



Manuscript Title: Bibliometric Analysis of China and Malaysia Confucianism Path Journey and Sustainable Development

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Accepted Date: 20-May-2025

Please cite this article as: Khoong Tai Wai, Chow Poh Ling and Chong Wei Ying. Bibliometric Analysis of China and Malaysia Confucianism Path Journey and Sustainable Development. *Kajian Malaysia* (Early view).

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BIBLIOMETRIC ANALYSIS OF CHINA AND MALAYSIA CONFUCIANISM PATH JOURNEY AND SUSTAINABLE DEVELOPMENT

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ABSTRACT

Confucianism has exercised a significant influence on Chinese culture, philosophy, and society values throughout the centuries. The purpose of this study is to analyze the latest development of Confucianism research within China and Malaysia countries. This bibliometric analysis study adopted the Preferred Reporting Items for Systematic reviews and Meta-Analyses (PRISMA) framework, filtering data for "Confucianism" keywords contained in the title, keyword, and abstract areas. The articles published between 2014 and 2023 were selected to capture the latest studies, and a total of 908 pertinent articles were obtained. Then, the study utilized VOSviewer software to examine the distribution of bibliometric maps. Within the period, the finding showed that the articles increased more than one-fold. Using the VOSviewer association strength method, the top five keywords by occurrences consisted of Confucianism, China, human, article, and Taoism. The dataset of 113 items further categorized into ten clusters. Confucianism related to Islam through religion and bioethics elements. Besides, Confucianism supported sustainable development initiatives, which were associated with education teaching, cultural tradition, and corporate social responsibility areas. It is suggested future study in the integration between Confucianism with bioethics, sustainable development and entrepreneurship areas. This study serves as a valuable point of reference and a source for researchers seeking to explore future research areas, particularly the Confucianism field within the China and Malaysia territory.

Keywords: bibliometric analysis, bioethics, Confucianism, Islam, sustainable development

INTRODUCTION

Philosophy disciplines usually seen as a theoretical abstracts field, possesses practical implications in diverse domains of the tangible world sphere. It provides

a framework for critical analytical thinking, making ethical choices, and problem-solving abilities (Li & Wei, 2023; Zhao et al., 2023). The adoption of philosophy allows community society to develop concepts that guide navigating in complicated ethical, social, and intellectual dilemmas in the actual world (Leach et al., 2024). The applications of philosophy have a wide reach, policies advancement, society norms development, and encouraging ethical frameworks (D'Ambrosio, 2023; Li & Wei, 2023; Xie, 2023).

Throughout the centuries, Confucianism's ethical philosophical framework has significantly influenced governance systems and architectural ideals (Li & Wei, 2023; Wei et al., 2023) in East Asian countries, especially in both China and Malaysia. Confucianism has substantial influence on the development of society culture, social interactions, and governance for an extended period. Despite facing decline suppression periods, certain Confucianism ideology features steadily influence over numerous parts of Chinese society. The proliferation range of Confucianism has exerted an enduring influence on Chinese culture, philosophy, and societal values throughout history (Chen et al., 2020; Chen et al., 2023). Even though it is not classified as a political or economic system such as capitalism or socialism, its impact is greatly embedded in the East Asian cultures such as China, Taiwan, Hong Kong, and Singapore nations. Contemporarily, some of the aspects that are relevant with Confucianism such as cultural influence, education, social harmony, and ethical leadership (Chen et al., 2020).

Some of the areas in which other philosophies have been influenced by Confucianism such as Neo-Confucianism, Japanese-Confucianism, Korean Confucianism, Vietnamese Confucianism, and Zen Buddhism. Remarkably, the development of Confucianism is currently seeing a significant acceleration. Thus, it is interesting and important to understand the development of Confucianism philosophy. However, research inquiries regarding the utilization of bibliometric analysis in the field of Confucianism research are still limited, particularly on journals that have been published and indexed by the Scopus Scholar database. Hence, the objective of this research was to evaluate a bibliometric study on Confucianism that had been indexed by Scopus Scholar. The utilization of the VOSviewer software instrument to conduct mapping analysis with the purpose of determining the quantity and current state of a specified term (Abdul Ghaffar et al., 2023; Vlas & Landesmaki, 2023). This study will assist academics when deciding on Confucianism-related research themes or topics. The primary objective of this study is to examine Confucianism research through the implementation of mapping visualization tools in the form of a bibliometric analysis. As a result, it becomes possible to establish connections between the study of Confucianism and various related academic fields. Furthermore, it is important to understand the current Confucianism research developments, specifically in the post pandemic.

