A bibliometric analysis corporate university discourse

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ABSTRAK

Pendahuluan: Penelitian ini bertujuan untuk menganalisis kecenderungan publikasi ilmiah berkaitan dengan "*Corporate University*" yang terindeks dalam database Scopus mulai dari awal publikasi sampai dengan April 2022.
Metode: Penelitian ini menggunakan metode analisis bibliometrik kemudian diolah dan dianalisis dengan menggunakan aplikasi *VOSviewer* versi 1.6.18.
Hasil dan Pembahasan: Analisis bibliometrik publikasi terkait *corporate university* mulai muncul pada tahun 1985 dan mencapai puncaknya pada tahun 2017, kemudian cenderung menurun sampai April 2022. Negara publikasinya paling berpengaruh adalah United States. Berdasarkan organisasi, Intellectual Partnerships Consulting, Birmingham menjadi organisasi yang paling produktif sedangkan Chairman of Paradigm Shift International, Questa, New Mexico menjadi organisasi yang publikasinya paling banyak disitasi. Penulis produktif yaitu Dealtry R sedangkan paling banyak disitasi adalah Donoghue F. Jurnal berpengaruh yaitu Journal of Workplace Learning baik dari jumlah paper maupun dari jumlah sitasi.
Kesimpulan: Berdasarkan hasil penelitian, "*Corporate University*" menjadi tema riset yang menarik bagi peneliti yang mendalami bidang pengembangan SDM hampir 4 dekade terakhir. Hal ini dilihat dari peningkatan jumlah publikasi setiap tahun, peningkatan jumlah penulis berbagai organisasi dan banyak negara. Selain itu sudut pandang penulis juga sangat bervariasi. Hasil penelitian ini bisa menginspirasi para peneliti, praktisi dan pembuat kebijakan untuk memperbaiki dan meningkatkan tata kelola *corporate university*.

Kata Kunci: *corporate university*; analisis bibliometrik; aplikasi VOSviewer

ABSTRACT

Introduction This research investigate scientific publication trends related to corporate university themes. All publications are indexed in the Scopus database from the first publication until April 2022. Limited discussion of corporate university using bibliometric analysis in Scopus is the novelty of this paper.
Data Collection Methods Using bibliometric analysis with data visualization performed with VOS viewer application version 1.6.18
Results and Discussion.. The first publication related to the corporate university theme emerged in 1985 and reached its peak in 2017, then tended to decrease until April 2022. The US is the most influential country in the corporate university theme in both the number of publications and number of citations. Intellectual Partnership Consulting from the UK is the most influential organization with the highest number of publications. Whereas Chairman of Paradigm Shift International contribute as the most cited publication.
Conclusion. 'Corporate University'has become an interesting research theme in HR development for the last four decades. It is shown from the increase of the publication numbers and authors from various organizations accros the world. Furthermore, the authors' perspective in terms of corporate university   varies. The study should inform researchers, practitioners and policy makers to improve and enhance corporate university governance.

A. INTRODUCTION

Corporate university has a many variations (Dealtry, 2017). The corporate university has an essential role in the competency development of the organization. It emphasizes employee competency development and ensures both employees' and organization's competency needs (Singh et al., 2019). Moreover, the corporate university is an integrated learning approach that places the organization as the learning space.

General Electric introduced corporate university in 1950 as part of the employee competency development program (Alonso-Gonzalez et al., 2017). Added by Alonso-Gonzalez (2018), the corporate university not only takes part in employee competency development and transforms the organization in the short term, but it is also important to maintain organizational performance in the long run. Looking at today's condition, we can see that some companies are surviving and growing with the corporate university in their competency development program (Wu, 2016). In the Indonesian example, Telkom (Indonesian communication company) and BNI (Indonesian banking company) were awarded by the Global Council of Corporate University (GCCU) for their corporate university implementation. Furthermore, Pertamina (Indonesian oil and gas company) is the first company in Asia to be accredited in the Corporate Learning Improvement Process (CLIP) by the European Foundation for Management Development (EFMG) in 2016. The three companies are government-owned companies that, until now, have been able to survive and compete with private companies.

