

Innovative Work Behaviour: A Bibliometric Analysis and Future Research Directions

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Abstract: The main driver of organization development and competitive advantage is innovation. The increases in change in a variety of business sectors throughout the world, demand that businesses and institutions come up with innovative solutions to problems in order to perform well. In this paper, a bibliometric analysis is conducted to determine the evolution of publications on innovative work behaviour.

Purpose: This bibliometric analysis aims to have a deeper understanding and advanced knowledge about “innovative behavior” both theoretical and recent research developments using the Scopus database. The study was carried out to see the patterns in publication between 2010-2023, authors, journals, countries, academic discipline, research institutes/universities, and various keywords relevant to “innovative behavior” were used as search words.

Design/methodology/approach: Our sample is composed and gathered of all the documents from the Scopus database for the period 2010-2023. The data was taken to get to know the volume of the publication, the most productive countries, the most productive journal and the most influential and productive authors, the most influential and productive author, and the most document affiliation.

Findings: The results of this study have identified that innovative work behaviour has grown exponentially in Pakistan, China, and Malaysia. The analysis also reveals the most cited authors and papers, including the most frequent subject area in this research, highlighting that current trends studied are in the area of business and management and social sciences.

Practical implications: This analysis has direct implications for academics in positioning their future research in innovative work behaviour as it is very necessary among employees to face the dynamic business environment. Potential research directions are also provided by suggesting specific research themes and conceptual approaches. Employee creativity serves as a source of original ideas that the team or the entire business may use, and it is crucial to the survival and sustainability of the organization.

Originality/value: This study has direct implications for academics in positioning their future research. The increasing importance of the assessment of scientific production has also made bibliometric studies have significant implications for universities and policymakers.

Keywords: Innovative work behaviour, literature, bibliometric analysis, Scopus database

Introduction

Innovative work behaviour refers to all behaviour of employees that is related to finding, developing, proposing and implementing innovative ideas in the organization in improving innovative performance (Baharudin et al, 2019). Innovation is the main factor for organization development and competitive advantage (Korzilius et al. 2017). The employees are the important sources to the innovation because employees innovation behaviour is an encouragement of the organization innovation (De, Spiegelare, S. et al. 2016). The employees innovation behaviour can be defined as the capability to create new idea and implement the idea and execute the idea in the task given to the company. Innovation behaviour comprise 3 different activities, they are creating, promoting and make it realize the new ideas or improve the existing ideas (Akram et al. 2018). In the other words, the concept of employee innovative is referred to the creating of innovation process from the creative idea. If the employees capable to contribute significantly to create new ideas related with the innovation behaviour (Hamid et al. 2020).

In order to maintain an organization's viability and prosperity in demanding and ever-changing settings, managers need to look for new ways to run their businesses. Innovative work behaviour is the complex conduct that generates, disseminates, and executes creative ideas by employees. Consequently, creative work practises offer abilities for preserving organisational stability and a competitive edge.

RQ1: What is the volume of publications over the years?

RQ2: Which are the most productive countries?

RQ3: Which are the most productive journals?

RQ4: Who are the most influential and productive authors?

RQ5: What is the most document subject area?

RQ6: What is most document by affiliation?

Literature review

The innovative work behaviour is defined as to introduce and apply new ideas in order to improve the role of performance in the group or in the organization. Innovative activities begin with the exploration of novel concepts, which is followed by the creation of potential applications for these concepts and the arousal of passion within the workgroup for the same. Lastly, it entails putting them into practise to get the intended outcomes (Kimwolo & Cheruiyo, 2019). IWB employee motivations may be impacted by both internal and external variables. Personal qualities, inventiveness, and the capacity for invention are examples of internal elements. Workplace conditions and management support are examples of external factors (Nguyen, 2022).

According to Vasanthapriyan (2018), most research studies have been found on organizational innovation and a few studies on employees' innovative behavior, but our mapping study has shown that the importance of research on employees' innovative work behavior has increased in the last 10 years. Employees are considered a foundation of innovation, and most of the research on innovation has also discussed the importance of innovative work behavior of employees. Bibliographic analysis is an extensive and well-known technique for looking

through and evaluating large volumes of scientific research data. It allows us to explore the evolutionary aspects of a certain subject while also providing insight into the emerging areas of that subject.

