

## Strategic Management to Envisage the Challenges of Inclusive Economy and Business Innovation: A Bibliometric Study

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#### ABSTRACT

Strategic management can be used to envisage the challenges of inclusive economy and business innovation. This study aims to analyze the research trends development on strategic management. This research uses bibliometric analysis visualization using VosViewer. The database was downloaded from ScienceDirect. The advanced search limitation using the keyword "strategic management" in 2022. The research filter to research articles, focusing only on business, management, and accounting. The results show there are 784 articles. Analysis of visual bibliometrics shows the trend of the themes and the author's relation. There are three clusters on publication article analysis. The strongest topics in cluster 1 related to strategic management publication are firm, data, effect, role, relationship, model, and impact all of each item strengths above 1000; in cluster 2 about process, development, and framework which all around 900; and all in the third cluster no more than 500 link strength. The most productive author of this research in 2022 is Vijay Pereira.

**Keywords:** Bibliometric, Business, Challenges, Inclusive Economy, Innovation, Strategic Management

## **INTRODUCTION**

Creating an inclusive economy, in which all individuals and communities have equal access to economic opportunities and benefits, is a complex and multifaceted challenge. An inclusive financial system provides an easy access to formal financial service that encourage equal opportunities to the economy (Prabowo, Maski, & Santoso, 2022). While it brings many benefits, such as reducing income inequality, promoting social cohesion, and promoting economic growth, it also poses some significant challenges. Inequality in income and wealth constitute significant obstacles to inclusion. These disparities can limit access to education, health care, and essential services, preventing marginalized groups from fully participating in the economy. Discrimination based on factors such as race, gender, age, or disability can lead to exclusion from economic opportunities. Overcoming systemic bias and promoting diversity and inclusion is a major challenge. Inadequate access to quality vocational education and training programs can limit individuals' ability to acquire the skills needed to participate in the modern workforce. Many individuals and small businesses, especially those from marginalized communities, have difficulty accessing affordable capital and loans, hindering entrepreneurship and business growth.

Inclusive economic growth can be hindered by geographic disparities, with rural and remote areas often having limited access to economic opportunities and essential services. The digital divide, where some communities lack access to the internet and digital technologies, can limit participation in the modern economy, particularly as many services and jobs move online. The absence of robust social safety nets can make economic shocks, such as job loss or health crises, more devastating for vulnerable populations. The high cost of housing in many urban areas can exclude low-income individuals and families from living in proximity to job opportunities.

Health disparities can affect economic participation, as people with limited access to healthcare may experience more significant health-related barriers to employment and economic stability. Balancing economic growth with environmental sustainability is a challenge, as resource depletion and environmental degradation can disproportionately impact vulnerable communities. Ensuring that globalization and international trade benefit all segments of society, rather than exacerbating inequalities, is a challenge for inclusive economies. Crafting effective policies and regulations that promote inclusivity without stifling economic growth and innovation can be a delicate balancing act.

Challenging cultural and social norms that perpetuate exclusivity and discrimination can be difficult but is essential for building an inclusive economy. Gathering accurate data on inclusivity and monitoring progress is a challenge, as it requires defining and measuring inclusivity in meaningful ways. Addressing these challenges requires a comprehensive and collaborative approach involving government, private sector, civil society, and community organizations. Strategies for building an inclusive economy may include targeted policy interventions, educational initiatives, workforce development programs, financial inclusion efforts, and social safety net improvements. Furthermore, it necessitates ongoing evaluation and adaptation to ensure that progress is being made toward a more inclusive economic future.

Business sustainability has become an important part of an organization. Strategic management has been a popular tool to achieve the success of an organization (Murcia, Ferreira, & Ferreira, 2022). The organization needs to respond to the internal and external environment change to create the best strategies. In the context of an inclusive economy and business innovation, it ensures that these goals are centered around creating economic opportunities for a diverse range of stakeholders and driving

innovation. Business innovation refers to the process of introducing new ideas, products, services, processes, or practices that result in significant improvements or advancements within an organization. Innovation is crucial for businesses to remain competitive, adapt to changing market conditions, and drive growth.

