

Two Decades of Advertisement Engagement : A Bibliometric and Network Analysis

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Abstract

Purpose : One of the most popular research subjects in the past few years has been the effect of advertising on consumers. An advertisement's persuasiveness is determined by its ability to engage consumers, which is the underlying concept. Despite a wide variety of theoretical and empirical literature available in the field of advertisement engagement, mapping the knowledge structure of advertisement engagement literature remains relatively less undertaken.

Methodology : The goal of this study was to map the literature on advertisement engagement by performing a bibliometric and network analysis in light of this gap. In order to map the body of knowledge on advertisement engagement, this study examined significant journals, yearly publications, ground-breaking writers, and significant papers published between 2000 and 2024.

Findings : The findings of the study suggested that the USA is the most contributing country, and the *International Journal for Advertising* published a maximum number of studies in the field of advertising engagement. Furthermore, Yang et al.'s (2021) research made the most contribution to the field of advertisement engagement on social media platforms of all researchers.

Practical Implications : The study mapped how participation in advertisements affected the surrounding environment.

Originality Value : It has been discovered that more research is being done in the area of advertising engagement due to the growing popularity of more recent media. This study provides a framework for future research on advertisement engagement while mapping the literature and trends in the field.

Keywords : advertisement engagement, bibliometric analysis, advertisement involvement, network analysis

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Every day, marketers are searching for new and creative ways to engage with businesses through advertising across a variety of platforms. According to Statista (2023), a report on advertising spend in the year 2023 revenue generated through advertisements in India has increased by 7% as compared to last year. The research goes on to say that even with revenue increase, traditional or linear advertising mediums, including print, radio, television, etc., have suffered a drop in advertisement spending as newer mediums of entertainment are available to the audience. With the introduction of more modern communication channels, advertisers require efficient ways to interact with consumers (Gumilevskaya et al., 2023). When it comes to how an advertisement is

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processed and the message it conveys, engagement is crucial (Wang, 2006). According to earlier studies, advertisements have a stronger persuasiveness when the conditions for advertising engagement are high and consistent (Ziliak, 2011). Further, advertisement engagement is one of the important determinants of advertisement effectiveness and plays a key role in determining brand linkages and differentiation (Kim et al., 2017). Thus, it can be concluded that advertisement engagement is one of the key components that help in persuading consumers.

While the concept of advertisement engagement has been very popular and examined in many studies, due to its vastness, the concept remains ambiguous (Calder et al., 2009). The reason for this ambiguity is that many leading practitioners have treated advertisement engagement, advertisement involvement, and advertisement interactivity as similar or combined (Mollen & Wilson, 2010).

The body of research on advertisement engagement is growing quickly, but it still needs to be compiled. In order to do this, we examine the literature on advertisement engagement using the bibliometric and literature review approaches. This approach is frequently used to comprehend how a field has changed over time and the themes that have been employed, which improves understanding of the topic (Broadus, 1987; Rojas-Lamarena et al., 2022). There is a study gap in the area of advertisement engagement since, to the best of our knowledge, bibliometric analysis is not used. This study attempts to reduce this gap by employing bibliometric and literature review approaches combined with performance analysis and co-citation analysis.

Literature Review

Concepts of Engagement and Involvement

The concept of engagement is developed to understand the impact of communication on the contact person (Spielmann & Richard, 2013). Numerous definitions of engagement have been proposed in the expanding body of literature on the subject. One of the first definitions of magazine reader engagement given by Marc (1966) is the degree of disappointment one experiences when a magazine is not published. Hedonic, or liking, and motivational, or engagement, are the two components of engagement, which is the psychological term for the reaction to a stimulus (Higgins, 2006). This demonstrates how multifaceted the idea of involvement is. In light of this paradigm, one of the first definitions of advertisement engagement surfaced, which states that it is the interaction between customers and the brand, its messaging, and its environment (Rappaport, 2007).

Despite the multidimensionality of the concept, engagement is often confused with a similar concept called *involvement*. In terms of advertising, involvement denotes the degree of arousal, urges, or interest pertaining to the advertisement (Peracchio & Meyers-Levy, 1997). Celuch and Slama (1998) defined ad involvement as having two components: cognitive, also known as the information dimension, and dynamic, also known as the ad intimacy component. This means that even the concept of engagement is multidimensional. Recent studies on the components of ad involvement include message, media, and creative involvement (Spielmann & Richard, 2013). Pre-attention, focal attention, comprehension, and elaboration are the four levels of audience involvement in advertising that have been proposed (Greenwald & Leavitt, 1984). When determining the correlation between involvement and engagement, the pre-attention and focal attention levels are particularly crucial among these four levels. When it comes to pre-attention, consumers have limited capacity to digest incoming signals. Customers process the incoming data at this point through sensory buffering and feature analysis. It is possible to identify salient indicators in unattended data. At this point, engagement is started, encouraging the clients to process the data (Greenwald & Leavitt, 1984).