LITERATURE REVIEW

Confucianism is an ethical and philosophical system founded on the teachings of the ancient Chinese philosopher and instructor Confucius (also known as Kong Fuzi or Kongzi). Established around the fifth century BCE in China, the philosophy has significantly impacted Chinese culture and thought. The fundamental doctrine of Confucianism is 'ren', which is frequently rendered as 'benevolence' or 'humaneness' and holds utmost essential within the framework (Chen, 2023). A fundamental objective is to promote human interpersonal harmony by encouraging empathy and urge individuals to assess others by placing themselves in their shoes, in which emphasized the importance of fostering tolerance towards faults.

The Analects consists of fifty-eight chapters, in which the term 'ren' is referenced one hundred and five times and concerns the interconnection among individuals. Consequently, it can be inferred that one of the objectives of studying 'ren' is to examine the relationships between human people. It requires benevolence, compassion, and empathy towards others. Then, the 'Li' element denotes social rituals, ritual propriety, and appropriate conduct. It emphasizes the significance of maintaining proper relationships and functioning in a socially acceptable manner. The 'Xiao' element translates to "filial piety" or reverence and deference to one's parents and ancestors. Filial piety is regarded by the Confucian tradition as an essential virtue. The 'Yi' element is frequently rendered as righteousness or moral disposition. It requires acting in a morally upright and just manner. The 'Zhi' element is an element that signifies knowledge or insight. Confucius emphasized the significance of self-improvement and education in the pursuit of moral rectitude. Finally, the 'Xin' element signifies integrity and reliability. This emphasizes the significance of upholding integrity and demonstrating trustworthiness in an individual's conduct (Li & Wei, 2023).

Confucianism has emerged as a highly effective tool for fostering the developing company's growth. Traditional ethics primarily concerns itself with establishing principles for individual conduct. Commercial ethics mostly centers around corporations, with associated research exploring the reasons behind why corporations should engage in social responsibility and integrate ethical principles into their commercial operations (Chen, 2023; Li & Wei, 2023). However, these ethical principles application into organizations need a comprehensive assessment from multiple aspects. This is particularly for Confucianism where it focuses on self-cultivation, self-reflection, and self-discipline (Chen et al., 2023, Wei et al., 2023). The success of the philosophy is also proven embedded in corporate social responsibility (Wang et al., 2018), and green innovation enterprises (Dong & Li, 2023). Besides, several studies have been conducted during covid-19 pandemic. While the majority research focus on the medical vaccination, the covid-19 duration study focuses on the deeper health aspects such as mental issues. During

covid-19, the Confucianism application had been related to loneliness, emotion, and behavior (Ding et al., 2022; Badanta et al, 2022).

Besides, Confucianism ideology also influences the architecture of buildings, which is often reflected in the layout design of traditional East Asian buildings. Temples dedicated to Confucianism often incorporate elements that symbolize respect, balance, and harmony. The emphasis on ritual propriety in Confucianism has influenced the architectural layout of spaces, promoting order and symmetry in structures (Rong & Baharuddin, 2023). In addition, Confucianism principles have influenced the design of educational institutions, with an emphasis on creating a conducive environment for learning and moral development (Yao & Ismail, 2023). The Confucianism architecture, known as academies or "shuyuan," reflects a respect for knowledge and the cultivation of individual morality. Moreover, Confucianism's focus on social harmony has impacted urban planning and community design (Rong et al., 2023; Yao & Ismail, 2023). The cities and towns layout often reflects a desire for balanced and harmonious living.

The philosophy of Confucianism has numerous components that align with the United Nations Sustainable Development Goals (SDG). The alignment particularly through its emphasis on its elements such as internal moral characteristics, responsibility to the community, and natural harmonization (Table 1). First, the education of moral and character development. With the high emphasis on the cultivation of moral virtues, particularly the 'ren' (humanity), it encourages altruism, respect, and humility. This moral element aligns and directly supports SDG 4 Quality Education, whereby promotion education ethical sustainable development. By educating and developing individuals to become moral righteous citizens, it is in line with the goal of creating equitable, inclusive, and quality education systems overall.

Second, the filial piety concept element that denotes the essential of family and community relationships, are in line with SDG 16 Peace, Justice, and Strong Institutions. Confucianism supports social harmony and responsibility among individuals, which promotes united community and governance. The focus on connections and relationships undermines the idea that trust and mutual respect build a system of trust and mutual respect. Third, Confucianism encourages a respectful relationship with nature. The philosophy denotes the ecological system as a whole and individual humans as part of the system. This aligns with SDG 13 Climate Action and SDG 15 Life on Land, which encourages respect for the environment and sustainable practices. In short, this inherent thoughtfulness contributes to a more sustainable pathway to natural reserve management and eco-friendly conservation.

