

THREE DECADES OF BUSINESS AND TRADE RESEARCH IN ASEAN COUNTRIES: A COMPREHENSIVE BIBLIOMETRIC REVIEW

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Abstract: This bibliometric review examines three decades of business and trade research within the ASEAN region, focusing on productivity, collaboration, and emerging trends across member countries. Established in 1967, ASEAN has evolved into a significant economic entity with growing influence in global trade. Using Scopus data from 1994 to 2024, the study employs Biblioshiny and VOSviewer to map key authors, institutions, and research themes. Results reveal a significant rise in publication output, led by Indonesia, Malaysia, Singapore, and Thailand, reflecting heightened academic engagement. Dominant themes include “international trade,” “commerce,” and “competition,” with recent emphasis on “sustainability,” “digital transformation,” and “blockchain.” Strong international co-authorship highlights ASEAN’s integration into the global research community. The study identifies leading institutions, assesses ASEAN’s trade-related policies, and explores their broader economic implications. Limitations include reliance on a single database and the dynamic nature of the field. Future research should integrate multiple databases and examine interdisciplinary and technological intersections shaping ASEAN trade studies.

Keywords: ASEAN, business research, international trade, bibliometric analysis, Research trends.

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Tres décadas de investigación empresarial y comercial en los países de la ASEAN: una revisión bibliométrica exhaustiva

Resumen: Esta revisión bibliométrica examina tres décadas de investigación empresarial y comercial en la región de la ASEAN, centrándose en la productividad, la colaboración y las tendencias emergentes en los países miembros. Fundada en 1967, la ASEAN se ha convertido en una entidad económica importante con una influencia creciente en el comercio mundial. Utilizando datos de Scopus de 1994 a 2024, el estudio emplea Biblioshiny y VOSviewer para mapear autores, instituciones y temas de investigación clave. Los resultados revelan un aumento significativo en la producción de publicaciones, liderado por Indonesia, Malasia, Singapur y Tailandia, lo que refleja un mayor compromiso académico. Los temas dominantes incluyen "comercio internacional", "comercio" y "competencia", con un énfasis reciente en "sostenibilidad", "transformación digital" y "blockchain". La sólida coautoría internacional destaca la integración de la ASEAN en la comunidad investigadora mundial. El estudio identifica instituciones líderes, evalúa las políticas comerciales de la ASEAN y explora sus implicaciones económicas más amplias. Las limitaciones incluyen la dependencia de una única base de datos y el dinamismo del campo. Las investigaciones futuras deberían integrar múltiples bases de datos y examinar las intersecciones interdisciplinarias y tecnológicas que dan forma a los estudios comerciales de la ASEAN.

Palabras clave: ASEAN, investigación empresarial, comercio internacional, análisis bibliométrico, tendencias de investigación.

1 INTRODUCTION

The Association of Southeast Asian Nations, or ASEAN, was established on 8 August 1967 in Bangkok, Thailand, with the signing of the ASEAN Declaration (Bangkok Declaration) by the Founding Fathers of ASEAN: Indonesia, Malaysia, Philippines, Singapore and Thailand. Brunei Darussalam joined ASEAN on 7 January 1984, followed by Viet Nam on 28 July 1995, Lao PDR and Myanmar on 23 July 1997, and Cambodia on 30 April 1999, making up what is today the ten Member States of ASEAN (The Association of Southeast Asian Nations 2024). ASEAN is predicted to be the world's largest single market by 2030, after the US, China, and the EU (Harsanto & Firmansyah, 2023). ASEAN was established as a mechanism to foster trust and cooperation among its member states, emphasizing regional stability and collaboration rather than serving as a forum for dispute resolution (Thompson & Chong, 2020). Over the past 20 years, the trade performance of ASEAN countries has gained encouraging achievements (Doanh et al., 2020). Since the 1990s, ASEAN member nations have made significant efforts to promote trade among themselves (Hayakawa, 2022). With over 640 million consumers across ten nations (Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam), ASEAN represents a compelling market characterized by dynamic and rapidly expanding export and import activity (Bao & Le, 2021). The emergence of regional agreements emphasizes regionalism as an essential political, economic, and social trend, raising the question of whether it hinders or promotes global trade. Studies employing the gravity equation show that institutional variables such as regional trade agreements (RTAs), free trade agreements, and currency unions (CUs) play a significant influence in promoting trade among member nations (Oh & Selmier, II, 2008). Southeast Asian countries have significantly contributed to global integration through bilateral and multilateral preferential free trade agreements with various countries and regions (Alhassan & Payaslioglu, 2023). The Association of Southeast Asian Nations (ASEAN) is a dynamic, evolving group committed to developing their economies by fostering greater regional cooperation and policy coordination (Kumar, 2017).

Through this study, the researchers aim to explore the knowledge mapping of business and trade research within ASEAN countries, providing a comprehensive bibliometric analysis over the past three decades. ASEAN, a dynamic and evolving group of ten-member states, has become a significant economic force and is anticipated to be the world's largest single market by 2030. This study evaluates research trends, productivity, and collaborative patterns across ASEAN member countries, highlighting each country's contribution to the field, the prominent institutions and journals, and the prolific authors shaping business and trade research within the region.

Using bibliometric tools like Biblioshiny and VOSviewer, this analysis delves into essential variables such as countrywide production over time, annual scientific output, regional contributions, emerging research trends, and keywords that define the ASEAN business and trade landscape. These insights reveal ASEAN's collective progress and areas of concentrated expertise, underscoring how regional cooperation, driven by trade agreements and economic policies, has enhanced the global integration of its markets. This bibliometric review contributes valuable perspectives on ASEAN's economic

development, charting the collaborative and thematic growth of business and trade research in this vibrant region.

2 THEORETICAL FRAMEWORK

(Febriyanto et al., 2024) examined the immediate and lasting effects of foreign direct investment (FDI) on carbon dioxide (CO₂) emissions in ASEAN nations specially with emphasis on Malaysia, Vietnam, Indonesia, and Singapore. Both the immediate and long-term impacts of foreign direct investment (FDI) on CO₂ emissions were estimated by the authors using the Autoregressive Distributed Lag (ARDL) model. The study found that the four countries' CO₂ emissions were affected differently by FDI. While FDI had no discernible effect in Indonesia or Malaysia, it did have a short-term positive influence on CO₂ emissions in Singapore.