Advertisement Engagement

The act of occupying a person's thoughts when they are exposed to advertisement stimuli on a cognitive (awareness, attention, and recollection), emotional (discomfort and liking), and behavioral (sharing and telling) level is one of the more modern definitions of advertisement engagement (Akarsu & Sever, 2023). Advertising engagement is defined here to include responses to the advertisement from the outside as well as the inside. Psychological and behavioral engagement are examples of external and internal engagement, respectively. Behavioral engagement is the act of clicking on a specific online advertisement, indicating a favorable customer experience with the advertisement (Kim et al., 2017). Since advertisements are distributed through certain media, study is also done on the media's context. It has been suggested that when an advertisement is displayed on television, the consumer is psychologically merged with the television advertisement (Kim et al., 2017).

According to studies on how viewers interact with advertisements, they will do so in a relevant context if the commercial is engaging and relevant (Calder & Malthouse, 2008). Also, it has been mentioned that three factors are helpful while processing an advertisement (Meyers-Levy & Malaviya, 1999). They consist of personal relevance to the recipient, situational constraints, and message complexity. From these factors, personal relevance is one of the key factors of involvement and one of the essential psychological factors in the study of advertising engagement (Petty & Cacioppo, 1981). It can have a direct impact on the way consumers perceive advertisements (Campbell & Wright, 2008). The success of advertisement relies on the relation between consumers and the advertised object, as advertisements are made keeping a specific audience in mind. If the audience feels no connection, engagement with the advertisement is difficult to achieve (Kim et al., 2017).

Some recent studies highlight the impact of online media on advertisement engagement. A study on Facebook advertisements suggests that consumer engagement is enhanced on Facebook, making it one of the viable platforms for advertisements (Nandi & Singh, 2021). Another study evaluated the impact of an influencers-promoted ad, and it has been suggested that the engagement of influencer-promoted ads in terms of consumers liking the products is higher (Lou et al., 2019). According to a study on the effect of banner advertising on e-tourism, a banner ad's memory value on e-tourism is higher if it is mitigated by animation (Muñoz-Leiva et al., 2018).

Some researches attempt to investigate the effects of digital media and marketing effectiveness on millennials in order to comprehend the demographic views of advertisement engagement. These research findings indicate that with humor's assistance (Kaur et al., 2022) and music, social media influencers can better engage consumers (Munsch, 2021). It has been further found that if digital strategies are applied to rural companies, then there is a 50% rise in their engagement (Jones et al., 2021). It has been further observed that advertisements that contain positive sentiments are preferred as compared to advertisements that have negative sentiments. The study also indicates that important factors in attracting people to the advertisements include investment aspects like ad lifetime, ad expenditure, sentiments in the commercials, and caption length (Silva et al., 2023). Major events like the Super Bowl engage customers in addition to social media. Once the advertisements are seen during the Super Bowl, people are more inclined to look up more information about the promoted brands (Li & Watanabe, 2022).

Studies have shown how anthropomorphism affects people's engagement with advertisements. According to one study, a company's informal, anthropomorphic communication style had a favorable effect on customer brand interactions in online communities (Gretry et al., 2016). Tuškej and Podnar (2018) found that a study revealed that consumers are more likely to positively respond to advertising and recognize businesses that are more renowned and human-like. Consumers, however, reacted differently to different media of communication (Agrawal et al., 2021; Kumar et al., 2020). Hence, it can be concluded that brand anthropomorphism has a positive impact on ad engagement.

Engaged clients are one of the primary indicators of effective advertisements in psychology (Strle et al., 2023).

Commercials become more memorable when consumer contact with them increases. A favorable opinion toward advertisements is a result of the aforementioned factors, and greater buy intentions result (Calder et al., 2016). In an attempt to more accurately identify customer needs, very few studies even attempt to map the consumer's brain (Zhang & Lee, 2022).

An extensive examination of the constructs' development, research trends, and related subjects is necessary given the significance of this construct and the many contributions it has received in the literature now in publication.

Research Methodology

This study investigates the topic of advertisement engagement through a survey of the literature and bibliometric approach analysis. By mapping out previous research on a topic, analyzing current trends, and identifying knowledge gaps, the literature review method is utilized for further study (Tranfield et al., 2003). Over the years, bibliometric analysis has emerged as one of the authentic fields of study, and its application is well-established in the field of management (Zupic & Čater, 2015) and other fields such as sciences, technical sciences, and health sciences (Ellegaard & Wallin, 2015). Using bibliometric analysis, researchers can handle large quantities of bibliometric data at the same time, while reducing potential biases (Burton et al., 2020).

Bibliometric analysis is divided into two parts: science mapping and performance analysis (Cobo et al., 2011). The intellectual, social, and conceptual structures of a scientific topic are explained using science mapping analytical techniques. However, performance analysis evaluates how various nations, organizations, and people perform. Performance analysis is used in this study to pinpoint development trends in the engagement with advertisements. The most prolific writers, nations, and top-performing publications can be found using a performance analysis. Co-occurrence analysis of keywords is also used in this study. Keyword co-occurrence analysis presupposes that there is a conceptual relationship between two keywords when they are highlighted in many documents (Callon et al., 1983). In many studies, it has been seen that the author considers their keywords as important and uses them as the central theme (Zou et al., 2018). Analysis of keyword co-occurrence can be instrumental in directing the future scope of work in any field (Castriotta et al., 2019).