Strategic management involves making decisions about how to allocate resources effectively. Strategic management helps organizations identify their unique strengths and capabilities. Strategic management involves long-term planning and strategy (Lainawa, Lumy, & Kalangi, 2022). Leveraging these advantages is essential for staying competitive in an inclusive economy and fostering innovation. In an inclusive economy and innovation context, understanding potential risks, whether they are related to regulatory changes, market shifts, or technological disruptions, is crucial for making informed decisions. Strategic management is a critical tool for organizations looking to address the challenges of building an inclusive economy and fostering business innovation. Strategic management can increase the competitive advantage. Companies can use various generic competitive strategies in different industry environments to protect and enhance their competitive advantage (Hill & Jones, 2009).

Strategic management plays a crucial role in helping organizations envision and address the challenges of building an inclusive economy and fostering business innovation. In today's rapidly changing business landscape, there is a growing recognition of the importance of creating a more inclusive and innovative business environment. Start by aligning the organization's vision and mission with the goals of an inclusive economy and innovation. Clearly define how your organization can contribute to creating a more inclusive business ecosystem and drive innovation. Conduct a thorough analysis of the external environment to identify social, economic, and technological trends that impact inclusivity and innovation. Stay updated on regulatory changes and market dynamics. Engage with a diverse range of stakeholders, including employees, customers, suppliers, and community organizations. Understand their perspectives and needs regarding inclusivity and innovation. Develop a culture of inclusive leadership within the organization.

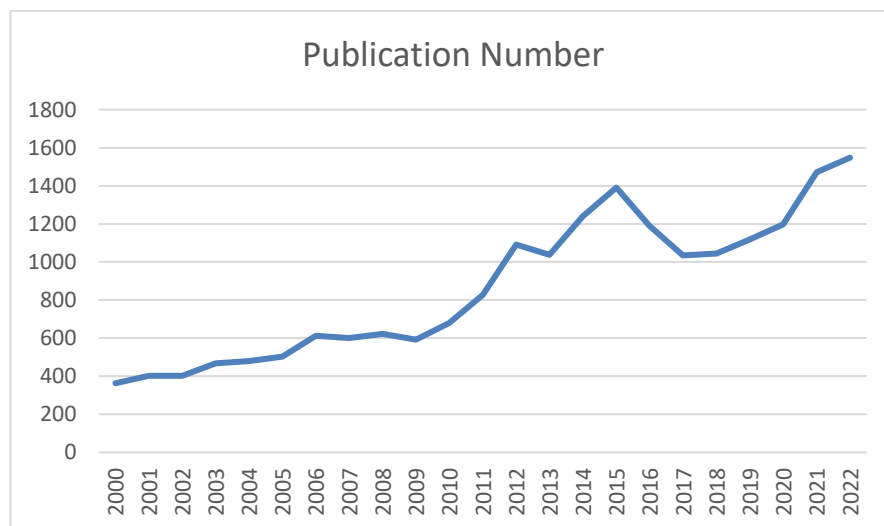
Encourage diversity at all levels and ensure that leaders are committed to inclusivity and innovation. Build an innovation ecosystem within the organization that encourages experimentation, creativity, and learning. Create cross-functional teams to work on innovation projects. Identify and assess risks associated with inclusivity efforts and innovation initiatives. Be prepared to address challenges such as resistance to change and potential market disruptions. Collaborate with external partners, including nonprofits, government agencies, and other businesses, to enhance inclusivity and innovation efforts. Pool resources and knowledge to achieve common goals. Establish clear and measurable goals for inclusivity and innovation. Use key performance indicators (KPIs) to track progress and hold the organization accountable. Invest in the development and training of employees to foster innovation and create a more inclusive work environment. Encourage continuous learning and knowledge sharing. Ensure that ethical considerations are at the forefront of your strategy. Uphold principles of fairness, transparency, and responsibility in all aspects of your operations. Be prepared to adapt your strategy as the business environment evolves.

Inclusivity and innovation require agility and the ability to pivot in response to changing circumstances. Develop a robust communication strategy to keep employees, customers, and other stakeholders informed about your inclusivity and innovation initiatives. Engage in transparent and open dialogue. Consider the long-term sustainability of your inclusivity and innovation efforts. Ensure that they are integrated into the core of your business strategy rather than being treated as standalone

projects. Regularly assess the impact of your efforts on building an inclusive economy and fostering innovation. Adjust your strategy based on the results and feedback received. In summary, strategic management should be forward-thinking, adaptive, and driven by a commitment to creating an inclusive economy and promoting innovation. By addressing these challenges proactively and integrating them into your organization's core strategy, you can position your business for long-term success in a rapidly changing and increasingly interconnected world.

