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# Bibliometric Analysis Relational Capital On Business

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***Abstract:*** *The aim of the research is to identify themes and research trends by assessing them based on keywords. To understand scientific understanding and trends in the research field by identifying articles and references that are highly cited. To obtain bibliomatric results using mapping and visualization software. To identify the main research topics and themes that often appear in research on Relational Capital in business. The data source was taken from the Google Scholar database. Data collection method using the publish or perish application. Then the data was selected according to the research topic and completed using Mendeley Desktop. Data is processed using VOSViewer. Search results based on authors using VOSViewer found 688 authors with a minimum number of authors of 3 found at 19 meetings. Furthermore, 54 keywords were found and divided into 11 different clusters. The keywords relational capital and intellectual capital are the most research topics. Conclusion Relational capital is an important component of intellectual capital which refers to the value generated from an organization's relationships with external stakeholders, such as customers, suppliers, partners and society.*

## INTRODUCTION

Relationship Capital is an important component of intellectual capital that is increasingly being paid attention to in business and academics. Business relationships have become an important research topic in business marketing (Ford and Mouzas, 2010). This concept comes from the value that is generated and maintained in an organization through relationships with stakeholders, both internal and external, such as customers, suppliers, business partners and the general public at large. well-performing business relationships are seen as an important source of competitive advantage for companies (Chang and Gotcher, 2007). Today's society is known as a knowledge-based society. Knowledge is the main strategic resource capable of generating new knowledge. Relationship capital consists of several aspects, including loyalty to customers, brand reputation, distribution network, and collaboration with strategic partners. In this era of knowledge-based economy, relationship capital is becoming increasingly crucial as a source of sustainable competitive advantage for a company. The issue of performance relationships in

business interactions is especially relevant at a time of increasing global competition and economic uncertainty (van der Vaart and van Donk, 2008). At the same time, companies and the larger value creation systems in which they are embedded have shifted from standardized product strategies to more customized and solution-oriented strategies (Widiatmaka, et al., 2023, Grönroos, 2008).

Relational capital is defined as all the relationships – market relationships, power relationships, cooperation – that are built between companies, institutions, and society, which originate from the strong sense of belonging and highly developed capacity for cooperation that is characteristic of people and institutions that have a culture. similar. Relational capital is defined as knowledge embedded in relationships with each stakeholder that influences organizational life. Stakeholder relationships are a necessary condition for building, maintaining, and renewing resources, structures, and processes over time, because companies can access important and complementary resources through external relationships (Kundori & Sukrisno,2023).

Relational capital is a supply chain asset, in which additional resources can be invested with the expectation of reciprocity, in the form of mutual benefits for buyers and suppliers. Researchers recognize the importance of relational capital for supply chains (Kohtamäki et al., 2012) but offer little insight into how organizations can build this form of capital. It is suggested that relational capital can originate from relational investments, such as those embedded in supplier development activities, which should benefit both partners (Villena et al., 2011). Various previous studies show that relational capital has a positive and significant impact on organizational innovation performance and value creation (Cabrita & Bontis, 2008, Dian, et al., 2022). However, measuring and managing relationship capital is still a challenge for many organizations because it is intangible and complex. other studies consider relational capital as a mediating construct, no studies consider its moderating role, especially from the supplier side (Kohtamäki et al., 2012).

Research mapping is a process that allows someone to know the elements of knowledge as well as the configuration of their interrelationships and interactions. Bibliometric analysis is a study of the scientific activities of a researcher carrying out research and must communicate the results to other researchers. There are three components of bibliometrics, namely biblimetrics which are used as a research methodology, bibliomatrics which work based on the relevance of research in information retrieval, and bibliomatrics as research evaluations in various research topics (Glanzel, 2003)

The aim of the research is to identify themes and research trends by assessing them based on keywords. To understand scientific understanding and trends in the research field by identifying articles and references that are highly cited. To obtain bibliomatric results using mapping and visualization software. To identify the main research topics and themes that often appear in research on Relational Capital in business.

