

## REVIEW ARTICLE

# Global Research Output in Corporate Communication: A Scientometric Analysis

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## ABSTRACT

The present study of Corporate Communication publications is extremely high in the present era compared to initial years of the study. Corporate Communication research papers exhibit a discernible an increasing trend, The maximum number of research papers, 177(13.18%), was published in the year 2023, followed by 157(11.69%) in 2022, and the third-highest year for publications was 2019 with a total of 138(10.28%) research papers in Corporate Communication during the study period. The study, author Zeffass, A. from the United States holds the highest number of the publications, contribute 16(15.53%) research publications., a maximum of 888(66.12%) research publications are contributed the Article distribution of document type in Corporate Communication research publications. The time series analysis application is anticipated in Corporate Communication research papers to be about equal to 184 in 2025 and approximately equal to 209 in 2030. At that point, a thorough investigation proved that there is a growing tendency in the papers on Corporate Communication research. The institutions during the study period according to the analysis, the Aarhus University published the most articles on Corporate Communication research, with 23(11.98). The majority of the articles on Corporate Communication research for the study period were published in the Corporate Communication with 115(35.17%), 1789(38.80%) research publications. The United States contributed the most articles, amounting to more than 5671(38.88%) research publications.

## KEYWORDS

• Scientometrics • Corporate Communication • Time Series Analysis • Related Citation Index • Highly Cited Paper

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## INTRODUCTION

Corporate communications is how companies share information to internal and external audiences and engage these audiences in a bid to manage brand perception. Corporate communication is made up of three major categories, which are management communication, marketing communication, and company communication. Using corporate communication, the communications department builds the company image, maintains a positive reputation in the industry, and bridges information gaps between employees and management. The audiences targeted through a corporate communication strategy include customers, prospects, employees, stakeholders, the media, regulatory agencies, and the general public. Corporate communications helps to maintain companywide contact so that all departments can work together towards a shared mission.

**Internal communication** focuses on messages and information sharing within a company. It includes communication from executives to employees, among teams as well as inter-departmental messages and companywide communication. Examples of internal communications include newsletters, team meetings, knowledge management tools, company memos, training sessions, company brochures, employee handbooks, and more. The human resources team may lead internal communication or work with other departments to ensure that information sharing is easy and efficient.

**External communication** focuses on the company's branding and messaging to audiences like the media and the public. External communication has now extended beyond press coverage to social media. It covers all forms of communication that promote the company's messaging. Multiple departments, like marketing, HR, and communications work together to manage external communications. Examples of this form of communication include press releases, press conferences, advertising, digital marketing, and so on. External communication keeps customers, prospects, the media, and the general public informed and engaged while maintaining the company's image, unique identity, and brand perception.<sup>1</sup>

## Scientometric analysis

The quantitative analysis of scientific publications and their citation patterns. It can provide insights into the trends and impact of research in a particular field, as well as identify gaps and potential areas for future research. In the case of the mesentery, scientometric analysis can help researchers understand the current state of research on this newly recognized organ and identify areas where further research is needed. Scientometric analysis can help researchers identify potential areas for collaboration and prioritize research efforts in the field of mesentery research. It can also help identify the most impactful and highly cited research in the field, which can inform the development of new research directions and goals. Ultimately, scientometric analysis can help advance the understanding of the mesentery and its role in the human body, leading to improved patient outcomes and better medical interventions.

Alan Prichard (1969)<sup>2</sup> created the term bibliometric to describe the use of mathematical and statistical approaches to books and other media, the process of written communication, and the character and course of a discipline. Van Raan (1997)<sup>3</sup> Quantitative studies of science and technology, according to scientometric research. "Scientometrics is defined as the quantitative evaluation and inter-comparison of scientific activity, productivity, and progress," writes Beck (1978).<sup>4</sup> Bookstein (1976)<sup>5</sup> described scientometrics as "the science of measuring science." Scientometrics is also regarded as a bibliometric assessment for assessing scientific development, societal significance, and the influence of science and technology applications." Ingwersen and Christensen (1997)<sup>6</sup> defined the phrase as "a recent extension of traditional bibliometric analysis, also to cover non-scholarly communities in which information is produced, communicated, and used." Ranganathan (1948)<sup>7</sup> coined the term librmetry to denote the measurement of various library activities and services using mathematical and statistical techniques.