Corporate University rapidly growth in the world. More than 1000 corporate universities in the world (Gandarilla, 2021). Corporate university is an important for organization. Corporate university support company learning process and bridge for organization to reach their goals (Febriansyah et al., 2020). There is a lot of corporate university studies, focusing on the best practices studies. South Korea has Corporate University in corporation college, technical college and in house college. China has an different ways of corporate university. Corporate university has a three activity: enterprise operational knowledge transfer, networking activities and scientific and technological activities (Chen & Xu, 2022). China has linked corporate university with knowledge management system (Chen et al., 2022).

Nowadays, we can find corporate universities reports or other similar publications published by scholars. Bibliometric analysis is one of many methods to analyze corporate university publication trends. Bibliometric research was introduced by Derek de Solla Price in 1965, who proposed a peculiarscientific method for scientific research. The study is known as the bibliometric method (Zupic & Čater, 2015). Bibliometric studies described the scopes and quality of journals and articles on particular themes. The bibliometric method has two main (2) functions: performance analysis and science mapping to find the gaps in the scope of science development. Performance analysis is important to evaluate the research productivity of both individuals and organization. At the same time, knowledge mapping brings the whole picture of structure and dynamics in the scientific field (Zupic & Čater, 2015). Thus, the information is valuable for mapping previous research and suggest further studies.

The bibliometric study in this paper was applied to the "corporate university" theme published in Scopus. Scopus is the largest literature database with quotations that provides abstracts from the scientific publications that have been reviewed. Scopus has 55 million records of scientific publications, with 84% of the references published in 1996. The research analyzed the publications indexed by Scopus, focusing on bibliometric analysis of the corporate university theme. The analysis has been done to publications like journal articles, books, part of books and conference proceedings. It means that all the corporate university publications since the first publication were part of this research. The study brought various aspects of the bibliometric analysis, namely publication trends, influential

countries, influential authors, influential journals, influential articles and keywords analysis.

The previous study in the field was done in 2018 by Vibhav Singh, focusing on co-citation and cluster analysis. In his paper, Singh argued that the corporate university research was divided into five groups, that are: the corporate university as the source of competitive advantage, corporate university as a multilayered concept, the corporate university with the technology development, paradigm and model of the corporate university, and performance measurement (Singh et al., 2019). Unlike the previous study conducted by Singh, this paper focuses on corporate university publication trends with the analysis of co-authorship, co-occurrence, and citation. Thus, with the aim of describing the corporate university publication trends indexed by Scopus with visualizations of coauthorship, co-occurrence, and citation become the novelty for this paper. Moreover, the authors hope this research result will encourage more research related to the corporate university in the future.

B. LITERATURE REVIEW
Corporate University

The corporate university is a relatively new discussion in the management and competency development area. Given that, it is not surprising that there is still difficult to define the concept of "corporate university". As argued by Rademakers (2014), corporate university development started in 1990. The corporate university is defined as the transformation of the training institution and the melting pot in terms of knowledge sharing within and among organizations. Added by Mark Allen, the corporate university is an education entity as a strategic tool that encourages individual and organizational learning in order to achieve the organization's goals (Liu et al., 2016). Moreover, employees are important assets of the organization. The corporate university's approach allows the organization to save the competency development budget and increase employees' competency without compromising the quality of the learning program.

In her article, Peris-Ortiz et al., (2018) explained four (4) stages in corporate university development. First is the learning process diagnosis in accordance with the organization's goals and match with the organization's business process. Second is the learning program development and curriculum integration that suits employees' needs. Next to the third stage is the institutionalization of the organization's corporate university, starting by providing the documents on the procedure, process, and governance. Finally, since the corporate university utilizes technology development, in the last stage, the organization needs to develop and implement the learning management system (LMS) as part of the corporate university learning program (Peris-Ortiz et al., 2018).

C. RESEARCH METHODS

Bibliometric analysis was utilized in this research. Bibliometric analysis is a familiar method for librarians to provide library information systems such as science publication evaluation, call for proposal, science publication dissemination and external reports (Padrós-Cuxart et al., 2016). The bibliometric method analyzes literature on a particular subject with a broader theme (Ellegaard, 2018; Ellegaard & Wallin, 2015). Thus, the bibliometric method differs from the systematic review, which focuses on a narrower subject and takes a detailed approach to the literature (Ellegaard, 2018). Therefore in terms of research method, bibliometric analysis is more open, transparent, efficient and replicable in the research publication evaluation (Rowlands, 2018). Added by Rowlands (2018), with an enormous database of high-quality journals, it is easy to conduct bibliometric analysis; however, this method is rather weak on the theoretical side.