Strategic management is the process of defining an organization's long-term goals and objectives and developing a plan to achieve them effectively. It involves assessing the internal and external factors that can impact an organization's success, formulating strategies to navigate those factors, and implementing those strategies with the aim of achieving the organization's mission and vision. This subject is popular by a researcher. There are 27614 publications on ScienceDirect about strategic management. The trend of this research increases year by year. It is shown in picture 1 below.

**Figure 1. Publication Number on Strategic Management Year by Year**



Bibliometric research has grown during the past two decades including in business, management, accounting, economics, finance, econometrics, and social science (Mukherjee, Lim, Kumar, & Donthu, 2022). Bibliometric studies include techniques used in the identification of patterns and future trends of research topic or fields (Quevedo, Velasco, Roman, & Moreno, 2023). This research is a variant of systematic literature reviews that involve quantitative and statistical techniques. The advantage of this study because this method is more objective and extensive in scope than the other type of review (Mukherjee, Lim, Kumar, & Donthu, 2022). There are a lot of samples of bibliometric analysis used in research in recent years. Bibliometric analysis can be used to determine the factor in entrepreneurial intention (Rodriguez-Ulcuango, Guerra-Flores, Fernandez, Ayaviri-Nina, & Giner-Pérez, 2023). (Koseoglu, Yick, King, & Arici, 2022) research on relational bibliometrics for hospitality and tourism research. (Migliavacca, Patel, Paltrinieri, & Goodell, 2022) using bibliometrics to mapping the impact of investing. (Eulerich, Kopp, & Fligge, 2022) using bibliometric analysis to analyze the mergers and acquisitions research. But there is gap on research about strategic management research in 2022 using ScienceDirect database. This paper aims to analyze research trends in strategic management on ScienceDirect database using VosViewer.

## **LITERATURE REVIEW**

Strategy is an endangered word. Strategy refers to the plan to create or maintain a competitive advantage. Strategy is a plan, but not all plans are strategies. Rapidly changing market conditions require organizations to respond to these conditions by developing a strategic plan. Plans should be created as part of an overall process called strategic management (Brennan & Sisk, 2015). Strategic management is a systematic approach to identifying, implementing changes, and measuring organizational performance to achieve a vision (Wells, 1996). Strategic management is also defined as the evaluation, planning, and implementation process designed to maintain or improve competitive advantage (Sammud-Bonnici, 2015). Strategic management can be defined as the art and science of formulating, implementing, and evaluating cross-functional decisions that enable an organization to achieve its goals (David, 2011).

Creating, implementing, and evaluating strategies constitute the three phases of the strategic management process (David, 2011). Creating a vision and mission, evaluating the organization's external opportunities and threats, evaluating the organization's internal strengths and weaknesses, setting long-term goals, designing a change strategy, and choosing the specific strategy to pursue is part of the strategy formulation process. Setting annual goals, establishing regulations, inspiring people, and allocating resources are all necessary for a company to successfully complete its initiatives. Examining the internal and external variables that form the basis of current strategies, monitoring performance, and taking corrective action are the three key activities that make up a strategy evaluation.

The inclusive economy (EI) or inclusive economy is the foundation for addressing the global challenges of inequality, systemic risk, and equitable governance in the fight against global economic disparities. An inclusive economy is an economic system that aims to ensure that all individuals and communities have equal access to economic opportunities, benefits, and resources. In such an economy, the goal is to reduce income and wealth disparities, promote social cohesion, and create conditions where everyone can participate in and benefit from economic growth and prosperity.

## **RESEARCH METHOD**

This research uses visualization bibliometric analysis to analyze the results of databases. Bibliometrics is used to analyze the publication trend (Irianto & Adiatma, 2023). Bibliometric analysis goal is to summarize the large data quantities of bibliometric data to present the state of intellectual structure and emerging trends of a research topic (Donthu, Kumar, Mukherjee, Pandey, & Lim, 2021). Visualisation bibliometric is a strategy to visualize the data on bibliometric analysis, this being part of enrichment technique on bibliometric analysis (Donthu, Kumar, Mukherjee, Pandey, & Lim, 2021). There are some steps on bibliometric analysis: 1) define the aims and scope, 2) choose the technique, 3) collect the data, and 4) run the bibliometric and report the result. The databases used in this research were downloaded from ScienceDirect. Data that is downloaded from this source using limitation keywords is "strategic management", years 2022, research article type, and subject area on business, management, and accounting. The result maximal download is 1000 data and each data contains maximal 100 references. Then the result combines with Mendeley and creates a Research Information System (RIS) format. This dataset is used in VosViewer to create some visualization of the bibliometric.