(Singh et al., 2024) conducted a bibliometric analysis on sustainable Development Goals by the G20 Countries. The study stated that G20 played a significant organization of 20 countries that was founded in 1999, and it is important political and economic platform for tackling developmental issues in this context. The research put forward that the G20 countries, made up 75% of the world's population, facilitating over 75% of international trade and contribute around 85% of the global GDP. It was also revealed that these nations have a major obligation to advance the SDGs because of their enormous resources, clout, and representation.

Research done by (Claudiu CICEA, 2020) conducted a study on issue of energy in urban areas. The study carried out bibliometric analysis on several aspects: editorial and scientific dimensions, territorial distribution, temporal evolution, and lexical/semantic dimensions, identifying main keywords and their connections. It was found that bibliometric research, text mining, energy, cities, urban areas, VOS Viewer, and scientific knowledge were the most relevant keywords used in the study. (Wagner & Rs, 2007) analysed the contribution of BRICS countries and their scientific excellence. The study investigated the development of the BRICS countries in the domain of top-cited papers between 1990 and 2010. The study found that BRICS countries succeeded in becoming part of this network, whereby the Chinese collaboration activities focus on the USA.

A Scientometric Review by (Wang et al., 2020) provided a comprehensive quantitative analysis of existing research on the sustainability aspects of megaproject management. The authors recognised the significant social, economic, and environmental impacts of megaprojects—such as effects on immigrant settlement, poverty eradication, public health, ecological processes, and biodiversity. The authors proposed the "3P" framework, encompassing Purpose, People, and Process, to guide sustainable development in megaprojects.

The study done by (Montoya et al., 2014) assessed the volume and evolution of energy-related scientific publications in Spain. The research identified key research areas, trends, and collaborations within the Spanish energy research landscape. The study found that there had been a significant increase in energy research publications in Spain over the analyzed period, indicating a growing emphasis on this field. The study highlighted strong

collaborative networks among Spanish institutions and with international partners, contributing to a diverse and comprehensive research output.

(Lazo Campos et al., 2025) conducted a Scientometric analysis of publications which focused on nitrogen and phosphorus cycling in the hyporheic zones of Brazilian water bodies. It revealed that limited number of publications addressing nitrogen and phosphorus cycling in the hyporheic zones of Brazilian aquatic systems, which indicated that it is an emerging field of research in the country. The paper suggested that future research should focus on the development of standardized methodologies for studying nutrient dynamics in hyporheic zones to facilitate comparative analyses across different regions and ecosystems.

(Amaral et al., 2022) conducted a quantitative analysis of scientific publications related to karst studies in Brazil between 1990 and 2020. The research revealed an exponential increase in karst-related research in Brazil, particularly in the last decade of the analyzed period. The authors recommended integrated karst investigation that includes hydrology, ecology, and environmental management to better understand karst systems.

A scicometric analysis done by (Hachicha et al., 2024) intellectual structure of BF research over the specified period. BF research had experienced significant growth since 1990, with a notable surge after 2007. In recent years, annual publications have exceeded 240, which reflected heightened academic interest.

(Sarno, 1999) investigated the dynamics of economic growth within the Group of Seven (G7) nations by integrating stochastic elements into the traditional Solow-Swan growth model. The study assessed the steady-state labor productivity levels towards which G7 economies converge are subject to temporal and cross-country variations. The analysis of the study put forward that utilizing postwar data from the G7 countries, provides robust support for the existence of a long-run equilibrium relationship as posited by the augmented Solow-Swan model. The study suggests that, despite short-term fluctuations, these economies tend to move towards a steady-state level of labor productivity over time.

Previous study done by (Guill et al., 2024) looked into evolution of ethical standards in trading. The research illuminated ethical trends and issues, particularly those emerging with advancements in technology, with respect to high-frequency and commodity trading. The study concluded that that the development of new trading techniques and technology, had brought forth particular ethical difficulties, that were intimately related to the growth of ethical norms in trade. The research also emphasized that there is a need to address particular ethical issues related to high-frequency and commodity trading.

Using information from the Web of Science Core Collection, (Guill et al., 2024) conducted a thorough bibliometric analysis of 3,010 research publications published between 1976 and 2022 in an effort to shed light on the current status of trade ethics. The significance of ethical trading has increased drastically with growing financial social responsibility.

Findings by (Handoyo & Anas, 2024) revealed that environmental and social performances do not directly enhance firm performance, but governance performance has

a positive effect, stressing the value of good governance practices. The study highlights the importance of aligning ESG activities with broader institutional support for optimal firm performance in ASEAN. Between 2008 and 2019, 52 samples from five ASEAN countries were used in the study by (Harsono et al., 2024) to investigate the factors influencing external debt in emerging states. It emphasises how crucial it is to properly manage foreign debt. The study concludes that while exchange rates and trade openness have a favourable effect on foreign debt, inflation, interest rates, and institutional quality have a negative effect.

(Hermawanto & Angraini, 2024) study on Southeast Asia's Confidence Security Building Measures (CSBMs) highlights their role in promoting stability and understanding. The research suggests that ASEAN can use CSBMs to address regional issues like economic diversity, political regimes, and historical conflicts, fostering trust and conflict prevention. The authors recommend strengthening CSBMs with inclusivity and consensus building. The study (Jena & Saini, 2023) used data from the KLEMS and CMIE databases across fifteen industrial sectors to examine the effects of trade with ASEAN on industry-level employment in India. Trade had a favourable effect on industrial employment before to 2004–2005, but after the ASEAN-India Free Trade Agreement, industrial employment fell.

(Koesrianti, 2024) examined the provisions within the Regional Comprehensive Economic Partnership (RCEP). The research states that in order to maintain sustained growth under the new Asian regionalism framework. It's importance in the RCEP influences investment and how ASEAN promotes the integration of economies through the terms of the agreement. The Indo-Pacific Economic Framework for Prosperity (IPEF) and the RCEP framework are also contrasted in order to show how ASEAN and its partners use regional architecture to achieve sustainability goals.

(Kristanto & Cao, 2024) reviewed the development of accounting research in Indonesia and identify key themes and unique characteristics in this field. The study analysed the articles from 1995 to 2002 and focused on major research streams: political connections, capital markets, audit and accountability, firm policies, and banking. The research reflected that distinctive aspects of Indonesia's accounting environment, such as political influence, cultural factors, and a two-tier board system.