## REVIEW OF THE LITERATURE

Usha S. *et.al* (2023)<sup>8</sup> conducted the research on the yellow fungus that was published in works that were indexed by Web of Science between 1916 and 2021. For this study,

the scientometric method a quantitative examination of publishing trends was used. The results showed a gradual increase in research, with a noticeable spike starting in 1991. A total of 2704 papers with an average of 22.36 percent of citations each were published in 1056 journals. The majority of the jointly published papers came from the United States, America, China, and other wealthy nations; some developing nations also made contributions. The distribution of authors showed that scholars were working together in an interdisciplinary manner.

**Imran Hussain (2023)<sup>9</sup>** the topic of the current study is global developments in the epilepsy disease. This study's objective is to describe the scientific output of original and review articles published in journals devoted to epilepsy disease from 2012 to 2021, taking into account qualitative and quantitative data from various nations. Throughout the research period, the Web of Science (WoS) online database was completely downloaded. There were 18092 records produced overall from 2418 journals. According to the findings, 2021 was deemed to be the most productive year with 2546 (14.07%) publications. With 315 articles published, Striano P has the most among the authors. It may be inferred from the study that this report may serve as a baseline study for future research on the scientometrics of papers on epilepsy disease that are published in the Web of Science.

**Saed H. Zyoud (2016)<sup>10</sup>** used 19,581 documents from the Scopus database spanning the years 1872 to 2015 to analyze his study on dengue research in Arab nations. The United States of America provided the most to dengue research articles with 4,709 (24.05%), India gave 1,942 (9.92%), Brazil supplied 1530 (7.81%), and Thailand contributed 1,260 (6.43%). Only 226 (1.16%) of the scientific articles on dengue have come from the Arab region. An average of eighteen citations per publication out of a total of 3, 52,710 citations were received. With 102 (45.1%) publications, the Kingdom of Saudi Arabia was the Arab nation with the highest publication rate.

**Jeyshankar R and Chithiraivel S (2019)<sup>11</sup>** analyzed the Eosinophilia research output in India during the year 1998 to 2017 with 267 publications from the web of science online database. The study examined the different types of parameters like authorship pattern,

growth of publications, time series analysis, degree of collaboration, and most productivity journals. The overall growth rate was increasing trend, multi-authored papers were the majority of contributions to Eosinophilia research in India.

**Ravichandran and Vivekanandhan (2021)<sup>12</sup>** examine the Scientometric analysis of wastewater management research publications during 2010-2019 from the Scopus database. The study identified that a maximum of 2842(14.31%) research publications with 19857 citations contributed in 2019. Ngo, H.H contributed a maximum of 101(0.51%) research publications, maximum of 19355 articles were contributed by joint authors, and the average degree of collaboration was 0.97. Maximum of 2102(10.58%) research publications are contributed in Bio resource technology, ministry of education, china with 863(22.32%) research publication and China has contributed the maximum of 5919(29.80%) research publications.

**Sivasamy K & Vivekanandhan S (2020)<sup>13</sup>** the present study examines the leprosy research publications that are contributed from the Scopus database during the study period of 2009-2018 with a total number of 6266 publications. During the study period maximum of 675(10.77%) research publications are contributed in the year 2015. The relative growth rate is identified decreasing trend and the doubling time is an increasing trend from 2009 to 2018. A maximum of 99(1.58%) research publications are contributed by Sarno, E.N. with top-ranking authors, the average degree of collaboration is 0.83, and 4218(67.32%) of research publications are articles. India is the most contributing top-ranking country with 1522(24.29%) leprosy research publications.