## **RESULTS**

The result of the data include data from ScienceDirect, and data visualization from VosViewer.

### **Result Data from Science Direct**

The data from ScienceDirect show that only 784 article that found using the keywords of “strategic management” in 2022. Data limitation is the type of publication of is research article, and the subject area is business, management, and accounting. The result shows that the article is published in 25 journals. Most articles are published in the Journal of Business Research.

**Table 1. Journal Publication**

<b>No</b>	<b>Journal Name</b>	<b>Number of Article Publication</b>
1	Journal of Business Research	218
2	Technological Forecasting and Social Change	123
3	Long Range Planning	50
4	Industrial Marketing Management	31
5	European Management Journal	25
6	Technovation	21
7	Public Relations Review	16
8	Journal of Innovation & Knowledge	16
9	International Business Review	15
10	The International Journal of Management Education	15
11	Research Policy	14
12	International Journal of Hospitality Management	13
13	Technology in Society	13
14	Journal of International Management	13
15	Journal of Family Business Strategy	11
16	International Journal of Project Management	10
17	Tourism Management	9
18	Socio-Economic Planning Sciences	9
19	Journal of World Business	9
20	Journal of Hospitality and Tourism Management	8
21	Information & Management	7
22	Cities	7
23	Organizational Dynamics	7
24	Tourism Management Perspectives	7
25	The Leadership Quarterly	6

### **Result Data from VosViewer**

The result from analysis using VosViewer about the publication trend, and the author productivity.

**Table 2. Items and Cluster of Research Publication by Title and Abstract**

Cluster	Items	Total Items
1	Capability, china, company, competitive advantage, customer, consumer, data, difference, economy, effect, employee, evidence, firm, firm performance, hypothesis, impact, influence, information, market, mechanism, model, performance, relationship, resource, role, sample, smes, survey, view	29
2	Application, article, author, business, case, challenges, concept, development, field, framework, future research, gap, opportunity, paper, practitioner, process, researcher, review, scholar, stakeholder, topic, use, way, year	24
3	Covid, interview, pandemic	3

The result limitation minimum number of articles is 2, so there's some author that identified.

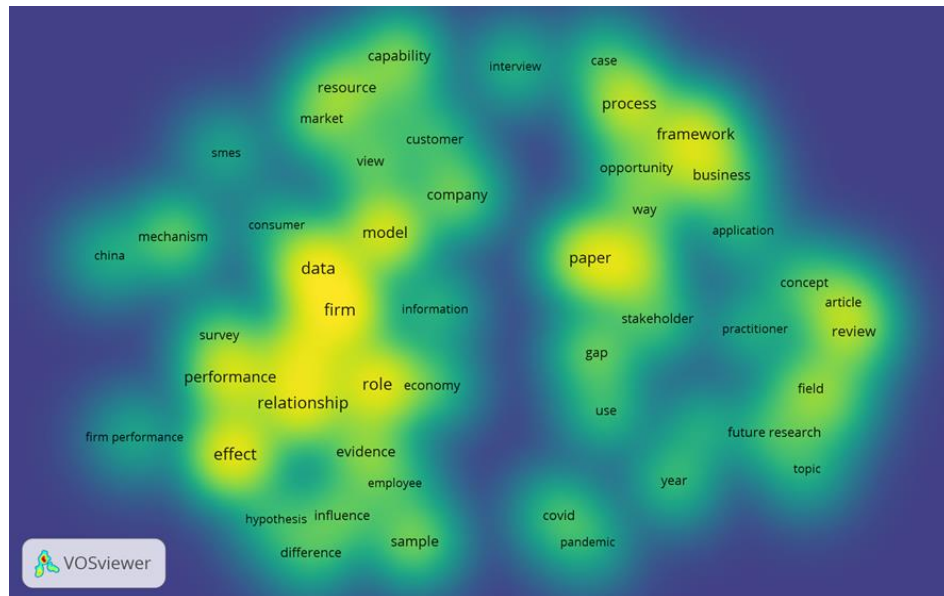
**Table 3. Items and Cluster of Research Publication by Author Analysis**

