Mapping the trends, patterns, and insights of sustainability awareness: A bibliometric analysis

Juwita Mohd Johan[1*], Kardina Kamaruddin[2]

[1]*Commerce Department, Politeknik Tuanku Syed Sirajuddin, Perlis, Malaysia*
[2]*Faculty of Business and Management, Universiti Teknologi MARA,Cawangan Kedah, Malaysia*

ARTICLE INFO

ABSTRACT

This study conducts a comprehensive bibliometric analysis to examine trends, patterns, and insights in sustainability awareness research over the past two decades. Utilizing methodologies from bibliometrics, data from prominent databases such as Scopus are scrutinized through citation analysis, co-authorship analysis, and keyword co-occurrence mapping. The analysis reveals a significant increase in publications, reflecting heightened global interest in sustainability awareness. Key themes identified include environmental education, sustainable development goals, corporate social responsibility, and behavioral change. Influential authors and institutions are highlighted, emphasizing their contributions to the interdisciplinary field. Limitations include reliance on specific databases and a constrained time frame, suggesting future research expand data sources and time spans for a more comprehensive analysis. Findings offer valuable insights for researchers, educators, and policymakers, guiding future research and applications in sustainability awareness. This research contributes a quantitative, methodical approach to understanding the evolving landscape of sustainability awareness through bibliometric analysis, enhancing the rigor and applicability of findings.

1. INTRODUCTION

Sustainability awareness encompasses understanding the environmental, social, and economic dimensions that influence our behaviors. This study highlights the significance of aligning knowledge, attitudes, and behaviors to promote sustainable development (Farliana et al., 2024). Awareness of sustainability involves comprehending the environmental, social, and economic consequences of human activities and recognizing the significance of sustainable practices in mitigating these consequences. This awareness is crucial not only for individuals and organizations but also for shaping policies and educational programs that drive sustainable development (Nguyen et al., 2023). Likewise, the role of sustainability in specialized markets like wine tourism has been emphasized by Dias et al. (2023), who demonstrated that brand affinity and involvement are positively correlated with emotional satisfaction and intentions to engage in word-of-mouth recommendations among wine tourists.

Digital media plays a crucial role in enhancing sustainability awareness, especially among young consumers. Camilleri (2023) found that digital platforms effectively raise awareness about sustainability, shape consumer attitudes, and promote eco-friendly behaviors. The study underscored the importance of engaging content and social media influences in advancing sustainable practices. The fashion industry, known for its substantial environmental impact, has also witnessed a growing emphasis on sustainability awareness. Zain et al. (2023) examined the perceptions of young Malaysian consumers regarding fashion sustainability, revealing mixed

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[1*] Corresponding author. *E-mail address*: juwitajohan@ptss.edu.my

reactions toward sustainable practices but emphasizing the necessity for enhanced consumer education to foster sustainable fashion choices.

In recent decades, sustainability awareness has become a critical area of research and practice due to global concerns over environmental degradation, social equity, and economic stability. The terminology in sustainable development is increasingly important as the number of terms continues to grow along with the rapid increase in awareness of sustainability's importance (Glavic et al., 2020). Research shows that university students generally have higher knowledge of sustainability compared to their attitudes and behaviors. Attitudes have a stronger influence on behavior than knowledge itself (Farliana et al., 2024).

Critical thinking skills significantly enhance sustainability awareness as they allow individuals to make informed judgments and decisions about environmental issues (Sulastri et al., 2023). Educational institutions play a pivotal role in fostering sustainability awareness by incorporating eco-friendly practices and sustainability education into their curricula. This has a positive effect on students' conservation behaviors and their engagement in sustainable practices (Fayyaz et al., 2023). Additionally, sustainability education impacts consumer behavior, encouraging the adoption of green products and promoting sustainable consumption patterns (Tamboli et al., 2023).

Moreover, sustainability governance practices in industries, such as banking, emphasize the significance of balancing financial, social, and environmental aspects to attain sustainable development. However, these practices may not always directly align with immediate financial profitability (Anis et al., 2023). The domain of sustainability encompasses various disciplines, including environmental science, economics, sociology, and management. This showcases its interdisciplinary nature and broad societal implications. Consequently, leaders in sustainability within higher education institutions necessitate innovation, long-term vision, and interdisciplinary approaches (W. Leal Filho et al., 2020).