**Ranganathan and Sumathi (2022)<sup>14</sup>** studied on the Scientometric analysis of "Geochemistry's" publication. The data is gathered from the Web of Science Databases for the years 1989 to 2020. The Web of Science database revealed a total of 2603 papers. According to the survey, there will be 400 research papers published in 2020, up from just 383 in 2019 and 1 in 1989. During that time, India published 2864 publications, but over the last ten years, publication activity has substantially expanded. The publications was distributed to 1346 different institutions. Nonetheless, 1% or more of the total production came from 28



universities. Also, this analysis found the most prolific authors, the degree of collaboration, the areas of research concentration, and coverage growth rates, relative growth rates, doubling times.

## OBJECTIVES

- To examine the growth of research year-wise Corporate Communication research
- To identify the RGB research publications in Corporate Communication.
- To distinguish the leading prolific authors in Corporate Communication research
- To study the document type and time series research publications
- To assess the Institution wise research concentration on Corporate Communication research output
- To identify journal wise distribution of publications on Corporate Communication research output.
- To identify the country wise contribution in the field of Corporate Communication

- To study the Keyword and funding agency research publications

## Scope and Coverage of this Study

We have performed this study for the coverage period of 10 years (2014 to 2023). We have focused on the scholarly literature directly related to the term 'Corporate Communication' which is indexed in the Scopus database.

## Research Methodology

The Corporate Communication research publications are identified using the Scopus multidisciplinary online database from 2014 to 2023 using the following search keyword: ("Corporate Communication") AND PUBYEAR > 2013 AND PUBYEAR < 2024) the data was collected for this study is 23.07.2024. The collected data were analyzed using a Micro Soft excel worksheet.

## DATA ANALYSIS AND INTERPRETATIONS

Growth of Literature on Corporate Communication Research Publications

**Table 1:** Growth of Literature on Corporate Communication Research Publications

Year	Publications	%	Cum	%	Citations	%	H-Index	CPP	RCI
2014	106	7.89	106	1.53	399	2.63	9.00	3.76	0.33
2015	131	9.75	237	3.42	633	4.17	13	4.83	0.43
2016	113	8.41	350	5.05	1154	7.60	19	10.21	0.90
2017	135	10.05	485	7.00	1223	8.05	18	9.06	0.80
2018	122	9.08	607	8.76	1483	9.77	19	12.16	1.08
2019	138	10.28	745	10.76	1680	11.06	23	12.17	1.08
2020	134	9.98	879	12.69	3213	21.16	27	23.98	2.12
2021	130	9.68	1009	14.57	1606	10.58	19	12.35	1.09
2022	157	11.69	1166	16.83	2029	13.36	26	12.92	1.14
2023	177	13.18	1343	19.39	1765	11.62	25	9.97	0.88
Total	1343	100.00	6927	100.00	15185	100.00			

In Table 1 the specific table reveals a significantly elevated frequency of Corporate Communication publications in the present era compared to the initial years of the study. Corporate Communication research papers exhibit a discernible an increasing trend, The maximum number of research papers, 177(13.18%), was published in the year 2023, followed by 157(11.69%) in 2022, and the third-highest year for publications was 2019 with a total of 138(10.28%) research papers in Corporate Communication during the study period.

The research publications with the highest number of citations are those with 3213(21.16), boasting a CPP of 23.98, the H-index is 27 and an RCI of 2.12. Following closely are publications with 2029 citations (13.36%), a CPP of 12.92, the H-index is 26 and an RCI of 1.14. Subsequently, there are 1765(11.62%) research publications, a CPP of 9.97, the H-index is 25 and RCI of 0.88. On the other end of spectrum, the publications with the lowest and at 399(2.63%), with a CPP of 3.76, H- index is 9 and RCI of 0.33.

