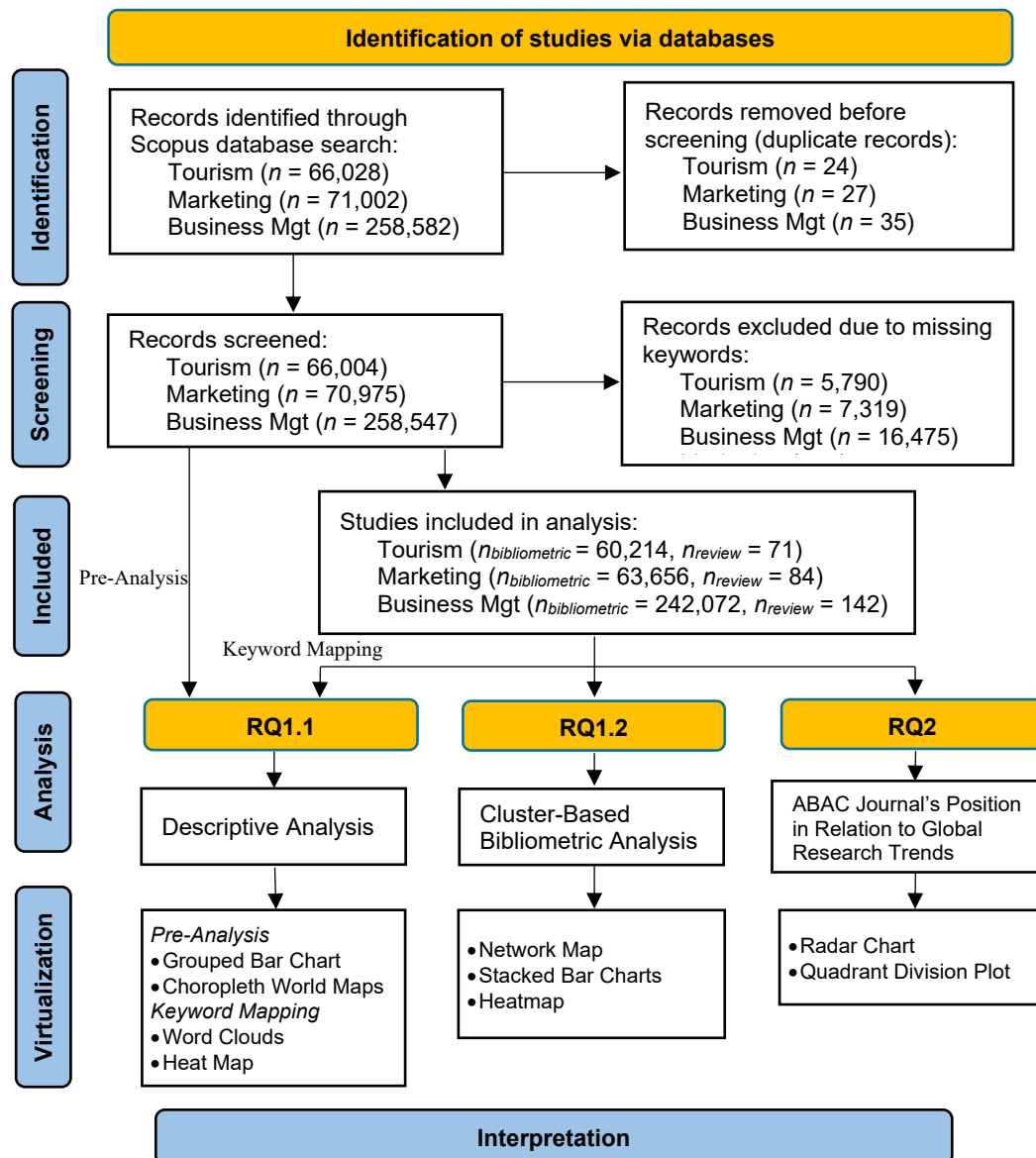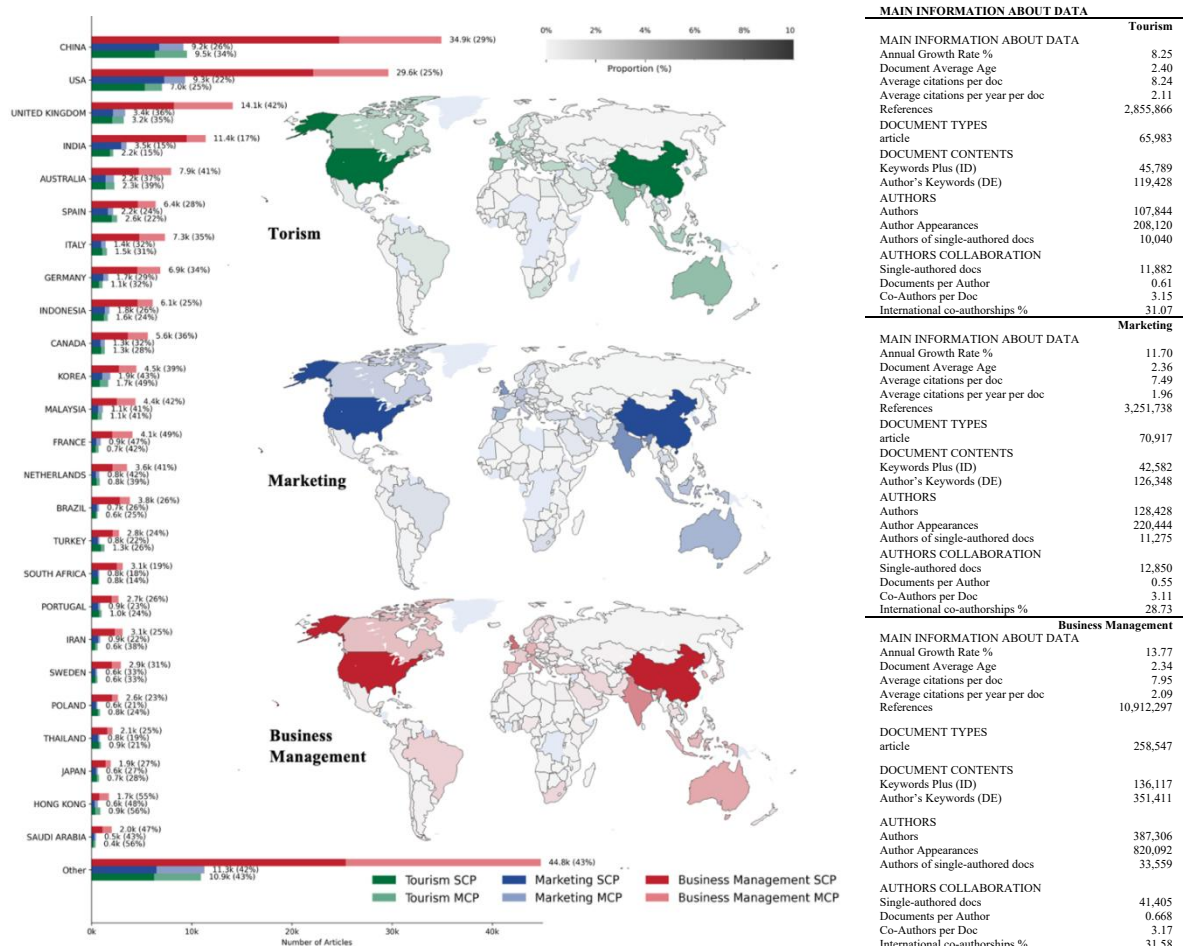
3. RESULTS

3.1 Descriptive

1) Main information

The pool of worldwide publications analyzed in this study spans three fields: tourism, marketing, and business management, each showing distinct patterns in growth, output, and citation. Business management showed the fastest annual growth at 13.77 percent and the largest volume with 258,547 articles and the highest counts of references and keywords. Marketing followed with 11.7 percent growth and 70,917 articles. Tourism has grown more modestly at 8.25 percent with 65,983 articles, but leads in terms of citation efficiency, averaging 8.24 citations per article and 2.11 per year. Co-authorship patterns were similar across fields at around three authors per article, though tourism had slightly more single-authored studies. International collaboration was highest in business management and tourism, with both fields yielding values of just over 31 percent, while marketing was slightly lower at 28.73 percent (Figure 2).

Figure 2. Global Publication Output, Collaboration Patterns, and Descriptive Metrics in Tourism, Marketing, and Business Management

MAIN INFORMATION ABOUT DATA

	Tourism
MAIN INFORMATION ABOUT DATA	
Annual Growth Rate %	8.25
Document Average Age	2.40
Average citations per doc	8.24
Average citations per year per doc	2.11
References	2,855,866
DOCUMENT TYPES	
article	65,983
DOCUMENT CONTENTS	
Keywords Plus (ID)	45,789
Author's Keywords (DE)	119,428
AUTHORS	
Authors	107,844
Author Appearances	208,120
Authors of single-authored docs	10,040
AUTHORS COLLABORATION	
Single-authored docs	11,882
Documents per Author	0.61
Co-Authors per Doc	3.15
International co-authorships %	31.07

	Marketing
MAIN INFORMATION ABOUT DATA	
Annual Growth Rate %	11.70
Document Average Age	2.36
Average citations per doc	7.49
Average citations per year per doc	1.96
References	3,251,738
DOCUMENT TYPES	
article	70,917
DOCUMENT CONTENTS	
Keywords Plus (ID)	42,582
Author's Keywords (DE)	126,348
AUTHORS	
Authors	128,428
Author Appearances	220,444
Authors of single-authored docs	11,275
AUTHORS COLLABORATION	
Single-authored docs	12,850
Documents per Author	0.55
Co-Authors per Doc	3.11
International co-authorships %	28.73

	Business Management
MAIN INFORMATION ABOUT DATA	
Annual Growth Rate %	13.77
Document Average Age	2.34
Average citations per doc	7.95
Average citations per year per doc	2.09
References	10,912,297
DOCUMENT TYPES	
article	258,547
DOCUMENT CONTENTS	
Keywords Plus (ID)	136,117
Author's Keywords (DE)	351,411
AUTHORS	
Authors	387,306
Author Appearances	820,092
Authors of single-authored docs	33,559
AUTHORS COLLABORATION	
Single-authored docs	41,405
Documents per Author	0.668
Co-Authors per Doc	3.17
International co-authorships %	31.58

Note. SCP refers to Single Country Publications, and **MCP** refers to Multiple Country Publications. The Choropleth World Maps are based on the location of corresponding authors.

2) Country Contribution and Collaboration Patterns

The United States and China are the dominant contributors across all three fields, with publication volumes far exceeding other countries (Tourism: United States 7,041, China 9,528; Marketing: United States 9,350, China 9,184; Business Management: United States 29,626, China 34,918). In each field, the third and fourth countries, typically the United Kingdom and India, contribute notably less, highlighting a sharp drop after the top two. Collaboration patterns also differ. The United States maintains a balanced mix of international and domestic co-authorship, while China shows slightly higher Multiple Country Publications (MCP) ratios but still leans toward domestic production. The United Kingdom consistently stands out with high MCP ratios across fields, such as 41.8 percent in business management, reflecting strong international engagement. India, despite high output, shows limited collaboration, with MCP ratios often below 15 percent.

In Southeast Asia, Indonesia serves as a relevant regional benchmark, with the highest publication output in the region across all three fields (Tourism: 1,621 publications, Marketing: 1,768, Business Management: 6,103), leading Southeast Asia in each category. However, its MCP ratios remain moderate at around 25 percent, placing it in the middle to lower range of international collaboration. Malaysia is the most internationally engaged in the region, with MCP ratios consistently above 40 percent across fields (Tourism: 41 percent from 1,052 publications, Marketing: 41 percent from 1,138 publications, Business Management: 42 percent from 4,383 publications). Thailand, which hosts the ABAC Journal, contributes steadily (Tourism: 944 publications, Marketing: 813, Business Management: 2,085), but its MCP ratios are relatively low compared to most countries in the global top 25 (Tourism: 21 percent, Marketing: 19 percent, Business Management: 25 percent). This suggests that the majority of its research output is produced through domestic collaboration (Figure 2).

3) Most Frequent Keywords

The combined word clouds and heatmaps (Figure 3) illustrate both shared and field-specific research themes across tourism, marketing, and business management. Common keywords such as covid-19, social media, and sustainability appear prominently in all fields. These terms have both high occurrence and strong total link strength, meaning they not only appear frequently but also co-occur with many other keywords, serving as central nodes in each field's conceptual network. In contrast, field-specific keywords are positioned toward the outer areas of the heatmap. Spatial and experiential themes such as hospitality and destination image, are emphasized within tourism, while psychological and strategic terms such as consumer behavior and purchase intention are highlighted within marketing. Business management research is marked by organizational terms such as entrepreneurship, leadership, and SMEs, which are less common in the other fields. This structure reveals how shared global challenges have created thematic overlap, even as each discipline maintains distinct research priorities.

Figure 3. Common and Field-Dominant Keywords Based on Co-Occurrence and Total Link Strength

3.2 Cluster-Based Bibliometric Analysis

Based on Louvain clustering, which groups co-occurring keywords into distinct themes by maximizing modularity, the analysis identified six clusters in tourism, six in marketing, and seven in business management. Across fields, four common research themes emerge: Sustainability (S), Psychology and Behavior (PB), AI, Digital Strategy, and Customer Experience (AD), and COVID-19 and Risk Management (C). Each field also includes one unique theme. In tourism, this is Leisure, Well-being, and Social Dynamics in Tourism (T-U). In marketing, it is Brand Equity, Consumer Trust, and Digital Engagement (M-U). In business management, the unique theme is Governance, Public Policy, and Institutional Development (B-U). These clusters illustrate how domain-specific priorities complement broader shared concerns across fields (Figure 4).

Figure 4. Clustered Co-Occurrence Network and Thematic Composition
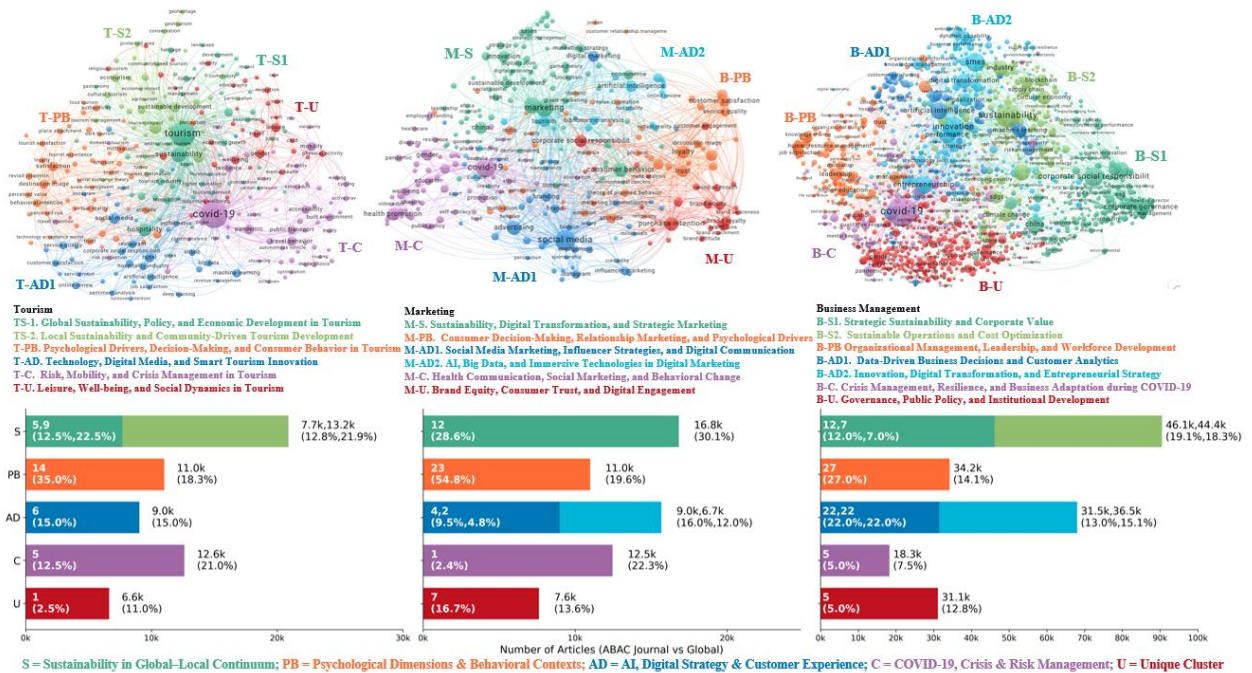
Note. Field label prefixes: T- = Tourism, M- = Marketing, B- = Business Management. Cluster suffixes: S = Sustainability, PB = Psychology and Behavior, AD = AI Digital Strategy and Customer Experience, C = COVID-19 and Risk Management, U = Unique.