At the core of examining sustainability are concepts such as environmental education, sustainable development goals (SDGs), corporate social responsibility (CSR), and the promotion of behavioral change towards more sustainable practices. These themes underscore the complexity of sustainability and the interconnectedness of its environmental, social, and economic dimensions. For instance, environmental education raises awareness about environmental challenges, encourages beneficial changes in behavior, and empowers individuals to engage in sustainable development activities (D. Aggarwal et al., 2023). Programs in environmental education, like awareness promote environmental consciousness and aid students in comprehending how they can make a positive impact both locally and globally (C. Stevenson et al., 2022). Lastly, sustainability awareness is crucial for mitigating environmental impacts and endorsing sustainable management practices. However, its direct influence on financial performance and company value may vary (Nurfahmi et al., 2022).

The current study addresses a significant gap in the literature by conducting a comprehensive bibliometric analysis focusing specifically on trends and patterns in sustainability awareness research, an area that has seen considerable growth over the past two decades. The primary factor that this study addresses is the lack of a consolidated understanding of how sustainability awareness research has evolved and the key themes that dominate the field. This study aims to systematically map and analyze the literature on sustainability awareness, identifying influential authors, institutions, and key thematic areas to provide a clearer understanding of the research landscape.

The research questions guiding this study include:
What are the dominant trends and themes in sustainability awareness research?
Who are the most influential authors and institutions?
How has the field evolved?

The significance of this study lies in its contribution to knowledge generation by providing a structured and data-driven understanding of the sustainability awareness field. Professionally, it offers practical insights for educators, policymakers, and researchers to guide future studies and applications.

The study also promotes positive social change by highlighting key areas in sustainability awareness that can inform the development of educational programs, policy initiatives, and sustainable practices aimed at fostering a more environmentally and socially conscious society.

2.   LITERATURE REVIEW

Sustainability awareness has emerged as a prominent subject of study in recent bibliometric evaluations across diverse academic fields. The examination of sustainability awareness has garnered increasing scholarly attention, reflecting the escalating global apprehensions concerning environmental sustainability, social responsibility, and sustainable development. Investigations in this realm encompass a wide array of disciplines and methodological approaches that encompass qualitative case studies, quantitative surveys, and bibliometric analyses. Previous studies have primarily examined broader sustainability topics such as corporate sustainability (Judijanto, 2024), sustainable development goals (Wang et al., 2023), and sustainability in higher education (Filho et al., 2020). Many bibliometric studies have explored sustainability within specific sectors, such as corporate social responsibility (Anis et al., 2023) and environmental education (Aggarwal et al., 2023), but have not provided a comprehensive analysis of sustainability awareness as a distinct research domain. Moreover, while some bibliometric studies have assessed sustainability-related trends (Saputro et al., 2023), they often focus on specific aspects such as green accounting (Bartolacci et al., 2019) or sustainability governance in the financial sector (Taskin et al., 2023), rather than presenting an overarching view of sustainability awareness research. Furthermore, existing bibliometric analyses may be limited by their reliance on specific databases, such as Scopus and Web of Science, potentially overlooking relevant research published in other sources (Solanki et al., 2023). Given these gaps, this study aims to systematically analyze sustainability awareness research trends, key themes, and influential contributors to provide a structured and data-driven understanding of this evolving field. By offering a dedicated bibliometric analysis of sustainability awareness, this study contributes to bridging the existing knowledge gap, guiding future research directions, and supporting evidence-based decision-making for policymakers, educators, and sustainability practitioners.

The utilization of bibliometrics as a methodological framework provides a systematic means to assess scholarly production within a specific domain by quantitatively scrutinizing publication patterns, citation trends, and collaborative networks among researchers. Bibliometric analysis facilitates the identification of national and international networks, research avenues, and trends, and imparts insights into areas of inquiry, topics, and research puzzles for future endeavors (Saputro et al., 2023). Moreover, it aids in pinpointing pivotal figures within the field, examining publication and citation tendencies, and identifying the frequently investigated subjects, authors, institutions, and journals in the field of special education (Gamze İnci et al., 2023). This methodological approach is instrumental in scrutinizing scholarly output, publication tendencies, citation patterns, and influential figures.