Data Collection

We selected the Scopus database for our analysis, which is widely used for bibliometric studies. One of the biggest databases of peer-reviewed material in the domains of science, technology, medicine, social sciences, and the arts and humanities is the Scopus database, which is run by Elsevier Publishing (Mahadevan & Joshi, 2021). As the concept of advertising engagement can be covered through several keywords, the keywords used for data collection in this study include *advertisement engagement*, *advertising engagement*, and *ad engagement*, separated by the “OR” while searching the database.

There were 1,818 articles in the first result. To ensure that only relevant literature is selected, the following filters were applied:

- ✎ The period from January 2000 to March 2024.
- ✎ Selected Areas: business, management and accounting, social sciences and psychology, and arts and humanities.
- ✎ Language: English.

There were 820 articles left after the filtration. After that, the BibText file and .csv file containing the data for these articles were downloaded for additional analysis.

Bibliometric analysis tools such as the Biblioshiny module of the bibliometric software Bibliometrix, which is an R tool for comprehensive science mapping analysis, and VOSViewer were used for the analysis (Mahajan & Gadekar, 2021). This research also uses advanced Excel for descriptive analysis of the topic of advertisement engagement (Ahuja & Madan, 2022). The result of the analysis is discussed in the next section.

Analysis and Results

Initial Data Statistics

The final data set after the application of filters consisted of 654 articles on advertisement engagement. A summary of the final sample is presented in Table 1.

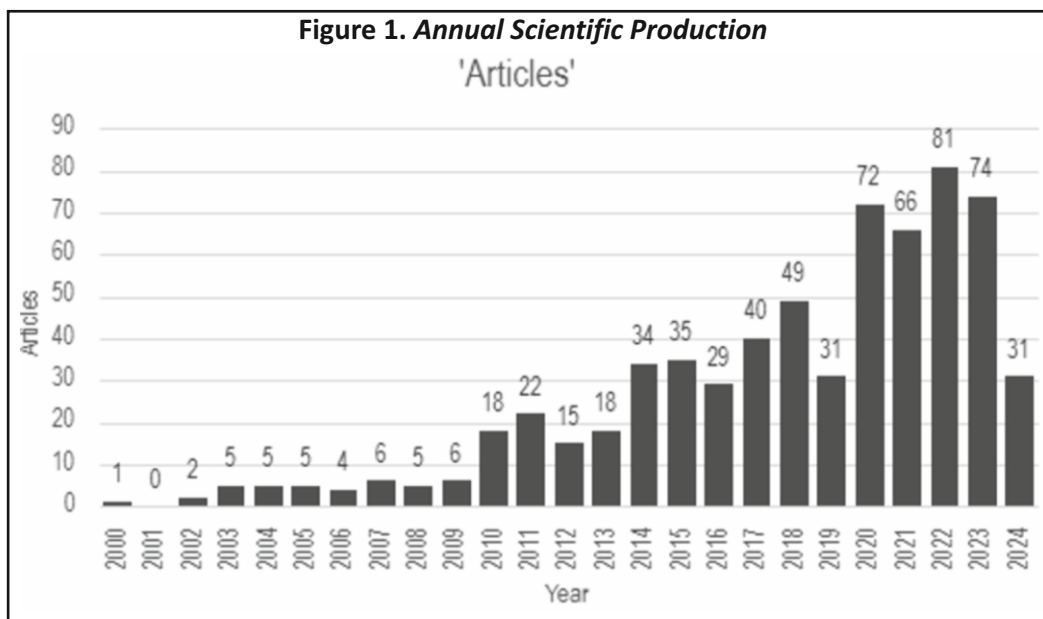
Table 1 shows that during the previous 20 years, 519 journals published a total of 654 articles on advertisement engagement. Author's keywords (DE) are the particular keywords that the author employs for their research; in this case, there are 2,147 keywords. Keyword plus (ID) is the extended list of keywords provided by the Scopus database; in this case, there are 1,602 keywords. A total of 1,704 authors have written about this topic. As seen in Table 1, there are 187 single-authored studies. The data presented here suggests that cooperative research is typical in the area of advertising engagement.

Table 1. Initial Data Statistics

Description	Results
MAIN INFORMATION ABOUT DATA	
Timespan	2000:2024
Sources (Journals, Books, etc.)	519
Documents	654
Annual Growth Rate %	15.38
Document Average Age	6.06
Average citations per doc	11.82
References	32,378
DOCUMENT CONTENTS	
Keywords Plus (ID)	1,602
Author's Keywords (DE)	2,147
AUTHORS	
Authors	1,740
Authors of single-authored docs	187
AUTHORS' COLLABORATION	
Single-authored docs	194
Co-authors per doc	2.78
International co-authorships %	16.67

Annual Scientific Production

Figure 1 shows the annual production in the field of advertisement engagement. During the initial years of the period from 2000 to 2009, only a few studies were published, and the steady growth in the number of research can be seen after the year 2010.