Citation patterns show that the most cited global clusters vary across fields (Figure 5). In tourism, Technology, Digital Media, and Smart Tourism Innovation (T-AD: mean = 11.17, SD = 28.79, median = 4.00) receives the highest citations. In marketing, AI, Data-Driven Decision-Making, and Customer Experience (M-AD2: mean = 9.81, SD = 37.33, median = 3.00) leads, while in business management, Sustainable Operations and Cost Optimization (BS-2: mean = 9.76, SD = 20.61, median = 4.00) ranks highest. ABAC Journal articles show different strengths, with the most cited clusters in Psychological Drivers, Decision-Making, and Consumer Behavior in Tourism for tourism (T-PB: mean = 5.57, SD = 3.25, median = 6.00) and Consumer Decision-Making, Relationship Marketing, and Psychological Drivers for marketing (M-PB: mean = 5.26, SD = 3.96, median = 7.50), while AI, Data-Driven Decision-Making, and Customer Experience lead for business management (B-AD1: mean = 5.50, SD = 5.76, median = 4.50). High standard deviations and noticeable gaps between the mean and

median in several clusters indicate strong right-skewed distributions, suggesting that a small number of highly cited papers inflate the average.

Cosine similarity analysis based on keyword co-occurrence patterns reveals conceptual linkages across all three fields (Figure 5). Business management shows consistent alignment with tourism clusters, particularly in areas such as AI, Digital Strategy and Customer Experience and Sustainability. Notably, cross-field connections between tourism and marketing, as well as between marketing and business management, demonstrate conceptual inter-relations, especially in clusters focused on AI, Digital Strategy and Customer Experience. Within business management, internal cluster similarity values reach .31, reflecting focused thematic coherence. The strongest individual connection appears between tourism and marketing in the psychology and behavior clusters, where similarity reaches .61. These patterns suggest that tourism, marketing, and business management are thematically interconnected, with overlapping interests in digitalization, behavioral insights, and strategic development that support interdisciplinary engagement.

Figure 5. Comparative Citation Metrics and Cluster Similarity Across Research Fields

ID	ABAC Journal Citations Mean (SD)	Median	Global Citations Mean (SD)	Median
Tourism				
TS-1	2.20 (2.59)	1.00	8.19 (17.90)	3.00
TS-2	2.11 (2.20)	2.00	7.04 (14.88)	3.00
T-PB	5.57 (3.25)	6.00	9.82 (23.11)	4.00
T-AD	3.17 (2.86)	3.50	11.17 (28.79)	4.00
T-C	4.20 (4.20)	3.00	9.51 (21.02)	4.00
T-U	0.00 (NA)	0.00	5.19 (13.63)	2.00
Marketing				
MS	4.67 (3.34)	5.00	7.90 (19.79)	2.00
M-PB	5.26 (3.96)	7.50	8.70 (18.63)	3.00
M-AD1	7.75 (6.55)	5.00	7.91 (18.28)	2.00
M-AD2	4.50 (0.71)	4.50	9.81 (37.33)	3.00
M-C	5.00 (NA)	5.00	5.01 (10.50)	2.00
T-U	4.00 (3.83)	4.50	8.78 (17.37)	3.00
Business Management				
BS-1	0.75 (1.42)	0.00	7.45 (18.42)	2.00
BS-2	3.14 (2.91)	3.00	9.76 (20.61)	4.00
B-PB	2.81 (2.37)	3.00	6.76 (14.77)	2.00
B-AD1	5.50 (5.76)	4.50	9.48 (38.21)	3.00
B-AD2	4.00 (4.02)	2.50	9.79 (25.27)	3.00
B-C	2.80 (2.17)	4.00	7.21 (18.99)	2.00
B-U	2.00 (1.22)	2.00	4.91 (10.06)	2.00

Note. Field label prefixes: T- = Tourism, M- = Marketing, B- = Business Management. Cluster suffixes: S = Sustainability, PB = Psychology and Behavior, AD = AI Digital Strategy and Customer Experience, C = COVID-19 and Risk Management, U = Unique.

For each cluster, representative articles were selected to illustrate the core conceptual focus, drawing from both global publications and the ABAC Journal. Selection was informed by cosine similarity values, publication year, citation count, and thematic relevance to the field. Full details of the selected articles are provided in Appendix A2.

1) Sustainability in Global–Local Continuum (S)

T-S1. Global Sustainability, Policy, and Economic Development in Tourism (Tourism): This cluster highlights macro-level sustainability themes, showing how tourism promotes economic growth but also increases carbon emissions, requiring green innovation and renewable energy, especially in Asia (Razzaq et al., 2023; Shang et al., 2023). Big data and analytics aid tourism policy despite methodological fragmentation (Mariani & Baggio, 2022), while ICT and AI in OECD contexts help mitigate tourism's environmental impact and support work towards the SDGs (Balsalobre-Lorente et al., 2023). Enterprise-level strategies

such as digital marketing enable sustainable business recovery (Deb et al., 2024), though green HRM faces internal challenges which limit implementation (Tanveer et al., 2024). The ABAC Journal contributes regionally through studies on hospitality education in Nigeria (Fallon & Fagbolu, 2021), risk modeling in tourism investment (Khruachalee & Bodhisuwan, 2021), cruise tourism trends (Monpanthong, 2023), and SEM development via IGSCA (Sathatipe et al., 2024). Additionally, a macroeconomic study links FDI and oil prices to sustainable tourism growth in the Asia-Pacific region (Nghiem et al., 2024).

TS-2. Local Sustainability and Community-Driven Tourism Development (Tourism): This cluster highlights micro-level, community-driven tourism approaches focused on local participation, cultural preservation, and contextualized development. Rural revitalization reshapes non-urban economies (Yang et al., 2024a), while pandemic-era planning emphasizes equitable access to green spaces (Noszczyk et al., 2022). Studies call for regenerative tourism aligned with the SDGs and indigenous models (Bellato et al., 2023; Rasoolimanesh et al., 2023), with South Korean cases showing that intermediary-supported tourism boosts resident innovation (Lee et al., 2024). Research on economic corridors shows infrastructure and ICT investments empower communities amid environmental trade-offs (Wang et al., 2024). The ABAC Journal contributes regionally through work on community training, branding, and planning (Manosuthi, 2024; Manowaluilou & Vitheepradit, 2022; Prawira et al., 2023), along with studies on rural tourism in China (Cheng & Fallon, 2023), cultural tourism in Northern Thailand (Boonrueng et al., 2022), and buffer-zone tourism in a Thai wildlife sanctuary (Phumsathan et al., 2022). Additional ABAC research explores tourism innovation shaped by creative mindset and demographics (Yodchai et al., 2021), regional planning in secondary cities (Tongkaw, 2021), and cruise port quality perceptions (Rungroueng & Monpanthong, 2023).

M-S Sustainability, Digital Transformation, and Strategic Marketing (Marketing): This cluster links digital transformation and sustainability in strategic marketing. Foundational work addresses challenges in AI, augmented reality (AR), and ethical concerns in digital media (Dwivedi et al., 2021a), followed by a framework on mechanical, thinking, and feeling AI for segmentation and emotional engagement (Huang & Rust, 2021). Entrepreneurial strategies reveal gaps in early engagement and innovation (Barbosa et al., 2024), while digital finance supports green tech innovation under strong governance (Feng et al., 2022). Green marketing through eco-labeling and partnerships also influences sustainable behavior (Huang et al., 2024). The ABAC Journal offers regionally grounded insights, covering innovation in quick service restaurants (Karnreungsiri, 2022), engagement in sports events (Napontun et al., 2023a), trade exhibitions (Khongsawatkiat & Agmapisarn, 2023), and business performance linked to enterprise systems in hospitals (Subongkod & Hongsakul, 2024). Other studies address VR marketing in real estate (Tochaiwat et al., 2024), future housing development trends using the modified Delphi technique (Tochaiwat et al., 2024), e-commerce online repurchase intentions (Cordeiro et al., 2022), policy and compensation in education (Tarurhor, 2021), green logistics (Aroonsrimorakot et al., 2022), digital resilience in community enterprises (Romprasert & Trivedi, 2021), hotel adaptation (Tinakhat, 2021), agro-enterprise strategies (Grodgangunt et al., 2021), and eco-conscious food consumption (Winterstein & Habisch, 2021).

BS-1 Strategic Sustainability and Corporate Value (Business Management): This cluster underscores the integration of sustainability into strategic business management, with a strong focus on ESG, innovation, and digitalization as drivers of firm performance and long-term value. Foundational studies highlight ESG and CSR as essential to leadership and risk management, though implementation varies by context (Gillan et al., 2021). ESG disclosure improves performance, particularly in firms with strong governance and investor backing (Chen & Xie, 2022). Digital finance helps overcome financial barriers for ESG adoption,

especially in smaller firms (Mu et al., 2023), while ESG spillovers foster shared innovation and environmental awareness (Li et al., 2023). Innovation and digital transformation are also linked to higher competitiveness (Abbas et al., 2024) and firm valuation (Chen & Srinivasan, 2024). The ABAC Journal supports these themes through studies on ESG governance, such as equity costs and ownership structures (Hatane et al., 2024; Lerskullawat & Ungphakorn, 2024), dividend policy (Sangchan et al., 2023) sustainability guidelines for listed firms (Sittichanbuncha et al., 2024), and bibliometric reviews on sustainable investment (Qamar et al., 2024), FDI (Nghiem et al., 2024), and natural resource trade related to the SDGs (Srisawasdi & Cortes, 2024). Contributions to digital strategy include evaluations of ICT investment (Lozhkina et al., 2021), mission statement influence (Dikkatwar, 2023), and business cycle extraction methods (Pumjaroen & Sethapramote, 2023). In the domain of ethics and cultural framing, studies have examined feminist ethical theory in CSR reporting (Werastuti et al., 2022) and the mediating role of Sufficiency Economy Philosophy in social enterprise sustainability (Keeratipranon & Theerawanviwat, 2023).

B-S2. Sustainable Operations and Cost Optimization (Business Management): This cluster shifts focus from governance to operational strategies, emphasizing how sustainability and cost optimization are integrated through digital innovation, supply chain resilience, and green capabilities. Viable supply chains combine agility, resilience, and sustainability, especially in response to global disruptions (Ivanov, 2022), while Industry 5.0 introduces human-centric and reconfigurable supply chain systems that enhance value creation (Ivanov, 2023). Building on Industry 4.0, integrating circular economy principles into supply chains boosts resource efficiency (Lu et al., 2024), while blockchain supports transparency and traceability in sustainable logistics despite adoption barriers (Kouhizadeh et al., 2021). Broader transitions toward low-carbon development emerge through industrial restructuring and digital economies (Tan et al., 2024), with green HRM and innovation strengthening environmental performance, particularly in developing countries (Aftab et al., 2023). The ABAC Journal supports these themes through studies on sustainability-oriented processes, including green logistics (Aroonsrimorakot et al., 2022), closed-loop supply chains (Siali & Ramayah, 2023), sustainability in small-scale beef farming (Panbamrungkij et al., 2024), and integrated agribusiness models (Adzim, 2022), including blockchain applications in circular production systems (Batool et al., 2023). Cost-efficient strategies are addressed through air cargo logistics (Hongsakul, 2024) and value-added marketing for agro-community enterprises in southern Thailand (Grodgangunt et al., 2021).

2) Psychological Dimensions & Behavioral Contexts (PB)

T-PB. Psychological Drivers, Decision-Making, and Consumer Behavior in Tourism (Tourism): This cluster highlights psychological and behavioral mechanisms shaping tourism decisions and sustainability actions. Key studies apply the Theory of Planned Behavior and Norm Activation Theory to explain eco-friendly behavior (Han, 2021), while others explore engagement and value co-creation through experience quality and revisit intentions (Rather et al., 2022). The metaverse is also examined as a tool for hybrid engagement and virtual co-creation (Buhalis et al., 2023a). Residents' psychological responses to tourism are linked to trust, place attachment, and support for development (Ramkissoon, 2023). The ABAC Journal contributes studies on the marketing mix and image in restaurants (Pheunpha, 2021), hotel culture and employee retention (Ativetin, 2021), and destination image in medical tourism (Vashu et al., 2021), as well as service and food quality impacts (Praditbatuga et al., 2022) and the influence of branding on emotion and identity (Auemsuvarn & Ngamcharoenmongkol, 2022). Methodological advances include comparisons between factor- and component-based SEM (Rasmidatta, 2023), the use of IGSCA (Leruksa et al., 2023), and the application of Necessary Condition Analysis (NCA) in uncovering critical but non-

significant factors (Wattanawaraporn & Manosudhtikul, 2024). Ethical tourism behavior is also addressed, focusing on moral reasoning and sustainability support (Prasongthan, 2023; Ru-zhe et al., 2023; Sangthong and Soonsan, 2023). Additional studies examine satisfaction-driven outcomes such as trust and value (Tassawa & Khumhome, 2023), engagement in casual dining (Senachai et al., 2024), and brand equity shaped by eWOM (Rattanaburi, 2023).