Fourth, Confucianism holds the principle of righteousness, wisdom, benevolence, propriety, and faithfulness. The adoption of these principles applies in corporate governance and social responsibility practices, which align with SDG 8 Decent Work and Economic Growth and SDG 12 Responsible Consumption and Production. By corporate these principles into organizations environmental, social, and governance (ESG) frameworks, it encourages moral ethical behavior and further contributes to economic sustainability growth. Fifth, the SDG 17 Partnership for Goals from various stakeholders can be achieved through the harmony and interconnectedness principles. Through cultural cooperation, Confucianism inspires mutual collaboration and understanding, which are key elements to address inclusive challenges such as change in climate and social disparity inequity. In conclusion, Confucian principles integration with SDG framework promote an ethical foundation to foster inclusive sustainable development, moral education concentrate, community and environmental responsibility, and global cooperation.

Table 1: Confucianism and sustainable development goals

Elements	Sustainable Development Goals
Education of moral and character development, 'ren' (humanity)	SDG 4 Quality Education
Family and community relationships, filial piety	SDG 16 Peace, Justice, and Strong Institutions
Respectful relationship connection with nature	SDG 13 Climate Action SDG 15 Life on Land
Righteousness, wisdom, benevolence, propriety and faithfulness	SDG 8 Decent Work and Economic Growth SDG 12 Responsible Consumption and Production
Harmony and interconnectedness from various stakeholder	SDG 17 Partnership for Goals

Source: Author compilations

VOSViewer refers to a software application specifically developed to generate, construct, and visualize bibliometric maps (Mansour et al. (2023). VOSViewer text-mining features enable the generation and visualization of relationships between article citations. The implementation of browsing functionality, search capabilities, and mapping systems enables the visual representation of published maps (Zyoud et al., 2023; Bukar et al.2023). As a result, a more comprehensive description of the articles is possible to be achieved. VOSviewer has the functionalities to visually represent information in the form of bibliometric network maps (Vlase & Landesmaki, 2023). VOSViewer is a widely employed instrument utilized to assess the originality of research efforts. The analysis and

interpretation of research linkages are illustrated in bibliometric maps. The programme supports numerous databases to execute text processing tasks, and is capable of conducting a wide variety of bibliometric analyses. Besides, VOSviewer may also be utilized to perform mapping tasks through the implementation of model and cluster layout strategies. In addition, it enables the mapping and visualization of data via a variety of density and overlay visualizations (Abdul Ghaffar et al., 2023). VOSviewer facilitates the extraction analysis, which is a technique utilized to condense large datasets through the examination of bibliometric data linked to a specific study (Moral-Monaz, 2020). Bibliometrics provides a thorough analysis of the conceptual framework and emergent patterns within a specific subject area. The application of bibliometric analysis also appears to be a beneficial methodology when analyzing large datasets (Vlase & Landesmaki, 2023).

METHODOLOGY

This study adopted the Preferred Reporting Items for Systematic reviews and Meta-Analyses (PRISMA) for data collection, which includes the identification, screening, eligibility and included phases (Figure 1). The data utilized was acquired from the Scopus scholar database. The reasons are Scopus is the significance target of researchers in value publications besides obtaining global credit recognition. This Scopus is an Elsevier database and a worldwide level citation, which is widely considered to be the utmost broadly indexed abstract and citation database for research enquiry. In addition, Scopus journals are audited annually for high quality based on four categories of measurements for each title, consisting of h-index, CiteScore, SJR (SCImago Journal Rank) and SNIP (Source Normalized Impact per Paper). The data were obtained through the utilization of a reference management application. RefWorks is adopted for the purpose of conducting an inclusive literature review relating to the theme. The various types of documents are obtained for further analyses. All articles indexed by Scopus Scholar and fulfilled the criteria for article type and relevance to the research themes of this study are stored in a file for utilization in VOSviewer.

In this study, the scholars selectively choose articles exclusively on 'Confucianism' keyword. The process of data retrieval involves researchers employing the title, keyword, and abstract criteria to search for information pertaining to the field of Confucianism. A total of 908 documents articles were acquired, in which China consisted of 895 documents and Malaysia consisted of 31 documents. Subsequently, the documents were evaluated based on the selected thematic criteria. The data was retrieved on 1 August 2024 and data analysis was conducted immediately on that particular time. The articles utilized in this research consisted of publications spanning the period from 2014 to 2023, for both China and Malaysia. A duration of 10 years is sufficient to understand current patterns in

enquiry, and allows for the enclosure of academic disciplines that progress at a slower pace. Moreover, it also reflects the Covid-19 pandemic research associated with Confucianism. This duration time also exposes the effect of pandemic and related policy initiatives changes on research output, particularly on how the pandemic has influenced research directions and volume quantity.