Methodology

Nowadays, bibliometrics is one of the few truly interdisciplinary fields of research that spans practically all scientific domains. The statistical, social, natural, engineering, and even biological sciences are all included in the bibliometrics technique (Salam & Senin, 2022). Researchers have used the Scopus database as the main source of information because it is considered a reliable source of scientific publications by academics (Purnomo et al 2022). The type of document in this database has a high reputation in the academic and scientific world, and it adheres to key quality standards that can be used in any revision process covering a specific subject or domain of knowledge (Torraco, 2005). The initial sample consisted of 271 documents collected from the main collection of Scopus for the entire period available from 2010 to 2023. The documents regarding innovative work behaviour have been compiled through a search in November 2023 in the title of article, abstract, and keyword. Analysis is the process of evaluating a scientific discovery that has been published, for example by a team of researchers, an organisation, or a nation.

This research has used the keyword "innovative work behaviour" in the title, abstract, and author keywords to get the necessary data from the Scopus database. Data mining was limited to annual data to obtain fully published data for 13 years. Data mining uses the following search query option TITLE-ABS-KEY ("innovative AND work AND behaviour" AND PUBYEAR 2010-2023). In this step, we have found 271 publications over the last 10 years,. In the study, at this point, the Scopus result metadata has been extracted in the CSV dataset format.

Findings

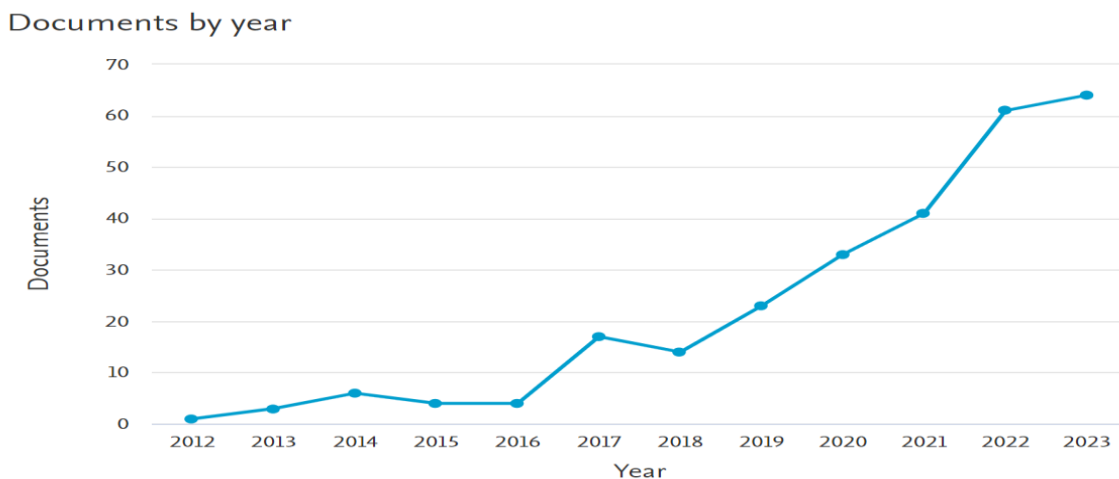


Figure 1

The graph shows consisted of 271 volumes of publication by year collected from the main collection of Scopus for the entire period available, from 2010 to 2023. The documents regarding innovative work behaviour were compiled through a search in October 2023 in the topic field in titles, abstracts, and keywords (Zheng and Kouwenberg 2019), by the expressions “Innovative” AND Work Behaviour”. In the of beginning of 2012 there is no publication has

been published in Scopus. It started in 2013 when 3 documents were published, followed by six documents in 2014, and five documents in 2015. In 2016, six documents were published and the volume of publications increased in 2017 where there were 17 documents and a slightly drop to 18 research papers in 2018 and direct increase of 64 documents in 2023.

Documents by country or territory

Compare the document counts for up to 15 countries/territories.