Research carried out by (Nonthapot et al., 2024) explored the economic factors, including Gross Domestic Product (GDP) and Foreign Direct Investment (FDI), along with energy consumption (EC), had an mediating effect on the relationship between tourism and carbon dioxide (CO₂) emissions in ASEAN countries. It was discovered that the relationship between tourism and CO₂ emissions is significantly mediated by both GDP and EC. Interestingly, consumption of energy was found to be a partial mediator, contributing roughly 36.84% of the mediation impact, whereas GDP had a negligible mediating effect.

(Putra & Oktora, 2024) provided an overview of green growth in ASEAN nations and look at how factors like financial inclusion and economic integration contribute to green growth. It investigated the effect of environmental sustainability is affected throughout the ASEAN area by elements such as export diversification, trade openness, and green

finance programs. The findings of the study stated that trade openness and export diversification have a favourable impact on green growth. It also discovered that ASEAN's initiatives to promote economic integration and financial inclusion should strike a balance.

(Rahman et al., 2024) study compared the growth of trade within ASEAN with that of non-ASEAN nations. It examines trade growth between some ASEAN member pairs. It is the first study to analyse these trends with updated data, highlighting ASEAN's challenges in maximizing the benefits of the ASEAN Free Trade Area.

Research done by (Sumarno et al., 2024) paid attention to Gender and Energy Transition. The study highlighted that an inclusive energy transition requires recognizing women's contributions as both energy users and professionals within the energy industry. The study put forward that in areas like ASEAN and the G7, where gender gaps in energy access and sectoral employment are still significant, women's involvement is crucial to promoting a socially just strategy for developing a low-carbon economy.

The significance of an inclusive energy transition is examined in the work by (Sumarno et al., 2024), which focusses on boosting women's engagement in ASEAN and G7 nations. The study tackles two important issues: the obstacles women have when trying to participate in the energy transition and the policies required to facilitate a fair and inclusive transition in these areas. To lay the groundwork for a sustainable future, ASEAN and G7 nations are urged to support more women in STEM professions.

The study by (Thanh Trong et al., 2024) investigated the relationship between ageing and economic growth using data from seven ASEAN nations between 2001 and 2021 and a fixed effect model. Findings indicate that while youthful, productive workers are crucial for economic development, an increasing old-age dependency ratio has a detrimental influence on GDP per capita growth.

(Vijesh & Joy, 2024) focused on sustainable development and interdisciplinary approaches to economic growth. The study highlights several drawbacks, including the use of only WoS, possible publication and language biases, and a dependence on bibliometric metrics that may not adequately represent the variety of research conducted in SCO nations. By 2030, ASEAN would surpass the US, China, and the EU as the world's largest single market, according to the report (Harsanto & Firmansyah, 2023). The results demonstrate that while emerging nations like the Philippines, Malaysia, and Cambodia prioritise infrastructure, growth, and governance, developed economies like Singapore concentrate on subjects like game theory and optimisation.

(Lal et al., 2023) explored how exchange rate volatility impacts international trade, increasing transaction costs, pricing uncertainty, and challenges to firm profitability. Developing economies are more vulnerable to these effects due to limited access to hedging tools, while advanced economies can partially offset the adverse impacts with stronger financial markets and better risk management infrastructure. The study emphasizes that macroeconomic factors like interest rates and inflation further influence the degree of volatility's effect on trade.

(Lal et al., 2023) examined the intricate connection between foreign commerce and exchange rate volatility, highlighting themes, contributors, and trends in the sector through the use of science mapping and performance analysis. In order to lessen the detrimental effects of exchange rate volatility on global trade, the study emphasises the significance of strong risk management techniques and customised regulations.

(Wong et al., 2023) stressed on the relationships between intra-ASEAN outward foreign direct investment (OFDI), intra-ASEAN exports, and economic growth across the ASEAN-10 countries. It stated that intra-regional OFDI, export trade, and economic growth influence each other in ASEAN-10 countries, contributing to ASEAN's long-term agenda of forming a single, competitive market. The study found several significant causal relationships among intra-ASEAN OFDI, exports, and economic growth.

(Abu Eleyan et al., 2022) uses a time-varying parameter vector autoregression, to investigate the impact of oil price shocks on the trade balances of the ASEAN-5 nations. The report emphasises the necessity for former oil-exporting countries to diversify their economies, lessen their dependency on oil earnings, improve their tax structures, and use oil earnings to finance assets that generate income. Suggestions include separating supply and demand shocks to better understand the implications of oil prices.

The construction of the ASEAN Free Trade Area (Sukegawa, 2021), has been ASEAN's most notable accomplishment in economic cooperation. The industrial sector is currently looking for post-AFTA measures like improved customs procedures and the reduction of non-tariff barriers, despite ASEAN's expansion of economic cooperation towards the ASEAN Economic Community since 2008. The article by (Quoc Bui et al., 2021) presents the first quantitative analysis of corruption research within ASEAN countries. The analysis highlights limited collaboration among ASEAN scholars. Corruption in fields like education, economics, governance, construction, and foreign direct investment are the main subjects of inquiry.

(Chen & Lombaerde, 2019) paper examined the idea that the ASEAN way is distinct from other regional integration models. Globalisation and regional integration, which promote a sense of community within the area, are the main drivers of ASEAN's rapid economic growth. With increased intra-regional investment and the progressive participation of less wealthy ASEAN member states in regional production, investment flows reflect trade flows.

(Tian et al., 2018) investigated the trends and characteristics of embodied environmental flows in international trade from 1997 to 2016, examining how trade influences global resource allocation and environmental burdens. Through bibliometric and complex network analyses, the study identified an increasing research focus on embodied flows due to its critical global and interdisciplinary significance. Key findings indicated that the Netherlands, China, and the United States were the largest contributors to these environmental flows, actively collaborating with each other, thereby playing a central role in shaping international resource and environmental dynamics.

Investigation done by (Cheong & Suthiwartnarueput, 2015) conducted a study on "ASEAN's initiatives for regional economic integration and the implications for maritime

logistics reforms". The study made use of containerized cargo conversion coefficients by integrating them into a dynamic CGE model using GTAP data to analyze impacts of logistics costs. The study concluded that ASEAN policymakers need to focus on enhancing maritime logistics efficiency in order to reap the economic benefit of regional integration.