The significance of sustainability consciousness (SC) in achieving sustainable development goals has been emphasized: emphasizing the need for sustained public awareness (Gulzar et al., 2023). Furthermore, scholarly inquiry has delved into the development of sustainability in social media, showcasing the rapid dissemination of information on crucial subjects like sustainability and climate change through social media platforms (Nagvanshi, 2024). In addition, the involvement of businesses in promoting sustainable development has been extensively explored, revealing significant themes, patterns, and gaps in the literature, particularly concerning corporate sustainability and its intersection with the Sustainable Development Goals (Judijanto, 2024). These investigations highlight the significance of sustainability awareness in driving societal and environmental progress, underscoring the ongoing requirement for research and efforts to enhance sustainability consciousness on a global scale. Moreover, sustainability and risk management are vital for individuals, firms, and the economy, with six primary streams emphasizing the importance of social responsibility in mitigating negative impacts on the economy (Haitham Nobanee et al., 2021). Additionally, sustainability consciousness plays a noteworthy role in the financial performance of small and medium-sized enterprises (SMEs). For instance, innovation, entrepreneurship, corporate social responsibility, and green management are key themes in research on the relationship between sustainability and financial performance in SMEs (Francesca Bartolacci et al., 2019).

Despite the considerable contributions in the field, a significant gap exists regarding comprehensive bibliometric studies that specifically focus on sustainability awareness. While quantitative methodologies have been employed to assess sustainability in the civil construction industry, the areas explored have primarily been material, project management, sustainability assessment, and energy (L. Lima et al, 2021). Although attention has been given to general sustainability topics, such as sustainable development goals and corporate sustainability, there remains a lack of exploration into the domain of sustainability awareness itself, including its evolution, thematic emphases, and influential contributors from a bibliometric perspective.

Research indicates that corporate sustainability (CS) is crucial for achieving SDGs; however, the financial sector has not fully recognized its importance, highlighting a gap in prioritizing CS issues to meet these goals (Taskin et

al, 2023). Additionally, studies conducted in Indonesia and Malaysia emphasize the role of education in enhancing sustainability awareness, suggesting that integrating Education for Sustainable Development (ESD) into curricula can significantly improve students' sustainability practices and attitudes (Khoiri et al, 2023). Furthermore, urban sustainability research, which often focuses on environmental protection, underscores the need for a more comprehensive approach that includes economic and social dimensions to align with SDGs (Wang et al, 2023). The role of dynamic capabilities in businesses is also highlighted as essential for achieving environmental and economic sustainability, suggesting that companies need to adopt sustainable practices to balance societal progress and resource management (Franco et al, 2024). This gap limits the ability to systematically map out the progression of ideas, identify emerging trends, and assess the impact of research in this critical area.

Moreover, existing bibliometric studies often face methodological challenges, such as database limitations and the dynamic nature of research topics. Thus, this paper discusses four major challenges researchers may face when conducting bibliometric reviews and provides suggestions on how to address them (João Paulo Romanelli et al, 2021). While databases like Scopus provide extensive coverage, they may not capture all relevant publications on sustainability awareness, particularly those published in niche journals or emerging research contexts. For example, a study conducted by Manjeet Solanki et al (2023) only used two databases, Scopus and Web of Science, which may have impacted the study results by potentially overlooking papers in other databases. Consequently, future bibliometric studies should expand their scope beyond traditional databases and incorporate a broader range of sources to ensure a more comprehensive analysis of sustainability awareness research. Additionally, the scope of sustainability consciousness research should extend beyond educational institutions to encompass broader societal contexts, including corporations and professional environments (Gulzar et al, 2023).