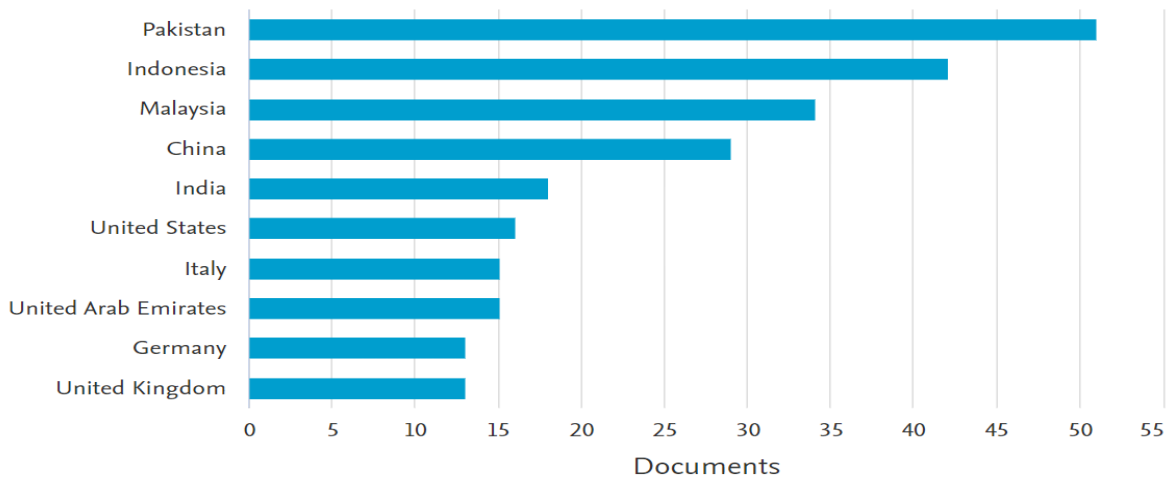


Figure 2

Figure 2 highlights the most productive countries contributing to the field of “innovative behaviour” in social science and business management. Pakistan, Indonesia, and Malaysia were the most active nations in innovative work behaviour publications. Pakistan has the largest number of research papers with 51 papers, Indonesia in the second place where it produces 41 document publications from 2010 until 2023. Malaysia is in third place where it produces 31 documents in Scopus. These developing countries are now aware of the essentials of IWB in the workplace of the organization.

Documents per year by source

Compare the document counts for up to 10 sources.

Compare sources and view CiteScore, SJR, and SNIP data

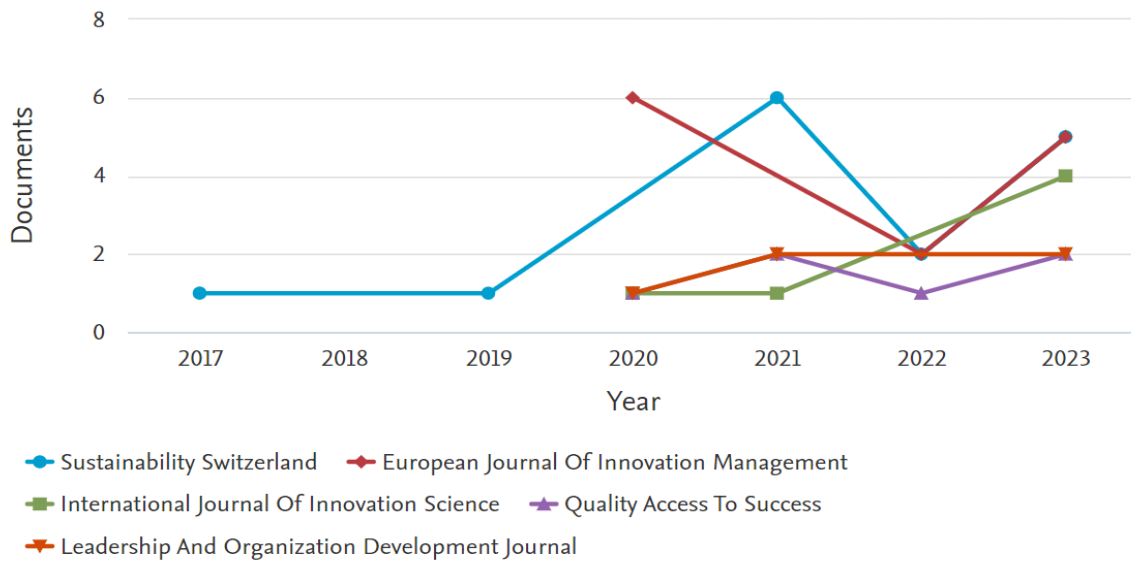


Figure 3

Figure 3 shows the publication sources for innovation work behaviour. Our study shows that 5 (FIVE) publishers maintain the top 5 most prolific journals. The best five most-cited journals were (1) European Journal of Innovation Management with 13 publications, (2) Sustainability Switzerland with 10 publications, (3) International Journal of Innovation Science with 6 publications (5) Quality Access to Success with 5 publications, and (5) Leadership and Organization Development Journal with 4 publications.

Documents by author

Compare the document counts for up to 15 authors.