There is a decrease in the research published after 2011 but after 2013, a rise in the number of studies can be seen again. In 2015, multiple studies were published on digital platforms (Lim et al., 2015), mobile as a medium of engagement (Trees, 2015), and the effects of gender on advertisements (Papyrina, 2015). Hence, it can be concluded that when there is a change in advertising trends, or there is an emerging platform of communication, or a change in consumer behavior, newer trends are studied, hence the fall and then the steady rise in the number of studies across this period. Another fall can be seen in 2018, and now, many researchers are trying to study the impact of COVID-19 (Yeboah-Banin, 2021) on advertisement engagement. The overall research on advertising engagement is growing at a compounded annual growth rate of 15.38%. Hence, it can be concluded that the area of advertising engagement is a growing field.

Citation Analysis

Citation analysis is carried out for these 654 articles in order to determine the degree of connectedness between the research publications. Figure 2 lists how many citations each article has garnered so far.

The maximum number of citations was in 2006, with an average citation of 98.5, followed by 2012, with an average citation of 51.13 citations, and 2007, with 37.83 citations. The citation analysis highlights the changing trends in the advertising industry during this period.

The most frequently cited research (Teixeira et al., 2012) examines the effects of online video advertisements on consumers' emotions (246 citations); Wang (2006), on the other hand, attempted to investigate the relationship between advertisement engagement and attitude toward ads, message reliability, and attitude toward ads (171 citations). The study which highlights the impact of media transportation on advertisement engagement (Wang & Calder, 2006) is cited 153 times. The study, which highlights the impact of advertisement engagement on

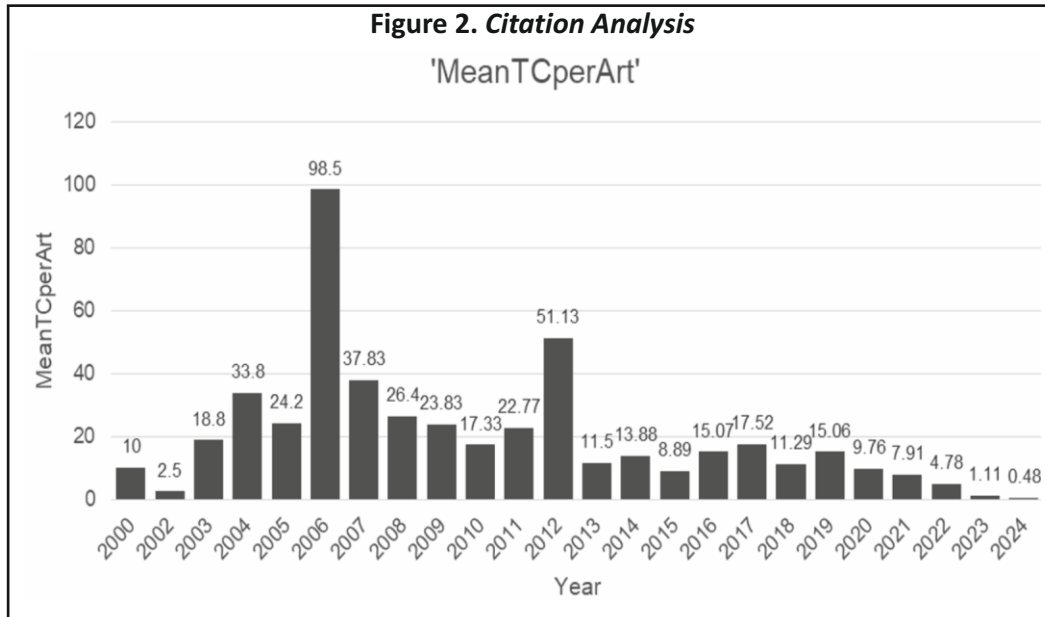


Table 2. The Top Five Cited Articles

S. No.	Title	Authors	Year	Source Title	Cited by
1	"Emotion-Induced Engagement in Internet Video Advertisements"	Teixeira T., Wedel M., & Pieters R.	2012	<i>Journal of Marketing Research</i>	246
2	"Advertising Engagement: A Driver of Message Involvement on Message Effects"	Wang A.	2006	<i>Journal of Advertising Research</i>	171
3	"Media Transportation and Advertising"	Wang J. & Calder B.J.	2006	<i>Journal of Consumer Research</i>	153
4	"Facebook versus Television: Advertising Value Perceptions Among Females"	Logan K., Bright L.F., & Gangadharbatla H.	2012	<i>Journal of Research in Interactive Marketing</i>	148
5	"Getting to Know You: Social Media Personalization as a Means of Enhancing Brand Loyalty and Perceived Quality"	Shanahan T., Tran T.P., & Taylor E.C.	2019	<i>Journal of Retailing and Consumer Services</i>	141

social media platforms such as Facebook versus the television platform (Logan et al., 2012), is cited 141 times (Table 2).