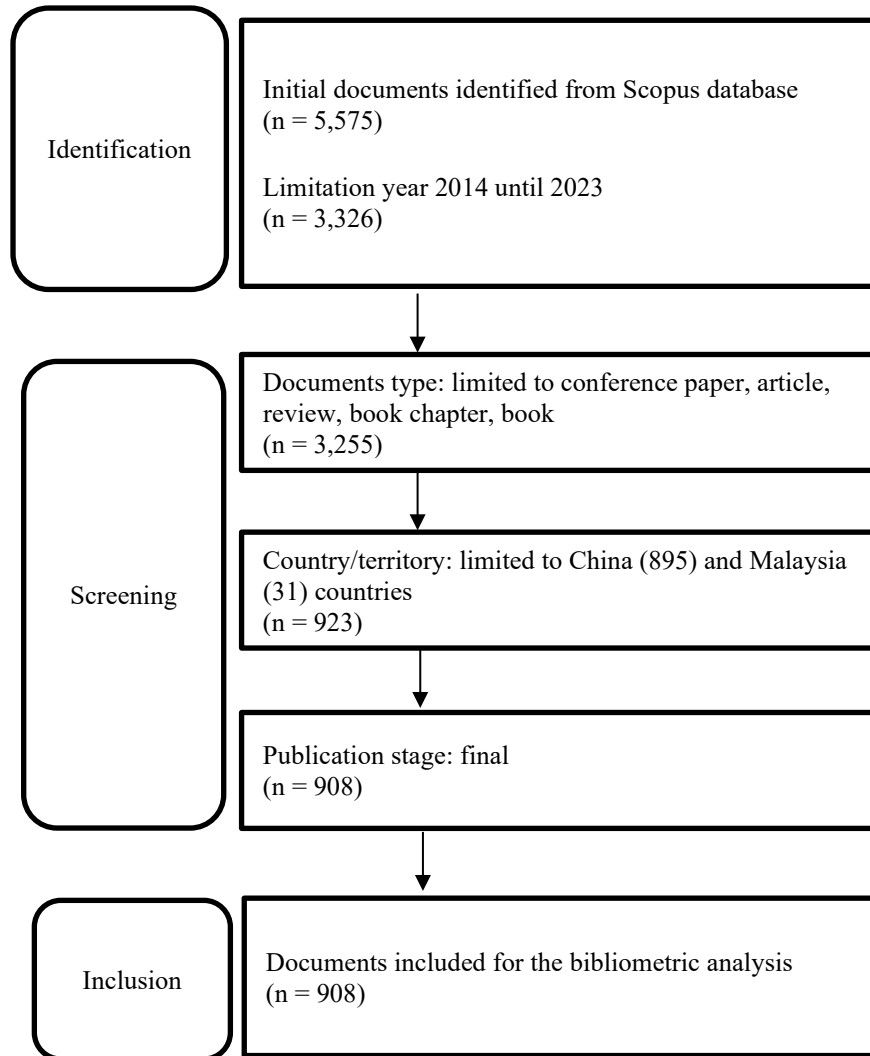


Figure 1: Flowchart of the methodology adopted in this study.

The final query for the dataset was TITLE-ABS-KEY (confucianism) AND PUBYEAR > 2013 AND PUBYEAR < 2024 AND (LIMIT-TO (DOCTYPE , "ar") OR LIMIT-TO (DOCTYPE , "ch") OR LIMIT-TO (DOCTYPE , "re") OR LIMIT-TO (DOCTYPE , "bk") OR LIMIT-TO (DOCTYPE , "cp")) AND (LIMIT-TO (AFFILCOUNTRY , "China") OR LIMIT-TO (AFFILCOUNTRY , "Malaysia")) AND (LIMIT-TO (PUBSTAGE , "final")).

The collected document articles are subsequently stored in the *.csv file format. Afterwards, researchers engaged the VOSviewer software to visually represent and examine patterns in the form of bibliometric maps. The researchers employed data mapping by extracting articles from database sources that have been appropriately curated. Data mapping encompasses three distinct types, consisting of network mapping, density mapping, and visualization overlay. VOSviewer is a software application designed to create and display bibliometric networks. These networks may involve article journals, researchers, or personal articles, which are often constructed based on citations, bibliographic data, or co-authorship (Moral-Monaz, 2020). VOSviewer is highly suitable for analyzing huge amounts of scientific literature research and for visually representing patterns and trends of the data (Vlase & Landesmaki, 2023). This analysis is primarily carried out through the utilization of co-citation and keyword-based approaches, whereby they are subsequently visualized on a network that illustrates the relationships between various terms. VOSviewer employs a multi-step process to visualize bibliometric networks, usually including data collection, data import input and preparation, network creation development, and visualization (Abdul Ghaffar et al., 2023; Vlase & Landesmaki, 2023). During the creation of the bibliometric map study, the keyword frequency determines a minimum frequency of five occurrences from the prepared database, with 113 keyword items obtained after the harmonization keywords process. In addition, researchers engaged a filtering process to determine the terms that will be incorporated into the VOSviewer network mapping visualization.