(Paul & Dhiman, 2021) carried out the study and analysed the literature on export competitiveness (EC) over the past three decades. The study paid attention to the key determinants of Export Competition which were labor and capital productivity, labor costs, exchange rates, real effective exchange rate (REER), domestic GDP, and trade liberalization and barriers. The research revealed that Export Competitiveness (EC) had become a scientific measure with a shift towards empirical measurement of EC.

Using the Scopus database from 2000 to 2019, (Ha et al., 2020) performed a bibliometric analysis of STEM education research in the ASEAN region. ASEAN scholars have worked with 19 non-ASEAN nations, however there is still little intra-ASEAN cooperation.

(Taguchi, 2013) analyzed Thailand's trade integration within the Mekong region compared to its integration with major partners like advanced ASEAN countries, China, India, Japan, and the USA, using a gravity trade model. The study found that Thailand's trade integration with the Mekong region grew significantly from the 1980s to the 2000s. However, by the 2000s, trade intensity with the Mekong region still lagged behind Thailand's integration with more advanced ASEAN nations. The slower integration was attributed to higher service-link costs, which limited the Mekong region's involvement in global production networks.

The study done by (Li et al., 2012) conducted a comprehensive analysis examination of East Asian intraregional scientific cooperation, particularly within the "ASEAN Plus Three" framework (ASEAN nations plus China, Japan, and South Korea) between 1985 and 2008. According to the study, the degree of variation in East Asian countries' publishing output has been declining over time, suggesting that the region's nations are contributing more fairly. Additionally, since 1997, there has been a notable improvement in scientific cooperation both within ASEAN and between ASEAN and Northeast Asia. It was found that for advancing East Asian integration from a scientific standpoint.

(Choy & Zhang, 2011) examined the evolution of trade and investment relations between China and ASEAN since 1970, emphasizing how China's economic reforms encouraged ASEAN nations to initiate dialogue and develop closer economic ties. The study observed a strong upward trend in bilateral investments, noting that China's political and economic reforms played a key role in deepening these connections. ASEAN's strategy of adopting an outward-looking regional approach was also highlighted, as it aligned well with China's growing influence in global trade, creating a framework for a mutually beneficial economic partnership that strengthened both trade and investment opportunities between China and ASEAN countries.

(Gupta et al., 2011) assessed the trade friendliness of logistic service in ASEAN. The study assessed the ease of cross-border trade which would be measured in terms of trade

friendliness. This study used a series of semi-structured interviews with 35 logistics and related firms operating in ASEAN. Freer commerce between nations within ASEAN has been found to be hampered by cumbersome customs regulations and assessments, the absence of collaboration, and capricious verdicts.

A major turning point for ASEAN was the 1992 decision to create the ASEAN Free Trade Area, which was motivated by both political and economic considerations (Yue, 1998) However, market integration has become more difficult as a result of the ASEAN currency issue and the addition of additional members.

3 OBJECTIVES OF THE STUDY

The main objective of this study is to provide a bibliometric analysis of business and trade research output trends within ASEAN countries over the past three decades. The study aims to:

- Assess countrywide and regional production trends over time to understand each ASEAN member state's contributions to business and trade research.
- Analyze annual and regional scientific production to highlight peak years and regions with significant research activity in ASEAN.
- Identify and map key research themes and frequently used keywords to reveal primary focus areas and evolving trends within ASEAN's business and trade field.
- Examine collaborative networks of corresponding authors' countries to assess ASEAN's integration within the global business research community.
- Highlight leading research institutions in ASEAN, recognizing centres of excellence that drive regional business and trade research.
- Evaluate the impact of ASEAN research on regional policy and business practices to understand its influence on trade partnerships and economic development.
- Identify future directions for ASEAN's business and trade research, focusing on potential areas for regional cooperation and addressing socio-economic challenges.

4 METHODOLOGY

This study addresses the increasing importance of trade and economic collaboration among ASEAN countries, a region recognized for its strategic influence in global trade and commerce. As ASEAN strengthens economic integration, understanding the scholarly trends in business and trade research becomes vital. Our bibliometric analysis, conducted using data from Scopus, explores these research contributions within ASEAN, including Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam. Using Biblioshiny and VOSviewer, we analyzed publications from 1994 to 2024, limited to English-language documents, focusing on "trade" and "business." Our analysis provides insights into the regional dynamics,

identifying influential authors, key institutions, and prominent journals contributing to ASEAN's trade knowledge landscape. Visualizations of research clusters offer a nuanced view of ASEAN's scholarly networks, illustrating each member country's contributions to this field and supporting ASEAN's goal of robust economic cooperation and sustainable growth. This study highlights ASEAN's role in global trade, offering valuable insights for policymakers, academics, and collaborative partners looking to foster economic resilience and innovation across the coalition nations.

5 RESULTS

Table 1 analyzes the main information about business and trade research data from ASEAN countries from 1994 to 2024. The dataset spans three decades, capturing 1,696 documents from 1,052 sources, including journals, books, and conference papers. The research output has grown at an annual rate of 11.83%, with an average document age of 6.4 years, indicating consistent interest in the field. Documents in this dataset receive an average of 10.06 citations, suggesting impactful contributions within ASEAN. The content analysis shows a diverse thematic landscape, with 5,249 Keywords Plus and 4,612 author-specified keywords, highlighting various research directions. The author profile reveals 4,853 contributing researchers, with 283 single-authored documents. Collaborative efforts are significant, with an average of 3.19 co-authors per document and a 28.71% rate of international co-authorship, reflecting ASEAN's collaborative research culture. Document types further illustrate the dissemination methods within ASEAN research, with articles comprising the most significant portion at 1,083 entries, followed by 130 book chapters, 382 conference papers, and more minor counts of reviews, editorials, and books. This breadth of document types provides a well-rounded view of ASEAN's scholarly communication in business and trade research.