3.   METHODS

This study employs a bibliometric analysis to systematically examine the research landscape on sustainability awareness, utilizing the Scopus database due to its extensive coverage of peer-reviewed publications across multiple disciplines (Ahmi, 2023). To ensure a transparent and structured selection process, the PRISMA framework was adopted, as it provides a rigorous method for identifying, screening, and selecting relevant studies. While PRISMA is traditionally used in systematic literature reviews, its application in bibliometric research enhances the reliability of data filtering and improves reproducibility (Moher et al., 2009). However, adjustments were made to align it with bibliometric objectives, focusing on citation patterns, research trends, and collaborative networks rather than qualitative synthesis.

The study follows clear inclusion and exclusion criteria, selecting peer-reviewed journal articles, conference papers, and book chapters published between 2000 and 2024, while excluding non-English publications, grey literature, and editorials to ensure data consistency. To refine the dataset, BiblioMagika Version 2.8 and BiblioMagika Split 1.8 were used for data cleaning, including duplicate removal, author name standardization, and metadata harmonization. The bibliometric techniques applied include keyword co-occurrence analysis to identify dominant research themes, co-authorship network analysis to map research collaborations, citation analysis to assess the impact of influential studies, and publication trend analysis using Microsoft Excel to visualize the evolution of research over time. By integrating these methodological approaches, this study provides a structured, transparent, and reproducible bibliometric assessment of sustainability awareness research, offering valuable insights to guide future studies in the field.

Figure 1 employs the PRISMA Flow Diagram to visually represent our systematic review process. This diagram illustrates the methodical approach used in selecting studies, detailing phases including identification through database searches, screening based on relevance criteria from titles and abstracts, and assessment of full-text articles for eligibility. This structured methodology ensures transparency and rigor in synthesizing findings on competency framework and talent management literature, highlighting key trends and areas for future research.
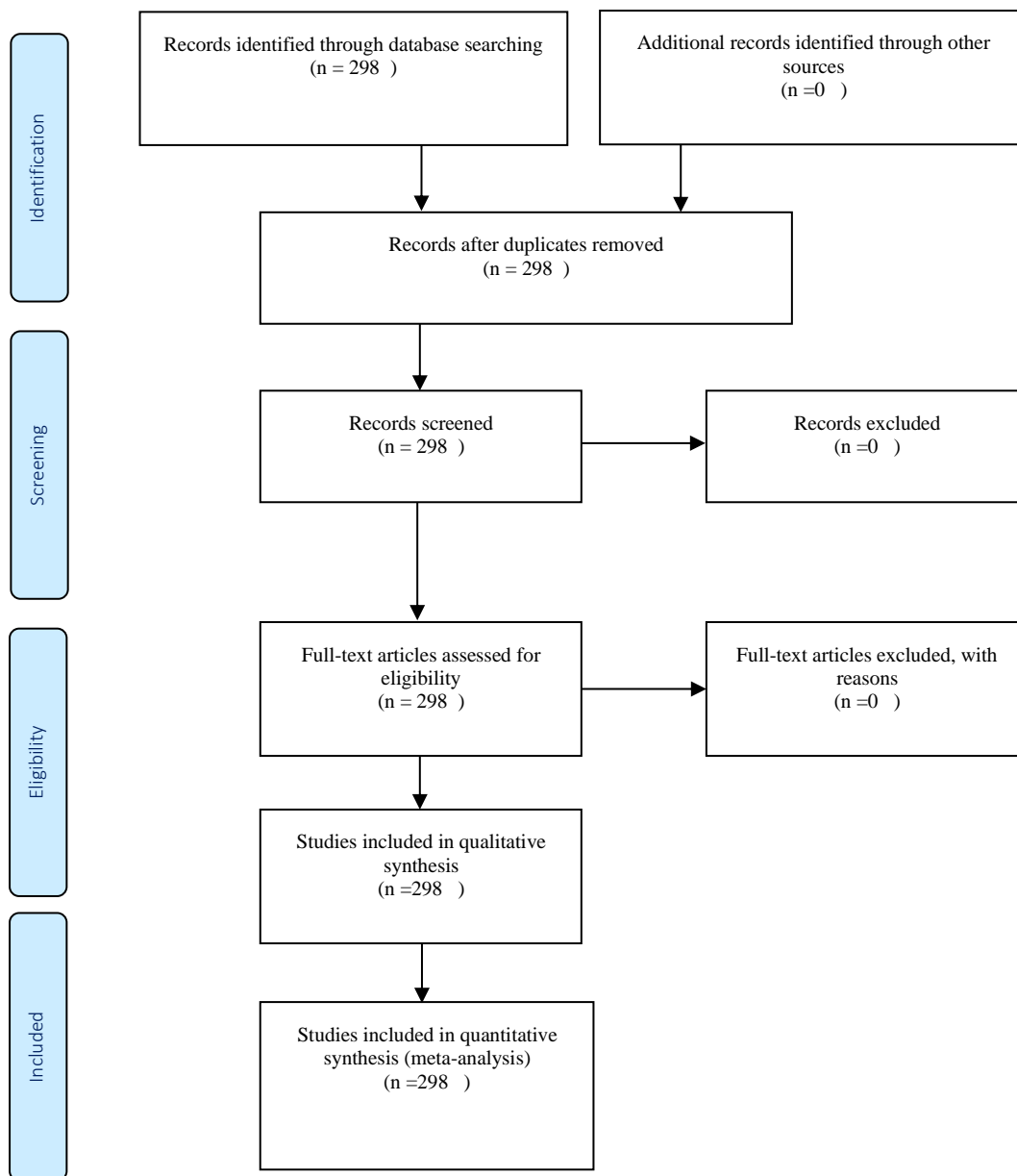
Fig. 1: PRISMA Flow Diagram