RESULT AND DISCUSSION

Based on the data shown in Figure 2, the number of studies on Confucianism exhibit an increasing trend. Between the years 2014 and 2023, the documents showed an increase of more than one-fold. Figure 3 presents the types of Confucianism documents, as shown in Scopus Scholar indexed journals. More than two-thirds of the documents related to articles (73%), followed by book chapter (13%), book and review (5% each), and conference (4%). The top five funding sponsor institutions contributed approximately 46.21% of the total funding sponsored (Table 2).

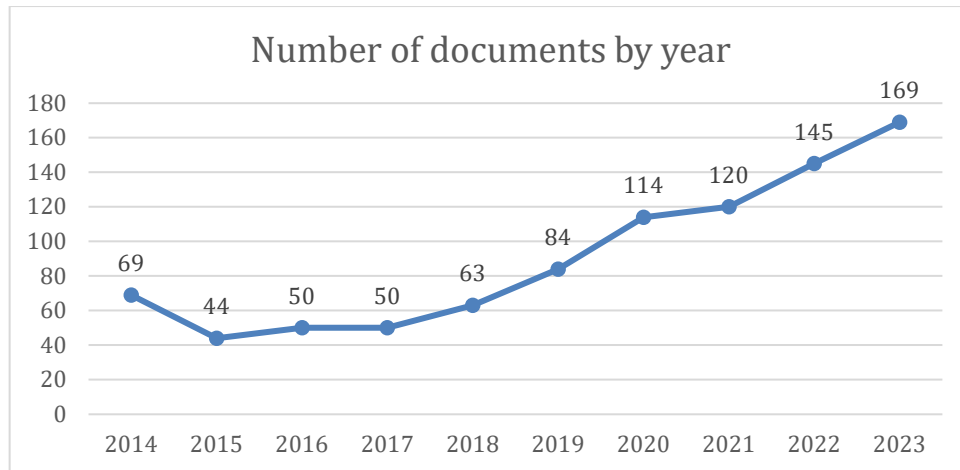


Figure 2: Number of documents by year.

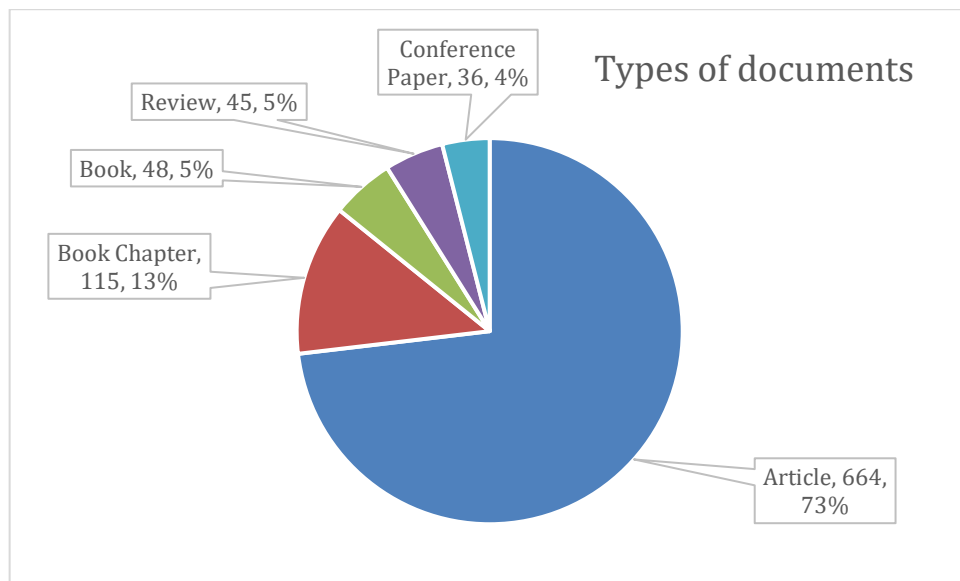


Figure 3: Types of documents.

Table 2: Top five documents by funding sponsor

Institutions	Total number of documents
National Natural Science Foundation of China	83 (20.96%)
National Office for Philosophy and Social Sciences	49 (12.37%)
Fundamental Research Funds for the Central Universities	22 (5.56%)

Ministry of Education of the People's Republic of China	20 (5.05%)
Ministry of Science and Technology of the People's Republic of China	9 (2.27%)

Visualization Confucianism field using VOSviewer

Based on the setting five keywords of minimum number of occurrences, there are a total of 113 items pertaining to the Confucianism field (Figure 4). The top five keywords by occurrences consisted of Confucianism with 391 occurrences (942 total link strength), China with 153 occurrences (675 total link strength), human with 76 occurrences (662 total link strength), articles with 49 occurrences (466 total link strength), and Taoism with 37 occurrences (147 total link strength). The dataset of 113 items, further have been categorized into 10 distinct clusters, based on the color for visualization. Each cluster is characterized by the primary term (Table 3 and Table 4).