### Relative growth rate (RGR) and doubling time (Dt)

The relative growth of publications was analyzed by using the two parameters namely relative growth rate and doubling time originated by **Mahapatra (1985)**<sup>15</sup> RGR is a measure to study the increases in the number of articles over a period of time. It is calculated as

$$R(a) = \frac{(W_2 - W_1)}{(T_2 - T_1)}$$

Whereas

$R(a) = RGR$  = the mean relative growth rate over the specific period of interval

$W_1$  = the logarithm of the beginning number of publications/pages

$W_2$  = the logarithm of the ending number of publications/pages after a specific period of interval

$T_2 - T_1$  = the unit difference between the beginning time and the ending time.

### Doubling Time

The time it takes for the number of records that are actually published within a given timeframe to double is known as the “doubling time.” The difference has a value of 0.693 when the doubling time is computed using the natural logarithm number and the relative growth rate. Therefore, using the following formula, one may get the relevant doubling time:

$$Dt = \frac{0.693}{R(a)}$$

### RGR and doubling time in Corporate Communication Research Publications

**Table 2:** RGR and Doubling Time in Corporate Communication Research Publications

Year	Publications	Cumulative	W1	W2	RGR	Dt
2014	106	106		4.66		
2015	131	237	4.66	5.47	0.80	0.87
2016	113	350	5.47	5.86	0.39	1.79
2017	135	485	5.86	6.18	0.33	2.13
2018	122	607	6.18	6.41	0.22	3.10
2019	138	745	6.41	6.61	0.20	3.40
2020	134	879	6.61	6.78	0.17	4.21
2021	130	1009	6.78	6.92	0.14	5.05
2022	157	1166	6.92	7.06	0.14	4.81
2023	177	1343	7.06	7.20	0.14	4.92
Total	1343	6927				

Table 2 clearly illustrates the mean RGR and doubling time of Corporate Communication publications throughout the study period. For the specified study period, it is evident that the RGR of articles has sturdily decreased starting from 0.80 in 2015 and reaching 0.14 in 2023. Simultaneously, the time required for an article to double in publications has progressively increased, going from 0.87 in 2015 to 4.92 in 2023. In summary, the discussion above indicate gradual decline in the RGR of article while, conversely, the double time of articles has seen a gradually increased.

### Author-wise Corporate Communication Research Publications

**Table 3:** Author-wise Contributions Corporate Communication Research Publications

Authors	Country	Publications	%	Citations	%	H- Index	CPP	RCI
Zerfass, A.	United States	16	15.53	352	21.80	12	22.00	1.40
Costa-Sánchez, C.	Spain	14	13.59	79	4.89	5	5.64	0.36
Balmer, J.M.T.	United Kingdom	10	9.71	146	9.04	6	14.60	0.93
Foroudi, P.	Germany	10	9.71	228	14.12	5	22.80	1.45
Melewar, T.C.	Italy	10	9.71	322	19.94	7	32.20	2.05
Siano, A.	India	10	9.71	95	5.88	5	9.50	0.61
Ngai, C.S.B.	Australia	9	8.74	73	4.52	5	8.11	0.52
Aguerrebere, P.M.	Netherlands	8	7.77	7	0.43	2	0.88	0.06
Camilleri, M.A.	China	8	7.77	302	18.70	7	37.75	2.41
Medina, E.	Denmark	8	7.77	11	0.68	2	1.38	0.09
Total		103	100.00	1615	100.00			

Table 3 presents the top ten most productive authors in Corporate Communication research from 2014 to 2023. Zerfass, A. from the United States holds the highest number of the publications, contribute 16 (15.53%), followed by Costa-Sánchez, C. from Spain with 14 (13.59%) and Balmer, J.M.T., Foroudi, P., Melewar, T.C, Siano, A. from United Kingdom, Germany, Italy, India with 10 (9.71%). On the other end of the Aguerrebere, P.M., Camilleri, M.A., Medina, E. from Netherlands, China, and Denmark has the fewest research publications, amounting to 8 (7.77%).