Cluster	Items	Total Items
1	Bamel, Unmesh Budhwar, Pawan Malik, Aisish Pareira, Vijay Sahasranamam, Sreevas Temouri, Yama Varma, Arup	7
2	Bouchken, Ricarda B. Czakov, Wojciech De Massis, Alfredo Fredrich, Victor Kraus, Sascha Mahto, Raj V.	6
3	Dhir, Amandeep Kaur, Puneet Makkonen, Hannu Ojha, Divesh Patel, Pankaj C. Talvar, Shalini	6
4	Fernandes, Cristina I. Ferreira, Fernando A. F. Ferreira, Joao J. Ferreira, Joao J. M. Rammal, Hussain G.	5
5	Kohtamaki, Mako Oghazi, Pejvak Parida, Vinit Sjodin, David Wincent, Joakim	5
6	Gaur, Ajai Kumar, Satish Lim, Weng Marc	5





**Figure 3. Density Visualization of Publication**



**Figure 4. Network Visualization of Author**

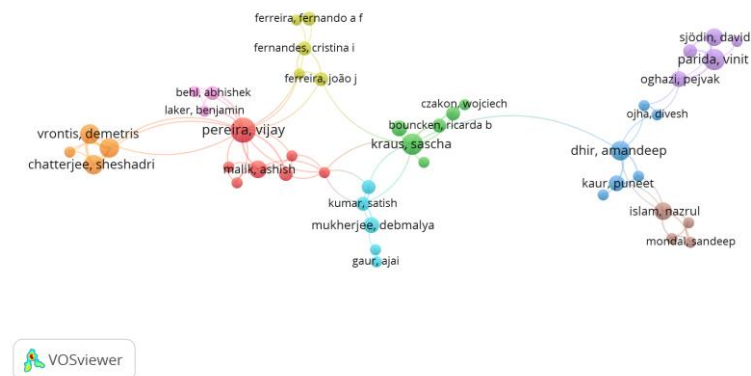


Figure 5. Overlay Visualization of Author

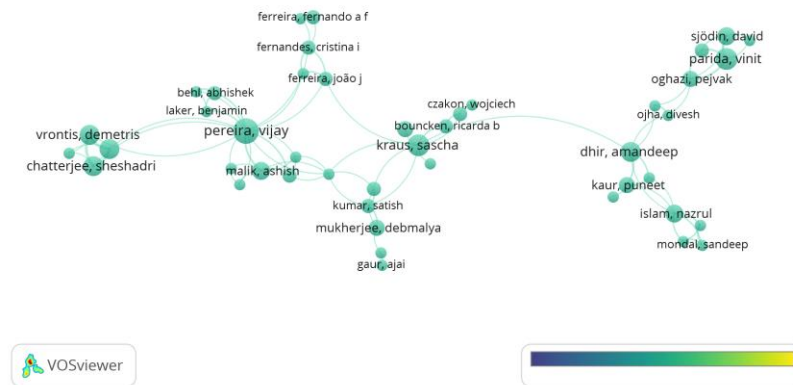
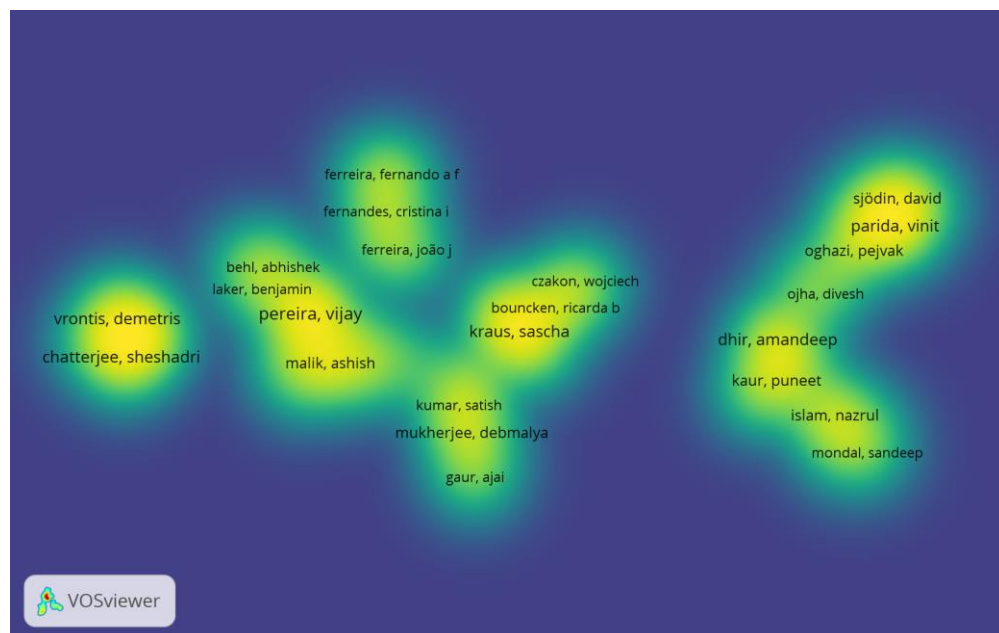