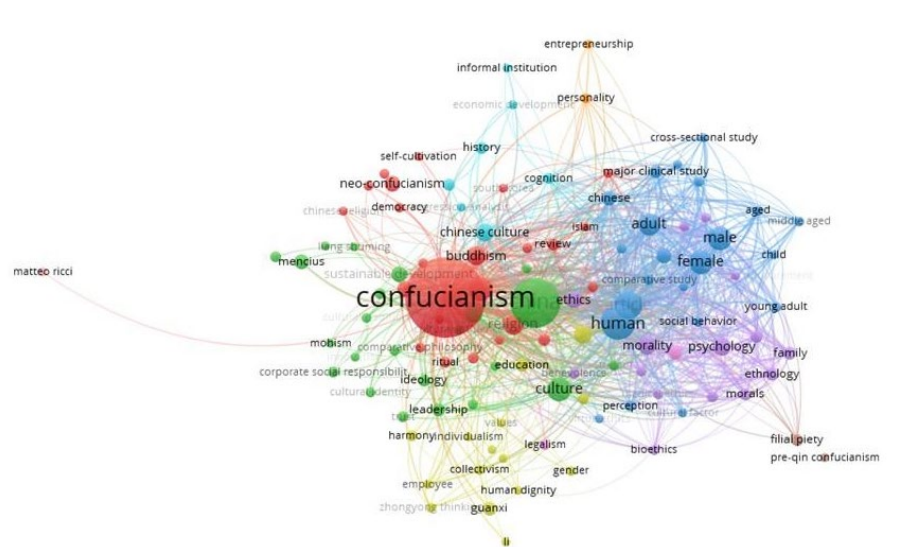


Figure 4: Network visualization of Confucianism keywords.

Table 3. Cluster Confucianism terms group

Cluster term (total occurrences)	Color	Total links strength	Total link
Confucianism (391)	Red	942	109
China (153)	Green	675	96
Human (76)	Dark blue	662	89
Human experiment (20)	Yellow	207	60
Psychology (21)	Purple	234	55

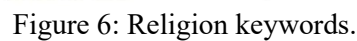
Chinese culture (20)	Light blue	63	32
Personality (7)	Orange	37	20
Filial piety (10)	Brown	46	30
Cultural anthropology (12)	Light purple	111	42
Matteo Ricci (5)	Pink	3	1

Table 4. Cluster group associated terms

Cluster term (total items)	Terms associated within cluster	Terms associated non-within cluster
Confucianism (21 items)	Buddhism, democracy, Islam, ritual, self-cultivation, Taoism, etc	Bioethics, harmony, Mencius, sustainable development, morality, etc
China (23 items)	Corporate social responsibility, governance approach, innovation, leadership, Mencius, sustainable development, etc	Benevolence, bioethics, Buddhism, economic development, harmony, democracy, etc
Human (22 items)	Aged, comparative study, mental health, qualitative study, social behavior, virtue ethics, etc	Ethics, culture, education, morality, personality, tissue and organ procurement, etc
Human experiment (15 items)	Covid-19, education, guanxi, harmony, human right, social justice, etc	Bioethics, cognition, culture, education, morality, psychology, etc
Psychology (15 items)	Benevolence, bioethics, family, motivation, tissue and organ procurement, transplantation, etc	Covid-19, culture, ethics, human, perception, philosophy, etc
Chinese culture (7 items)	Cognition, economic development, history, informal institution, philosophical aspects, regression analysis, etc	Buddhism, culture tradition, human, human experiments, morality, values, etc
Personality (2 items)	Entrepreneurship	Adult, China, Confucianism, benevolence, cognition, human, etc
Filial piety (2 items)	Pre-qin Confucianism	Adult, China, Confucianism, ethnology, human, motivation, etc
Cultural anthropology (2 items)	Legalism	Buddhism, culture, ethnology, family, human, morals, etc
Matteo Ricci (1 item)	-	Confucianism

of 'khalifa' (trustee) (Abdul Kadir et al., 2023). Meanwhile, Confucianism dedicated its existence to the cultivation of individuals' moral character, in which to establish a successful community. Besides, Confucianism also prioritized societal sustainable development and human growth (Li & Eilks, 2024). However, they believed that humans should only gather resources from nature in a suitable manner and at the right time. Although prohibiting individuals completely from acquiring resources from nature is unreasonable, the issue lies in how to regulate the individual desire. On another hand, the Islam emphasized kindness towards nature (Abdul Kadir et al., 2023; Nadvi & Khalid, 2023). For example, Islam ratified prohibition activities of murdering young animals and cutting down small plants. In summary, both Confucianism and Islam acknowledge the significance of morality in relation to nature, which is related to humanity. Hence, by understanding the essence of humanity, individuals are able to recognize that the definition of sustainable development does not solely stem from the viewpoint of society or nature. To achieve sustainable development, it requires combination progress development from human, social, and environmental. Even their relationships exhibit interdependence but equilibrium, however it promotes a harmonious coexistence between humans, society, and nature.