Table 1. Main information about data

Description	Results
Main Information About Data	
Timespan	1994:2024
Sources (Journals, Books, etc)	1,052
Documents	1,696
Annual Growth Rate %	11.83
Document Average Age	6.4
Average citations per doc	10.06
References	0
Document Contents	
Keywords Plus (ID)	5,249
Author's Keywords (DE)	4,612
Authors	
Authors	4,853
Authors of single-authored docs	283
Authors Collaboration	
Single-authored docs	313
Co-Authors per Doc	3.19
International co-authorships %	28.71

Document Types	
Article	1,083
Book	39
Book chapter	130
Conference paper	382
Editorial	3
Erratum	2
Note	3
Retracted	2
Review	49
Short survey	3

Source: Own elaboration



Figure 1. Main information about data

Source. Biblioshiny

Table 2 explores the year-by-year publication trends of business and trade research articles across selected ASEAN countries, including the USA, for comparative purposes. Malaysia shows a progressive increase in research output from 1994, with significant growth in recent years, reaching 678 articles by 2024. Singapore follows a similar pattern, steadily increasing from 3 articles in 1994 to 374 in 2024. The USA, outside ASEAN, is included for comparative analysis and shows a gradual rise from a modest 1 article in 1994 to 172 articles by 2024, indicating a steady interest in ASEAN-related business and trade research topics. Thailand and Indonesia have exhibited notable growth in recent years, with Indonesia experiencing exponential increases post-2017, indicating a rising research focus. This overview reflects an increasing interest in ASEAN-related business and trade research across various regions.

Table 2. Countrywide production overtime

Country	Malaysia	Singapore	Usa	Thailand
Year	N_Articles	N_Articles	N_Articles	N_Articles
1994	2	3	1	0
1995	2	4	1	0
1996	2	5	1	0
1997	2	10	3	0
1998	2	14	4	0
1999	2	15	4	0
2000	2	16	4	4
2001	2	27	4	4

2002	3	27	4	5
2003	6	39	5	5
2004	8	47	6	6
2005	10	59	13	8
2006	12	80	16	14
2007	18	93	18	19
2008	25	105	22	24
2009	38	113	24	33
2010	49	126	32	45
2011	81	141	41	52
2012	107	152	64	60
2013	141	176	72	71
2014	162	198	90	86
2015	194	209	90	93
2016	227	219	92	105
2017	282	248	100	120
2018	320	256	106	131
2019	376	269	116	147
2020	412	286	128	169
2021	486	305	138	196
2022	546	339	149	221
2023	635	363	159	
2024	678	374	172	

Source: Own elaboration. N_Articles: number articles



Figure 2. Country wide production

Source. Biblioshiny

Table 3 shows the annual scientific production within ASEAN countries from 1994 to 2024 in business and trade. The data reflects a general upward trend in publication output, underscoring ASEAN's expanding role in global research. Initial years, such as the mid-

1990s, show relatively low publication counts, indicating the region's formative stages of research productivity. A gradual increase is observed from 2003, with a steady rise in annual publications, indicating growing regional and global research collaborations. The surge became more pronounced from 2010 onwards, peaking in 2017 with 100 publications and reaching a record high of 195 publications in 2023. This significant growth can be attributed to enhanced research infrastructure, policy support for academic institutions, and international partnerships.

Although 2024 shows a slight decline, with 143 publications, this may reflect a stabilization phase as ASEAN countries continue to build on their research capabilities. Highlights the substantial growth in ASEAN's annual scientific production over the past three decades, emphasizing its emerging influence in the business and trade research landscape.

Table 3. Annual scientific production

Year	Articles
1994	5
1995	2
1996	1
1997	4
1998	3
1999	1
2000	3
2001	7
2002	3
2003	12
2004	10
2005	13
2006	22
2007	24
2008	25
2009	28
2010	45
2011	49
2012	48
2013	62
2014	58
2015	46
2016	59
2017	100
2018	77
2019	169
2020	142
2021	153
2022	156
2023	195
2024	143

Source: Own elaboration

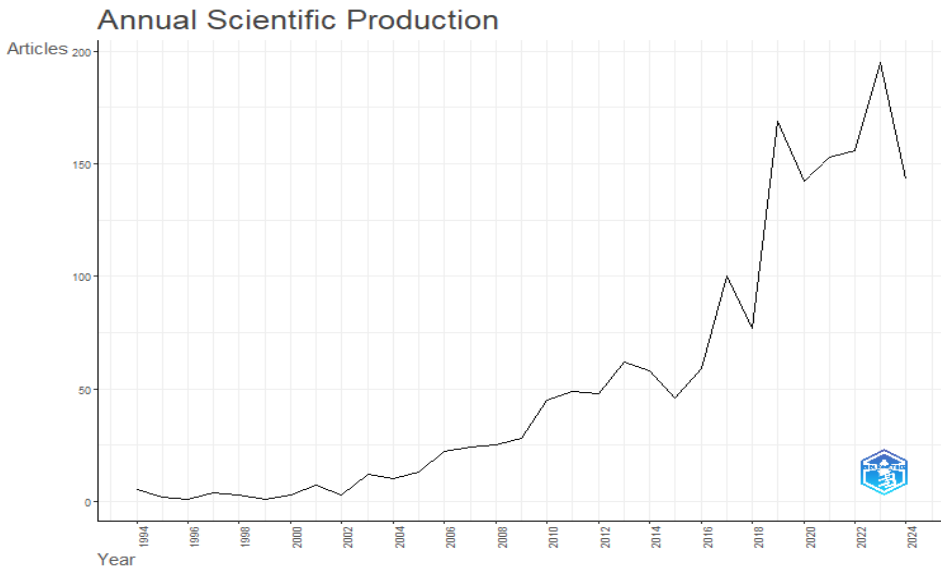


Figure 3. Annual scientific production

Source. Biblioshiny

Table 4 explores the regional contributions to business and trade research within ASEAN, showing a predominant influence from Indonesia, Malaysia, Singapore, and Thailand. Indonesia leads with 914 publications, marking its position as the top contributor, followed closely by Malaysia with 678 publications, indicating significant research engagement from these two countries. Singapore and Thailand also demonstrate robust research activity, with 374 and 278 publications, respectively. Among non-ASEAN countries, the USA (172) and China (165) emerge as notable contributors, highlighting the global collaborative interest in ASEAN's business and trade landscape. The UK, Australia, and Japan contribute substantially, adding an international dimension to the research ecosystem and underscoring the widespread academic interest in ASEAN's economic dynamics. While a member of ASEAN, the Philippines records a relatively lower output (118 publications), potentially reflecting differing national research priorities or available resources. A diverse array of other countries contributes to ASEAN's business and trade research, including European nations like France (30), Germany (26), and the Netherlands (21). These contributions reflect broader international interest and collaborative efforts in the ASEAN region. Additionally, emerging economies like India (54), Saudi Arabia (23), and Brazil (19) have a notable presence, illustrating cross-regional research networks. The table also includes countries with lower publication frequencies, such as Myanmar (13), Spain (13), and New Zealand (11), representing collaborative opportunities and ASEAN's expanding academic engagement with both regional and global stakeholders. Overall, Table 4 underscores ASEAN's position as a focal point in global business and trade research, with various countries actively participating in scholarly efforts within the region.