Figure 6. Density Visualization of Author



## DISCUSSION

The result of that data visualization of bibliometric analysis can be used to analyze the trend of publication. Based on that data we can conclude some keywords that related to the publication trend in strategic management for example are firm, data, effect, role, relationship, model, impact, process, development, and framework.

Firm is the most related keyword because this research limited on business, management, and accounting subject areas. Firm in this research means company, enterprise, corporate, business, and also venture. Some research that used this term is conduct by (Santiago, Borges-Tiago, & Tiago, 2022) research about firm-generated content, (Fernández, López-López, Jardón, & Iglesias-Antelo, 2022) research on industry analisis on services versus manufacturing, and (Atzmon, Vanderstraeten, & Albers, 2022) research on small-firm growth-enabling capabilities.

Data is fact that collected that used for basic on analysis. In this research data is important because strategic management need the data collection to create the right strategies in an organization. Some research about data in strategic management such as (Choi & Park, 2022) research on data-driven related to CSR performance, (Chen, Luo, Chen, & Guo, 2022) research on data-driven dynamic capabilities, (Braverman & Chassang, 2022) research on data-driven incentive alignment in captivation schemes, (Sultana, Akter, & Kyriazis, 2022) research on how data-driven innovation capability shaping the future of market agility and competitive performance.

Role in strategic management research explains about the role on stakeholder in the organization. (Miller, 2022) research on stakeholder roles in artificial intelligence project (Birolo & Teerikangas, 2022) research on middle manager's strategy roles and value creation on in cross-border acquisition, (Tsai, Cabrilo, Chou, Hu, & Tang, 2022) research on open innovation and SME performance perspective of the roles of reverse knowledge sharing and stakeholder relationship. (Hoang, Luu, Le, & Tran, 2022) research on roles of opportunity recognition and locus of control.

Relationship in this strategic management research area conduct by some researchers such as (Cheng & Fisk, 2022) research on contingency theory informs relationship management by exploring the contingent organization-public relationships (COPR). (Zerbini & De Carlo, 2022) research on relationships-specific investments (RSI). (Borah, Mallapragada, Bommaraju, Venkatesan, & Thongpapanl, 2022) research on interfirm collaboration and exchange relationships. (Hussain & Shahzad, 2022) research on perceived organizational justice-organizational cynicisms relationship. (Srouf, Shefer, & Carmeli, 2022) research on relationship between positive chair-CEO and work. (Arte & Larimo, 2022) research on moderating influence of product diversification on international diversification-performance relationship. (Guercini, La Rocca, & Snehota, 2022) research on customer-supplier relationship decision. (Brzustewicz et al., 2022) research on social impact in company-NGO relationship in corporate volunteering.