The most citations are contribute to 352(21.80%) research publications, the featuring an H-index of 12, a CPP of 22.00, and an RCI of 1.40. Following closely, there are 322(19.94%) research publications with an H-index of 7, a CPP of 32.20, and an RCI of 2.05, and 322(19.94%) research publications with an H-index of 7, a CPP of 32.20, and an RCI of 2.05. The lowest number of citations, totaling 302(18.70%) research publications, accompanied by an H-index of 7, a CPP of 37.75, and an RCI of 2.41.

### Subject-wise contributions v Research Publications

**Table 4:** Subject-wise contributions Corporate Communication Research Publications

Subjects	No. of articles	%
Business, Management and Accounting	752	34.51
Social Sciences	610	27.99
Economics, Econometrics and Finance	245	11.24
Arts and Humanities	189	8.67
Computer Science	145	6.65
Engineering	87	3.99
Environmental Science	55	2.52
Decision Sciences	46	2.11
Energy	30	1.38
Medicine	20	0.92
Total	2179	100.00

Table 4 lists the top ten subjects of Corporate Communication research during the time period under consideration. According to the analysis, the majority of the articles on Corporate Communication for the study period were published in Business, Management and Accounting (752 or 34.51%) research publications, Social Sciences (610 or 27.99%) research publications, and Economics, Econometrics and Finance (245 or 11.24%). Medicine has the fewest journal publications 20(0.92%) research publications. A total of 2179 (100%) research publications were published during the ten-year study period.

### Document Types of Corporate Communication Research Publications

**Table 5:** Document Types of Corporate Communication Research Publications

Document type	No. of articles	%	Cumulative	%
Article	888	66.12	888	9.05
Book Chapter	217	16.16	1105	11.26
Conference Paper	108	8.04	1213	12.36
Book	57	4.24	1270	12.94
Review	54	4.02	1324	13.49
Note	8	0.60	1332	13.57
Editorial	6	0.45	1338	13.63
Conference Review	5	0.37	1343	13.69
<b>total</b>	1343	100.00	9813	100.00

Table 5 shows that, document types during the ten-year study period on Corporate Communication research publications. From Table 5 it is identified that a maximum of 888 (66.12%) research publications are contributed by Table 5, presents the distribution of document type in Corporate Communication research publications over ten-year study period. According to table 5, the analysis reveals that the majority of research publications. Totalling 888(66.12%), consist of articles, followed by 217(16.16%) research are Book Chapter research publications. This study confirms that articles and reviews together contribute more than 88.28% of the research publications, while the remaining (108 or 8.04%) are categorized Conference Paper, Book (57 or 4.24%) Review, (54 or 4.02%), Note, (8 or 0.60%), editorials, (6 or 0.45) conference paper, (5 or 0.37) research publications.

### Time Series Analysis

Time series analysis reveals estimated growth values identified based on previous data. A straight line equation is adapted to measure future values based on past data. The time series analysis has been employed following the approach outline by Jayeshankar and Ramesh Babu (2013)<sup>16</sup> and Ravichandran & Vivekanandhan (20210).<sup>17</sup>

### Time Series Analysis Corporate Communication Research Publications

**Table 6:** Time Series Analysis Corporate Communication Research Publications

Year	Count (Y)	X	X <sup>2</sup>	XY
2014	106	-5	25	-530
2015	131	-4	16	-524
2016	113	-3	9	-339
2017	135	-2	4	-270
2018	122	-1	1	-122
2019	138	1	1	138
2020	134	2	4	268
2021	130	3	9	390
2022	157	4	16	628
2023	177	5	25	885
Total	1343		110	524

Table 6 shows that the time series analysis formula has been predicted for the Corporate Communication research publications for the years 2025 and 2030