M-PB. Consumer Decision-Making, Relationship Marketing, and Psychological Drivers (Marketing): This cluster explores consumer behavior and loyalty, along with methodological advances in marketing research. Behavioral studies have described fear shaped consumer reactions across generations during COVID-19 (Eger et al., 2021), while Bluetooth Low Energy (BLE) proximity marketing has been shown to enhance satisfaction and brand commitment (Alzoubi et al., 2022). Loyalty toward AI chatbots was found to be driven by perceived usefulness, coolness, and ethics (Niu & Mvondo, 2024). The Theory of Behavioral Control has been used to distinguish between covert and overt influences on decision-making (Lim & Weissmann, 2023), while flow-related elements such as enjoyment and vividness have been shown to boost engagement in e-commerce (Ruangkanjanases et al., 2024). Methodological contributions include early critiques of PLS-SEM adoption (Sarstedt et al., 2022), concerns over justification in business marketing studies (Guenther et al., 2023), and the introduction of Cross-Validated Predictive Ability Test (CVPAT) for improved predictive validation (Sharma et al., 2023). The ABAC Journal adds applied insight through studies on satisfaction and loyalty in higher education (Võ, 2021), self-service technology service quality (SSTQUAL) in airlines (Suwannakul & Khetjenkarn, 2022), and loyalty behavior in retail and telecom (Dhasan & Kowathanakul, 2021; Senachai et al., 2023). Further contributions cover ATK kit repurchase behavior (Kim et al., 2023) and digital service quality in IoT-based car services (Ekasari, 2023). Other ABAC studies emphasize relationship marketing and the psychological drivers shaping long-term behavior. Research explores online food delivery satisfaction (Yoopetch et al., 2022), repurchase intentions for apparel among Gen Y (Kitjaroenchai & Chaipoopiratana, 2022), and experiential marketing in meat-based food (Meeprom et al., 2024). Online consumer behavior in broader digital environments is also addressed (Sriram et al., 2021). In the hospitality sector, customer feedback on the environmental initiatives of hotels were found to vary by gender (Ru-zhe et al., 2023), while customer engagement through AI and employee-based services in restaurants was shown to build loyalty during crises (Meeprom & Suttikun, 2024). Packaging design has also been shown to play a role in perceived value and fairness in souvenir markets (Tassawa & Khumhome, 2023), while neuromarketing research has revealed how visual attention affects packaging appeal (Kalkova et al., 2023). In banking, bonding and collectivist orientation have been shown to predict loyalty and citizenship behavior (Cahaya et al., 2024); in telecom, innovative work behavior has been shown to drive proactive job effectiveness (Phromket et al., 2024). In investment, savings behavior was shown to moderate the effect of customer equity on loyalty (Borirakcharoenkit et al., 2022). Tourism research has linked destination personality and branding to revisit intentions (Auemsuvarn & Ngamcharoenmongkol, 2022), while perceived value has been shown to shape purchase decisions in restaurants (Pheunpha, 2021), real estate (Thaldumrong, 2024), and social commerce, where nano-influencer behavior has been shown to enhance platform stickiness (He et al., 2024). New insights into sport tourism also highlight the subtle influence of non-significant variables through necessity logic (Wattanawaraporn & Manosudhtikul, 2024).

B-PB. Organizational Management, Leadership, and Workforce Development (Business Management): This cluster focuses on how leadership and management strategies shape workforce development, performance, and well-being in evolving work environments. Entrepreneurial leadership has been shown to foster creativity through knowledge sharing, particularly among employees with high creative self-efficacy (Islam & Asad, 2024), while

sustainable human resource management (HRM) enhances engagement and resilience through alignment with common good values (Lu et al., 2023). In the service sector, green HRM has been shown to drive pro-environmental behavior when paired with environmental awareness and servant leadership (Darvishmotevali & Altinay, 2022). Methodological advancements in Human Resource Development (HRD) have increasingly adopted PLS-SEM for its flexibility in modeling complex organizational relationships (Legate et al., 2023). Organizational AI capabilities have been shown to contribute to creativity and firm performance (Mikalef & Gupta, 2021), and employee experience chatbots enhance internal communication while raising concerns over personalization and risk (Pillai et al., 2024). The ABAC Journal expands these themes through conceptual work on humble leadership (Noypa et al., 2021), inclusive organizational development (Fernando, 2022), innovation through high-performance systems (Phairat & Potipiroon, 2022), adaptive selling in microfinance (Ahmadi et al., 2023), spectator engagement in e-sports events (Satitsamitpong et al., 2024), and management control practices (Aroonsrimorakot et al., 2022). Other ABAC studies explore job insecurity and burnout (Peng & Potipiroon, 2022), employee retention (Ativetin, 2021), work-family conflict (Peng et al., 2024), and talent management strategies (Aloqaily, 2023a). Green HR is examined through employee voice (Aloqaily, 2023b), while training transfer (Khoso & Akaraborworn, 2022), emotional labor (Chuaychoo & Tunjoy, 2022), and learning agility (Kumar et al., 2023) connect to well-being. Applied studies include forensic accounting skills (Imjai et al., 2024) and return intentions in logistics (Vilaisri et al., 2023). Structured modelling approaches examine SEM for business performance in hospitals (Subongkod & Hongsakul, 2024), and cooperatives (Laliwan & Potipiroon, 2022), exploring the influence of policy, compensation, and psychological capital on performance and entrepreneurial intent (Poolsawat, 2021; Tarurhor, 2021). Forecasting models for ROE included in snother study, further extend methodological insight (Khuntaweethep & Koowattanatianchai, 2022). Studies on digital and remote transitions address online learning during COVID-19 (Kitcharoen, 2021), work-from-home policies in SMEs (Schreier et al., 2024), boutique hotel strategies (Phisunt, 2021), and academic achievement planning (Fallon & Fagbolu, 2021). Innovation culture is explored through shared leadership and employee enthusiasm in telecom (Phromket et al., 2024) and organizational contexts (Sofiyanti et al., 2024).

3) AI, Digital Strategy & Customer Experience (AD)

T-AD. Technology, Digital Media, and Smart Tourism Innovation (Tourism): This cluster highlights how technology and smart systems are reshaping tourism and hospitality. Research has shown that during COVID-19, preference for robot-staffed hotels increased due to health concerns (Kim et al., 2021), while trust in social media influencers was found to guide the entire travel decision process (Pop et al., 2022). Smart hospitality frameworks were found to emphasize big data, personalization, and ecosystem agility (Buhalis et al., 2023b). More recently, AI and generative tools such as ChatGPT have been examined for their transformative potential in marketing, customer experience, and service delivery (Bulchand-Gidumal et al., 2024; Dwivedi et al., 2024; Gursoy et al. 2023). The ABAC Journal contributes with research on low-season boutique hotel strategies using online booking and promotions (Tinakhat, 2021), and small restaurant entrepreneurs' use of digital platforms for financial decisions (Rachapaettayakom et al., 2021). Further research addresses customer satisfaction in food delivery apps (Yoopetch et al., 2022) and innovation in quick service restaurants (Karnreungsiri, 2022). Recent work has explored influencer-generated content and promotional design (Nukulkam & Theppituck, 2023), and the impact of AI-enabled services on customer loyalty during COVID-19 (Meeprom & Suttikun, 2024).

M-AD1. Social Media Marketing, Influencer Strategies, and Digital Communication (Marketing): This cluster explores the evolution of social media marketing

through influencer strategies and immersive digital engagement. Influencer research has been classified by source, message, and audience, affirming its branding value (Hudders et al., 2021), and further framed using social capital theory to explain communication effectiveness (Leung et al., 2022). TikTok studies have highlighted how humor and originality enhance hedonic experiences among youth audiences (Barta et al., 2023). Virtual influencers raise questions of authenticity, addressed through a typology including true to ideal, true to fact, and true to self (Koles et al., 2024), alongside case examples such as Nike's use of Metaverse platforms such as Roblox (Hollensen et al., 2023). Their rise also brings ethical concerns and reflections on the strategic risks and benefits of digital persona marketing (Mouritzen et al., 2024). The ABAC Journal has contributed localized insights, including digital service marketing in subscription-based food delivery (Jitsoonthornchaikul, 2023), and YouTube advertising avoidance shaped by perceived ad value (Napontun & Senachai, 2023). Tourism influencer photography has been examined to guide content design based on travel motivations such as relaxation, exploration, and social connections (Nukulkam & Theppituck, 2023). Recent work in e-sports marketing has identified the push and pull factors influencing spectator commitment through Structural Equation Modeling and Necessary Condition Analysis (Satitsamitpong et al., 2024).

M-AD2. AI, Big Data, and Immersive Technologies in Digital Marketing (Marketing): This cluster explores AI, immersive technologies, and analytics in digital marketing. Foundational work on fuzzy-set Qualitative Comparative Analysis (fsQCA) has emphasized configurational logic and methodological rigor (Pappas & Woodside, 2021). The concept of corporate digital responsibility (CDR) was introduced to address fairness, data ethics, and transparency in AI-driven marketing (Kunz & Wirtz, 2024). Avatar marketing was conceptualized through a framework linking design and behavioral realism to effectiveness (Miao et al., 2022), while the metaverse was mapped as a space reshaping branding, interaction, and service delivery (Barrera & Shah, 2023). Further studies have examined how metaverse marketing creates value and affects advertising and wellbeing (Dwivedi et al., 2023), and how avatar self-congruence influences flow and purchase behavior (Park & Kim, 2024). The ABAC Journal has contributed through a systematic review of SEM in tourism research, highlighting emerging hybrid methods such as IGSCA and PLSc-SEM for analyzing factor and composite models (Sathatip et al., 2024). Another study explored how visual branding elements such as shape and color influence tourist perceptions and destination preferences, reinforcing the role of digital aesthetics in consumer decision-making (Prawira et al., 2023).

B-AD1. AI, Data-Driven Decision-Making, and Customer Experience (Business Management): This cluster examines how AI, analytics, and digitalization transform organizational decision-making and value creation. AI is recognized as a disruptive force across sectors including finance, supply chain operations and management, and HR (Dwivedi et al., 2021b), with systematic reviews highlighting both opportunities and ethical challenges in AI-integrated HR practices (Vrontis et al., 2022). To optimize the impacts of AI, research has shown that firms must build not only technical infrastructure but also internal capabilities such as leadership and innovation culture (Chowdhury et al., 2023). Digital transformation efforts have been shown to improve marketing, accounting, and strategy functions, reinforcing the value of technology in enhancing performance (Calderon-Monge & Ribeiro-Soriano, 2024). Building analytics capabilities through data access and tools supports informed decision-making and adds business value (Chatterjee et al., 2024). Recent work on generative AI, such as ChatGPT, raises ethical concerns about bias, autonomy, and accountability, emphasizing the need for responsible adoption (Stahl & Eke, 2024). The ABAC Journal has contributed to this cluster through research on AI systems, customer behavior, and data-driven techniques. Studies have examined mobile banking (Qamar & Qureshi, 2022), mobile app adoption by small retailers (Ketkaew et al., 2021), electronic risk management in higher

education (Wahid et al., 2022), Customer Relationship Management (CRM) in the anti-aging business (Intayos et al., 2021), and digital purchase intentions for herbal products (Widyaningtyas et al., 2022). A study on MK Restaurants analyzed how corporate image and marketing mix influence consumer motives (Pheunpha, 2021). Customer engagement studies have covered AI- and employee-based service in restaurants (Meeprom & Suttikun, 2024), marketing mix in sports events (Napontun et al., 2023), co-creation in fitness centers (Khanngoen et al., 2023), satisfaction and trust in dining (Senachai et al., 2024), packaging design and perceived value across age groups (Tassawa & Khumhome, 2023), retail mix and engagement in fast-moving consumer goods (FMCG) (Senachai et al., 2023), visual branding in tourism (Prawira et al., 2023), cruise port satisfaction (Rungroueng, 2024), brand loyalty in fashion retail (Napontun et al., 2024), purchase intentions in social commerce (Taeratanachai et al., 2024), environmental feedback and gender in hotels (Ru-Zhe et al., 2023), ATK kit repurchase intentions (Kim et al., 2023), and trust in the latex glove industry (Kim et al., 2022). Contributions to modelling and analytics include tourism development using E-Delphi (Tongkaw, 2021), housing trend prediction with a modified Delphi technique (Tochaiwat et al., 2024), and network analysis using the HITS algorithm (Boonpong & Pheunsane, 2023).

B-AD2. Innovation, Digital Transformation, and Entrepreneurial Strategy (Business Management): This cluster focuses on how innovation and digital transformation shape enterprise performance, adaptability, and entrepreneurship. Rather than emphasizing AI and analytics alone, it highlights how digital initiatives are integrated into business models and strategies. Digital transformation requires new capabilities and organizational change, enabling firms to reshape operations and strategies (Verhoef et al., 2021). This process fosters innovation, drives growth, and improves market responsiveness, often supported by public policy (Peng & Tao, 2022). In smaller firms, tools such as social media analytics have been shown to enhance agility and dynamic capabilities (Wu et al., 2023). Green innovation also improves environmental performance when paired with strategic resource allocation (Sahoo et al., 2023). In supply chain research, AI has been shown to enhance resilience and adaptability by improving system-level information flow (Belhadi et al., 2024). Effective digital entrepreneurship further depends on aligning strategy with internal digital capabilities and culture (Proksch et al., 2024). The ABAC Journal has explored digital transformation and entrepreneurship through studies on fintech, logistics innovation (Niyawanont & Wanarat, 2021), and startup systems (Daowadueng, 2022; Kijkasiwat, 2021), along with leadership, innovation capabilities, and absorptive capacity linked to performance (Chinnapong et al., 2021; Jirawuttinunt et al., 2024; Sungthong et al., 2023; Thongyai & Potipiroon, 2022). Knowledge-based strategies and cross-cultural or intellectual factors are addressed in the context of SMEs (Atthawej et al., 2021; Rachapaettayakom et al., 2021) and Thai-Chinese ventures (Muensriphum et al., 2021). Business model transformations, disruptive innovation, and venture survival, reflect strategic adaptations (Huber et al., 2023; Kraivichien & Pruetipibultham, 2024). Sustainability and grassroots innovation appear in work on CSR and competitive advantages (Pumiviset & Suttipun, 2024), digital marketing (Romprasert & Trivedi, 2021), microcredit (Zahari et al., 2021), and OTOP initiatives (Srisawat et al., 2021). Additional contributions cover trade shows (Khongsawatkiat & Agmapisarn, 2023), service location decisions (Manowan et al., 2022), creativity in tourism (Yodchai et al., 2021), SME internationalization (Schreier et al., 2021), and cultural business performance (Rita et al., 2024), illustrating ABAC's broad applied scope in innovation and enterprise strategy.

4) COVID-19, Crisis & Risk Management (C)

T-C. Risk, Mobility, and Risk Management in Tourism (Tourism): This cluster addresses how tourism responds to crises, particularly COVID-19, through changes in traveler behavior, mobility, and governance. Studies show that perceived risk and fear drive protective

travel behavior (Zheng et al., 2021), while political trust, travel constraints, and health attitudes influence travel decisions through extended behavioral models (Shin et al., 2022). Broader analyses examine travel restrictions and geopolitical inequalities in mobility regulation (Seyfi et al., 2023). Related research covers transport innovations such as electric vehicle dispatch (Zhang et al., 2023) and the role of green infrastructure in active mobility (Yang et al., 2024b). The ABAC Journal provides context-specific insights, including modal shifts tied to cross-border railway development (Wichitphongsa & Ponanan, 2022) and crisis adaptations in Thai hotels. Organizational resilience and job security were shown to support engagement during COVID-19 (Prasongthan, 2022), while management accounting strategies were shown to have been restructured for financial and crisis control (Hongpukdee and Saraphat, 2024). Regarding travelers, domestic tourism studies have linked patriotic messaging, behavioral control, and trust to post-pandemic travel intentions (Tadawattanawit et al., 2023; Talawanich & Pongwat, 2024).

M-C: Health Communication, Social Marketing, and Behavioral Change (Marketing): This cluster examines how marketing and communication strategies shape consumer behavior during public health crises. One conceptual study frames COVID-19 as a generation-defining event that shifted psychographics and global consumption (Zwanka & Buff, 2021). Comparative research highlights how media trust and pandemic concern shaped news consumption and public orientation during the crisis (Van Aelst et al., 2021). Emotional triggers have also been shown to have influenced purchasing, with hedonic value driving impulse buying in online fashion during COVID-19, while traditional promotions had less impact (Chauhan et al., 2023). Beyond COVID-19, a social media audit reveals major regulatory gaps in tobacco promotion and influencer oversight on youth platforms (Kong et al., 2024). The ABAC Journal contributes with research on how patriotism and nationalism are used in crisis communication to influence domestic travel behavior (Talawanich & Pongwat, 2024).