Model in strategic management research in example is (Lortie, Cox, & Roundy, 2022) research on social impact models, legitimacy perceptions, and consumer responses to social venture, (Zhang & Zhu, 2022) research on business model innovation through social media strategic capability. (Wang, Chen, Zhang, Yin, & Zhao, 2022) testing mediation and moderation model on the impact of political ties on firm innovativeness. (Lu & Chesbrough, 2022) research by measure open innovation practices through topic modeling. (Uddin, Akter, Mollah, & Al Mahi, 2022) research on the difference between bank and microfinance business model using loan and monitoring system and funding sources analysis. (He & Zhang, 2022) research on integrating B2B and B2C models. (Haniff & Galloway, 2022) research on modelling on strategic alignment in project networks. (Maucuer, Renaud, Ronteau, & Muzellec, 2022) study about business model research from marketers learning. (Tani, Troise, & O'Driscoll, 2022) research on business model innovation in mobile apps market by exploring the new subscription plans with behavioral perspective. (Jukić, Pluchinotta, Hržica, & Vrbek, 2022) research on multi-attribute decision support model for public organization. (Hu & Hughes, 2022) research on family-unique resource, marketing resources, and family owner's willingness to pursue radical innovation model. (Boone, Buyl, Declerck, & Sajko, 2022) research on neuroscience-based model of why and when CEO social values affect investment in corporate social responsibility. (Lahouel, Zaied, Managi, & Taleb, 2022) research on regime switching model. (Palmié, Miehe, Oghazi, Parida, & Wincent, 2022) research on evolution of digital service ecosystem and digital business model innovation in retail.

Impact on strategic management conduct by some researchers such as (Roncancio-Marin, Dentchev, Guerrero, Díaz-González, & Crispeels, 2022) research about how joint of university and industries undertaking high societal impact. (del-Castillo-Feito, Blanco-González, & Hernández-Perlines, 2022) research on impact of socially responsible human resource management on organizational legitimacy. (Singh, Chandrashekar, Hillemane, Sukumar, & Jafari-Sadeghi, 2022) research of directing and mediating the impact of innovation and internationalization on network cooperation and economic performance of SMEs. (Cui, Li, & Zhang, 2022) research on game experience's impact on game loyalty. (Masuda, Han, & Lee, 2022) research on the impact of influencer attributes. (Jodlbauer, Tripathi, Brunner, & Bachmann, 2022) research on the stability of cross-impact matrices. (Shen, Ponomareva, & Uman, 2022) research on the impact of nominating committee composition on board monitoring and resources provision. (Oesterreich, Anton, & Teuteberg, 2022) research about the impact of business analytics on firm performance. (Lee & Chung, 2022) research on the impact of women in the top management teams. (Rivo-López, Lampón, Villanueva-Villar, & Míguez-Álvarez, 2022) research on the impact of visual narrative formats on women's entrepreneurship training. (Yeh, Lin, Chiang, Lin, & Huan, 2022) research about the impact on the physical environment related to the employee's creativity. (van Aaken, Rost, & Seidl, 2022) research about the impact of social class on top managers' attitudes. (Monteiro, Vale, Leite, Lis, & Kurowska-Pysz, 2022) research on the impact of information systems and non-financial information on company success. (Saeed, Riaz, Liedong, & Rajwani, 2022) research on the impact of gender diversity on corporate strategy.

Process related to strategic management research conducted by some researchers such as (Naderi, Monavvarifard, & Salehi, 2022) research on how strategic processes to achieve SDG through the development of student's sustainable entrepreneurship competencies. (Eryarsoy, Kilic, Zaim, & Doszhanova, 2022) research using analytical hierarchy process to assess IoT challenges in supply chain. (Brauner & Zieffle, 2022) research on production and design process model. (Treiblmaier, 2022) research the using of process theory and agent-based modelling on how to incorporate temporal change in digital business research. (Laubengaier, Cagliano, & Canterino, 2022) research on the relationship between technological and administrative process innovation in Industries 4.0. (Kraft, Günther, Kammerlander, & Lampe, 2022) research on overconfidence in the entrepreneurial process. (Paiola, Agostini, Grandinetti, & Nosella, 2022) research on the process of business model innovations driven by IoT. (Zheng, Noorderhaven, & Du, 2022) research on the integration process of Chinese strategic asset-seeking acquisition. (Lehrer & Almor, 2022) research on global prospecting of process niche firms. (Junaid, He, & Afzal, 2022) research on the entrepreneurial process. (Karami, Baber, & Ojala, 2022) research on the effectual process of business models. (Aliasghar, Rose, & Asakawa, 2022) research about sources of knowledge and process innovation. (Chen, He, Wang, Xiong, & Jiang, 2022) research on the legitimatization process of social enterprises. (Sarker & Datta, 2022) research on the redesign of pension business process. (Cai & Canales, 2022) research on dual strategy process in open strategizing. (Kubińska, Adamczyk-Kowalczyk, Andrzejewski, & Rozakis, 2022) research on the decision-making process.