The straight Line Equation is

$$Y = a + bx$$

Here,

$$\sum Y = 1343, \sum X^2 = 110, \sum XY = 524$$

$$a = \sum Y / N = 1343 / 10 = 134.3 = 134$$

$$b = \sum XY / \sum X^2 = 524 / 110 = 4.76 = 5$$

Estimated publications in the year 2025 are when  $X = 2025 - 2015 = 10$

$$Y = a + bx$$

$$= 134 + (5 \times 10) = 134 + 50 = 184$$

The Estimated literature in 2030 is when  $X = 2030 - 2015 = 15$

$$Y = a + bx$$

$$= 134 + (5 \times 15) = 134 + 75 = 209$$

The projected growth based on a statistical time series analysis application is anticipated in Corporate Communication research papers to be about equal to 184 in 2025 and approximately equal to 209 in 2030. At that point, a thorough investigation proved that there is a growing tendency in the papers on Corporate Communication research.

### Institutions-wise Contributions Corporate Communication Research Publications

**Table 7:** Institutions-wise Contributions Corporate Communication Research Publications

S.No	Institutions	No. of articles	%	Citations	%	H-Index	CPP	RCI
1	Aarhus University	23	11.98	327	14.81	10.00	14.22	1.24
2	Universität Leipzig	22	11.46	378	17.12	13	17.18	1.49
3	The Hong Kong Polytechnic University	21	10.94	206	9.33	9	9.81	0.85
4	Handelshøyskolen BI	20	10.42	386	17.48	14	19.30	1.68
5	Universidade da Coruña	19	9.90	112	5.07	6	5.89	0.51
6	Universidad Complutense de Madrid	19	9.90	97	4.39	6	5.11	0.44
7	Universitat d'Alacant	18	9.38	57	2.58	5	3.17	0.28
8	Universities van Amsterdam	17	8.85	370	16.76	10	21.76	1.89
9	University degli Studi di Salerno	17	8.85	145	6.57	5	8.53	0.74
10	Universidad de Málaga	16	8.33	130	5.89	7	8.13	0.71
	Total	192	100.00	2208	100.00			

Table 7 lists the top ten Corporate Communication research institutions during the study period. According to the analysis, the Aarhus University published the most articles on Corporate Communication research, with 23 (11.98%), followed by the Universität Leipzig with 22 (11.46%), and the The Hong Kong Polytechnic University with 21 (10.94%). Universidad de Málaga has the fewest journal publications totalling 16 (8.33%).

The institutions with the most citations is associated with 386 (17.48%) research publications, featuring and the H-index of 14, a CPP of 19.30, and an RCI is 1.68. The second institution has an H-index of 13, a CPP of 17.18, and an RCI of 1.49, with 378 (17.12%) research publications. Universidad d'Alacant has the fewest citations, with 57 (2.58%) research publications. an H-index of 5, a CPP of 3.17, and an RCI of 0.28.



## Journals wise Contributions Corporate Communication Research Publications

**Table 8:** Journals wise Contributions Corporate Communication Research Publications

Journal	No. of articles	%	Citations	%	H-index	CPP	RCI
Corporate Communications	115	35.17	1789	38.80	23	16	1.10
Journal of Communication Management	49	14.98	1147	24.88	19	23	1.66
Professional De La Information	33	10.09	323	7.00	9	10	0.69
Handbook on Digital Corporate Communication	32	9.79	25	0.54	3	1	0.06
Public Relations Review	27	8.26	836	18.13	15	31	2.20
Management for Professionals	16	4.89	26	0.56	2	2	0.12
Sustainability Switzerland	15	4.59	148	3.21	8	10	0.70
Developments In Marketing Science Proceedings of the Academy of Marketing Science	14	4.28	12	0.26	1	1	0.06
Emerald Emerging Markets Case Studies	13	3.98	4	0.09	1	0	0.02
International Journal of Business Communication	13	3.98	301	6.53	9	23	1.64
Total	327	100.00	4611	100.00			

Table 8 lists the top ten journals for Corporate Communication research during the study period. According to the analysis, the majority of the articles on Corporate Communication research for the study period were published in the I Corporate Communications with 115(35.17%), Journal Of Communication Management 49(14.98%), and Professional De La Information 33 (10.09%). Emerald Emerging Markets Case Studies, and International Journal of Business Communication 13(3.98%) have the fewest journal publications.