Table 4. Regional scientific production

Region	Frequency
Indonesia	914
Malaysia	678
Singapore	374
Thailand	278
USA	172
China	165
Philippines	118
UK	111
Australia	80
Japan	59
India	54
France	30
Germany	26
Pakistan	24
Saudi Arabia	23
Netherlands	21
South Korea	21
Canada	20
Brazil	19
Italy	18
Switzerland	14
Belgium	13
Myanmar	13
Spain	13
New Zealand	11
Finland	9
Hungary	9
Iraq	9
Jordan	9
Nigeria	9
United Arab Emirates	9
Bangladesh	8
Cambodia	8
Iran	8
Laos	8
Nepal	8
Austria	5
Denmark	5
South Africa	5
Turkey	5
Yemen	5
Czech Republic	4
Ethiopia	4
Greece	4
Mexico	4
Norway	4
Argentina	3
Egypt	3
Ghana	3
Ireland	3
Kenya	3

Portugal	3
Serbia	3
Sudan	3
Tanzania	3
Ukraine	3
Algeria	2
Bahrain	2
Guinea	2
Kuwait	2
Madagascar	2
Oman	2
Papua New Guinea	2
Peru	2
Poland	2
Sri Lanka	2
Sweden	2
Tunisia	2
Uzbekistan	2
Cameroon	1
Chile	1
Croatia	1
Georgia	1
Guatemala	1
Lithuania	1
Morocco	1
Romania	1
Slovenia	1
Somalia	1
Togo	1
Uganda	1

Source: Own elaboration

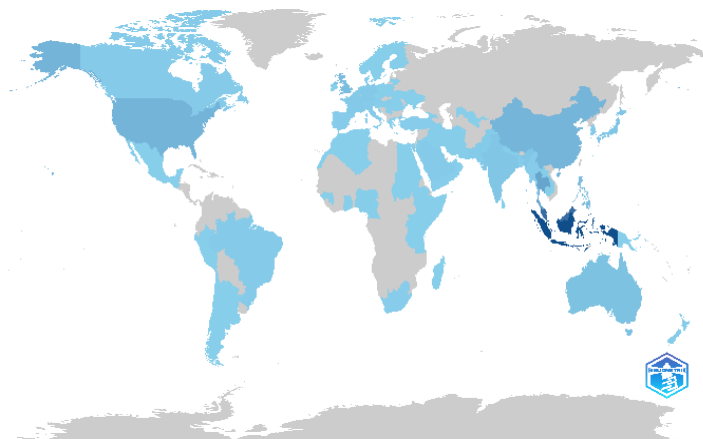


Figure 4. Regional scientific production

Source. Biblioshiny

5.1 Table of trend topics in business and trade research

Table 5 shows the bibliometric analysis of business and trade research within ASEAN reveals several prominent trend topics, as evidenced by the frequency of specific keywords. The keyword “international trade” (204) emerges as the dominant theme, reflecting a strong focus on the complexities and dynamics of trade relationships within the region and with global markets. This is further supported by keywords such as “commerce” (124) and “competition” (77), which underscore the importance of trade and competitive practices in business strategies across ASEAN countries. Regional interests highlight the contributions from individual member states, with “Indonesia” (70) and “Malaysia” (41) showing significant research activity. Keywords like “economic development” (21) and “sustainable development” (58) indicate a growing emphasis on how trade affects economic progress and the sustainability of practices within ASEAN. The presence of technology-related terms such as “information technology” (13) and “blockchain” (14) illustrates the increasing integration of digital solutions in trade operations, enhancing efficiency and transparency. Additionally, references to “customer satisfaction” (7) and “supply chain management” (15) demonstrate a shift toward understanding consumer perspectives and optimizing trade processes. Emerging challenges, particularly those related to “COVID-19” (11), indicate the impact of global crises on trade patterns, prompting a need for adaptive strategies within business practices. This diverse range of topics signifies a comprehensive landscape of research interests that explore traditional trade dynamics and incorporate contemporary issues affecting the ASEAN region.

Table 5. Trend topics

Trend Topic	Frequency
International trade	204
Commerce	124
Competition	77
Indonesia	70
Malaysia	41
Economic and social effects	54
Sustainable development	58
Sales	48
Supply chain management	15
Information technology	13
Blockchain	14
Customer satisfaction	7
Covid-19	11
Economic development	21
Strategic planning	10
Globalization	9
Industry	14
Construction industry	12
Optimization	12
Governance approach	14
Deep learning	7
Market conditions	9
Hierarchical systems	5

Animals	26
Myanmar	10
Philippines	14
United states	13
Java	5
Far east	12
Euraisa	32
Finance	18
Information management	18
Surveys	40

Source: Own elaboration

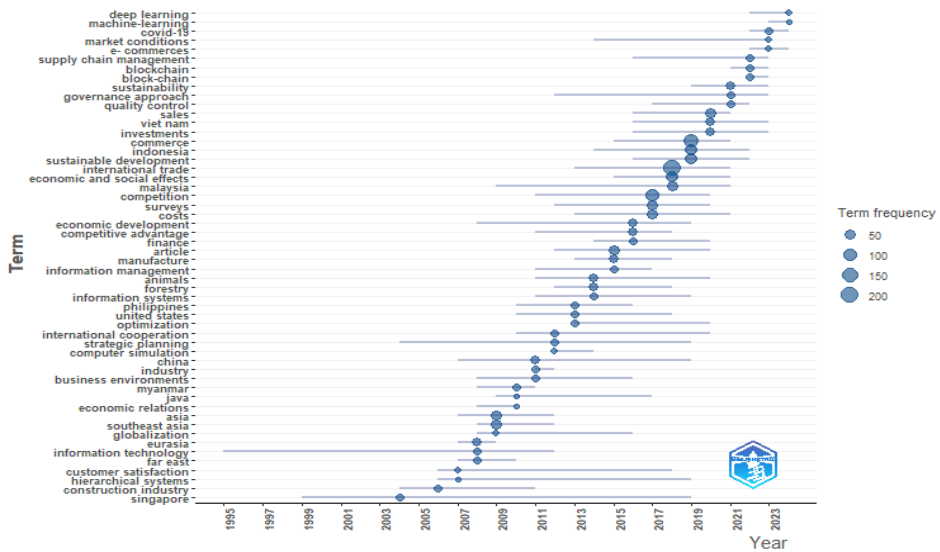


Figure 5. Trend topics

Source. Biblioshiny

Table 6. Word cloud

Trend Topic	Frequency
International trade	204
Commerce	124
Competition	77
Indonesia	70
Sustainable development	58
Economic and social effects	54
Electronic commerce	50
Sales	48
Asia	48
Malaysia	41
Thailand	41
Surveys	40
Agriculture	38