B-C: Crisis Management, Resilience, and Business Adaptation during COVID-19 (Business Management): This cluster examines crisis management and business adaptation during COVID-19. Here, digital transformation emerged as a key resilience strategy, where tech investment supported firms under uncertainty (He et al., 2023). Regarding supply chains, digital twins were found to improve disruption monitoring (Ivanov & Dolgui, 2021), and a resilience framework guided sector-wide response strategies (Vanany et al., 2024). Job Demands–Resources theory was extended to show how coordinated strategies across individual, team, and organizational levels, supported employee well-being (Demerouti & Bakker, 2023). In small enterprises, digital adoption challenges in emerging markets were found to be in contrast with the benefits of FinTech and analytics for continuity (Akpan et al., 2022), while a post-crisis entrepreneurship framework guided SMEs through strategic resumption and recovery (Sharma et al., 2024). The ABAC Journal adds strategic and practical insights through case-based research on airline industry responses, highlighting government support and managerial adaptation (Chutiphongdech et al., 2023), resilience strategies in the Thai seafood supply chain (Prompatanapak et al., 2022), and the role of management accounting practices in maintaining hotel performance under crisis conditions (Hongpukdee & Saraphat, 2024). Broader societal perspectives include legal vulnerabilities among Thai sex workers during COVID-19 (Laikram & Pathak, 2021), and digital mental health, explored through an analysis of AI-related stress and online search patterns during COVID-19, providing insight into post-crisis technology, anxiety, and coping behavior (Khanthavit & Khanthavit, 2023).

5) Unique Clusters (U)

TU. Leisure, Well-being, and Social Dynamics in Tourism (Tourism): This cluster focuses on well-being in tourism, particularly how travel supports psychological health,

emotional restoration, and identity development. COVID-19 brought attention to the well-being of tourism workers, with one study showing how shifting stressors affected hotel employees' well-being and organizational commitment (Wong et al., 2021). For tourists, activities in natural, cultural, and adventure settings have been shown to support mental health and promote behavioral change (Buckley, 2023). Conceptual studies further explore hedonic and eudaimonic well-being, proposing frameworks that integrate detachment, engagement, affiliation, and meaning, and examining how transformative experiences such as volunteering and backpacking foster personal growth (Filep, 2024; Huang et al., 2024). The ABAC Journal contributes through a meta-analysis in sports tourism, identifying how satisfaction, nostalgia, and perceived benefits influence positive behavioral intentions (Manosudhikul, 2024).

M-U Brand Equity, Consumer Trust, and Digital Engagement (Marketing): This cluster focuses on how emerging technologies influence brand equity, consumer trust, and engagement. Blockchain traceability enhances trust and purchase intent for lesser-known brands (Treiblmaier & Garaus, 2023). Personalization and immersive experiences via AI and AR were shown to improve customer engagement and brand interaction (Ameen et al., 2021; Arghashi & Yuksel, 2022). Communication style in chatbots was shown to affect brand attitudes through parasocial interaction (Li & Wang, 2023), while virtual influencers present emotional and endorsement challenges (Zhou et al., 2024). Greenwashing was shown to risk damage to brand credibility, and increase brand hate (Santos et al., 2024). The ABAC Journal provides applied perspectives on branding. Studies explored loyalty-building through Sufficiency Economy Philosophy (Chaisuwan, 2021), brand utility in Chinese dried fruit marketing (Huang & Bunchapattanasakda, 2023), and the influence of the promotional mix on brand love in online fashion retail (Napontun et al., 2023b). Emotional trust and authenticity were shown to drive brand love and influence brand choice among Indonesian millennials (Yasri et al., 2024), while hotel e-WOM boosts equity and purchase intentions (Rattanaburi, 2023). Additional research includes brand equity model reviews for online retailers (Prachaseree et al., 2022) and tourism branding strategies that support sustainable regional brand identity and appeal in secondary cities (Manosuthi, 2024).

B-U: Governance, Public Policy, and Institutional Development (Business Management): This cluster focuses on how governance systems and institutional quality shape environmental and organizational outcomes. Strong institutional frameworks have been shown to enhance environmental tax effectiveness in OECD countries (Liu et al., 2023), while public sector engagement promotes corporate social responsibility through transparency and ethical facilitation (Wirba, 2024). In contrast, weak governance in developing nations has been shown to undermine climate adaptation and increase vulnerability (Eriksen et al., 2021). Non-state actors also influence governance outcomes. NGO governance and human resource capacity support entrepreneurship in circular economies (Luo et al., 2024), and shareholder engagement functions as external accountability that improves ESG performance (Barko et al., 2022). At the organizational level, eco-innovation and internal climate governance have been shown to help embed sustainability into firm strategy (Albitar et al., 2023). The ABAC Journal contributes to this cluster by addressing both cross-national policy engagement and governance by non-state actors. A study on Thailand–Malaysia logistics shows how institutional collaboration and public support improve cross-border performance (Pengman et al., 2022), while research on Chinese FDI in Thailand's Eastern Economic Corridor underscores the role of policy alignment and infrastructure in regional integration (Piboonsate & Ngampramuan, 2021). Governance within Thai cooperatives was examined through international principles and internal quality, calling for stronger state support and education (Singsee & Suttawet, 2021). Political ties were explored through an event study linking candidate affiliation to stock returns during the 2019 Thai election, revealing the financial effects of political connections (Changwatchai & Dheera-aumpon, 2024). Informal governance is reflected in a study of nano-

influencers in social commerce, where user engagement and perceived utility foster platform loyalty beyond institutional control (He et al., 2024).

3.3 ABAC Journal's Position in Relation to Global Research Trends

1) *Quantitatively Comparative Thematic Positioning: Global and ABAC Journal Research*

1.1) Sustainability in Global–Local Continuum (S): Global research in tourism emphasizes broad frameworks, environmental impact, and digital technologies, while the ABAC Journal focuses on community-based development, local planning, and cultural preservation in Southeast Asia. In **marketing**, global studies present conceptual models involving AI, AR, and ethics in sustainable branding, whereas ABAC highlights practical insights into eco-conscious retail, digital engagement, and consumer behavior in local markets. In **business management**, global literature emphasizes ESG strategies, innovation, and competitiveness on a multinational scale, while ABAC contributes context-specific research on green logistics, cost optimization, and sustainability practices for SMEs and regional sectors.

1.2) Psychological Dimensions & Behavioral Contexts (PB): In the area of psychological and behavioral research, global tourism studies focus on theoretical frameworks such as the Theory of Planned Behavior and value co-creation models, while the ABAC Journal emphasizes applied approaches, exploring consumer responses, branding, and structural modeling within tourism and hospitality settings. In **marketing**, global research highlights conceptual advances in consumer decision-making, digital engagement, and methodological innovations, whereas ABAC provides context-driven studies on loyalty, service satisfaction, and the emotional factors influencing purchasing behavior in diverse sectors. In **business management**, global literature centers on leadership models, AI capabilities, and organizational well-being, while ABAC contributes rich insights into HRM strategies, employee development, and innovation practices, tailored to local work environments and SMEs, bridging psychological concepts with operational relevance.

1.3) AI, Digital Strategy & Customer Experience (AD): In the field of **tourism**, global research emphasizes the role of smart systems, AI, and emerging technologies in transforming hospitality and travel experiences, while the ABAC Journal contributes applied studies on the digital strategies used by small businesses, food services, and loyalty-focused innovations. In **marketing**, global studies have explored immersive technologies, influencer strategies, and ethical concerns related to digital personas and metaverse branding, whereas ABAC focuses on consumer interaction with digital platforms, advertising responses, and influencer-driven content, tailored to regional markets. In **business management**, global literature centers on digital strategy, AI infrastructure, and adaptive enterprise transformation across sectors. The ABAC Journal complements this by showcasing how SMEs and specific industries apply digital tools, analytics, and customer engagement frameworks to enhance performance, navigate transformation, and promote innovation within practical, real-world business contexts.

1.4) COVID-19, Crisis & Risk Management (C): In the context of crisis and risk management, global **tourism** research highlights the theoretical models explaining travel behavior, trust, and policy responses during emergencies, while the ABAC Journal contributes local case studies on hospitality adaptation, cross-border mobility, and patriotic messaging that influenced domestic tourism recovery. In **marketing**, global literature has explored how health communication and emotional drivers shaped consumer behavior during the pandemic, often through comparative or media-centered approaches. In contrast, ABAC focuses on culturally

framed crisis messaging, particularly the use of nationalism and emotional narratives to support economic recovery. In **business management**, global studies have prioritized digital transformation, resilience frameworks, and workforce strategies, to manage uncertainty, whereas ABAC complements this with applied studies on supply chain recovery, management accounting during disruption, and broader social vulnerabilities, offering a nuanced perspective grounded in regional contexts and institutional constraints.

1.5) Unique Clusters (U): In the unique cluster, each field explores a different facet of research not covered in the core thematic domains. In **tourism**, the focus is on **leisure**, well-being, and emotional engagement, where global studies highlight conceptual models of psychological restoration and transformative travel. The ABAC Journal contributes by addressing how emotional and situational factors influence behavioral intentions in structured tourism settings such as sports tourism, offering a practical lens grounded in affective experience. In **marketing,** the emphasis is on **brand** equity and consumer trust within a rapidly evolving digital environment. Global literature has tended to focus on cutting-edge technologies such as blockchain, AR, and virtual influencers, while the ABAC Journal provides culturally grounded, market-specific perspectives on emotional branding, authenticity, and consumer loyalty in Southeast Asian contexts. In **business management,** the theme centers on **governance** and institutional development, with global research analyzing formal systems, public accountability, and ESG frameworks. ABAC extends this by exploring how governance unfolds through regional collaboration, cooperative systems, and informal mechanisms such as social commerce and political affiliation, thus situating institutional discourse within the lived realities of emerging economies. Together, these clusters reflect ABAC Journal's strength in translating broad global themes into applied, context-sensitive knowledge across diverse research domains.

2) Quantitative Distribution and Citation Impact Across Thematic Clusters

Quantitative comparison between research published in the ABAC Journal and global research reveals distinct patterns in thematic focus and citation impact across the five shared clusters (Figure 6). In tourism**,** ABAC places strong emphasis on Psychology & Behavior and Sustainability, each representing 35% of its articles, which suggests a consistent interest in emotional engagement and localized planning. In contrast, global literature distributes its attention more evenly, with Sustainability and COVID-19 & Risk Management receiving the highest shares. While ABAC's citation performance is moderate in Psychology & Behavior (median 3.5), it trails behind global citations in risk-related themes, reflecting a gap in policy-centered visibility.

In **marketing,** ABAC's most dominant clusters are Psychology & Behavior (46.94%) and Branding (unique) (24.49%), highlighting a strong applied focus on consumer trust, emotional branding, and culturally grounded insights. Global research, however, leans toward AI, Digital Strategy & Customer Experience and COVID-19 & Risk Management, underscoring its emphasis on digital innovation and health-related behavioral change. Notably, ABAC achieves its highest citation median in the Branding cluster (6.5), surpassing global performance in this area and reflecting a well-received contribution to emotionally driven marketing research.

In **business management**, ABAC displays a clear priority for AI & Digital CX (44%) and Psychology & Behavior (27%), emphasizing organizational innovation, workforce development, and SME transformation. Meanwhile, global research prioritizes Sustainability and maintains a more balanced spread across clusters. ABAC's highest citation median in this field occurs in AI & Digital CX (3.5), although it still lags slightly behind the global equivalent. ABAC's performance in the themes of COVID-19 & Risk Management and Governance is

less pronounced in both frequency and citation impact, indicating a relatively weaker footprint in policy and institutional topics.

Figure 6. Distribution of Research Themes Across Fields: ABAC vs Global
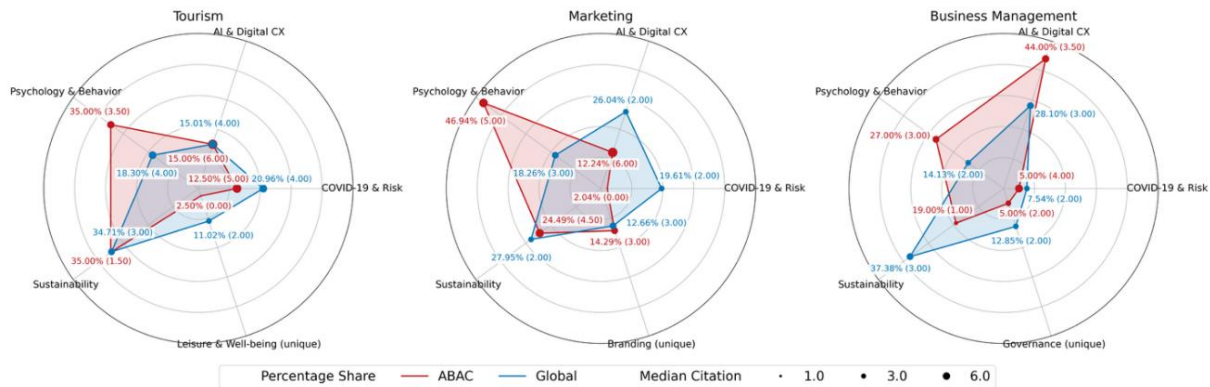
4. SUMMARY AND DISCUSSION

4.1 Summary

The findings identify four shared clusters across Tourism, Marketing, and Business Management: Sustainability; Psychology and Behavior; AI, Digital Strategy and Customer Experience; and COVID-19 and Risk Management; each reflecting distinct thematic orientations between global literature and the ABAC Journal. Bibliometric analysis offers a data-driven foundation for comparing these positions and guiding editorial or policy decisions (Passas, 2024). In Sustainability (S), global studies emphasize policy, ESG, and digital transformation, while ABAC centers on localized planning, campaign-based strategies, and SME-level applications. For Psychology and Behavior (PB), global work engages deeply with theoretical models and psychological constructs, whereas ABAC offers applied insights into consumer loyalty, emotional engagement, and workforce development. The AI, Digital Strategy and Customer Experience (AD) cluster shows global trends in immersive technology, smart systems, and digital ethics, while ABAC highlights digital adoption, customer interaction, and SME-focused innovation. In COVID-19 and Risk Management (C), global literature reflects behavioral modeling and resilience strategies, while ABAC contributes practical responses rooted in tourism recovery, emotional communication, and sector-specific adaptation. Each field also presents a unique thematic cluster (U) including well-being and transformation in tourism, culturally grounded branding in marketing, and informal governance and institutional quality in business. Table 1 provides a comparative summary of these patterns and highlights the ABAC Journal's position within each cluster, integrating both qualitative interpretation and quantitative metrics across fields.