1789(38.80%) research publications have received the most citations, and the H-index is 23, the CPP is 16, and the RCI is 1.10. The H-index is 19, the CPP is 23, and the RCI is 1.66, with 1147(24.88%) research publications following. The lowest number of citations is 4(0.09%), the H-index is 1, the CPP is 0.00, and the RCI is 0.02.

## Country-wise Contributions Corporate Communication Research Publications

**Table 9:** Country-wise Contributions Corporate Communication Research Publications

Country	No. of articles	%	Citations	%	H- Index	CPP	RCI
United States	270	27.86	5671	38.88	36	21.00	1.40
Spain	186	19.20	1270	8.71	18	6.83	0.45
United Kingdom	115	11.87	1928	13.22	25	16.77	1.11
Germany	107	11.04	1279	8.77	20	11.95	0.79
Italy	90	9.29	1164	7.98	20	12.93	0.86
India	47	4.85	332	2.28	10	7.06	0.47
Australia	42	4.33	755	5.18	16	17.98	1.19
Netherlands	40	4.13	1154	7.91	19	28.85	1.92
China	37	3.82	556	3.81	13	15.03	1.00
Denmark	35	3.61	476	3.26	14	13.60	0.90
	969	100.00	14585	100.00			

Table 9 depicts the geographical distribution of the top 10 countries of publications 969 publications, the United States contributed the most articles, amounting to more than 270(27.86%) of the total publication, followed by Spain 186(19.20%) and United Kingdom 115(11.87%), these three countries contributed

more than 58.93% of the world publications in the field of Corporate Communication Research. Furthermore, Germany 107(11.04%), Italy 90(9.29%), India 47(4.85%), Australia 42(4.33%), Netherlands 40(4.13%), China 37(3.82%), and Denmark 35(3.61%) are observed.



5671(38.88%) research publications have received the most citations, the H-index is 36, the CPP is 21.00, and the RCI is 1.40. The H-index is 25, the CPP is 16.77, and the RCI is 1.11, followed by 1928(13.22%) research publications. The research publications with the fewest citations have 332(2.28%), the H-index is 10, the CPP is 7.06, and the RCI is 0.47.

### Top Most Productive Keywords in Corporate Communication Research Publications

**Table 10:** Top 10 Most Productive Keywords in Corporate Communication Research publications

Keyword	No. of articles	%
Corporate Communication	414	34.02
Corporate Communications	219	18.00
Social Media	137	11.26
Public Relations	118	9.70
Corporate Social Responsibility	114	9.37
Communication	54	4.44
CSR	42	3.45
Communication Management	40	3.29
Marketing	40	3.29
Sustainability	39	3.20
Total	1217	100.00

Table 10 shows the contribution of the most prolific keyword in the field of Corporate Communication research. It is observed that Corporate Communication research has contributed the greatest number of Article with 414(34.02%), followed by Corporate Communications with 219(18.00%), and Social Media with 137(11.06%). Sustainability had the fewest research publications 39(3.20%). During the ten-year study period, 1217(100%) research publications were published

### Funding Agencies of Corporate Communication Research publications

**Table 11:** Funding Agencies of Corporate Communication Research publications

S.no.	Funding agency	Publications	%
1	Ministry of Higher Education, Malaysia	5	12.82
2	National Natural Science Foundation of China	5	12.82
3	European Commission	4	10.26

Table Conti...