Besides, it is crucial to emphasize morality in education and social ethics instead of prioritizing technological knowledge. The process of achieving harmony through self-reflection in Confucianism exhibits similarity to Islamic approach. Islam recognizes that everything originates from 'niyyah' (sincere wish). The term 'niyye' indicates the activities of possessing an accurate understanding at the beginning of any tasks (Cherepanov, 2020; Idris et al., 2019). Confucianism encourages individuals to engage in self-reflection to attain moral enlightenment (Rozi, 2020; Duan et al., 2022), meanwhile Islam appears to be particularly determined in obtaining this degree. The primary objective is to facilitate the acquisition of moral values by individuals. Therefore, self-examination serves as the primary means of maintaining a harmonious relationship within individuals, and it also serves as the fundamental balancing the relationship between individuals, society, and nature.



Besides, the study finds both philosophies integrate in the bioethics keyword (Figure 7). Bioethics is an academic discipline that investigates ethical dilemmas that arise as a result of developments in the fields of biology and medicine. The field encompasses the analysis of the ethical moral, societal, and legal consequences of advancements in biology and medicine, and the fundamental principles values that inform decision-making related to healthcare and the life sciences (Pratt et al., 2014; Abutari et al., Fan, 2016; 2019). Some of the related aspects such as medical, reproductive, genetics and genomics, research, end-of-life, organ transplantation, emerging technology, and global health. Bioethics offers a structured approach to making ethical decisions when confronted with intricate and swiftly progressing scientific and medical developments (Tretter et al., 2023).



Bioethics in Confucianism is unique by its focus on the interconnections between individuals, the development of superior morality, and the ethical growth of

individuals within a societal framework. Some key aspects of Confucianism bioethics consist of humaneness or benevolence, ritual and propriety, family and filial piety, social harmony and responsibility, education and moral development, hierarchy and authority, and harmony with nature (Lee, 2015; Fan, 2016; Nie & Jones, 2019). Aligned with this, Islamic bioethics concerns the moral principles and directives derived from the Islamic faith that regulate matters of biomedical and healthcare procedures (Javadli, 2024). Islamic bioethics offers instruction on diverse facets of medical and biological development, tackling ethical inquiries and circumstances within the framework of Islamic principles (Dabbagh et al., 2023). The Islamic bioethics principles consists of sanctity of life (Hifz al-Nafs), informed consent (Ijma), respect for human dignity (Karama), prohibition of harm (La Darar wa La Dirar), genetic ethics, equality in access to healthcare (Adl), and family structure and reproductive ethics (Saleem & Jan, 2022; Dabbagh et al., 2023; Mohamed et al., 2023).

Confucianism and Islam are distinct cultural and religious traditions that have each contributed to the development of bioethical principles within their respective contexts (Wang, 2022; Wroldsen, 2023). While their theological foundations differ, there are common ethical themes that emerge when considering the intersection of Confucianism and Islamic perspectives on bioethics. The convergence discusses aspects such as respect for life and human, ethical decision-making and informed consent, family and reproductive ethics, prohibition of harm and justice, as well as integration with modern science technology. In conclusion, both schools of thought provide valuable contributions to worldwide deliberations on bioethics, emphasizing the significance of cultural and religious viewpoints in ethical deliberations.

Confucianism and Sustainable Development

The study finding shows Confucianism supports United Nation Sustainable Development Goals (SDG) (Figure 8) initiative, particularly associated with governance approach, Mencius, philosophy, adult, and among others. Confucianism, a philosophical and ethical framework, has traditionally had a significant impact on governance systems ideals in East Asian countries, especially in China (Khan et al., 2022). In governance approaches, Confucianism ideology such as benevolence, righteousness and ritual propriety, have influenced traditional governance structures. Leaders were anticipated to exemplify these values, establishing a harmonious and ethically upright community (Li, 2023; Zhang-Zhang, 2023). In addition, Confucianism emphasized the importance of filial piety, which extended to the domain of government. This promoted a sense of respect for leaders and fostered familial relationship between citizen and government (Fu et al., 2022).

of harmonious integration between the traditional and the modern. The cultural insight inherent in Confucianism can provide valuable guidance for the creation of creative remedies that effectively tackle specific local issues (Chin et al., 2021).

Third, the integration of Confucianism with corporate social responsibility (CSR) involves examining how ethical principles can influence and direct the social and moral ethical activities. Confucianism prioritizes ethical behavior and moral conduct. By incorporating these values into CSR entails cultivating an organization culture that places honesty, integrity, and ethical decision-making at business operations (Dong & Li, 2023). Confucianism promotes the adoption of a strategic and long-sighted approach in decision-making, this enables the long-term effects on the environment, society, and economics for future generations (Tian et al., 2022; Wu & Wan, 2023). Organizations have the ability to embrace ecologically conscious policies and socially accountable practices that are in harmony with Confucianism principles. Besides, Confucianism places great importance on the values of filial piety, respect for elders, and the cultivation of harmonious relationships (Tian et al., 2022; Dong & Li, 2023). These values promote productive and respectful communications among stakeholders, which align with CSR commitment to stakeholders engagement and fostering responsible business relationships.