Source: Moher D, Liberati A, Tetzlaff J, Altman DG, The PRISMA Group (2009). Preferred Reporting Items for Systematic Reviews and Meta-Analyses: The PRISMA Statement. PLoS Med 6(7): e1000097. doi:10.1371/journal.pmed1000097

4.   RESULTS

4.1   Document and source types

Table 1 summarizes the distribution of publication types within a dataset of 298 publications focused on sustainability awareness. Articles constitute the majority at 67.11%, reflecting researchers' preference for detailed and comprehensive formats to disseminate research findings. Conference papers follow at 23.83%, indicating active engagement in academic forums for presenting preliminary research and receiving peer feedback. Book chapters contribute 5.37%, typically offering in-depth contributions to edited volumes. Reviews and conference reviews together make up 3.69%, suggesting a lesser focus on summarizing existing literature compared to generating new research. This distribution underscores the predominant emphasis on original research dissemination through articles and conference presentations in the field of sustainability awareness.

Table 1: Document type

Document Type	Total Publications (TP)	Percentage (%)
Article	200	67.11%
Conference Paper	71	23.83%
Book Chapter	16	5.37%
Review	6	2.01%
Conference Review	5	1.68%
Total	**298**	**100.00**

Source: Generated by the author(s) using biblioMagika® (Ahmi, 2023)

Table 2 presents the distribution of source types within a dataset of 298 publications focused on sustainability awareness. Journals dominate as the primary source type, comprising 69.13% of the total with 206 publications. This preference underscores researchers' reliance on peer-reviewed platforms for disseminating detailed and credible research findings. Conference proceedings follow as the second most common source type, accounting for 21.48% with 64 publications. This indicates active participation in academic conferences where preliminary research findings are shared and refined through peer feedback. Book series and books contribute smaller percentages, 6.38% (19 publications) and 3.02% (9 publications) respectively, highlighting their role in offering comprehensive overviews and in-depth explorations of specific research areas. While less frequent, these sources are valued for their detailed coverage and specialized insights within the academic literature on sustainability awareness.

Table 2**:** Source type

Source Type	Total Publications (TP)	Percentage (%)
Journal	206	69.13%
Conference Proceeding	64	21.48%
Book Series	19	6.38%
Book	9	3.02%
Total	**298**	**100.00**

Source: Generated by the author(s) using biblioMagika® (Ahmi, 2023)