Despite the advantages and disadvantages listed above, bibliometric analysis has become a famous method to evaluate publications and literature in specific fields outside librarian circles (Ellegaard, 2018; Ellegaard & Wallin, 2015). In recent years, the increasing number of bibliometric analysis publications indicates that the bibliometric method has been accepted

outside librarian research (Ellegaard & Wallin, 2015). Consequently, bibliometric method not only useful to provide scientific publication lists and keywords index but also applied in various disciplines and professions, such as policymakers and research analysts (Ellegaard, 2018; Ellegaard & Wallin, 2015).

However, utilizing bibliometric analysis outside the librarian area creates some discussions. According to Padrós-Cuxart et al., (2016), the interpretation of bibliometric analysis can be different in each area of study. Added by Padrós-Cuxart et al., (2016), researcher awareness of the bibliometric data assessment method is important to minimize errors. In addition, Rowlands, (2018) argued that researchers have to be more responsible and wise in conducting bibliometric research with the growing popularity of bibliometric analysis (Rowlands, 2018). Furthermore, it is important to maintain data integrity and validity to minimize errors in drawing conclusions and inform the method limitation to the readers (Ellegaard, 2018). Many studies use Bibliometric to describe analysis citation, co-citation and bibliometric coupling. The purpose to statistical analysis a large data and have a greater complexity (Riberio & Storopoli, 2020; Vogel & Güttel, 2013; Zupic & Čater, 2015).

Bibliometric analysis is a popular and robust analysis to get into detail in exploring a large number of scientific data (Donthu et al., 2021). Thus, to ensure the data complexity, the authors used the Scopus database that offers abstract and citation database in terms of journal coverages compared with other databases, e.g., PubMed and Web of Science (Mishra et al., 2021).

Data was gathered from the Scopus database on 10th April 2022, using "corporate university" and corporate universities" as the keywords, and 436 documents were found from all-year publications. Furthermore, the authors applied limitations in the subject area, document type, and language to increase data validity. In the subject area, the authors chose "Social Science", "Business, Management, Accounting," and "Computer Science". The authors applied articles, book chapters,

conference papers, and books in the Scopus search engine as the document type. The last, the authors chose English in the language filter. As a result, we found 321 relevant documents from 1985 to 2022 (10th April 2022).

Next, data were exported to a CSV file (excel) and analyzed using the VOS viewer program version 1.6.18 application to continue the data processing. Following (Eck & Waltman, 2016) argument, VOS viewer is a helpful tool in the bibliometric network data analysis, including citation relation among publications and journals, researcher's collaboration, and co-occurrence relations in the scientific terms. In this article, the authors perform VOS viewer to analyze three types of network data: Co-authorship, unit analysis: countries, organization, author; Co-occurrence, unit analysis: author keyword; Citation, unit analysis: document, source. The research framework can be seen in detail in the Figure 1.

D. RESULTS AND DISCUSSION
a. Publication Trend

The search result from all years of the Scopus database focusing on "corporate university" found 436 publications. Furthermore, to increase data validity with certain limitations like subject area, document type, document sources and language, 321 publications were analyzed in this article.

The first publication was an article written by Howard Buchbinder and Janice Newson with the title "Corporate-university linkages and the scientific-technical revolution" published by Interchange Journal Volume 16, issue 3, 1985, pages 37-53. The increase of publications began in 1997 with four publications in a year, whereas in the previous year (1996), there were no publications with the theme of "corporate university". In 2001 there were 17 publications regarding "corporate university" and peaked in 2017 with 25 publications. However, the publication trend has been decreasing since then. In 2021 there were only nine (9) publications regarding the "corporate university" theme, while in 2022 (until 10th April 2022), there were five (5) publications in the "corporate university" area.

The corporate university publications began to increase in 1997, in line with the growth of corporate university phenomenon in various countries, especially the United States (Figure 2). In 1988 there were 400 corporate training institutions in the US which then grew to 1000 corporate universities in 1997 and 1800 in 2000 (Prince & Beaver, 2002). Apart from that, in the mid-late 1990s corporate universities also began to spread to United Kingdom and other countries in Europe(Ryan et al., 2015).