Confucianism and Entrepreneurship

The study regards Confucianism in the entrepreneurship area still in its infant stage (Figure 9). The only keyword within the entrepreneurship cluster is personality, thus is suggested future discussion in this aspect. Within the scope of entrepreneurship, Confucianism ideology has a significant impact on organizations practices by fostering ethical conduct, upholding integrity, and developing accountability towards employees and society (Wei et al., 2023). The prioritization of interpersonal relationships in Confucianism can facilitate the establishment of strong networks and alliances in the economic field, which is crucial for achieving entrepreneurial success (Chen et al., 2020; Chin et al., 2021). Entrepreneurs adopted Confucianism values that place a high importance on personal growth and the development of their character. Besides financial profitability, they perceive success in terms of making a constructive impact on society. In addition, Confucianism has the ability to associate traditional principles with contemporary business procedures, resulting in a distinctive approach to management and leadership (Chen et al., 2020; Wei et al., 2023).

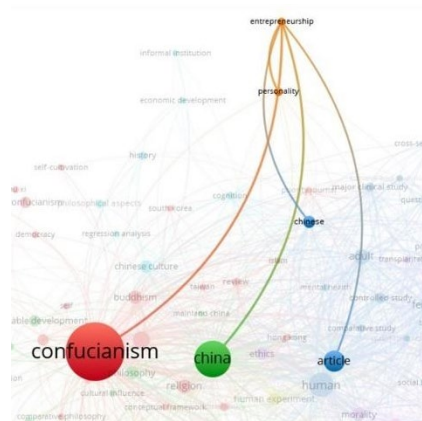


Figure 9: Confucianism and Entrepreneurship

CONCLUSION

The objective of this study is to conduct a bibliometric analysis on the Confucianism research articles included in the Scopus indexed journal. This analysis utilized the VOSviewer tool to examine the distribution of bibliometric maps. The data collection obtained by filtering on the keyword "Confucianism" concerns the topic areas, titles, keywords, and abstracts. The study obtained 908 relevant documents, published in the range year between 2014 to 2023, within China and Malaysia region. The findings indicate that research in the field of Confucianism has exhibited an upward pattern throughout the preceding 10 years period studied. By adopting the VOSviewer association strength method, the five terms with the highest occurrences' frequency, consists of Confucianism, China, human, articles, and Taoism. The dataset of 113 items, further have been categorized into 10 distinct clusters, which are characterized by the primary term. Besides, the overlay visualization showed that the most term occurred between 2017 until 2021, consisting of mental health, major clinical study, cognition, human rights, Zhongyang thinking, Mohism, and among others. In addition, the mapping analysis illustrated the latest terms consisting of Confucianism, China, human and female have the highest density during the study period.

The study findings show religion and bioethics keywords integrated both Confucianism and Islam. Although Confucianism and Islam are distinct cultural and religious traditions, both contributed to the bioethical development areas within their respective contexts. The convergence discussion aspects center around on the context of respect for life and human, and ethical decision-making. Besides, Confucianism found support for sustainable development, which centers discussion in the areas of education teaching, cultural tradition, and corporate social responsibility. Hence, it is recommended for future study in these areas. In

addition, more study can be done in the integration with entrepreneurship keywords.

This study can significantly contribute to theory, practice, and policy. For theory, it provides researchers to recognize gap knowledge, and mapping the evolution in the field of Confucianism. A study using bibliometrics assists to identify areas within the Confucianism discipline in China and Malaysia countries that have not been extensively investigated, indicating potential opportunities for further theoretical growth. Moreover, analyzing the development and decline of keywords throughout time period offer understanding into the systematic knowledge progress, therefore contributing to Confucianism hypotheses evolution, such as bioethics and sustainable development keywords. For practical purposes, this study provides effective fund resources distribution to the developing significant research fields. For policy, the finding contributes to curricula system development that integrate current and significant research. This data-centric approach enables future strategic development and allocation of resources in academia and beyond.

This study serves as a significant resource subject for reflection for researchers interested in investigating the Confucianism field within China and Malaysia countries. However, the scope of this bibliometric analysis is limited to scholarly articles published in the Scopus database. In order to enhance future study, it is advisable to conduct an inclusive assessment of research data pertaining to Confucianism, without limiting the attention solely to the Scopus database, for example using the Web of Science (WoS), Lens, and Dimensions database. In addition, other bibliometric analysis tools such as Biblioshiny, CiteSpace, and HistCite can be adopted to provide better contemporary examining in the Confucianism field.

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