Table 1. Comparative Thematic Positioning with ABAC Journal Positioning Across Fields

Shared Cluster	Field[†]	Qualitative	Quantitative[††]	ABAC Journal Positioning
Sustainability (S)	T	**Global** focus is on policy and environmental systems; **ABAC** emphasizes local planning and community action.	Global = 34.71%; 3.0 ABAC = 35%; 1.5	Emphasizes local tourism planning and community-level sustainability. High article share, but lower citation suggests this is overrepresented without proportional impact, signaling a need for scholarly deepening.

|				
	M	**Global** focus highlights digital innovation and ethics; **ABAC** focuses on practical strategies in local markets.	Global = 9.80%; 2.0 ABAC = 6.12%; 4.5	Provides applied insights into sustainability in marketing, particularly grounded campaigns. Despite fewer studies, the high citation rate indicates focused strength in practical sustainability communication.
	B	**Global** focus stresses ESG and competitiveness; **ABAC** addresses cost efficiency and SME sustainability.	Global = 37.38%; 3.0 ABAC = 4%; 1.0	Covers ethical business practices and sector-specific sustainability, but low article share and weak citation score suggest this theme is underrepresented and lacks traction in strategic ESG discussions.
Psychology & Behavior (PB)	T	**Global** focus explores psychological drivers and theories; **ABAC** focuses on applied models and behavioral responses in tourism.	Global = 18.57%; 4.0 ABAC = 35%; 6.0	Offers behavioral tourism insights including emotional response and service evaluation. With strong citation and high volume, this cluster is well-developed and influential.
	M	**Global** emphasis is on consumer decision models and digital engagement; **ABAC** highlights loyalty, value perception, and regional consumer behavior.	Global = 20.59%; 3.0 ABAC = 46.94%; 5.0	Focuses on loyalty, satisfaction, and emotional value in consumer behavior. With the highest article share and strong citation impact, this reflects a well-established area of strength within the journal.
	B	**Global** focus addresses leadership, AI, and organizational well-being; **ABAC** emphasizes applied HRM, workforce development, and contextual innovation.	Global = 18.69%; 2.0 ABAC = 27%; 3.0	Explores workforce motivation, retention, and leadership. With moderate article share and citation impact slightly above global levels, this is a developing area with growing applied relevance.
AI, Digital Strategy & Customer Experience (AD)	T	**Global** focus highlights smart systems and AI innovation; **ABAC** focuses on digital tools for small business and service experience.	Global = 16.66%; 4.0 ABAC = 15%; 3.5	Contributes to digital marketing and small business tech adoption in tourism. Article share and citations are closely aligned with global trends, indicating a steady and relevant area of focus.
	M	**Global** focus explores immersive tech and influencer branding; **ABAC** emphasizes localized digital behavior and content engagement.	Global = 26.04%; 2.0 ABAC = 10.2%; 6.0	Publishes on influencer content, immersive engagement, and consumer interaction. High citation impact despite moderate volume suggests this is a focused strength area in digital communication.
	B	**Global** focus is on AI strategy, digital transformation, and resilience; **ABAC** highlights SME applications, customer experience, and innovation practices.	Global = 17.75%; 3.0 ABAC = 44%; 3.5	Engages heavily in digital transformation for SMEs and service firms. The high volume of publications reflects strong engagement with the topic, but the moderate citation impact suggests that these contributions have yet to gain broader academic recognition.

COVID-19 & Risk Management (C)	T	**Global** emphasis is on behavioral models and policy response to crises; **ABAC** highlights local resilience, hotel adaptation, and patriotic messaging.	Global = 20.96%; 4.0 ABAC = 10%; 5.0	Emphasizes tourism recovery through patriotic messaging and hospitality adaptation. Although the volume is modest, the strong citation impact suggests a timely and well-received contribution to tourism crisis literature.
	M	**Global** focus is on crisis communication and shifting consumption patterns; **ABAC** explores national identity and emotional appeals in marketing recovery.	Global = 19.61%; 2.0 ABAC = 10.2%; 0.0	Focuses on national identity and emotional appeals in marketing recovery. While publication volume is limited and citations absent, this reflects an early step toward contributing to crisis-related marketing discourse.
	B	**Global** focus addresses organizational resilience and digital response strategies; **ABAC** offers practical insights into sector-specific adaptation and social impact during crises.	Global = 13.08%; 4.5 ABAC = 13%; 1.0	Documents organizational resilience and sector adaptation in the context of crisis. While citation impact is limited, the steady volume of publications reflects a practical contribution that has maintained relevance during the crisis period.
Unique (U)	T	**Global** focus explores well-being and transformation; **ABAC** focuses on emotional engagement and behavioral intentions in structured tourism.	Global = 9.09%; 2.0 ABAC = 5%; 0.0	Addresses psychological engagement in sport tourism. Very low citation and article share indicate limited focus and minimal academic impact in this theme.
	M	**Global** emphasis is on tech-driven brand trust; **ABAC** highlights emotional branding and culturally grounded consumer behavior.	Global = 13.73%; 3.0 ABAC = 24.49%; 3.0	Provides culturally grounded research on branding, trust, and emotional engagement. Balanced volume and citation make this a stable and context-relevant niche.
	B	**Global** focus centers on formal governance and ESG; **ABAC** examines regional policy, cooperative systems, and informal institutional dynamics.	Global = 13.08%; 2.0 ABAC = 12%; 2.0	Explores governance and institutional quality through regional integration and civil society roles. With citation performance on par with global work, this theme is well-aligned, but not yet field-leading.

Note: Field. T = Tourism, M = Marketing, B = Business Management; [††] Quantitative column presents Proportion (%) and Median Citations.

Figure 7 provides a visual representation of the comparative positioning of the ABAC and global clusters by field and thematic focus illustrating the relationship between thematic coverage and scholarly influence, using global averages as benchmarks for both article volume and citation impact. Clusters in the upper right quadrant are well-represented and influential, including Tourism Psychology and Behavior (T-PB), Marketing Psychology and Behavior (M-PB), and Business Management AI, Digital Strategy and Customer Experience (B-AD). In the lower right quadrant, identified as underrepresented but impactful, clusters including Marketing AI, Digital Strategy and Customer Experience (M-AD), Tourism COVID-19 and Risk Management (T-C), and Marketing Sustainability (M-S) show strong citation performance despite below-average publication volume. These areas present high-potential opportunities for strategic expansion. The upper left quadrant, overrepresented without

proportional impact, includes Tourism Sustainability (T-S). Although ABAC shows high publishing activity in this area, the relatively low citation impact suggests a need to strengthen theoretical framing and connect local case studies to broader academic discourse. Finally, the lower left quadrant, characterized by limited focus and minimal academic traction, includes Marketing COVID-19 and Risk Management (M-C), Tourism Unique Theme (T-U), Business Management Sustainability (B-S), and Business Management COVID-19 and Risk Management (B-C). These clusters have both low volume and low scholarly impact. Overall, this quadrant-based interpretation provides strategic guidance for the journal, helping to identify which thematic areas should be maintained, expanded, or reconsidered.

Figure 7. Comparative Positioning of ABAC and Global Clusters by Field and Thematic Focus
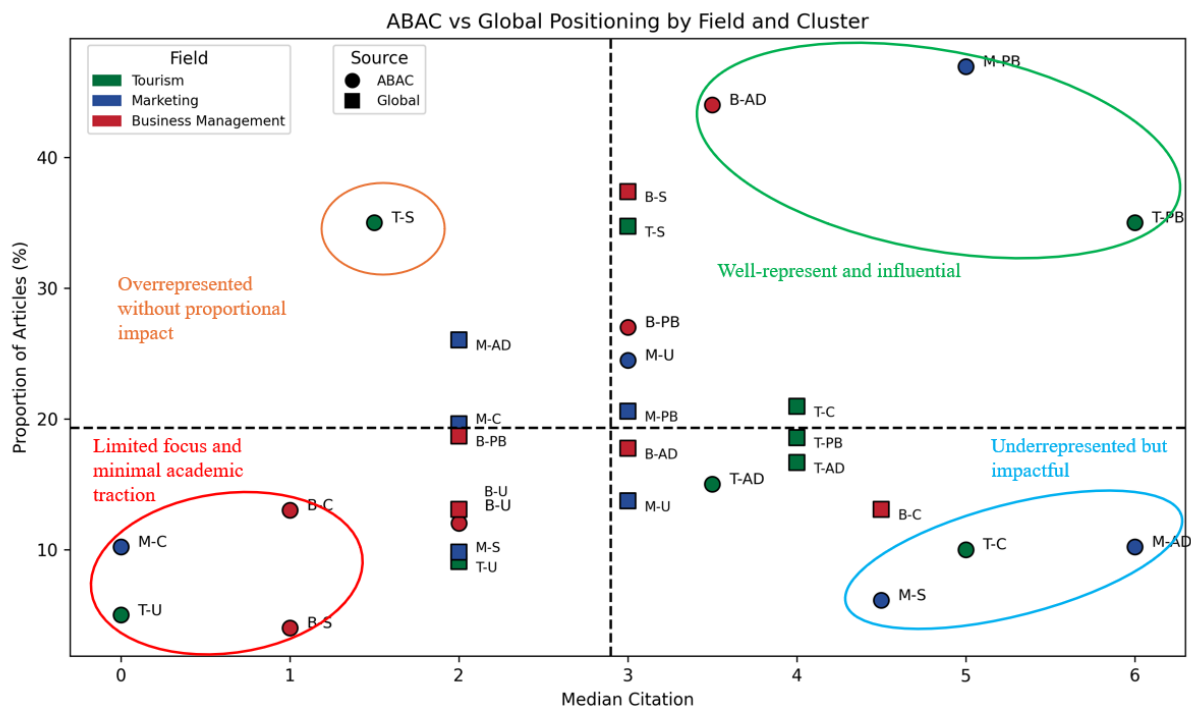
Note: Field label prefixes: T- = Tourism, M- = Marketing, B- = Business Management. Cluster suffixes: S = Sustainability, PB = Psychology and Behavior, AD = AI, Digital Strategy and Customer Experience, C = COVID-19 and Risk Management, U = Unique.

4.2 Policy Implications

The findings offer several implications for editorial and institutional policy, especially for journals situated in emerging academic regions. First, strategic emphasis should be maintained in areas where the ABAC Journal demonstrates both strong publication volume and citation performance, such as Business Management AI, Digital Strategy and Customer Experience (B-AD), Marketing Psychology and Behavior (M-PB), and Tourism Psychology and Behavior (T-PB). These themes represent existing strongholds which align well with global research trajectories. Conversely, areas such as Tourism Sustainability (T-S), while heavily published, may benefit from policy initiatives that promote deeper theoretical framing and stronger integration with global discourse. Encouraging collaboration, or comparative studies, or positioning these cases within regional frameworks may help enhance their global relevance (Kajikawa, 2022; Lim & Kumar, 2024).

Policy should also support underrepresented but impactful areas such as Marketing AI, Digital Strategy and Customer Experience (M-AD) and Marketing Sustainability (M-S), which, despite lower article volume, show strong citation influence. These themes reflect both

contemporary and emerging concerns that are highly transferable across fields and should be promoted in future editorial calls. In contrast, clusters with low volume and minimal citation, such as Business Management Sustainability (B-S), should not be entirely excluded but considered cautiously. While the importance of the COVID-19 theme appears to be declining, B-S still holds long-term relevance. With targeted conceptual development and improved alignment with global ESG or SDG frameworks, this theme may evolve into a more impactful area. It should therefore be retained for monitoring or niche contributions rather than prioritized emphasis.

Furthermore, the ABAC Journal's approach serves as a replicable model for journals worldwide aiming to conduct self-evaluation using bibliometric methods. As detailed in this study, thematic clustering and citation benchmarking offer structured tools for assessing editorial positioning and research impact. Journals in Southeast Asia with similar scopes in tourism, marketing, and business management may directly align their strategies with the findings presented here. Journals beyond Southeast Asia can apply the same methodological framework using global datasets as benchmarks to evaluate their own thematic coverage, citation performance, and alignment with international research trends (Donthu et al., 2021; Passas, 2024). Benchmarking against global averages, as illustrated in this study, allows local journals to align their focus with international standards while preserving contextual identity. The use of bibliometric tools such as bibliometrix (Aria & Cuccurullo, 2017) and VOSviewer (Van Eck & Waltman, 2010), or advanced clustering techniques such as Louvain clustering (Bawack et al., 2022; Elsamani & Kajikawa, 2024), can further enhance this capacity by facilitating thematic clustering, performance visualization, and informed policy guidance. This evidence-based reflection model may inform broader research governance strategies and publishing policy throughout the region.

4.3 Limitations

This study has several limitations that should be acknowledged. First, it relies solely on Scopus-indexed publications, which may exclude regionally significant but non-indexed journals or policy-relevant sources. Scopus was selected because ABAC Journal is indexed in this database, ensuring alignment with the journal's citation ecosystem. However, the choice of bibliographic database should reflect the disciplinary focus and purpose of the study. For instance, Web of Science or PubMed may be more appropriate in biomedical research or when the target journal is not included in Scopus (Donthu et al., 2021; Passas, 2024). Second, the study applies keyword-based clustering through co-word analysis, which, while effective for mapping large-scale conceptual structures, can oversimplify nuanced research boundaries and may misrepresent complex thematic linkages. This challenge is well documented in bibliometric literature (Donthu et al., 2021; Klarin, 2024). Third, citation-based indicators are susceptible to temporal bias: recently published but potentially impactful works may not yet have accumulated sufficient citations for inclusion in high-influence clusters. While this lag is inherent in most citation analyses, it can obscure emerging research trends that warrant editorial or policy attention (Lim & Kumar, 2024).

4.4 Future Research Directions

Future research could enhance this study by incorporating qualitative content analysis, such as thematic coding of abstracts or full text articles, to reveal deeper conceptual nuances and assess theoretical contributions beyond keyword co-occurrence and citation patterns. This could be achieved by merging bibliometric datasets from databases with manually coded thematic classifications, allowing a more comprehensive understanding of conceptual depth

and methodological diversity. Comparative studies across journals with similar regional or disciplinary missions would further support benchmarking and strategic alignment in editorial development. The findings highlight that Sustainability remains a contemporary focus while AI Digital and Customer Experience represents an emerging domain. These themes should be prioritized as core research directions across tourism, marketing, and business management. Moreover, cosine similarity and thematic overlap observed across clusters suggest that certain themes are inherently multidisciplinary. Researchers engaging in these topics should actively consider cross field collaboration. At the same time, field specific clusters also emerged, pointing to potential interdisciplinary connections not explored in this study. For instance, leisure related tourism clusters might intersect with sport or health sciences. Future bibliometric work may explore these links to expand the scope of integrated research landscapes.

5. ACKNOWLEDGEMENT

Declaration of Generative AI and AI-assisted technologies in the writing process: During the preparation of this manuscript, the authors used ChatGPT to assist with grammar and clarity during the drafting process. The authors reviewed and revised the content as needed and take full responsibility for the final version. The manuscript was later edited by a native speaker as part of the ABAC Journal's editorial process.

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Appendix A1: Search Query Interpretation

Search terms were developed to capture relevant articles in tourism, marketing, and business management:
- **Tourism**: Included terms such as tour, travel, hospitality, leisure, hotel, and restaurant to reflect services, experiences, and industry focus.
- **Marketing**: Focused on marketing, promotion, brand, advertising, ads, market research, and loyalty to cover consumer communication and strategic marketing themes.
- **Business Management**: Combined organizational terms (business, firm, startup, SME, etc.) with managerial concepts (strategy, leadership, performance, entrepreneurship) to ensure content addressed management within business contexts.