This bibliometric review of business and trade research within the ASEAN region over the past three decades reveals a rich landscape of thematic focuses, illustrated through a word cloud of trending topics. The most frequently mentioned term, “international trade” (204 occurrences), stands out as a central theme, emphasizing its critical role in shaping the economic interactions and policies among ASEAN member states. Complementing this, “commerce” (124) and “competition” (77) reflect foundational concepts essential for understanding the dynamics of trade in the region. A significant presence of terms such as “sustainable development” (58) and “economic and social effects” (54) indicates a growing recognition of the need to balance economic growth with sustainability and social welfare. Including “electronic commerce” (50) highlights the transformation towards digital trading platforms, particularly in light of technological advancements and recent global challenges. Country-specific contributions are notable, with “Indonesia” (70), “Malaysia” (41), and “Thailand” (41) identified as leading contributors to research in this field. The mention of “Vietnam” (28) signifies its rising prominence in the regional economy. Research on “supply chains” (36) and “decision making” (33) illustrates a focus on operational efficiencies and strategic management critical for enhancing competitiveness in the global market. Moreover, the analysis highlights “economic development” (21) and “sustainability” (21) as vital areas, suggesting an integrated approach to understanding the intersection of growth and sustainable practices. Terms like “public policy” (20) and “trade-off” (20) underline the role of governance in facilitating trade and shaping economic outcomes. The diversity of keywords, including “agriculture” (38) and “finance” (18), reflects the multifaceted nature of business research in ASEAN, where traditional sectors increasingly intersect with modern economic theories. This data illustrates a vibrant and interconnected research environment addressing the challenges and opportunities of globalization and technological change in the business and trade sectors across ASEAN nations.

Table 7. Corresponding authors countries

Corresponding Authors' Country	Articles
Indonesia	292
Malaysia	194
Singapore	127
Thailand	102
China	44
USA	33
Philippines	27
Australia	22
United Kingdom	21
Vietnam	19
Japan	14
France	11
India	8
Netherlands	7
Korea	6
Austria	4
Brunei	4
Hungary	4
Pakistan	4

Germany	3
Iran	3
Italy	3
Bangladesh	2
Belgium	2
Canada	2
Czech Republic	2
Hong Kong	2
Jordan	2
Laos	2
Myanmar	2
New Zealand	2
Nigeria	2
Norway	2
Spain	2
Switzerland	2
United Arab Emirates	2
Cambodia	1
Denmark	1
Finland	1
Greece	1
Iraq	1
Kenya	1
Mexico	1
Poland	1
Saudi Arabia	1
Slovenia	1
Somalia	1
South Africa	1

Source: Own elaboration

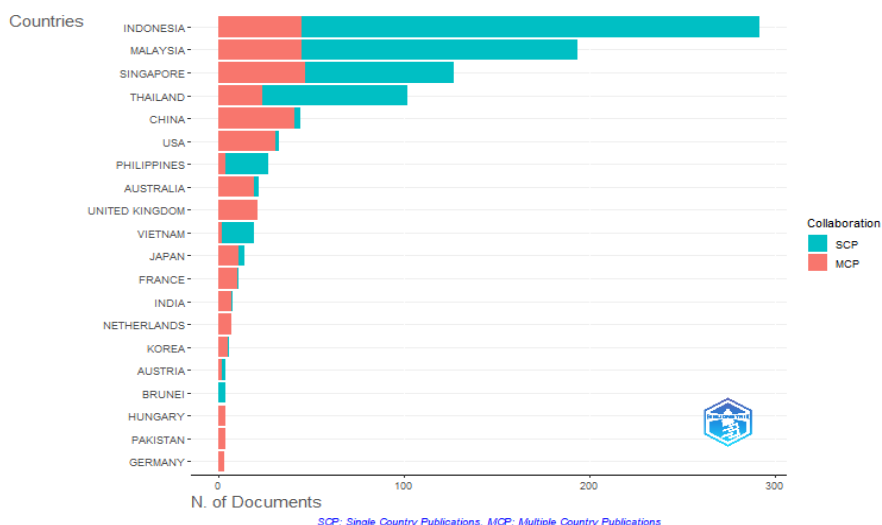


Figure 7. Corresponding authors countries

Source. Biblioshiny

This bibliometric review provides an insightful analysis of the contributions of various countries to business and trade research within ASEAN over the past three decades. The table below presents the number of articles published by corresponding authors from different countries, reflecting their engagement and influence in this critical field of study. Indonesia emerges as the most prolific contributor, with 292 articles authored by corresponding authors. This significant output underscores Indonesia's dynamic economic landscape and active participation in regional and global trade initiatives. Following closely, Malaysia ranks second with 194 articles, indicating its strong academic and research infrastructure that supports business and trade studies. Singapore and Thailand, with 127 and 102 articles, respectively, also display robust research outputs, highlighting their roles as key players in Southeast Asia's economic development. The presence of leading universities and research institutions in these nations fosters a conducive environment for scholarly collaboration and publication. In addition to ASEAN countries, the involvement of non-ASEAN countries is noteworthy. China (44 articles) and the USA (33 articles) are significant contributors, suggesting substantial international collaboration in business and trade research. Other countries such as Australia (22 articles), the United Kingdom (21 articles), and Japan (14 articles) further illustrate the global nature of research in this field.