The peak of corporate university publications occurred in 2017 with 25 publications. The largest number of publications in 2017 was caused by the publication of the book "Handbook of Corporate University Development: Managing Strategic Learning Initiatives in Public and Private Domains" published by Taylor and Francis. After that, the number of corporate university publications returned to its original number. Meanwhile, in the first quarter of 2022, there were already 5 publications in this field.

b.   Influential Countries

According to the influential countries analysis, the 321 publications focusing on "corporate university" were written by various authors from 41 countries. Table 1 shows the list of the Top 10 countries with the most number of publications and most number and citations. The United States (US) has the highest rank in both the number of publications and citations, with 87 documents and 883 citations. Moving to the next big five (5), the United Kingdom (UK), Australia, Canada and Italy take the third to fifth rank, respectively, in both the number of publications and citations. While, in sixth to the tenth position, Russian Federation and Spain have more publications but fewer citations. In comparison, Lebanon and Poland have fewer publications and a higher number of citations (Table 1).

Corporate university was firstly implemented by General Electric, that known as the most popular company in The United States, followed by other companies around The United States. As a result, corporate university became interesting topics among both practitioner and

scientist in The United States, Europe and Australia.

In the collaboration between countries, 23 countries have collaborated in the "corporate university" publication. Writers from the United States brought their country to the top rank of collaboration number, collaborating with writers from Poland, Australia, China, India, Russian Federation, Sweden, Germany and Spain. In comparison, writers from the United Kingdom have collaborated with writers from New Zealand, Poland, Denmark and Australia. However, there is no record of collaboration between writers from the UK and the US, but both countries collaborate with writers from Australia.

c.   Influential organizations

The analysis from the influential organizations aspect found that authors from 416 organizations wrote the 321 publications in "corporate university" research. Table 2 shows the Top 10 organizations based on the number of publications and citations. It can be concluded that "Intellectual Partnerships Consulting, Birmingham, United Kingdom," is the most productive organization with ten (10) publications and cited 67 times. The numbers brought "Intellectual Partnerships Consulting, Birmingham, United Kingdom" as the most productive organization and in the fifth place for the number of citations. Whereas "Chairman of Paradigm Shift International, Questa, New Mexico, United States" got the title of the highest number of citations with 1 citation, even though it only has one (1) publication.

d.   Influential Authors

Table 3 shows the Top 10 authors from 476 authors with publications in the theme of the corporate university in both numbers of publications and number of citations. Richard Dealtry from the UK is the most productive writer with 24 publications and cited 158 times, followed by Storey J with seven (7) publications and nine (9) citations and Taylor S with six (6) publications and cited nine (9) times in the second and third position. However, in the citation number, Donoghue F occupied the first

position with 246 times of citations from one publication. Followed by Dove R in the second place in the number of citations with 165 citations from one publication.

e. Influential Journal

In order to find the most influential journals with the theme of "corporate university, the authors analyze the data in two categories, based on the number of publications and the number of citations. The analysis of influential journals visualized that 321 publications in "corporate university" were published in 200 sources. Most of them are published in the form of journals (72.6%), followed by published in the form of book chapters (16.2%), conference papers (6.2%), and books (5%). In addition, only 154 sources of 200 sources have been cited in the number of citations. it can be seen that the Journal of Workplace Learning is the most influential journal in the number of articles and the number of citations. The journal publishes 41 articles related to corporate university themes and has been cited 365 times. Furthermore, Dealtry R, the most productive "corporate university" writer, publishes most of his articles in the Journal of Workplace Learning. So, it is not surprising that the Journal of Workplace Learning has been named the most influential journal on the subject of " corporate university".

However, from the number of citations per article, a book titled "The last professors: the corporate university and the fate of the humanities" occupied the first position with 246 citations per article. As for the journal source type, the citations per article in the British Journal of Management are higher compared to other journals, with 139 citations from one article. In addition, regarding source type, 9 of the publication in the Top 10 Publication Source of "Corporate University" are in the form of journals. Furthermore, most of the Top 10 Publication sources of "Corporate University" based on the number of publications are in the quartile 1 and 2 in the Scopus rank, with four (4) articles in the quartile 1, three (3) articles in the quartile 2, and two (2) articles are from the journal that discontinued from Scopus. While based on the number of citations, six (6) journals

are in the Scopus quartile 1, one (1) journal is in Scopus quartile 2, and one (1) journal is discontinued from Scopus. In addition, compared with the total number of publications in this research, 28.3% of the articles can be found in the Top 10 sources of "Corporate University".

f. Influential Articles

Among 321 publications, the VoS Viewer analysis found that 234 publications have been cited at least once, and the other 87 have never been cited at all. Moreover, the analysis also found the Top 10 the most cited publications that have influent, attention and highest popularity in the theme of "corporate university". As mentioned by (Gaviria-Marin et al., 2019), the number of citations in the publication indicates the rank of influence, popularity and attention to the scientific community.