Filters applied:
- Publication years: 2021–2024
- Language: English
- Source type: Journal articles only
- Subject areas: Business, Economics, Social Sciences, Decision Sciences, and Arts and Humanities

Table A1: Raw Search Queries

Field	Query
Tourism	TITLE-ABS-KEY (tour* OR travel OR hospitality OR leisure OR hotel OR restaurant)
Marketing	TITLE-ABS-KEY (marketing OR promotion OR brand* OR advertis* OR ads OR 'MARKET RESEARCH' OR 'MARKET STUDY' OR loyalty)
Business Management	(TITLE-ABS-KEY (business OR enterprise OR company OR firm OR corporation OR organization OR venture OR industry OR startup OR 'HUMAN RESOURCE' OR account* OR sme) AND TITLE-ABS-KEY (manage* OR leader* OR operations OR strateg* OR performance OR resource OR entrepreneur* OR risk))
Common Terms	AND PUBYEAR > 2020 AND PUBYEAR < 2025 AND (LIMIT-TO (DOCTYPE , 'ar')) AND (LIMIT-TO (LANGUAGE ,'English')) AND (LIMIT-TO (SRCTYPE , 'j')) AND (LIMIT-TO (SUBJAREA , 'SOCI') OR LIMIT-TO (SUBJAREA , 'BUSI') OR LIMIT-TO (SUBJAREA , 'ECON') OR LIMIT-TO (SUBJAREA , 'DECI') OR LIMIT-TO (SUBJAREA , 'ARTS'))

Table A2. Representative Articles by Source, Total Citation Count, Author (Year)

source	C	TC	Author	Journal title
Global	T-S2	96	Lee et al. (2024)	The influence of social support from intermediary organizations on innovativeness and subjective happiness in **community-based tourism**
Global	T-S2	88	Wang et al. (2024)	The Impact of Economic Corridor and **Tourism** on **Local Community's** Quality of Life under One Belt One Road Context
Global	T-S2	307	Rasoolimanesh et al. (2023)	A systematic scoping review of sustainable tourism indicators in relation to the **sustainable development goals**
Global	T-S2	116	Bellato et al. (2023)	**Regenerative tourism**: a conceptual framework leveraging theory and practice
Global	T-S2	113	Noszczyk et al. (2022)	The impact of the COVID-19 pandemic on the importance of **urban green spaces** to the public
Global	T-S2	229	Yang et al. (2024a)	Effects of **rural** revitalization on **rural tourism**
ABAC	T-S2	0	Manosuthi (2024)	Enhancing **secondary city tourism** in Thailand: exploring revenue generation, **sustainable practices**, and the role of brand identity
ABAC	T-S2	7	Rungroueng and Monpanthong (2023)	A confirmation of elemental factor toward perceived **port quality**
ABAC	T-S2	4	Prawira et al. (2023)	Visual branding on **Indonesian tourism** destinations: does it affect tourists?
ABAC	T-S2	0	Cheng and Fallon (2023)	Developing an integrated **rural tourism** model for stakeholders in Yuanjiang village, China
ABAC	T-S2	2	Manowaluilou and Vitheepradit (2022)	**Community** preparation and competency development for **ecotourism management** in the Wang Nam Khiao-Pha Khao Phu Luang forest reserve
ABAC	T-S2	2	Boonrueng et al. (2022)	**Tai Lue community** identity and its extension to cultural **tourism** at ban Luang Nuea, Chiang Mai
ABAC	T-S2	1	Phumsathan et al. (2022)	Assessment of tourism development potential based on **tourism** components in **buffer zone of Huai Kha Khaeng wildlife** sanctuary, Uthai Thani province
ABAC	T-S2	2	Yodchai et al. (2021)	When creative mindset helps **entrepreneurial** innovation in **tourism**: an examination on **demographics**
ABAC	T-S2	1	Tongkaw (2021)	The tourism development of a **secondary city on the east coast** by e-Delphi technique in dimensions of service quality, tourism image, and demand of tourism
Global	T-S1	64	Deb et al. (2024)	Promoting **tourism business** through digital marketing in the new normal era: a **sustainable approach**
Global	T-S1	36	Tanveer et al. (2024)	**Green HRM** and **hospitality industry**: challenges and barriers in adopting environmentally friendly practices
Global	T-S1	217	Balsalobre-Lorente et al. (2023)	**Tourism, urbanization and natural resources** rents matter for environmental sustainability: The leading role of AI and ICT on sustainable development goals in the digital era
Global	T-S1	139	Razzaq et al. (2023)	Asymmetric **effects of tourism development** and **green innovation** on economic growth and carbon emissions in **top 10 GDP countries**
Global	T-S1	125	Shang et al. (2023)	The impacts of **energy resource** and **tourism on green growth**: Evidence from **Asian economies**
Global	T-S1	122	Mariani and Baggio (2022)	Big data and analytics in **hospitality and tourism**: a systematic literature review
ABAC	T-S1	0	Nghiem et al. (2024)	How fdi and oil prices affect **sustainable tourism developments**: evidence from 24 asia-pacific countries
ABAC	T-S1	0	Khruachalee and Bodhisuwan (2021)	Measuring of **conditional value at risk portfolio** using copula
ABAC	T-S1	5	Sathatipe et al. (2024)	Systematic literature review: the use of SEM in **Journal of Travel & Tourism Marketing (JTTM)** between 2020 – 2022
ABAC	T-S1	5	Monpanthong (2023)	Updating **cruise tourism theme**: a methodology of systematic literature review
ABAC	T-S1	1	Fallon and Fagbolu (2021)	Developing possible **strategies** for academic achievement improvement of **hospitality and tourism** management students in Nigeria a study of Kwara state university
Global	T-PB	286	Buhalis et al. (2023a)	Metaverse as a driver for **customer experience** and **value co-creation**: implications for **hospitality and tourism** management and marketing
Global	T-PB	244	Ramkissoon (2023)	**Perceived social impacts** of tourism and quality-of-life: a new conceptual **model**
Global	T-PB	202	Rather et al. (2022)	First-Time versus Repeat Tourism **Customer Engagement**, **Experience**, and **Value Cocreation**: An Empirical Investigation
Global	T-PB	426	Han (2021)	**Consumer behavior** and environmental sustainability in tourism and hospitality: a review of theories, concepts, and latest research
ABAC	T-PB	5	Praditbatuga et al. (2022)	The influence of service and food quality and **perceived value** on **customer satisfaction** of Thai casual dining restaurants in the United Arab Emirates
ABAC	T-PB	4	Ativetin (2021)	The impact of the learning organization on the essential behaviors regarding **employee retention** during the **covid-19 pandemic**
ABAC	T-PB	1	Pheunpha (2021)	The influence of corporate **image** and marketing mix on consumer motives: an empirical study of mk restaurants
ABAC	T-PB	6	Wattanawaraporn and Manosudhtikul (2024)	**Insignificant but essential**: the critical role of non-significant **variables** through necessity logic in sport event tourism context
ABAC	T-PB	6	Senachai et al. (2024)	Examining the influences of **satisfaction** and **trust** on the **behavioral intentions** of customers who dined in casual dining restaurants: a mixed-methods approach
ABAC	T-PB	12	Leruksa et al. (2023)	Beyond factors: **IGSCA-SEM's application** in the context of cannabis tourism
ABAC	T-PB	10	Rasmidatta (2023)	Comparative analysis of factor-based and composite-based **structural equation models**: factors affecting word-of-mouth of tourists in Khung Bang Kachao
ABAC	T-PB	7	Ru-zhe et al. (2023)	Why should hotels become more environmentally friendly? Does gender matter in **customer feedback?**
ABAC	T-PB	7	Prasongthan (2023)	Exploring tourists' **responsible behavior**: evidence from Thailand
ABAC	T-PB	7	Rattanaburi (2023)	Impact of electronic **word-of-mouth** on consumer-based **brand equity** and **purchase intention**: hotel industry in Thailand
ABAC	T-PB	7	Sangthong and Soonsan (2023)	An analysis of destination **reputation**, **perceived value** and **environmentally responsible behavioral intention** of domestic tourists to scuba diving in Andaman coast, Thailand
ABAC	T-PB	3	Tassawa and Khumhome (2023)	An investigation into the role of packaging design elements on **perceived value** and price fairness: a moderating effect of age
ABAC	T-PB	3	Auemsuvarn and Ngamcharoenmongkol (2022)	A destination personality and its antecedents and consequences: an application of product **branding** to destination **branding**
ABAC	T-PB	0	Vashu et al. (2021)	**Destination image** as a healing destination among medical tourists: an exploratory case study of Penang, Malaysia
Global	T-AD	163	Dwivedi et al. (2024)	Leveraging **ChatGPT** and other generative artificial intelligence **(AI)-based applications** in the **hospitality and tourism industry**: practices, challenges and research agenda
Global	T-AD	71	Bulchand-Gidumal et al. (2024)	**Artificial intelligence's** impact on **hospitality and tourism** marketing: exploring key themes and addressing challenges
Global	T-AD	155	Gursoy et al. (2023)	**ChatGPT** and the **hospitality** and **tourism industry**: an overview of current trends and future research directions
Global	T-AD	131	Buhalis et al. (2023b)	**Smart hospitality**: from smart cities and **smart tourism** towards agile business ecosystems in networked destinations
Global	T-AD	372	Pop et al. (2022)	The impact of **social media influencers** on travel decisions: the role of trust in consumer decision journey
Global	T-AD	367	Kim et al. (2021)	Preference for **robot service** or human service in **hotels**? Impacts of the COVID-19 pandemic
ABAC	T-AD	5	Meeprom and Suttikun (2024)	**Ai-** and employee-based customer **services in restaurants**: customer engagement leading to loyalty during the covid-19 pandemic
ABAC	T-AD	0	Nukulkam and Theppituck (2023)	Tourism **influencers' photos**: a guideline for **creating promotional media**
ABAC	T-AD	6	Yoopetch et al. (2022)	Determinants of customer satisfaction via online **food delivery applications**
ABAC	T-AD	2	Karnreungsiri (2022)	Applying importance-performance analysis for developing a **model of quick service** restaurant **innovation strategies** in downtown Bangkok
ABAC	T-AD	6	Tinakhat (2021)	Exploring marketing strategies of **boutique hotels in Phuket** during green season
ABAC	T-AD	0	Rachapaettayakom et al. (2021)	The need for **knowledge acquisition tools** by small business entrepreneurs: the case of financial knowledge acquisition of **restaurant entrepreneurs**
Global	T-C	44	Zhang et al. (2023)	Research on the Orderly Charging and Discharging Mechanism of Electric Vehicles Considering **Travel Characteristics** and Carbon Quota
Global	T-C	42	Yang et al. (2024b)	Exploring non-linear and synergistic effects of green spaces on **active travel** using crowdsourced data and interpretable machine learning
Global	T-C	107	Seyfi et al. (2023)	**COVID-19** and international **travel restrictions**: the geopolitics of **health and tourism**
Global	T-C	153	Shin et al. (2022)	**Travel decision** determinants during and after **COVID-19**: The role of tourist trust, travel constraints, and attitudinal factors

source	C	TC	Author	Journal title
Global	T-C	579	Zheng et al. (2021)	Afraid to **travel** after **COVID-19**? Self-protection, coping and resilience against pandemic **'travel fear'**
ABAC	T-C	0	Hongpukdee and Saraphat (2024)	**Management** accounting practices and financial performance of hotel business in Thailand: are contingency theory perspectives still relevant during the **covid-19 pandemic?**
ABAC	T-C	8	Prasongthan (2022)	**Organizational resilience** and job security on building employee engagement during **covid-19 pandemic of Thai hotel industry**
ABAC	T-C	5	Talawanich and Pongwat (2024)	Employing patriotism and nationalism in destination crisis communication strategy for **the pandemic**
ABAC	T-C	3	Tadawattanawit et al. (2023)	The influence of perceived behavioral control and **desire to travel on domestic travel** intention to Bangkok: a moderated mediation model of tourists' attitudes and preferences
ABAC	T-C	5	Wichitphongsa and Ponanan (2022)	A development of mode choice models for modal shift potential towards **intermodal transportation**: a case study of Vientiane–Boten railway
Global	T-U	37	Filep (2024)	**Tourist Wellbeing**: Re-Thinking **Hedonic** and **Eudaimonic** Dimensions
Global	T-U	30	Huang et al. (2024)	**Well-being** Through Transformation: An Integrative Framework of Transformative **Tourism Experiences and Hedonic Versus Eudaimonic Well-being**
Global	T-U	50	Buckley (2023)	**Tourism and Mental Health**: Foundations, Frameworks, and Futures
Global	T-U	165	Wong et al. (2021)	How the COVID-19 pandemic affected **hotel employee stress**: Employee perceptions of occupational stressors and their consequences
ABAC	T-U	0	Manosudhikul (2024)	**Behavioral intentions in sports tourism**: meta-analysis and **structural equation modeling**
Global	M-S	36	Barbosa et al. (2024)	How do entrepreneurs perform **digital marketing** across the customer journey? A review and discussion of the main uses
Global	M-S	28	Huang et al. (2024)	Evaluating the efficiency of green **innovation** and **marketing** strategies for long-term sustainability in the context of Environmental labeling
Global	M-S	417	Feng et al. (2022)	Environmental decentralization, **digital finance and green technology innovation**
Global	M-S	1033	Dwivedi et al. (2021)	Setting the future of **digital** and social media marketing research: Perspectives and research propositions
Global	M-S	588	Huang and Rust (2021)	A strategic framework for **artificial intelligence** in marketing
ABAC	M-S	4	Subongkod and Hongsakul (2024)	Structural equation modeling for the business **performance** of private hospitals in Thailand: **management perspective**
ABAC	M-S	0	Tochaiwat et al. (2024)	Prediction of the **future trends of housing project** development with modified Delphi technique
ABAC	M-S	9	Napontun et al. (2023a)	Captivating spectators: exploring the influence of **marketing mix elements** on sports event engagement
ABAC	M-S	7	Khongsawatkiat and Agmapisarn (2023)	Understanding the relationship between **trade show** motivational attributes, trade show participation, and **business performance**
ABAC	M-S	9	Aroonsrimorakot et al. (2022)	Green logistics (GL) for environmental **sustainability**: a review in search of strategies for Thailand's GL management
ABAC	M-S	2	Karnreungsiri (2022)	Applying **importance-performance** analysis for developing a model of quick service restaurant innovation strategies in downtown Bangkok
ABAC	M-S	1	Cordeiro et al. (2022)	**Branding** Nordic **seaweed**: an applied multimodal perspective
ABAC	M-S	9	Romprasert and Trivedi (2021)	**Sustainable** economy on community enterprise and digital marketing
ABAC	M-S	6	Tinakhat (2021)	Exploring **marketing strategies** of boutique hotels in Phuket during green season
ABAC	M-S	5	Winterstein and Habisch (2021)	**Organic** and **local** food consumption: a matter of age? **Empirical evidence from the German market**
ABAC	M-S	3	Tarurhor (2021)	Mediation of **government policies** on compensation **strategy** and employee performance: a structural equation model approach
ABAC	M-S	1	Grodgangunt et al. (2021)	Development of potential in value-added **marketing strategy** management and application for durian agro-community enterprise in deep south provinces
Global	M-PB	64	Ruangkanjanases et al. (2024)	Modeling the Consumers' **Flow Experience** in E-commerce: The Integration of ECM and TAM with the Antecedents of Flow Experience
Global	M-PB	50	Niu and Mvondo (2024)	I Am ChatGPT, the ultimate AI Chatbot! Investigating the determinants of **users' loyalty** and ethical usage concerns of ChatGPT
Global	M-PB	217	Guenther et al. (2023)	Improving **PLS-SEM** use for business marketing research
Global	M-PB	165	Sharma et al. (2023)	Predictive model assessment and selection in composite-based **modeling using PLS-SEM**: extensions and guidelines for using CVPAT
Global	M-PB	121	Lim and Weissmann (2023)	Toward a theory of **behavioral control**
Global	M-PB	478	Sarstedt et al. (2022)	Progress in **partial least squares structural equation modeling** use in marketing research in the last decade
Global	M-PB	168	Alzoubi et al. (2022)	Does BLE technology contribute towards improving marketing strategies, customers' **satisfaction** and **loyalty**? The role of open innovation
Global	M-PB	349	Eger et al. (2021)	The effect of COVID-19 on consumer **shopping behaviour**: Generational cohort perspective
ABAC	M-PB	6	Wattanawaraporn and Manosudhtikul (2024)	Insignificant but essential: the critical role of non-significant **variables** through necessity logic in sport event tourism context
ABAC	M-PB	5	Meeprom and Suttikun (2024)	AI- and employee-based customer services in restaurants: **customer engagement** leading to loyalty during the covid-19 pandemic
ABAC	M-PB	2	Thaldumrong (2024)	Exploring the factors influencing Chinese consumers' condominium **purchase decision**
ABAC	M-PB	1	He et al. (2024)	How nano-influencers citizenship behavior affect their **stickiness** to the social commerce platform? The roles of **perceived value**
ABAC	M-PB	1	Phromket et al. (2024)	Innovative work **behavior capability** and job enthusiasm for excellence on proactive job effectiveness of employees in the Thai telecommunications equipment sector
ABAC	M-PB	0	Meeprom et al. (2024)	Can perceived experiential marketing of nutritional meat-based food enhance **repurchase intention**? The role of **customer engagement**
ABAC	M-PB	0	Cahaya et al. (2024)	Determinants of banking **customer loyalty** in Indonesia
ABAC	M-PB	12	Senachai et al. (2023)	The role of retail mix elements in enhancing customer **engagement**: evidence from Thai fast-moving consumer goods retail sector
ABAC	M-PB	10	Kim et al. (2023)	Determinants of **intention** to repurchase antigen test kit (ATK) product
ABAC	M-PB	9	Ekasari (2023)	Service quality and after-sales service on IoT-based car **user satisfaction** and **repeat purchase services** in Indonesia
ABAC	M-PB	7	Ru-zhe et al. (2023)	Why should hotels become more environmentally friendly? Does gender matter in **customer feedback**?
ABAC	M-PB	4	Wiwoho et al. (2023)	The moderating role of collectivistic orientation in relational bonding practice and bank customer **long-term orientation**
ABAC	M-PB	3	Tassawa and Khumhome (2023)	An investigation into the role of packaging design elements on **perceived value** and price fairness: a moderating effect of age
ABAC	M-PB	2	Kalkova et al. (2023)	**Neuromarketing research** on consumers' visual perception of cryptomarking a product package
ABAC	M-PB	10	Kitjaroenchai and Chaipoopiratana (2022)	Mixed method: antecedents of online **repurchase intention** of generation y towards apparel products on e-commerce in Thailand
ABAC	M-PB	9	Suwannakul & Khetjenkarn (2022)	Relationship between self-service technologies' **service quality**, **satisfaction**, **attitudinal** and **behavioral** loyalty of airline passengers
ABAC	M-PB	6	Yoopetch et al. (2022)	Determinants of **customer satisfaction** via online food delivery applications
ABAC	M-PB	3	Auemsuvarn and Ngamcharoenmongkol (2022)	A destination **personality** and its **antecedents** and **consequences**: an application of product branding to destination branding
ABAC	M-PB	3	Borirakcharoenkit et al. (2022)	The influence of saving for investment as a moderator variable between **customer equity** and **behavioral loyalty** of Thai **investors**
ABAC	M-PB	13	Võ (2021)	The effect of service quality dimensions on student's **satisfaction** and **loyalty**
ABAC	M-PB	9	Dhasan and Kowathanakul (2021)	The impact of **service quality**, promotions and **customer engagement** in determining **customer loyalty** in the Thai mobile network industry
ABAC	M-PB	5	Sriram et al. (2021)	Online **purchase intention**: a study on **consumer behaviour** in Indian digital environment
ABAC	M-PB	1	Pheunpha (2021)	The influence of corporate **image** and marketing mix on **consumer motives**: an empirical study of MK restaurants
Global	M-AD1	62	Koles et al. (2024)	The authentic virtual influencer: **Authenticity manifestations in the metaverse**
Global	M-AD1	48	Mouritzen et al. (2024)	**Virtual influencer** marketing: the good, the bad and the unreal
Global	M-AD1	243	Hollensen et al. (2023)	**Metaverse** – the new marketing universe
Global	M-AD1	124	Barta et al. (2023)	**Influencer marketing on TikTok**: The effectiveness of humor and followers' hedonic experience
Global	M-AD1	266	Leung et al. (2022)	Online **influencer marketing**