6 DISCUSSION

The trajectory and thematic development of business and trade research in ASEAN nations over the previous three decades are thoroughly evaluated in this bibliometric evaluation. The scholarly output, which includes journal articles, book chapters, and conference papers, is growing at an annual pace of 11.83%. This indicates that ASEAN is becoming more involved in academic discourse. While Singapore and Thailand also exhibit significant scholarly production, Malaysia and Indonesia stand out as major contributors, highlighting their pivotal role in influencing regional research trends. Furthermore, the substantial research contributions made by China and the USA demonstrate the interest in ASEAN's trade and economic dynamics on a worldwide scale.

These results demonstrate ASEAN's growing research influence in a larger global academic environment when compared to other bibliometric investigations. (Merigó et al., 2018) carried out a bibliometric analysis of fifty years of information sciences research, emphasizing how interdisciplinary cooperation and technology advancement frequently propel academic advancement. Similar patterns can be seen in ASEAN's research output, especially in the growing emphasis on supply chain management and digital commerce, which show the region's strategic alignment with global digital developments.

(García-Orozco et al., 2022) explored environmental sustainability research in business, finance, and economics, illustrating the increasing emphasis on sustainability in scholarly publications. This parallels ASEAN's research trends, where keywords such as "sustainable development" and "economic development" underscore a shift towards balancing economic growth with environmental and social considerations. The growing

research interest in sustainability aligns with ASEAN's broader policy objectives, particularly as the region moves towards becoming the world's largest single market by 2030.

ASEAN's robust research collaboration networks are further supported by bibliometric studies. In their study of prominent journals in fuzzy systems research, (García-Orozco et al., 2020) emphasized the importance of interdisciplinary approaches and international collaboration in fostering academic output. With a rate of 28.7%, ASEAN's research ecosystem also demonstrates a high level of international co-authorship, demonstrating its dedication to incorporating knowledge from around the world into regional research initiatives. In their analysis of sustainability research conducted in Mexico spanning almost thirty years, (García-Orozco et al., 2022) also found analogous patterns in the ways emerging economies strategically connect research goals with developmental requirements and global concerns.

Additionally, keywords such as "supply chain management" and "information technology" point to ASEAN's evolving focus on technological integration to enhance trade efficiency. Collaborative networks are strong, with a 28.7% rate of international co-authorship, illustrating ASEAN's commitment to global partnership in business research. The consistent rise in annual publications from ASEAN countries since the 1990s suggests a growing academic and institutional capacity. At the same time, the recent inclusion of keywords like "COVID-19" underscores ASEAN's responsiveness to global challenges. In sum, this review of ASEAN's research ecosystem reveals a region actively advancing in trade knowledge, combining traditional and emerging themes, and reinforcing its importance as a research hub in the global business arena.

In summary, this analysis of the research ecosystem in ASEAN shows a region that embraces both traditional and modern themes while aggressively advancing trade and commercial expertise. Since the 1990s, ASEAN nations' intellectual output has steadily increased, indicating a solid institutional and academic base. To ensure a more nuanced knowledge of ASEAN's research trajectory within the global academic community, further comparative studies are required to place the region's bibliometric trends in context with those of other regions.

7 LIMITATIONS

This bibliometric study of business and trade research in ASEAN countries has significant limitations. It relies solely on the Scopus database, which may only capture some relevant research, particularly those published in local or regional journals not indexed by Scopus. This reliance could result in a skewed perspective of the research landscape, limiting the inclusion of non-English publications that offer valuable regional insights. Additionally, the study primarily focuses on quantitative indicators such as publication count, citation analysis, and keyword frequency. While these metrics are helpful, they must fully capture qualitative nuances or contextual factors influencing business and trade research within ASEAN.

Furthermore, due to inherent limitations in bibliometric techniques, the analysis may not accurately reflect current trends, as some research published near the end of the analyzed period may still need to accumulate citations or gain recognition. Automated keyword grouping also has its drawbacks, as it may overlook emergent interdisciplinary themes or slight linguistic variations among countries, which could be crucial in a diverse region like ASEAN. Future research could broaden its scope by incorporating other databases, experimenting with qualitative methodologies, and reviewing local-language periodicals to provide a more comprehensive perspective.

8 CONCLUSION

This bibliometric review comprehensively analyses the business and trade research landscape within ASEAN countries over the past three decades. It highlights the dynamic and evolving nature of ASEAN's contributions to global economic knowledge, showcasing significant growth in research output, particularly in international trade, commerce, economic development, and sustainability. The findings reveal that countries like Indonesia, Malaysia, Singapore, and Thailand are at the forefront of research production while emerging topics such as digital trade platforms, sustainable development, and the socio-economic impacts of global crises like COVID-19 are gaining traction. The increasing trend of international co-authorship demonstrates ASEAN's growing integration into the global research community, strengthening regional collaboration and fostering cross-border academic partnerships.

However, despite the promising growth, this study acknowledges certain limitations. The analysis is based on English-language documents from Scopus, which may exclude valuable contributions in other languages, particularly from countries with distinct linguistic traditions within ASEAN. Additionally, while the study captures a broad range of research outputs, it does not account for the quality or impact of individual publications, which could provide a more nuanced understanding of research influence. Furthermore, the study's reliance on specific bibliometric tools such as Biblioshiny and VOSviewer may limit the scope of analysis to the metrics these tools prioritize, potentially overlooking other dimensions of academic productivity.

In terms of future research, further studies could explore the qualitative aspects of ASEAN's business and trade research, such as citation analysis or the impact of research on policy and practice. Expanding the scope to include interdisciplinary research that integrates business and trade with other fields like technology, health, and environmental studies would also be beneficial, reflecting ASEAN's broader development goals. As ASEAN continues to evolve into a critical player in the global economy, the growth of its academic output will likely remain a crucial driver of knowledge creation and innovation in the region.

This bibliometric review has contributed valuable insights into ASEAN's scholarly output, offering a foundation for future research on the intersection of business, trade, and regional development. It underscores the significance of fostering further academic

collaborations to address emerging global challenges and advance ASEAN's role in the interconnected world economy.

AUTHORS' CONTRIBUTIONS

Vijesh P.V : construction of data, methodology and formal analysis. Sofia Ahmed Sait: Conceptualization, theorization, writing and revision. Lekha Kasmir: Data visualization, Analysis and Interpretation. All authors have read and accepted the published version of the manuscript

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DATA AVAILABILITY STATEMENT

The data from this research are part of the scopus database.

CONFLICTS OF INTEREST

The authors declare that they have no conflict of interest.

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