"The last professors: the corporate university and the fate of the humanities" by Frank Donoghue in 2008 is the most cited publication with 246 citations (17.57 citations per year). Followed by "Knowledge management, response-ability, and the agile enterprise" in the second position, an article written by Rick Dove in 1999 and published in the Journal of Knowledge Management. Dove's article is cited 165 times (7.17 citations per year). Next, the article from Christopher Grey is named in the third position with the title "Re-imagining relevance: a response to Starkey and Madan," published in the British Journal of Management. As the only article related to "corporate university" published in that journal, the article has been cited 139 times with 6.62 citations per year.

g. Keyword Analysis

Moving to keyword analysis, the authors found that 321 publications about "corporate university" contain 661 keywords. Furthermore, with the minimum number of occurrences with two repetition keywords, the results came up with 102 keywords, as seen in the visualization below. Figure 3 shows the network visualization based on co-occurrence of author keywords in different articles. The keywords

analysis found 14 clusters with mutual interlinking between "corporate university" keywords. Analyzed by the size of the node, the "corporate university" keyword is related to corporate university (95 occurrences), workplace learning (14 occurrences), organizational learning (7 occurrences), knowledge management (18 occurrences), and training (13 occurrences). Each cluster has a different number and focal point.

Previous study also found the same keywords. Bibliometric analysis with the subject of Corporate University and Organizational Learning identified 77 keywords. It was proven that the most cited keywords were "corporate university" and "Learning or Organizational learning", 13 and 6 times respectively. Corporate university was the most prominent keyword and promoted the most links among the 21 articles. In addition, some keywords that were highlighted and also used in the 21 articles were knowledge management, Innovation, and competitive advantage (Cardoso et.al, 2023).

From 2000 to 2015, the study related to "corporate university" varied in terms of the research theme, such as training, the quality of corporate university implementation, knowledge society, and cloud computing. Moreover in the last few years, corporate university studies have been associated with accountability and marketing. The distribution of keywords related to "corporate university" studies also indicates that "corporate university" is the most popular keyword. As for the keyword distribution which not many scholars discuss the keywords in their research, are "human capital", "leadership development", "learning styles" and "cloud computing".

E.   CONCLUSION

This bibliometric study analysed 321 publications on Corporate University published in Scopus-indexed journals from 1985 to April 2022. This article highlights publication trends with visualization of co-authorship, co-occurrence and citation. Based on the results of the analysis, it is known that the topic of corporate university has become an interesting research theme in organizational human resource development for almost the last 4 decades. The publications and the authors number are increasing from year to year. Authors come from various organizations spread across the world and collaborate with other authors from different organizations and countries. The perspectives studied by each author are increasingly diverse, thus showing the importance of the role of corporate universities in developing HR competencies in organizations. The findings of this study are useful for researchers to guide the direction of research on corporate universities in the future. In addition, these results can also inspire researchers to build collaborative networks with researchers from other organizations or countries. Likewise, practitioners and policy makers can study the research that has been produced by previous researchers/authors as material to improve corporate university governance.