source	C	TC	Author	Journal title
Global	M-AD1	373	Hudders et al. (2021)	The commercialization of social media stars: a literature review and conceptual framework on the strategic use of **social media influencers**
ABAC	M-AD1	7	Satitsamitpong et al. (2024)	Enhancing **spectator** engagement in **e-sports** events
ABAC	M-AD1	16	Napontun and Senachai (2023)	Identifying factors influencing consumers not to skip TrueView advertising on **YouTube**
ABAC	M-AD1	0	Nukulkam and Theppituck (2023)	Tourism **influencers' photos**: a guideline for creating promotional media
ABAC	M-AD1	8	Jitsoonthornchaikul (2023)	An empirical study on the service marketing factors influencing the need of consumers for an **online** food ordering delivery using subscription-based model
Global	M-AD2	44	Park and Kim (2024)	Examining self-congruence between user and avatar in purchasing behavior from the **metaverse to the real world**
Global	M-AD2	40	Kunz and Wirtz (2024)	Corporate digital responsibility (CDR) in the age of **AI**: implications for interactive marketing
Global	M-AD2	423	Dwivedi et al. (2023)	**Metaverse marketing**: How the metaverse will shape the future of consumer research and practice
Global	M-AD2	331	Barrera and Shah (2023)	**Marketing in the Metaverse**: Conceptual understanding, framework, and research agenda
Global	M-AD2	279	Miao et al. (2022)	An Emerging Theory of **Avatar Marketing**
Global	M-AD2	1041	Pappas and Woodside (2021)	**Fuzzy-set Qualitative** Comparative Analysis (fsQCA): Guidelines for research practice in Information Systems and marketing
ABAC	M-AD2	5	Sathatip et al. (2024)	**Systematic literature review**: the use of SEM in journal of travel & tourism marketing (JTTM) between 2020 – 2022
ABAC	M-AD2	4	Prawira et al. (2023)	**Visual branding** on Indonesian tourism destinations: does it affect tourists?
Global	M-C	49	Kong et al. (2024)	**Tobacco** promotion restriction policies on **social media**
Global	M-C	36	Chauhan et al. (2023)	Analysis of Impulse **Buying Behaviour During COVID-19**: An Empirical Study
Global	M-C	285	Zwanka and Buff (2021)	COVID-19 Generation: A conceptual framework of the **consumer behavioral shifts to** be caused by the **COVID-19 pandemic**
Global	M-C	133	Van Aelst et al. (2021)	Does a crisis change **news habits**? A comparative study of the **effects of COVID-19** on news media use in **17 European countries**
ABAC	M-C	5	Talawanich and Pongwat (2024)	Employing patriotism and nationalism in destination **crisis communication strategy for the pandemic**
Global	M-U	43	Zhou et al. (2024)	Mere copycat? The effects of human versus human-like **virtual influencers on brand** endorsement effectiveness: A moderated serial-mediation model
Global	M-U	32	Santos et al. (2024)	The greenwashing effects on corporate reputation and **brand hate**, through environmental performance and green perceived risk
Global	M-U	131	Treiblmaier and Garaus (2023)	Using **blockchain** to signal quality in the food supply chain: The impact on consumer **purchase intentions** and the moderating effect of **brand familiarity**
Global	M-U	85	Li and Wang (2023)	Chatbots in e-commerce: The effect of chatbot language style on customers' continuance usage intention and **attitude toward brand**
Global	M-U	167	Arghashi and Yuksel (2022)	Interactivity, inspiration, and perceived usefulness! How retailers' **AR-apps** improve consumer engagement through flow
Global	M-U	356	Ameen et al. (2021)	Customer experiences in the age of **artificial intelligence**
ABAC	M-U	3	Napontun et al. (2023b)	Influences of the promotion mix on **brand love**, brand loyalty, and word-of-mouth: evidence from online fashion retail in Thailand
ABAC	M-U	1	Yasri et al. (2024)	Enforcement **branding** choice for SMEs specialty food **brands** among Indonesian millennials
ABAC	M-U	0	Manosuthi (2024)	Enhancing secondary city tourism in Thailand: exploring revenue generation, sustainable practices, and the role of **brand identity**
ABAC	M-U	7	Rattanaburi (2023)	Impact of electronic word-of-mouth on consumer-based **brand equity** and purchase intention: hotel industry in Thailand
ABAC	M-U	4	Huang and Bunchapattanasakda (2023)	Influence of marketing mix strategy on **brand equity** enhancement of Chinese dried forest fruit brands based on customer mind model
ABAC	M-U	2	Prachaseree et al. (2022)	Reviews of **brand equity** for online retailers
ABAC	M-U	11	Chaisuwan (2021)	Sufficiency economy philosophy-based sustainability dimensions impact on customer equity and **brand loyalty**
Global	B-S2	73	Tan et al. (2024)	Toward **low-carbon sustainable development**: Exploring the impact of **digital economy development and industrial restructuring**
Global	B-S2	73	Lu et al. (2024)	Integrating **circular economy** and Industry 4.0 for **sustainable supply chain management**: a dynamic capability view
Global	B-S2	270	Ivanov (2023)	The Industry 5.0 framework: viability-based integration of the **resilience, sustainability,** and **human-centricity** perspectives
Global	B-S2	167	Aftab et al. (2023)	**Green human resource management** and environmental performance: The role of **green innovation and environmental strategy** in a developing country
Global	B-S2	635	Ivanov (2022)	**Viable supply chain model**: integrating agility, **resilience and sustainability perspectives**—lessons from and thinking beyond the COVID-19 pandemic
Global	B-S2	791	Kouhizadeh et al. (2021)	Blockchain technology and the **sustainable supply chain**: Theoretically exploring adoption barriers
ABAC	B-S2	2	Panbamrungkij et al. (2024)	Factors influencing productivity and **sustainability of small-scale** beef farms in Thailand
ABAC	B-S2	0	Hongsakul (2024)	The influence of logistics activity on **sustainable performance** of air cargo business in Thailand
ABAC	B-S2	3	Batool et al. (2023)	Studying the relationship between block chain technology and **circular economy** dimensions from production aspect and its association with organizational performance: a case study of Pakistani firms
ABAC	B-S2	3	Siali and Ramayah (2023)	**Closed-loop supply chain adoption** and the mediating effect of **green capabilities** - evidence from Malaysia
ABAC	B-S2	9	Aroonsrimorakot et al. (2022)	**Green logistics (GL)** for **environmental sustainability**: a review in search of strategies for Thailand's gl management
ABAC	B-S2	4	Adzim (2022)	Agribusiness-based **farmer empowerment** model with a **sustainable** integrated farming system approach to increase income multiplier effect
ABAC	B-S2	1	Grodgangunt et al. (2021)	Development of potential in value-added marketing strategy management and application for **durian agro-community** enterprise in deep south provinces
Global	B-S1	77	Abbas et al. (2024)	Financial **innovation and digitalization promote business growth**: The interplay of **green technology innovation,** product market competition and firm performance
Global	B-S1	67	Chen and Srinivasan (2024)	Going digita**l**: implications for **firm value** and performance
Global	B-S1	166	Mu et al. (2023)	Digital finance and corporate **ESG**
Global	B-S1	144	Li et al. (2023)	How do **ESG affect the spillover of green innovation** among peer firms? Mechanism discussion and performance study
Global	B-S1	379	Chen and Xie (2022)	**ESG** disclosure and financial performance: Moderating role of **ESG** investors
Global	B-S1	1069	Gillan et al. (2021)	**Firms and social responsibility**: A review of **ESG** and **CSR** research in corporate finance
ABAC	B-S1	1	Hatane et al. (2024)	**Cost of equity pre and during covid-19** outbreak: environmental, social, and governance performance in Indonesia
ABAC	B-S1	0	Nghiem et al. (2024)	How FDI and oil prices affect **sustainable tourism** developments: evidence from 24 Asia-pacific countries
ABAC	B-S1	0	Qamar et al. (2024)	**Measuring the pulse of sustainable investment**: a systematic review & bibliometric perspective
ABAC	B-S1	0	Sittichanbuncha et al. (2024)	**Management guidelines** for listed companies on the stock exchange of Thailand for moving towards **sustainability**
ABAC	B-S1	0	Srisawasdi and Cortes (2024)	**Natural rubber trade** and production toward **sustainable development goals**: a global panel regression analysis
ABAC	B-S1	0	Lerskullawat and Ungphakorn (2024)	**ESG performance**, ownership structure and **firm value**: evidence from ASEAN-5
ABAC	B-S1	5	Keeratipranon and Theerawanviwat (2023)	Knowledge, ethics and **sustainability of social enterprises** in Thailand: the mediating effect of sufficiency economy philosophy
ABAC	B-S1	1	Sangchan et al. (2023)	The **managerial ownership** and dividend payout
ABAC	B-S1	1	Pumjaroen and Sethapramote (2023)	Evaluating the robustness and implementing double one-sided Hodrick-Prescott for **cycle extraction**
ABAC	B-S1	0	Dikkatwar (2023)	Study of **mission statement** as an antecedent to financial performance of digital firms
ABAC	B-S1	1	Werastuti et al. (2022)	Determining the quality of **social responsibility** disclosures: a study of the feminist ethical theory
ABAC	B-S1	0	Lozhkina et al. (2021)	Determination of the effectiveness of investments in ICT using a combination of **functional and resource assessment criteria**
Global	B-PB	68	Pillai et al. (2024)	**Adoption of artificial intelligence (AI) based employee** experience (EEX) chatbots