The most cited studies on advertisement engagement are clearly focused on the effects of social media platforms, as evidenced by the top five studies on the topic. Consumer engagement with modern modes of transportation is drawing a lot of attention to this area of study.

Journal-Wise Performance

The number of articles published in a journal indicates the performance of that journal. The journal's contribution increases with the quantity of articles it publishes. The top 10 journals that have made contributions to the field of advertisement engagement are displayed in Table 3. Table 3 shows that, with 11 articles, the *International Journal for Advertising* has made the most contribution, making up 18.1% of the top 10 publications. The cite score indicates the number of citations received by the journal in the past three years (Mahadevan & Joshi, 2021). The impact factor for international journals for advertising is 10.2. Nine papers, or 15% of all publications, have been

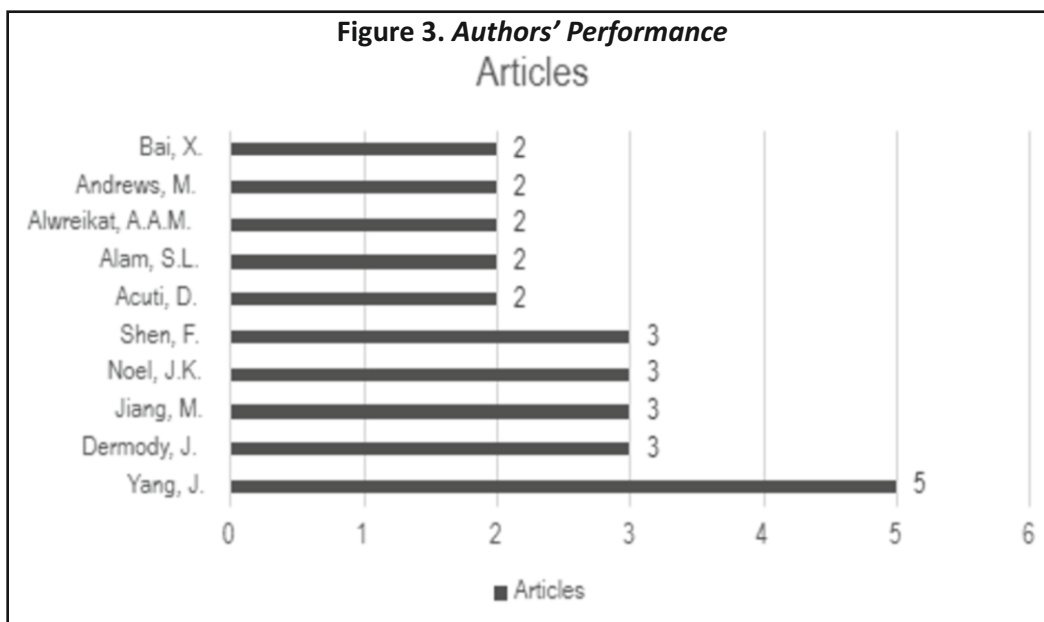
Table 3. Journal-Wise Performance

S. No.	Sources	Articles	Impact Factor (Citescore)
1	<i>International Journal of Advertising</i>	11	10.2
2	<i>Journal of Promotion Management</i>	9	5.3
3	<i>Sustainability (Switzerland)</i>	8	5.8
4	<i>Journal of Interactive Advertising</i>	7	11.5
5	<i>Journal of Business Research</i>	6	16.0
6	<i>Journal of Advertising</i>	5	10.4
7	<i>International Journal of Internet Marketing and Advertising</i>	4	1.5
8	<i>Journal of Advertising Research</i>	4	4.4
9	<i>Journal of Cleaner Production</i>	4	18.5
10	<i>Journal of Marketing Communications</i>	4	6.7

published in the *Journal of Promotion Management* (Impact Factor 5.3). *Sustainability* (Switzerland), with an impact factor of 5.8, is the second most contributing journal with eight contributions. A few additional publications with greater impact factors may be found in the *Journal for Interactive Advertising* (Impact Factor 11.5), *Journal of Cleaner Production* (Impact Factor 18.5), and *Journal for Business Research* (Impact Factor 16.0). It can be thus concluded that the field of advertisement engagement is not only studied in the field of consumer behavior, but it has applications in the field of promotion, consumer behavior, and marketing communication.