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FIGURE LIST

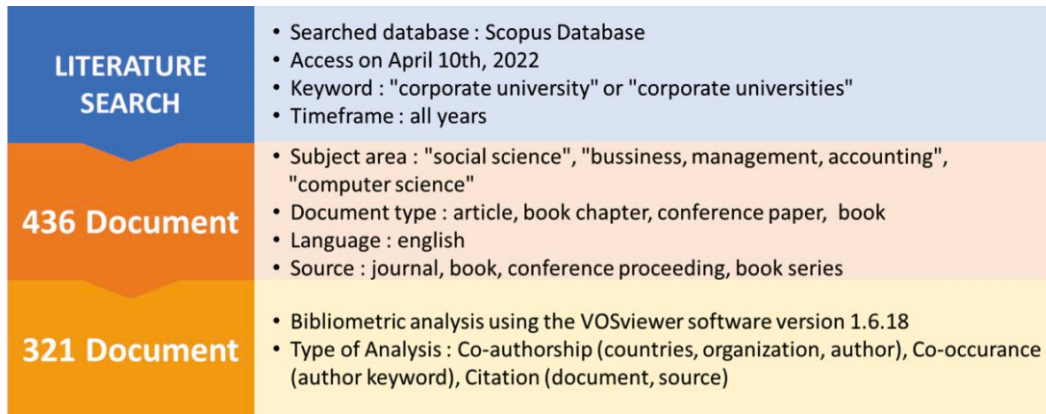| LITERATURE SEARCH	• Searched database : Scopus Database • Access on April 10th, 2022 • Keyword : "corporate university" or "corporate universities" • Timeframe : all years
436 Document	• Subject area : "social science", "bussiness, management, accounting", "computer science" • Document type : article, book chapter, conference paper, book • Language : english • Source : journal, book, conference proceeding, book series
321 Document	• Bibliometric analysis using the VOSviewer software version 1.6.18 • Type of Analysis : Co-authorship (countries, organization, author), Co-occurance (author keyword), Citation (document, source)

Figure 1. Bibliometrics Analysis Framework for "Corporate University"
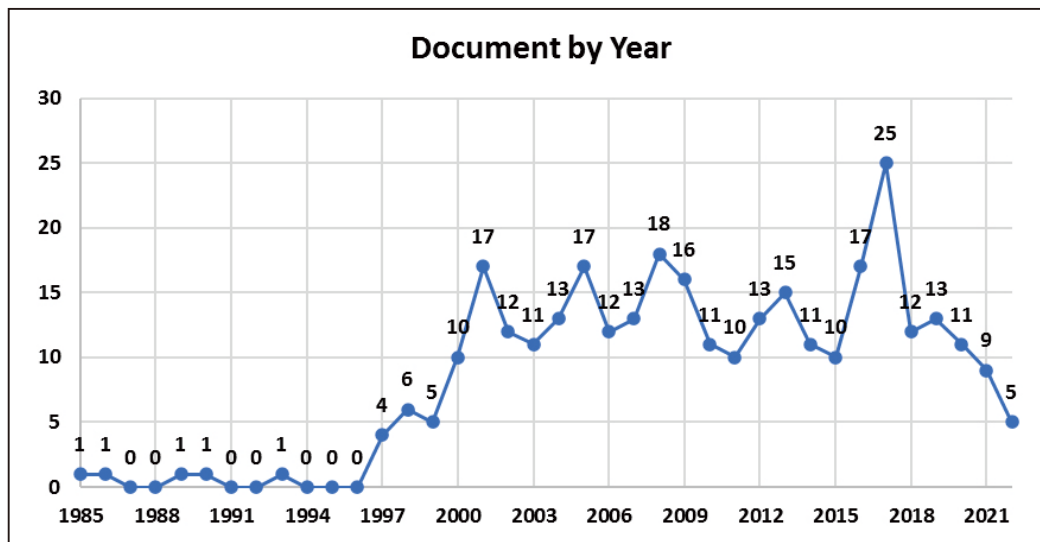Source: processed by author, 2022

Figure 2. Publication trend in "Corporate University" by year
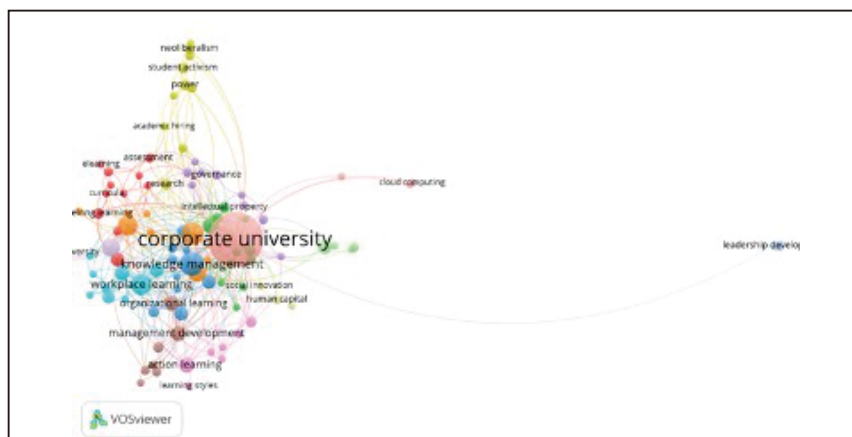Source: processed by author from Scopus Database, 2022

