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A CITATION ANALYSIS OF E-BUSINESS ADOPTION LITERATURE

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ABSTRACT

E-business celebrated its 25th anniversary in 2018. In the past quarter-century, e-business has played an increasingly important role in both academic and professional communities. As of October 2018, the Google Scholar (GS) database recognized over 35 thousand publications whose titles include at least one e-business term such as "electronic commerce." Since the turn of the century, thousands of e-business articles have been published annually. That being said, we have a sufficient period and sample size to conduct citation analysis in e-business research. Citation analysis can serve multiple goals such as identifying the most influential publications and exploring core and emerging knowledge in a research area. In this study, we conduct a citation analysis of e-business-adoption literature and seek to answer three important questions: 1) where were the e-business-adoption articles published, 2) how the citations of all e-business-adoption articles were distributed, and 3) what were the main methods, units of analysis, and topics of the e-business-adoption articles.

This study searches e-business-adoption articles published between 2006 and 2011 via GS using a "keyword" approach. In total, we find 1,729 articles, each of which includes at least one e-business-related term (e.g., electronic business) and one adoption-related term (e.g., acceptance) in its title. After examining their abstracts and cleansing some irrelevant and duplicated records, 1,406 articles remain for citation analysis. We record each article's title, publication outlet, publication year, topic, methods, unit of analysis, and GS citations each year (from 2012-2018).

On average, 234 articles were published each year and about 45%, 27%, and 14% were published as journal articles, conference proceedings, and dissertations, respectively. The average number of accumulated citations of the 1,406 articles increased from 8.04 in 2011 to 36.25 in 2017, with a CAGR of 28.5%, indicating that the e-business-adoption literature received sufficient attention in academia. However, we find a long-tail distribution with a small portion of highly-cited articles accounting for a significant portion of all citations. The top 5% (70) highly-cited articles contributed to 47-54% of the total citations across six years. Using the method suggested by Durden and Ellis (1993), we identify the most influential articles each year from 2011 to 2017. Furthermore, we find that an overwhelming majority of articles used quantitative approaches, with survey as the most common method, indicating that a meta-analysis research can be performed in the future. E-business adoption has been studied at various units of analysis, with individual consumers and organizations as the two dominant ones: for individual consumers, the top three topics are online banking, shopping, and education, while the most common topic at the organizational level is organizations e-business systems.

This study performs the state-of-the-art citation analysis for e-business-adoption research and provides an overview of citation scores in this field. It contributes to educators by helping them organize the coverage of e-business adoption in their course plans and to researchers by providing a platform for supporting the identification of relevant literature, motivating future citation analysis, seeing future research needs, and positioning future investigations.

Keywords

Citation analysis, Google Scholar, e-business, e-business adoption

REFERENCES

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