## METHOD

Bibliometrics is a quantitative method used to analyze patterns of scientific publications and other written communications. This method involves the use of statistical and mathematical techniques to measure and evaluate various aspects of scientific literature in the form of author productivity, journal impact, citation patterns and research trends (Pritchard, A. (1969). In information and library science as well as in evaluating research and science policy knowledge

(Glänzel, W. (2003). bibliometric analysis can provide valuable insight into the structure and dynamics of a particular research field identifying leading researchers and institutions as well as assisting in decision making regarding the allocation of research resources (Mingers, J., & Leydesdorff, L. ( 2015). Along with the development of information technology and the increasingly widespread availability of digital data, bibriometrics continues to develop and expand its scope (Bornmann, L., & Haunschild, R. (2018). This research adopts previous research on bibliometrics (Astuti, R 2023)

The data source was taken from the Google Scholar database. Data collection method using the publish or perish application. The data retrieval process is taken by inputting the keyword "Relational Capital". The amount of data is limited to a maximum of 300 articles. Next, the data is saved in Ris format. Then the data was selected according to the research topic and completed using Mendeley Desktop. Data is processed using VOSviewer. The following is a picture of the flow of the research data collection process.

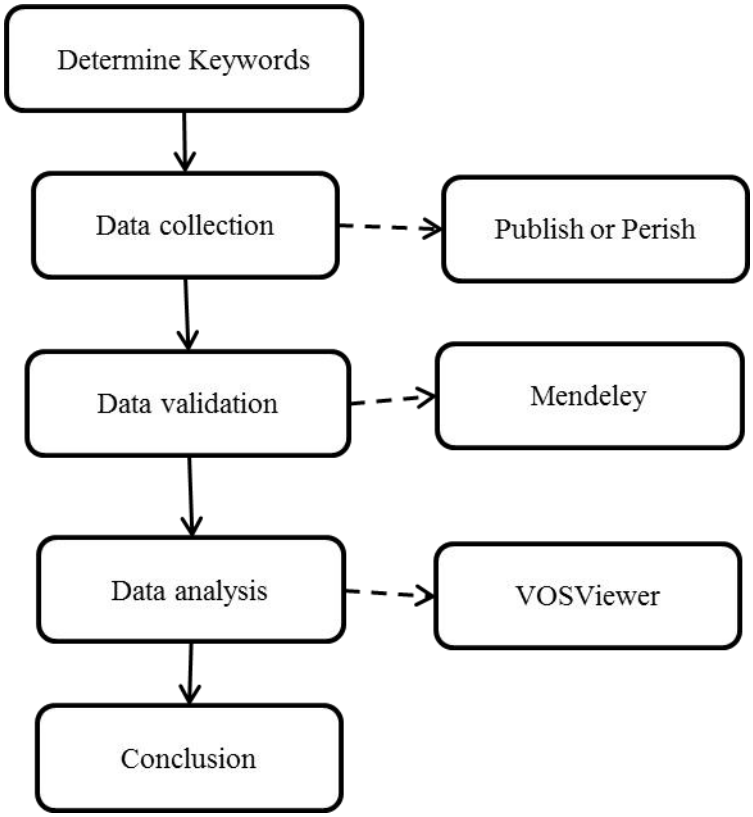



**Figure 1. Research flow diagram, 2024**

## RESULT AND DISCUSSION

### Search results with publish or perish

Search for articles using the publish or perish application. Searches are taken from the Google Scholar database. The keyword used is "Relational Capital". Articles are limited to 300 articles stored in Ris form. Based on the search, matrix citations were obtained as shown in the following table.

**Table 1. matrix citation results**

| | |
|---|---|
| Publication years | 2000-2024 |
| Citation years | 24(2000-2024) |
| Papers | 300 |
| Citations | 18574 |
| Cites/Year | 773.92 |
| Cites/Paper | 61.91 |
| Cites/author | 7904.04 |
| Papers/author | 142.06 |
| Authors/paper | 2.61 |
| h-index | 60 |
| g-index | 132 |
| hI,norm | 40 |
| hI, annual | 1.67 |
| hA, Index | 19 |
| Papers with ACC>=1,2,5,10,20: | 216, |

**Source: author's data processing, 2024**

The articles that have been obtained are then completed and selected for their relevance based on the research topic using the Mendeley Desktop 1.19.8 application. Next, the metadata is processed using VOSViewer.