Authors' Performance

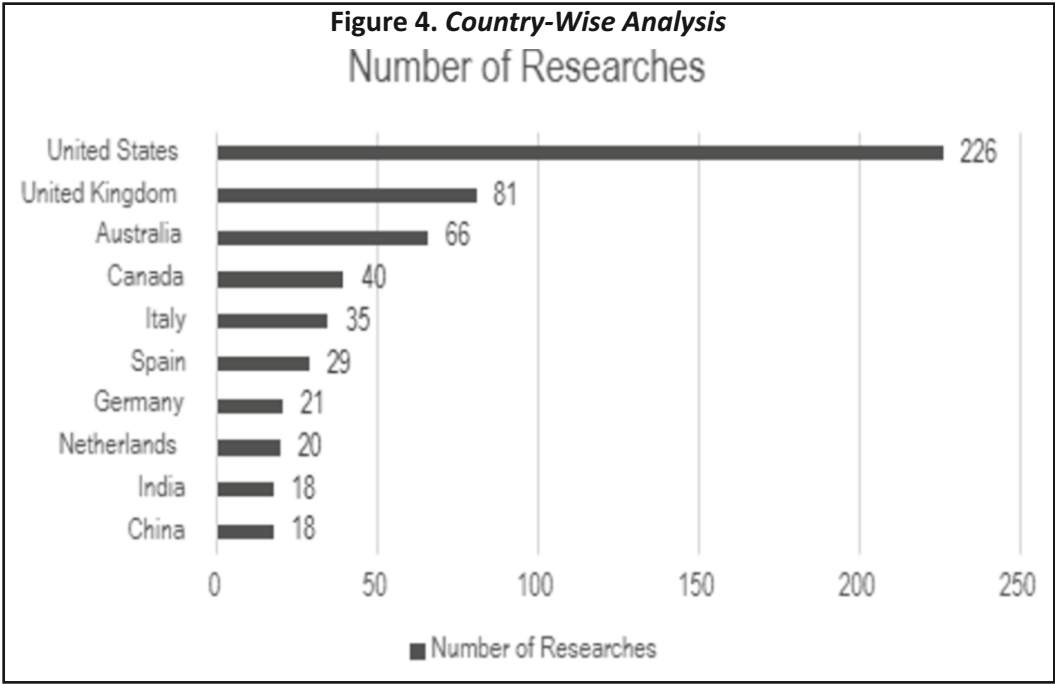
The authors' performance in the area of advertising engagement is displayed in Figure 3. Yang J. is the most prolific writer and has made the most contributions to the field of advertisement engagement. There have been 27



citations for his work on social media engaging advertisements (Yang et al., 2021). Other important authors, including Dermody J., Freeman J., Jiang M., Noel J.K., Shen F., Wang A., and Wang J., have contributed equally in the area of advertisement engagement with three articles individually. One of the authors (Akarsu & Sever, 2023) has recently developed the scales for advertisement engagement. This means that the sphere of advertisement interaction is expanding, and with it, so is its influence.

Country-Wise Analysis

The top 10 nations that contribute to the field of advertisement engagement are listed in Figure 4. With 226 studies, the United States leads the pack, as can be shown. With 81 and 66 studies, respectively, the United Kingdom and Australia come next. From Figure 4, it can be observed that major contributions in the research on advertisement engagement are from developed countries. This could be attributed to the wider and easier adoption of emerging technology and communication channels. In addition to the major contributors, nations such as Canada and India have relatively smaller contributions, offering opportunities for further research in the area of advertising engagement.



Keywords Analysis

The top keywords and cluster analysis of VOSViewer advertisement engagement are shown in Figure 5 and Table 4. Based on the co-occurrence of terms and their connections, a cluster analysis is conducted. VOSViewer is used because of its flexibility of visualization and its ability to work with different data formats and to track recent developments (Reddy et al., 2023). As expected, the linkages between advertising with involvement, product involvement, internet advertising, engagement, and purchase intentions can be seen. It is also logical that these words are linked with the phrase advertisement effectiveness. Another cluster shows the weaker involvement of advertising with other keywords, brand equity, anthropomorphism, consumer engagement, and social networks, which offers a further scope of research.