Figure 3. Network Visualization Co-occurrence of "Corporate University
Source: data processed from the VOSviewer 1.16.18 software, 2022

TABLE LIST

Tables 1 Country based on number of Publications

Based on the Number of Publications				
Rank	Countries	Number of Article (A)	Number of Citations (C)	C/A
1st	United States	87	883	10,15
2nd	United Kingdom	75	807	10,76
3rd	Australia	23	537	23,35
4th	Canada	22	375	17,05
5th	Italy	10	86	8,60
6th	China	9	50	5,56
7th	Russian Federation	9	20	2,22
8th	Germany	7	40	5,71
9th	Spain	7	19	2,71
10th	Netherlands	6	55	9,17

Source: Database Scopus 2022

Table 2 Top 10 Organizations of "Corporate University"

Rank	Based on the Number of Publications				Rank	Based on the Number of Citations			
	Organizations	Number of Article (A)	Number of Citations (C)	C/A		Organizations	Number of Article (A)	Number of Citations (C)	C/A
1st	Intellectual Partnerships Consulting, Birmingham, United Kingdom	10	67	6,7	1st	Chairman of Paradigm Shift International, Questa, New Mexico, United States	1	165	165
2nd	The Open University, United Kingdom	5	5	1	2nd	Judge Inst. of Management Studies, University of Cambridge, Trumpington Street, Cambridge, United Kingdom	1	139	139
3rd	IPC Ltd, Birmingham, United Kingdom	4	13	3,25	3rd	Div. of Economic / Financial Studies, Marquarie University, Sydney, NSW, Australia	1	82	82
4th	Faculty of Business Administration, Shanxi University of Finance and Economics, Taiyuan, China	3	13	4,33	4th	Department of Sociology, University of Western Ontario, Canada	1	75	75
5th	Birmingham Business School, University of Birmingham, United Kingdom	3	2	0,67	5th	Intellectual Partnerships Consulting, Birmingham, United Kingdom	10	67	6,7
6th	New York University, United States	2	23	11,5	6th	Atkinson college, York university, Toronto, Canada	1	63	63
7th	Indira Gandhi National Open University, India	2	19	9,5	7th	Department of Geography, University of Liverpool, Liverpool, United Kingdom	1	62	62
8th	School of Business, Federation University Australia, Ballarat, Australia	2	13	6,5	8th	Communication Workers of America (CWA), Nemark, NJ, United States	1	56	56
9th	Hamline University, United States	2	9	4,5	9th	Ohio University (OU), United States	1	56	56
10th	University of Action Learning at Boulder, Colorado, United States	2	4	2	10th	Southern Methodist University, United States	1	56	56

Table 3 Top 10 Author of "Corporate University"

Based on the Number of Publications					Based on theNumber of Citations				
Rank	Authors	Number of Article (A)	Number of Citations (C)	C/A	Rank	Authors	Number of Article (A)	Number of Citations (C)	C/A
1st	Dealtry R.	24	158	6,58	1st	Donoghue F.	1	246	246
2nd	Storey J.	7	9	1,29	2nd	Dove R.	1	165	165
3rd	Taylor S.	6	9	1,50	3rd	Dealtry R.	24	158	6,58
4th	Prince C.	5	46	9,20	4th	Grey C.	1	139	139
5th	Li J.	4	50	12,50	5th	Buchbinder H.	3	104	34,67
6th	Paton R.	4	5	1,25	6th	Homan G.	2	82	41
7th	Buchbinder H.	3	104	34,67	7th	Machpherson A.	2	82	41
8th	Giroux H.A.	3	44	14,67	8th	Boyce G.	1	82	82
9th	Rolfe G.	3	26	8,67	9th	Allahar A.L.	1	75	75
10th	Sandelands E.	3	17	5,67	10th	Cote J.E	1	75	75

Source: processed by author from scopus database, 2022