source	C	TC	Author	Journal title
Global	B-PB	57	Islam and Asad (2024)	Enhancing employees' **creativity through entrepreneurial leadership**: can knowledge sharing and **creative self-efficacy** matter?
Global	B-PB	113	Legate et al. (2023)	PLS-SEM: Prediction-oriented solutions for **HRD researchers**
Global	B-PB	112	Lu et al. (2023)	**Sustainable human resource management practices**, employee resilience, and employee outcomes: Toward common good values
Global	B-PB	210	Darvishmotevali amd Altinay (2022)	**Green HRM**, environmental awareness and green behaviors: The moderating role of servant leadership
Global	B-PB	570	Mikalef and Gupta (2021)	**Artificial intelligence capability**: Conceptualization, measurement calibration, and empirical study on its impact on **organizational creativity and firm performance**
ABAC	B-PB	7	Satitsamitpong et al. (2024)	Enhancing **spectator engagement** in e-sports events
ABAC	B-PB	4	Subongkod and Hongsakul (2024)	Structural equation modeling for the business performance of private hospitals in Thailand: **management perspective**
ABAC	B-PB	1	Peng et al. (2024)	The effect of work-family conflict on turnover intention for **white-collar workers**: examining the mediating role of job stress and burnout
ABAC	B-PB	1	Schreier et al. (2024)	Were **relationships in the workplace** changed? An exploration of the impacts of the mandatory work from home policy on small and medium-sized family businesses in Switzerland
ABAC	B-PB	1	Phromket et al. (2024)	Innovative work behavior capability and job enthusiasm for excellence on proactive **job effectiveness** of employees in the Thai telecommunications equipment sector
ABAC	B-PB	0	Al-Dhubaibi et al., (2024)	**Levers of control** on firm performance in an emerging country: do **management accounting** practices matter?
ABAC	B-PB	0	Imjai et al. (2024)	Examining the effect of **psychological literacy**, **self-discipline skills**, and **emotional intelligence** on forensic accounting skills among undergraduate students in Thailand: an empirical insight
ABAC	B-PB	0	Sofiyanti et al. (2024)	Local ventures' shared **leadership persuasion**: how knowledge sharing and interactive work culture influence employees' innovation
ABAC	B-PB	6	Vilaisri et al. (2023)	Factors **influencing intentions** to return express delivery packages for next use in a developing country
ABAC	B-PB	5	Kumar et al. (2023)	Creating sustainable high-performance **human resource** practice through employees learning agility: the transition adaptive approach
ABAC	B-PB	3	Aloqaily (2023)	The role of **HRM practices** on the talent management: evidence from Jordanian commercial banks
ABAC	B-PB	2	Ahmadi et al. (2023)	Examining the antecedents and consequences of **adaptive selling capability**: study from microfinance institutions in Indonesia
ABAC	B-PB	1	Aloqaily (2023)	The effects **green human resource** on employees' green voice behaviors towards green innovation
ABAC	B-PB	3	Phairat and Potipiroon (2022)	High performance work systems and **innovative work behavior** among telecom employees: the mediating roles of **organizational climate** for innovation and psychological empowerment
ABAC	B-PB	3	Khuntaweethep and Koowattanatianchai (2022)	Comparison of the performance of macroeconomic finance models for **financial planning** (MFM-FP) and Arima-common size in forecasting roe of real estate developers in the stock exchange of Thailand
ABAC	B-PB	3	Laliwan and Potipiroon (2022)	Board capital, organizational capital and **organizational performance** of agricultural and non-agricultural co-operatives in Thailand
ABAC	B-PB	1	Peng and Potipiroon (2022)	The effect of job insecurity on **bank employees'** job stress and job burnout during covid-19: a moderated mediation model
ABAC	B-PB	1	Khoso and Akaraborworn (2022)	Key factors **impacting training transfer**: proposing a missing link through an integrative literature review
ABAC	B-PB	1	Chuaychoo and Tunjoy (2022)	The influence of emotional labor on **job stress** and satisfaction among flight attendants in full-service airlines based in Thailand
ABAC	B-PB	0	Fernando (2022)	Designing an organization development model for **co-creating inclusive organizations**
ABAC	B-PB	8	Poolsawat (2021)	Effects of risk-taking propensity and psychological capital on **entrepreneurial intention**: the mediating role of attitude towards entrepreneurship in southern Thailand
ABAC	B-PB	6	Kitcharoen (2021)	Quality of **management** and **digital learning platform** in higher educational institution during covid-19
ABAC	B-PB	6	Phisunt (2021)	Exploring marketing **strategies** of boutique hotels in Phuket during green season
ABAC	B-PB	5	Noypa et al. (2021)	Are humble salespeople more successful? Examining the influence of **humility on perceived mentoring support and career success**
ABAC	B-PB	4	Ativetin (2021)	The impact of the learning organization on the essential behaviors regarding **employee retention** during the covid-19 pandemic
ABAC	B-PB	3	Tarurhor (2021)	Mediation of government policies on compensation strategy and **employee performance**: a structural equation model approach
ABAC	B-PB	1	Fallon and Fagbolu (2021)	Developing possible strategies for academic achievement **improvement of hospitality and tourism management students** in Nigeria a study of Kwara state university
Global	B-AD1	146	Stahl and Eke (2024)	The ethics of **ChatGPT** – Exploring the ethical issues of an emerging technology
Global	B-AD1	83	Chatterjee et al. (2024)	How does **business analytics** contribute to organisational performance and business value? A resource-based view
Global	B-AD1	62	Calderon-Monge and Ribeiro-Soriano (2024)	The role of **digitalization in business and management**: a systematic literature review
Global	B-AD1	307	Chowdhury et al. (2023)	Unlocking the value of **artificial intelligence in human resource management** through **AI capability framework**
Global	B-AD1	525	Vrontis et al. (2022)	**Artificial intelligence**, robotics, advanced technologies and **human resource management**: a systematic review
Global	B-AD1	1792	Dwivedi et al. (2021)	**Artificial Intelligence (AI)**: Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy
ABAC	B-AD1	6	Meeprom and Suttikun (2024)	Ai- and employee-based **customer services** in restaurants: **customer engagement** leading to loyalty during the covid-19 pandemic
ABAC	B-AD1	6	Senachai et al. (2024)	Examining the influences of satisfaction and trust on the **behavioral intentions** of **customers** who dined in casual dining restaurants: a mixed-methods approach
ABAC	B-AD1	3	Napontun et al. (2024)	Influences of the promotion mix on **brand love**, **brand loyalty**, and **word-of-mouth**: evidence from online fashion retail in Thailand
ABAC	B-AD1	0	Tochaiwat et al. (2024)	Prediction of the **future trends** of housing project development with **modified Delphi technique**
ABAC	B-AD1	0	Rungroueng (2024)	A model for managing standardization of cruise port attributes influencing cruise **passenger satisfaction** toward positive word-of-mouth: the GSCA application approach
ABAC	B-AD1	0	Taeratanachai et al. (2024)	Relationship quality as a mediator of the effects of social commerce on **purchase intentions**
ABAC	B-AD1	12	Senachai et al. (2023)	The role of retail mix elements in enhancing **customer engagement**: evidence from Thai fast-moving consumer goods retail sector
ABAC	B-AD1	10	Kim et al. (2023)	Determinants of **intention to repurchase** antigen test kit (ATK) product
ABAC	B-AD1	9	Napontun et al. (2023)	Captivating spectators: exploring the influence of marketing mix elements on **sports event engagement**
ABAC	B-AD1	7	Ru-Zhe et al. (2023)	Why should hotels become more environmentally friendly? Does gender matter in **customer feedback?**
ABAC	B-AD1	7	Khanngoen et al. (2023)	Factors influencing **customer co-creation and happiness** in fitness center businesses
ABAC	B-AD1	4	Prawira et al. (2023)	**Visual branding** on Indonesian tourism destinations: does it affect tourists?
ABAC	B-AD1	3	Tassawa and Khumhome (2023)	An investigation into the role of packaging design elements on **perceived value and price fairness**: a moderating effect of age
ABAC	B-AD1	0	Boonpong and Pheunsane (2023)	**Network analysis of economic sectors**: an exploration of structure using the hits algorithm
ABAC	B-AD1	24	Kim et al. (2022)	Assessing **customer trust** in latex glove industry: fear of covid-19 as a moderator
ABAC	B-AD1	5	Qamar and Qureshi (2022)	Impact of behavioral, technological & societal antecedents on continuous **usage intentions** of mobile banking
ABAC	B-AD1	5	Widyaningtyas et al. (2022)	Indonesian **consumers' preferences** for herbal products: the impact of safety and **attitude on consumer intentions**
ABAC	B-AD1	1	Wahid et al. (2022)	The effectiveness of **electronic risk management system (ERMS)**: a study in a Malaysian higher learning institution
ABAC	B-AD1	14	Intayos et al. (2021)	A causal effect of **customer relationship management**, attitude, subjective norm, perceived behavioral control of customer affecting purchase intention to using anti-aging business in Thailand
ABAC	B-AD1	3	Ketkaew et al. (2021)	**Acceptance of mobile app** 'Racadi' among small retailers: An action research
ABAC	B-AD1	1	Pheunpha (2021)	The influence of **corporate image** and marketing mix on **consumer motives**: an empirical study of MK restaurants

source	C	TC	Author	Journal title
ABAC	B-AD1	1	Tongkaw (2021)	The tourism development of a secondary city on the east coast by **e-Delphi technique** in dimensions of service quality, tourism image, and demand of tourism
Global	B-AD2	222	Belhadi et al. (2024)	**Artificial intelligence**-driven **innovation** for enhancing supply chain resilience and performance under the effect of supply chain dynamism: an empirical investigation
Global	B-AD2	141	Proksch et al. (2024)	The influence of a **digital strategy** on the digitalization of new ventures: The mediating effect of **digital capabilities** and a digital culture
Global	B-AD2	340	Wu et al. (2023)	Assessing the role of **competitive intelligence and practices** of dynamic capabilities in business accommodation of **SMEs**
Global	B-AD2	251	Sahoo et al. (2023)	How do green knowledge management and **green technology innovation impact** corporate environmental performance? Understanding the role of green knowledge acquisition
Global	B-AD2	356	Peng & Tao (2022)	Can **digital transformation** promote enterprise performance? —From the perspective of public policy and innovation
Global	B-AD2	2227	Verhoef et al. (2021)	**Digital transformation:** A multidisciplinary reflection and research agenda
ABAC	B-AD2	1	Rita et al. (2024)	The determinants and effects of competitive advantage of Lasem Batik Tulis **MSEs**
ABAC	B-AD2	1	Jirawuttinunt et al. (2024)	The role of **organizational innovation** capability in the relationship between disruptive innovation and organizational performance of Thai listed firms
ABAC	B-AD2	1	Kraivichien and Pruetipibultham (2024)	Determinants of new venture survival: a case study of **startups** in Thailand
ABAC	B-AD2	0	Pumiviset and Suttipun (2024)	Corporate social responsibility and **SMEs'** performance: mediating role of sustainable competitive advantage
ABAC	B-AD2	7	Khongsawatkiat and Agmapisarn (2023)	Understanding the relationship between **trade show** motivational attributes, trade show participation, and business performance
ABAC	B-AD2	4	Sungthong et al. (2023)	Exploring the relationship between entrepreneurial orientation, **innovation** and financial performance: the mediating role of absorptive capacity and **technological innovation capability**
ABAC	B-AD2	1	Huber et al. (2023)	Understanding managerial action in business model transformation of small and **medium-sized enterprises**
ABAC	B-AD2	5	Thongyai and Potipiroon (2022)	How entrepreneurial leadership enhances the financial performance of small and medium enterprises: the importance of intellectual capital and **innovation capabilities**
ABAC	B-AD2	4	Daowadueng (2022)	The antecedents on the **adoption of advanced costing systems** in Thailand **startups**
ABAC	B-AD2	2	Valentino et al. (2022)	The effectuation method in the Swiss and Thai **SME** international opportunity process: a conceptual framework
ABAC	B-AD2	2	Manowan et al. (2022)	Using the AHP method to evaluate **laundromat store** location selection: a case study in Bangkok metropolitan region
ABAC	B-AD2	16	Kijkasiwat (2021)	Opportunities and challenges for **fintech startups**: the case study of Thailand
ABAC	B-AD2	10	Muensriphum et al. (2021)	**Cross-cultural competence** - a crucial factor that affects Chinese corporations' business performance in the eastern special development zone of Thailand
ABAC	B-AD2	9	Niyawanont and Wanarat (2021)	Structural equation modelling of **digital entrepreneurship**, logistics **innovation**, and **digital transformation** influence on logistics performance of logistics entrepreneurs in Thailand
ABAC	B-AD2	9	Romprasert and Trivedi (2021)	Sustainable economy on community enterprise and **digital marketing**
ABAC	B-AD2	5	Chinnapong et al. (2021)	The effect of **information technology** and dynamic capabilities on human resources competencies and innovative performance
ABAC	B-AD2	4	Atthawej et al. (2021)	INFLUENCE OF KNOWLEDGE MANAGEMENT ORIENTATION ON PERFORMANCE WITH **INNOVATIVENESS IN SMEs**
ABAC	B-AD2	3	Schreier et al. (2021)	Unknown territory – how **SMEs** manage trust while doing business internationally: cases from 18 **small and medium sized Swiss enterprises**
ABAC	B-AD2	2	Yodchai et al. (2021)	When creative mindset helps entrepreneurial **innovation** in tourism: an examination on demographics
ABAC	B-AD2	1	Srisawat et al. (2021)	Business success for sustainability indicator development of **One Tambon One Product**
ABAC	B-AD2	1	Zahari et al. (2021)	Microcredit programme and the performance of women-owned **micro enterprises** in Malaysia
ABAC	B-AD2	0	Rachapaettayakom et al. (2021)	The need for knowledge acquisition tools by **small business entrepreneurs**: the case of financial knowledge acquisition of restaurant entrepreneurs
Global	B-C	81	Sharma et al. (2024)	Entrepreneurial challenges of **COVID-19**: Re-thinking entrepreneurship after the **crisis**
Global	B-C	46	Vanany et al. (2024)	A **Supply Chain Resilience Capability** Framework and Process for **Mitigating** the **COVID-19 Pandemic** Disruption
Global	B-C	179	Demerouti and Bakker (2023)	Job demands-resources theory in times of **crises**: New propositions
Global	B-C	131	He et al. (2023)	Building organizational **resilience** with **digital transformation**
Global	B-C	217	Akpan et al. (2022)	**Small business awareness** and adoption of state-of-the-art technologies in emerging and developing markets, and lessons from the **COVID-19 pandemic**
Global	B-C	727	Ivanov and Dolgui (2021)	A digital supply chain twin for managing the disruption **risks** and **resilience** in the era of Industry 4.0
ABAC	B-C	0	Hongpukdee and Saraphat (2024)	**Management accounting practices and financial performance** of hotel business in Thailand: are contingency theory perspectives still relevant during the covid-19 pandemic?
ABAC	B-C	5	Khanthavit and Khanthavit (2023)	ChatGPT AND **STRESS**
ABAC	B-C	4	Chutiphongdech et al. (2023)	**Strategic responses** for the airline business **during the covid-19** pandemic: a review of past crises
ABAC	B-C	1	Prompatanapak et al. (2022)	**Covid-19 crisis** catalyzed disruptions in the Thai **seafood supply chain**
ABAC	B-C	4	Laikram and Pathak (2021)	**Legal implications** of being a prostitute amid **covid-19**: a gender-based research in Thailand
Global	B-U	66	Luo et al. (2024)	The bigger, the better? Optimal NGO size of human resources and **governance quality** of entrepreneurship in circular economy
Global	B-U	42	Wirba (2024)	Corporate Social Responsibility (CSR): The **Role of Government in promoting CSR**
Global	B-U	85	Liu et al. (2023)	The path to **sustainable environment:** Do environmental taxes and **governance matter**?
Global	B-U	84	Albitar et al. (2023)	Corporate commitment to climate change: The effect of eco-innovation and **climate governance**
Global	B-U	202	Barko et al. (2022)	**Shareholder Engagement** on Environmental, **Social,** and **Governance Performance**
Global	B-U	385	Eriksen et al. (2021)	**Adaptation interventions** and their effect on **vulnerability** in developing countries: Help, hindrance or irrelevance?
ABAC	B-U	1	He et al. (2024)	How nano-influencers **citizenship behavior** affect their stickiness to the social commerce platform? The roles of perceived value
ABAC	B-U	1	Changwatchai and Dheera-aumpon (2024)	**Political connections and stock returns**: the case of 2019 Thai general election
ABAC	B-U	4	Pengman et al. (2022)	Logistics service providers' **capabilities** and roles of government towards cross border logistics **performance** between Thailand and Malaysia
ABAC	B-U	2	Piboonsate and Ngampramuan (2021)	Impacts of Lancang-Mekong cooperation on Chinese investment in eastern economic corridor
ABAC	B-U	2	Singsee and Suttawet (2021)	The application of the **international co-operative principles** by the Thai cooperative enterprises: the experiences and the future improvement

Note. Field label prefixes: T- = Tourism, M- = Marketing, B- = Business Management. **Cluster suffixes**: S = Sustainability, PB = Psychology and Behavior, AD = AI, Digital Strategy and Customer Experience, C = COVID-19 and Risk Management, U = Unique; **TC** = Total Citations