Development in strategic management research conduct by some researcher for example is (Shah, 2022) research a developmental enquiry about big data analysis to help organization achieve sustainable competitive advantages. (Granato, Fischer, & van Trijp, 2022) research about misalignment on new product development. (Lambrechts & Gnan, 2022) research about human resources and mutual gains in family firms' development. (Sakellariou & Vecchiato, 2022) research about new product development by constructing meanings for the future. (Thakur-Wernz, Bruyaka, &

Contractor, 2022) research on sourcing portfolio diversity in new product development. (Wang, Li, & Yang, 2022) research on unequal participations in joint new product development. (Kim & Kim, 2022) research on intensity and diversity of R&D partner types and product development. (Cartwright & Davies, 2022) research on B2B social networking capabilities. (Mahapatra & Dash, 2022) research on talent development in changing world. (Zheng, Zhang, Zhan, & Sharma, 2022) research about B2B relationship influence on new product development.

Framework in strategic management conduct by some researcher such as (Kolagar, Parida, & Sjödin, 2022) research about integrative framework about ecosystem transformation for digital servitization. (Lee, Kim, & Hong, 2022) research about contingency framework navigating the COVID-19 pandemics. (Phirouzabadi, Blackmore, Savage, & Juniper, 2022) research about multi-modal and multi-dimensional technology interaction framework. (Maliene, Fowles, Atkinson, & Malys, 2022) research on sustainability framework. (Oliveira, Kakabadse, & Khan, 2022) research on resource dependence framework. (Konopik, Jahn, Schuster, Hoßbach, & Pflaum, 2022) research to make a conceptual framework for digital transformation through organizational capabilities. (Busulwa, Pickering, & Mao, 2022) research on integrative framework on digital transformation and hospitality management competencies. (Li, Bapuji, Talluri, & Singh, 2022) research on stakeholder-stage framework. (Atzmon, Vanderstraeten, & Albers, 2022) research about framework for young technology-based firm. (Wang et al., 2022) research about nexus framework within multiscale economy. (Sindhwani et al., 2022) research multi-criteria framework. (Wu, Cao, Fang, Wang, & Li, 2022) research on a systemic coupling analysis. (Takacs, Brunner, & Frankenberger, 2022) research on barrier of circular economy in SMSE and their integration in a sustainable strategic management framework.

Based on the analysis shown that the most productive author is Vijay Pereira. There are some of his articles (Patnaik, Pereira, & Temouri, 2022) research on intra-organizational dynamics. (Chatterjee, Chaudhuri, Vrontis, & Pereira, 2022) an examining the industrial buying behavior. (Rengarajan, Narayanamurthy, Moser, & Pereira, 2022) is research on data strategies for the global value chain. (Pereira, Oliveira, & Carravilla, 2022) is research on merging make-to-stock/make-to-order decisions into sales and operation planning. (Basu, Pereira, Sinha, Malik, & Moovendhan, 2022) research on esoteric governance mechanisms and collective brand equity. (Behl, Gaur, Pereira, Yadav, & Laker, 2022) research on the role of big data analytics capabilities in improving the sustainable competitive advantage of MSMEs. (Anshu, Shankar, Behl, Pereira, & Laker, 2022) research on impact barriers of value co-creation on consumer's innovation resistance behavior. (Malik, Pereira, Budhwar, Varma, & Giudice, 2022) research on sustainable innovation. (Fernandes, Veiga, Ferreira, Rammal, & Pereira, 2022) research about assessing strategic leadership in the organization. (Pereira et al., 2022) an explanatory study into emerging market SME's involvement in the circular economy. (Mahendru, Sharma, Pereira, Gupta, & Mundi, 2022) is research on analyzing and mapping financial well-being research and identifying future research agenda.

## **CONCLUSION**

The conclusion of this research is based on 784 articles that are analyzed. There are three clusters on publication article analysis. The strongest topics in cluster 1 related to strategic management publication are firm, data, effect, role, relationship, model, and impact all of each item strengths above 1000; in cluster 2 about process, development, and framework which all around 900; and all in the third cluster no more than 500 link strength. The most productive author of this research in 2022 is Vijay Pereira.

## **LIMITATION**

The data that can be downloaded from the ScienceDirect directly only 1000 database. The future research must find the other strategies to increase the number of data that can be used to analyze more comprehensive result. The result only analyze data in 2022. The research only analyzed the English language research.

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