**Results of data processing with VosViewer**

Search results based on authors using VosViewer found 688 authors with a minimum number of authors of 3 found at 19 link strength.

**Table 2. author link strength**

| No. | Author | Documents | Total link strength |
|---|---|---|---|
| 1 | Paoloni, paola | 11 | 9 |
| 2 | Huo, baofeng | 5 | 6 |
| 3 | Still, kaisa | 4 | 6 |
| 4 | Yu, yubing | 5 | 6 |
| 5 | Huhtamaki, jukka | 3 | 5 |
| 6 | Russell, martha g. | 3 | 5 |
| 7 | Zhang, min | 3 | 4 |
| 8 | Barao, alexandre | 3 | 3 |
| 9 | Castlefranchi, cristiano | 3 | 3 |
| 10 | Dasilva, alberto rodrigues | 3 | 3 |
| 11 | Dalmas, francesca | 3 | 3 |
| 12 | Damartini, paola | 3 | 3 |
| 13 | Falcone,rino | 3 | 3 |

**Source: author's data processing, 2024**

The highest number of documents is Paola Paoloni, who is a researcher from the Faculty of Economics, Sapienza University, Rome, Italy, who has 11 documents with 9 link strength.

Baofeng Huo from the College of Management and Economics Tianjin University China has as many as 5 documents with 6 link strength. Kaisa Still works as a technical Research Center of Finland Ltd. has as many as 4 documents with 6 link strength. Yubing Yu comes from Logistics and E-commerce School, Zhejiang Wanli University, Ningbo, China has as many as 5 documents with 6 article link strength. Huhtamaki, jukka is a Senior Research Fellow, Tampere University has 3 documents with 5 link strength. Martha G Russell from Stanford University has 3 documents with 5 meeting powers. Min Zhang from Jiangnan University has 3 documents with 4 link strength. Meanwhile, Alexandre Barao, Cristiano Castlefranchi, Alberto Rodrigues Dasilva, Francesca Dalmas, Paola Damartini, Rino Falcone have 3 documents with 3 link strength.

The results of data processing by searching using the keyword "relational capital" from the Google Scholar database produced 54 keywords and were divided into 11 different clusters. Each Cluster is marked with a different color. Each color has an item that explains the keywords used in the article that is the source of the research. So it can make it easier for readers to get information that is specific and relevant to the research topic being studied. Cluster 1 in red contained 10 items, including absorptive capacity, case study, firm performance, learning, Malaysia, relational capital, strategic alliance, structural capital, Vietnam. Cluster 2 with green has 7 items, namely caos model, female entrepreneurship, gender, human capital, interfirm linkages, negotiation, SMS. Cluster 3 in blue has 7 items, namely buyer-supplier, relationship collaboration, competitive advantage, corporate reputation, relationship capital, social capital, sustainability. Cluster 4 in yellow has 7 items, namely China, financial performance, information sharing, innovation performance, organizational performance, supply chain management. Cluster 5 with purple has 6 items, namely customer satisfaction, entrepreneurship, innovativeness, knowledge sharing, new product development, social network analysis. Cluster 6 in purple contains 6 items, namely innovation, intangible assets, new venture, social capital theory, social media, university. Cluster 7 in orange contains 4 items of commitment, evaluation, performance, thrust. Cluster 8 has 3 items, namely brand equity, intellectual capital, knowledge management. Cluster 9 has 2 items, namely networking, University spin-off. Cluster 10 has 1 item, namely operational performance, and cluster 11 has 1 item, namely value-cocreation. The following is a Network visualization image for the keyword relational capital.