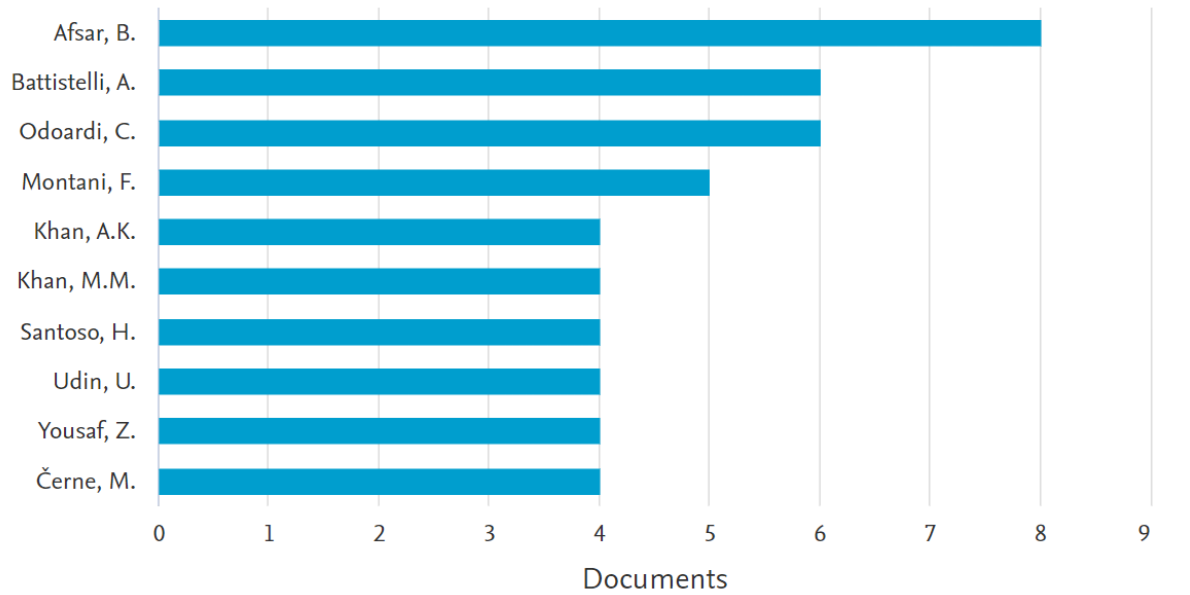


Figure 4

Another important feature of the bibliometric study is to take into account the most influential and productive authors. which publishes more IWB research than other journals. Figure 4 shows the top 10 authors in the IWB area. It can be seen that the most productive individual author is Afsar B with 8 Scopus publications followed Battistelli A. and Odoardi C. with 6 publications in Scopus. In addition, Khan, A.K., Khan, M.M., Santoso, H, Udin, U., Yousaf, Z. and Cerne, M. are contributing 4 papers for Scopus. The affiliation of authors with their respective institutions has shown that research has been carried out on innovative behaviour in areas related to business, management, social science and computer science.