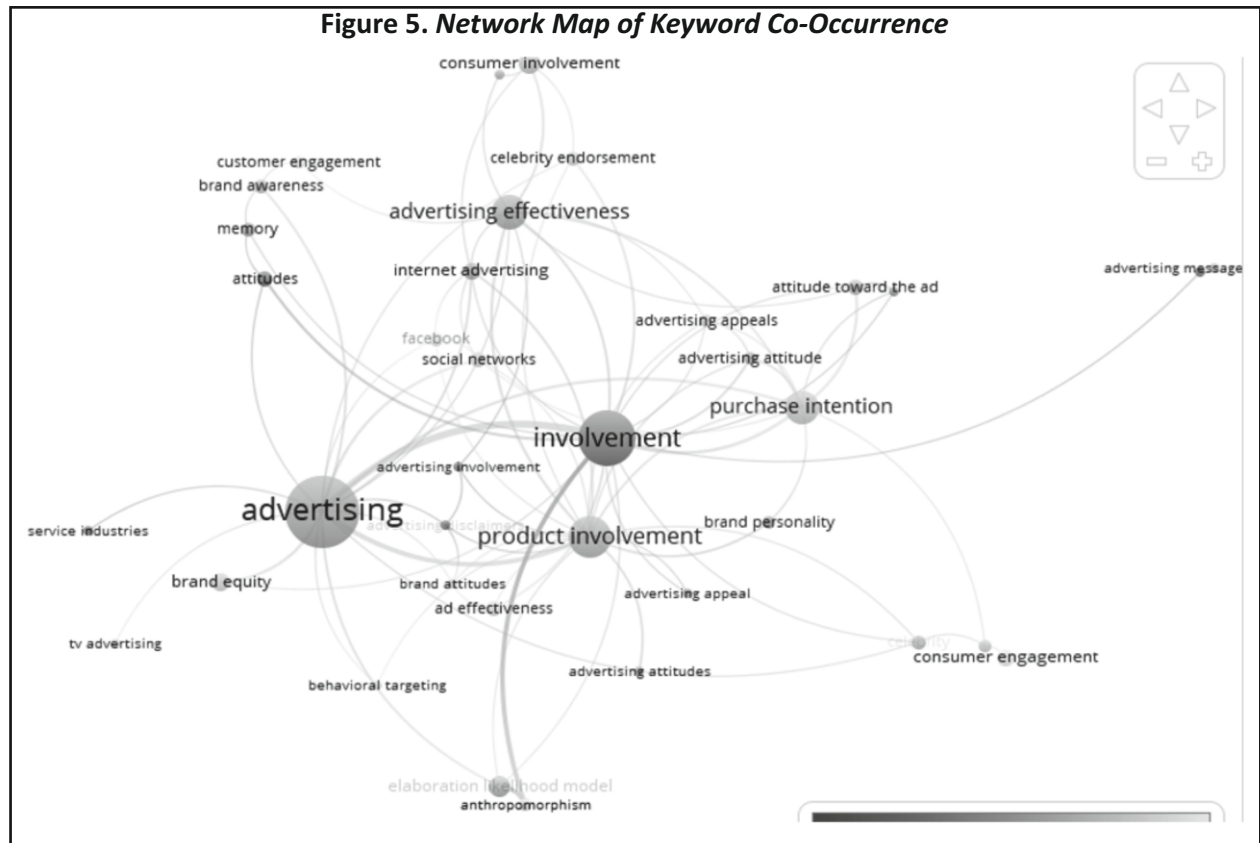
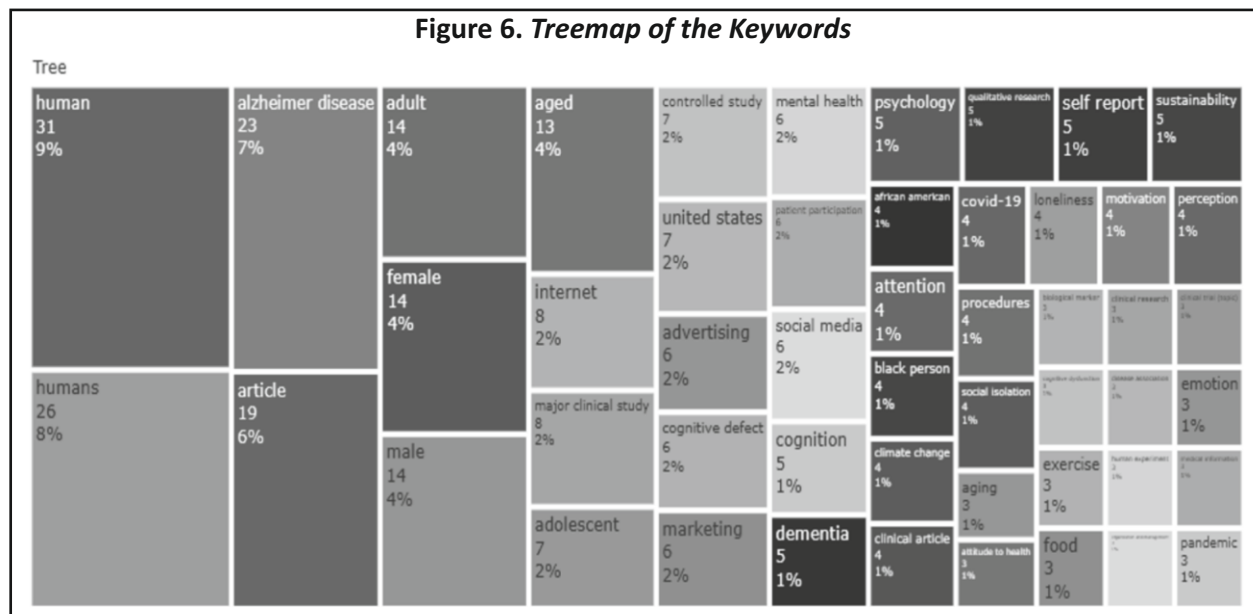


Table 4. Top 50 Keywords and Their Occurrences

Words	Occurrences	Words	Occurrences
Human	31	African American	4
Humans	26	Attention	4
Alzheimer Disease	23	Black Person	4
Article	19	Climate Change	4
Adult	14	Clinical Article	4
Female	14	COVID-19	4
Male	14	Loneliness	4
Aged	13	Motivation	4
Internet	8	Perception	4
Major Clinical Study	8	Procedures	4
Adolescent	7	Social Isolation	4
Controlled Study	7	Aging	3
United States	7	Attitude to Health	3
Advertising	6	Biological Marker	3
Cognitive Defect	6	Clinical Research	3
Marketing	6	Clinical Trial (Topic)	3
Mental Health	6	Cognitive Dysfunction	3
Patient Participation	6	Disease Association	3