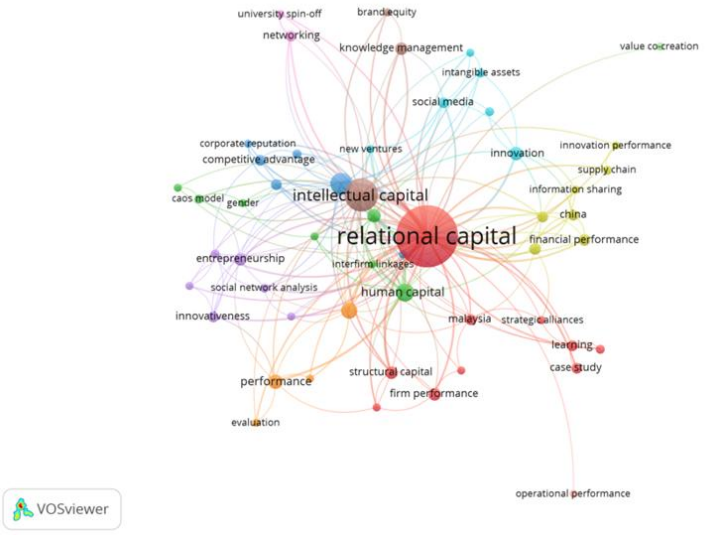



**Figure 2. Network visualization on relational capital**

In the visualization overlay, readers can see the years of research that have been carried out. In the picture you can see that research on relational capital began to appear from 2012 to 2023. In the picture you can see that research topics on strategy: Challenges, evaluation, new ventures, interfirm linkcakes were researched in 2012. Meanwhile, relational capital, intellectual capital, knowledge management, entrepreneurship and performance researched in 2018. Next, brand equity, University Spin-off, and Innovation performance were researched in 2022. The following is an overlay visualization image for the keyword relational capital.

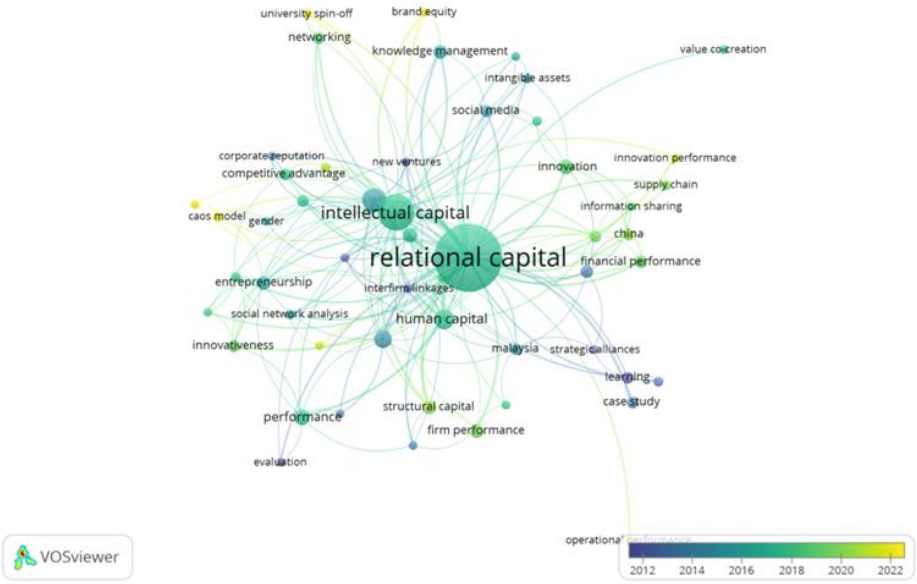



**Figure 3. Overlay visualization on relational capital**

Density visualization is used to see how rarely and often keywords are discussed in research. This visualization shows how much discussion a topic has with a heatmap. The color will be brighter if the research topic is often discussed and will be blue if the topic is rarely researched. Based on the density visualization image below, it is found that there are keywords relational capital and intellectual capital which are brightly colored while other keywords are dim colored, meaning that the keywords relational capital and intellectual capital are most discussed in research, while other keywords are, for example, social network analysis, operational performance. still not explored much in research.