Documents by subject area

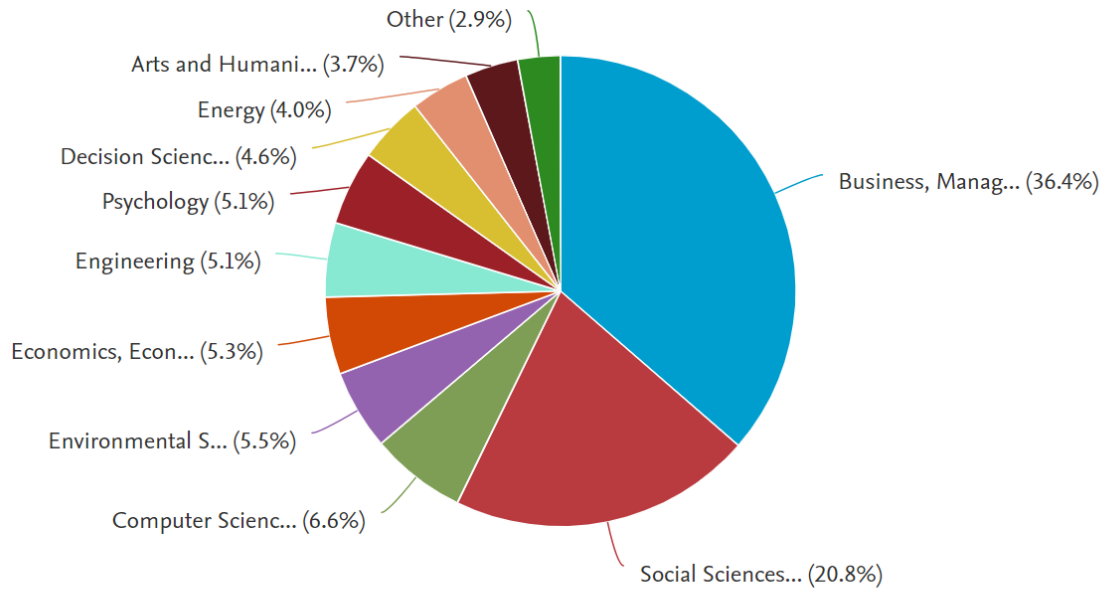


Figure 5

Innovative work behaviour has been researched in a variety of subject areas. Business management and marketing (n = 206 or 36.4 percent) was the subject area with the most global publications in innovative work behaviour. This was followed by social science (n = 117 or 20.81 percent); computer sciences (n = 37 or 6.6 percent); environmental science (n = 30 or 5.5 percent); economics, econometrics and finance (n = 29 or 5.3 percent); engineering (n = 31 or 5.1 percent); psychology (n = 28 or 5.1 percent); decision science (n = 29 or 4.6 percent), energy (n = 22 or 4.0 percent), and arts and human (n = 20 or 3.7 percent). the subject area of business management, social sciences, business, management, computer science, and sustainability strategy research.

Documents by affiliation ⓘ

Compare the document counts for up to 15 affiliations.

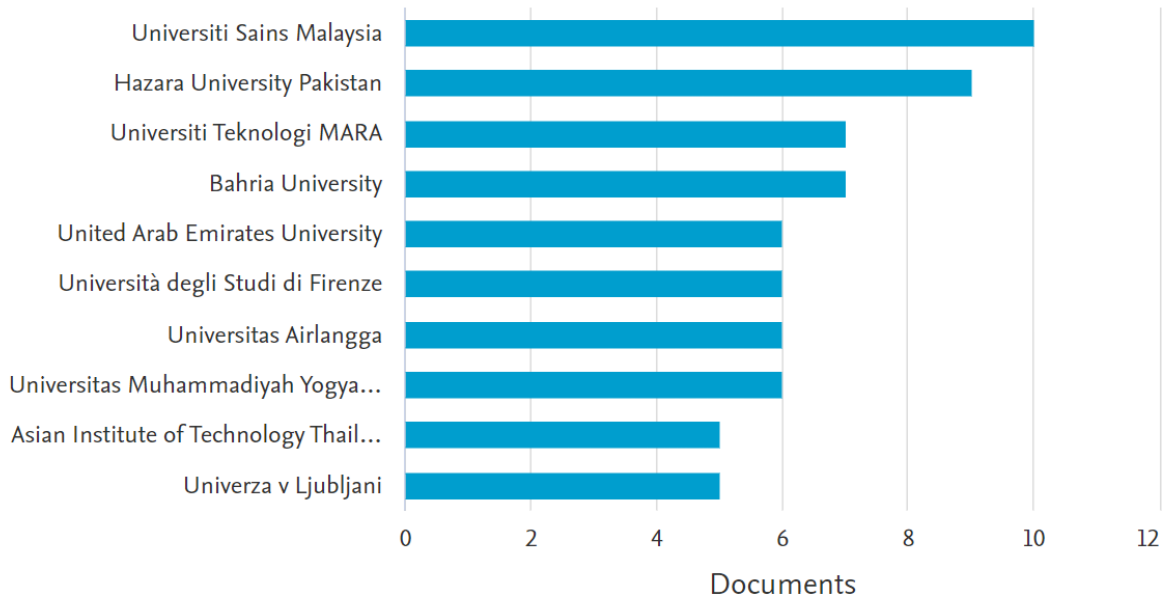


Figure 6

Universiti Sains Malaysia is leading of producing research paper with 10 research papers in Scopus from 2010-2023. It followed by Hazara University Pakistan with 9 research papers in Scopus. University Teknologi MARA (UiTM) and Bahria University produced 7 research papers and the rest of universities such as United Arab Universities, Universitas Airlangga, Univerisita Muhammadiyah Yogyakarta produces 6 research papers.

Discussion and Conclusion

In this study, we aim to identify the evolution of publications or publication trends of IWB from the year of 2010-2023 on innovative work behaviour. Pakistan was the leading contributor to innovative work behaviour publications, with 51 research papers. As researchers, we identify the “innovative behaviour” research indexed in the Scopus database by mapping all field including authors, keywords, article title and abstract. This research, on the other hand, shows that innovative behavior is critical for organizations around the world. In addition, the interest of researchers in the subject has increased in recent years. In addition, social science researchers, administrators/managers, and psychologists publish much of the research in the field. While the number of publications and active authors on the subject is dominated by industrialised countries, developing countries are also starting to make a contribution. There has always been a need for innovation in every aspect of life; as a result, IWB has garnered huge research interest, resulting in a considerable number of studies on the topic. In the future, we will explore what are the most cited in research period and analyze the documents by using WoS database and Science Direct.

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