Social Media	6	Emotion	3
Cognition	5	Exercise	3
Dementia	5	Food	3
Psychology	5	Human Experiment	3
Qualitative Research	5	Medical Information	3
Self-report	5	Organization and Management	3
Sustainability	5	Pandemic	3



The treemap (Figure 6) highlights the key potential areas of studies that are conducted in the area of advertisement engagement. The degree to which a human sees the dependability and credibility of an advertisement is known as advertisement engagement (Chang & Thorson, 2004). Numerous studies focus on the effects of advertisement engagement on people since it is a crucial concept that characterizes both the efficiency of commercials and consumer involvement in them. The treemap makes it clear that this area has received the greatest amount of research. It is also evident from the treemap that additional research is looking into how gender affects advertisements (4% for men, 4% for women, and 4% for adults). More research can be done in this area, given the shifting roles and gender. Future studies may examine how the COVID-19 epidemic has affected the field of advertisement engagement.

Discussion

This paper provides a comprehensive overview of research conducted in the field of advertising engagement over the past two decades using bibliometric analysis. This field has gained significant attention from researchers, which is evident in that during the initial years, fewer studies were published on advertising engagement; however, with changing times, the introduction of newer media, or changes in consumer behavior, an increase in the number of studies can be seen. The key findings of this study include the following:

➤ The analysis highlights that most of the available literature on advertising engagement is a result of

collaboration between authors. There are more multi-authored articles compared to single-authored documents. The ratio of the same is almost 1:10 for single-authored and multi-authored documents. The evolution of the field can be understood because of the collaborative approach of authors.

✍ Numerous studies on advertisement engagement are being conducted, according to data from the citation and annual scientific production analyses. The number of studies on a certain topic rises anytime there is a technological advancement, such as the development of the Internet or the introduction of voice-enabled gadgets. The impact of COVID-19 on the number of research in advertisement engagement can also be seen, as newer platforms for consumer engagement have emerged. The fact that the majority of papers released in 2019 on online engagement have been cited suggests that additional research has been done on online advertising engagement, as evidenced by the citation analysis.

✍ The author analysis suggests that the research paper by Yang J. has been cited most which has analyzed the field of advertisement engagement on social media platforms. The author is cited in 167 documents and has contributed significantly to the field of advertisement engagement on multiple platforms.

✍ The *International Journal for Advertising* has published seminal work on advertising engagement, and the same result has been obtained from the journal-wise performance. On the other hand, the impact factor for the *Journal for Cleaner Production* (Impact Factor 18.6) and *Journal for Business Research* (Impact Factor 16.0) is higher, which suggests that more relevant studies are published in these journals.

✍ From studies conducted on advertisement engagement in recent times, most of the studies are on advertisement engagement for newer channels of communication, such as social media platforms and the Internet. This can be observed from the citation analysis, as most of the cited articles are on advertisement engagement in the online mode, as well as from the keyword co-occurrences, as the connection between the word *advertisement*, *internet advertising*, and *social networks* can be seen. This suggests that most studies on advertisement engagement focused on online advertising. It has been further observed that there are multiple studies on the impact of advertisement engagement on humans. However, there is a future scope of research in the area of advertisement engagement and the brand impact of COVID-19.

✍ The geographical distribution from these analyses suggests that the United States is one of the top-performing countries, while there is a scope of research in countries like India, Canada, and Taiwan.

Managerial Implications

Managers who are involved in making advertising-related choices might benefit greatly from this research in numerous ways. One of the main issues facing businesses is increasing advertisement engagement as a result of the development of online platforms and the introduction of new communication channels. It has been suggested, based on the research results, that most researchers now choose online channels for ad engagement rather than traditional venues. Second, an important concept that can be identified from this study is that engagement is a multidimensional concept. Sometimes, due to the engagement of consumers through multiple media, consumers are unable to get involved with the advertisement. The advertisement should be contextual to achieve branding and advertising effectiveness.

Limitations of the Study and Scope for Future Work

Even though this study tries to make some significant contributions, it has certain limitations mentioned below :

✍ Only the Scopus database is used for this study, and in the future, other databases, such as the Web of Science,

can also be used to find seminal work in the area of advertising engagement. In the future, other sources and databases can be considered for understanding the field of consumer brand engagement.

✍ There is a shortage of studies on how different customer categories and their demographics respond to advertisements. Future research may focus on the changing impacts of age and gender on advertisements. One possibility is to look at how ads impacted society after the outbreak. In the future, the primary focus can likewise be on a thorough inquiry into this sector.

✍ In the future, research on advertising engagement for various goods and services may be conducted.

Authors' Contribution

Pritha Nasery Ubgade conceived the idea of the given topic and developed the framework of the research for the given topic under the guidance of Dr. Sujata Joshi. Pritha Nasery Ubgade downloaded the research papers from the Scopus database and analyzed results using Biblioshiny by R Software and VOS viewer. Dr. Sujata Joshi supervised the entire study. The manuscript was written in consultation with both authors.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

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