S.no.	Funding agency	Publications	%
4	Fundamental Research Funds for the Central Universities	4	10.26
5	Horizon 2020 Framework Programme	4	10.26
6	Ministerio de Economía y Competitividad	4	10.26
7	National Research Foundation	4	10.26
8	Fundação para a Ciência e a Tecnologia	3	7.69
9	Hong Kong Polytechnic University	3	7.69
10	Javna Agencija za Raziskovalno Dejavnost RS	3	7.69
	total	39	100.00

Table 11 illustrates the contribution of the most prolific funding agencies of Corporate Communication. It is observed that Ministry of Higher Education, Malaysia and National Natural Science Foundation of China has contributed the highest number Corporate Communication research publications with 5(12.82%) research publications. followed by the European Commission, Fundamental Research Funds for the Central Universities, Horizon 2020 Framework Programme, Ministerio de Economía y Competitividad and with 4(10.26%) research publications. The Fundação para a Ciência e a Tecnologia, Hong Kong Polytechnic University, Javna Agencija za Raziskovalno Dejavnost RS has the s fewest research publications totaling 3 (7.69%). Over the ten-year study period, a total of 39(100%) research publications were published.

### Major Findings

- It has been shown that the frequency of Corporate Communication publications is extremely high in the present era compared to initial years of the study. Corporate Communication research papers exhibit a discernible an increasing trend, The maximum number of research papers, 177(13.18%), was published in the year 2023, followed by 157(11.69%) in 2022, and the third-highest year for publications was 2019 with a total of 138(10.28%) research papers in Corporate Communication during the study period.
- During the RGR of articles has sturdily decreased starting from 0.80 in 2015 and reaching 0.14 in 2023. Simultaneously, the time required for an article to double in publications has progressively increased,

going from 0.87 in 2015 to 4.92 in 2023.

- During the study, author Zerfass, A. from the United States holds the highest number of the publications, contribute 16(15.53%), The most citations are contribute to 3213(21.16), boasting a CPP of 23.98, the H-index is 27 and an RCI of 2.12.
- The majority of the articles on Corporate Communication for the study period were published in Business, Management and Accounting (752or 34.51%) research publications, a maximum of 888(66.12%) research publications are contributed the Article distribution of document type in Corporate Communication research publications.
- During time series analysis application is anticipated in Corporate Communication research papers to be about equal to 184 in 2025 and approximately equal to 209 in 2030. At that point, a thorough investigation proved that there is a growing tendency in the papers on Corporate Communication research.
- Corporate Communication research institutions during the study period. According to the analysis, the Aarhus University published the most articles on Corporate Communication research, with 23(11.98%), The institutions with the most citations is associated with 386(17.48%) research publications, featuring and the H-index of 14, a CPP of 19.30, and an RCI is 1.68.
- During the majority of the articles on Corporate Communication research for the study period were published in the Corporate Communication with 115(35.17%), 1789(38.80%) research publications have received the most citations, and the H-index is 23, the CPP is 16, and the RCI is 1.10.
- During the United States contributed the most articles, amounting to more than 5671(38.88%) research publications have received the most citations, the H-index is 36, the CPP is 21.00, and the RCI is 1.40.
- Regarding the keyword greatest number of Corporate Communication research publications was contributed by Corporate Communication with 414(34.02%), and the funding Ministry

of Higher Education, Malaysia has contributed the highest number Corporate Communication research publications with 5(12.87%) research publications.

## CONCLUSION

Corporate communication is no longer restricted to your media relations team. Today, all your staff – from your executive management to your support team members can have an active role in it. Corporate communication enables your entire workforce to make a unified and massive contribution to your business success. In this papers of The study, author Zerfass, A. from the United States holds the highest number of the publications, contribute 16(15.53%) research publications., a maximum of 888(66.12%) research publications are contributed the Article distribution of document type in Corporate Communication research publications. At that point, a thorough investigation proved that there is a growing tendency in the papers on Corporate Communication research. The research approach is evolving and with higher levels of collaborations amongst researchers, we have access to a greater number of publications that are impactful. This scientometric study of publications contributed to a broader feld of research evaluation and highlights the importance of scientometric analysis in understanding productivity and its implications for advancing knowledge and addressing research queries

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