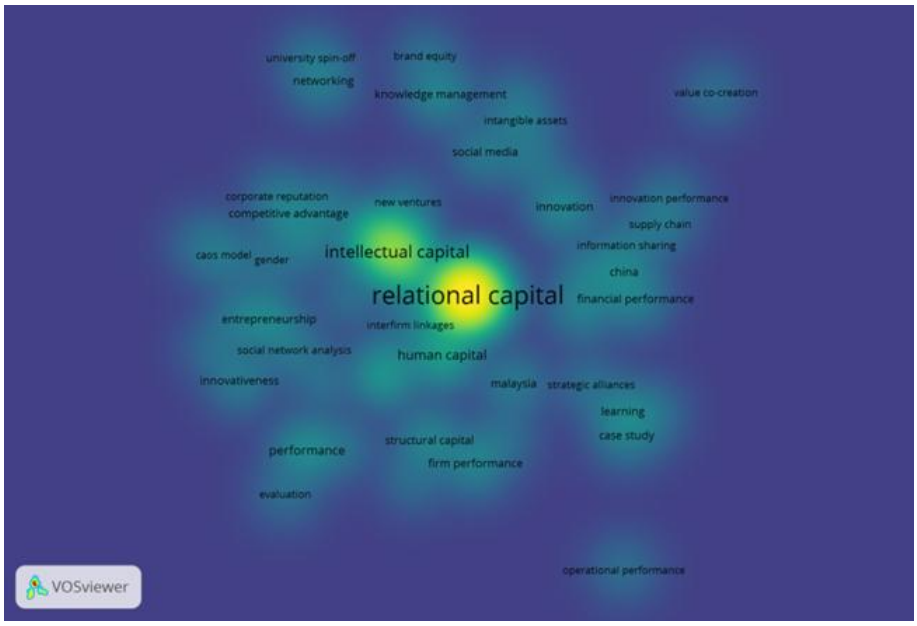



**Figure 4. Density visualization of relational capital**

Relational Capital is an important component of intellectual capital which refers to the value generated from an organization's relationships with external stakeholders such as customers, suppliers, partners and society. This concept emphasizes the importance of building and maintaining strong and sustainable relationships to create a competitive advantage for the company. Capital consists of 4 main aspects, namely customer relationships in the form of loyalty, satisfaction and customer retention. Brand reputation is in the form of brand image and perception in the market. Business networks in the form of strategic partnerships and alliances with suppliers or business partners. As well as relationships with the community in the form of involvement in social and environmental activities.

Relational capital is an important component of intellectual capital which refers to the value generated from an organization's relationships with external stakeholders, such as customers, suppliers, partners and society. This concept emphasizes the importance of building and maintaining strong and sustainable relationships to create a competitive advantage for the company.

Relational capital includes several main aspects, including a) Customer relationships: Customer loyalty, satisfaction and retention. b) Brand reputation: Brand image and perception in the market. c)Business networks: Strategic partnerships and alliances with suppliers or business partners. d) Relations with the community: Involvement in social and environmental activities. Companies that succeed in developing strong relational capital tend to have a sustainable competitive advantage, because the relationships they build are difficult for competitors to imitate and provide added value to the organization.

Research shows that strong relational capital is positively correlated with increased company financial and non-financial performance. Good relationships with customers and partners can drive innovation through more effective feedback and collaboration. Strong relational capital can help companies better manage reputational and operational risks. Long-term relationships built through relational capital can increase business resilience in facing market changes and crises. Relational capital that is unique and difficult to imitate can be a source of sustainable competitive

advantage for companies (Cabrita, M. D. R., & Bontis, N. (2008).

This research provides a strong empirical basis for understanding the role and impact of relational capital in various business contexts. This research shows that investing in building and maintaining relational capital can provide significant benefits for organizations in the long term.

## CONCLUSION

Based on analysis using VosViewer, it was found that there were 688 authors, limiting the minimum number of authors to 3, found at 19 meetings. There are 54 keywords and they are divided into 11 clusters. The latest research discusses brand equity, University Spin-off, and Innovation performance. There has been a lot of research discussing relational capital and intellectual capital. Meanwhile, research on social network analysis and operational performance is still not widely discussed in research. Relational capital is an important component of intellectual capital which refers to the value generated from an organization's relationships with external stakeholders, such as customers, suppliers, partners and society.

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