4.2   Year of publications - Evolution of published studies

Table 3 presents publication metrics for sustainability awareness research from 2019 to 2023, highlighting trends in total publications (TP), non-cited publications (NCP), total citations (TC), citations per publication (C/P), citations per cited publication (C/CP), h-index (h), and g-index (g). In 2019, there were 32 total publications with 964 citations, resulting in 30.13 citations per publication (C/P) and 32.13 citations per cited publication (C/CP). The h-index and g-index were 16 and 31, respectively, indicating strong citation impact. Subsequent years saw an increase in total publications, peaking at 94 in 2023. However, total citations (TC), C/P, and C/CP metrics declined significantly by 2023, with TC dropping to 231, C/P to 2.46, and C/CP to 4.36. Correspondingly, the h-index decreased to 7 and the g-index to 11 in 2023. This suggests a decline in citation impact despite increased research output, indicating a potential lag in recognition or reduced impact of newer research compared to earlier years. These findings underscore the importance of maintaining or enhancing publication quality and impact amidst increasing research volume.

Table 3: Year of publications

Year	TP	NCP	TC	C/P	C/CP	h	g
2019	32	30	964	30.13	32.13	16	31
2020	40	29	869	21.73	29.97	16	29
2021	60	47	650	10.83	13.83	15	22
2022	72	56	442	6.14	7.89	9	17
2023	94	53	231	2.46	4.36	7	11
Total	**298**	**215**	**3156**	**10.59**	**14.68**		

Notes: TP=total number of publications; NCP=number of cited publications; TC=total citations; C/P=average citations per publication; C/CP=average citations per cited publication; h=h-index; and g=g-index.
Source: Generated by the author(s) using biblioMagika® (Ahmi, 2023)

4.3   Languages of documents

Table 4 displays the distribution of publications by language within a dataset of 299 total publications focused on sustainability awareness. English predominates significantly with 294 publications, accounting for 98.66% of the total. This dominance underscores English as the primary language for international scholarly communication, facilitating widespread dissemination and impact of research findings. It allows researchers to reach a global audience, thereby enhancing visibility and citation rates, aligning with English's predominant role in high-impact journals and conferences. Conversely, Chinese, German, Portuguese, Spanish, and Turkish each have one publication, collectively representing 0.34% of the dataset. This limited presence of non-English publications highlights minimal linguistic diversity in this field, where English proficiency often correlates with broader recognition and participation in global research communities. Addressing these disparities is crucial for fostering inclusivity and ensuring diverse perspectives are recognized in scholarly discourse on sustainability awareness.

Table 4: Languages used for publications

Language	Total Publications (TP)*	Percentage (%)
English	294	98.66%
Chinese	1	0.34%
German	1	0.34%
Portuguese	1	0.34%
Spanish	1	0.34%
Turkish	1	0.34%
Total	299	**100.00**

*one document has been prepared in dual languages
Source: Generated by the author(s) using biblioMagika® (Ahmi, 2023)

4.4 Subject area

Table 5 categorizes 298 publications focused on sustainability awareness by subject area, revealing diverse research interests. Social Sciences lead with 140 publications (46.98%), indicating a strong focus on societal phenomena, behaviors, and structures such as social policy and community development. Environmental Science follows closely with 108 publications (36.24%), highlighting research efforts to address global challenges like climate change and natural resource management. Computer Science (81 publications, 27.18%), Engineering (80 publications, 26.85%), and Energy (69 publications, 23.15%) reflect a focus on technological and engineering solutions. Business, Management, and Accounting (60 publications, 20.13%), and Economics, Econometrics, and Finance (27 publications, 9.06%) underscore interest in optimizing organizational and financial systems. Arts and Humanities (19 publications, 6.38%), Decision Sciences (18 publications, 6.04%), and Mathematics (15 publications, 5.03%) contribute valuable insights despite lower representation. This multidisciplinary approach underscores the complexity of sustainability challenges, requiring diverse disciplinary perspectives for effective solutions.

Table 5: Subject area

Subject Area	Total Publications (TP)	Percentage (%)
Social Sciences	140	46.98%
Environmental Science	108	36.24%
Computer Science	81	27.18%
Engineering	80	26.85%
Energy	69	23.15%
Business, Management and Accounting	60	20.13%
Economics, Econometrics and Finance	27	9.06%
Arts and Humanities	19	6.38%
Decision Sciences	18	6.04%
Mathematics	15	5.03%

Source: Generated by the author(s) using biblioMagika® (Ahmi, 2023)

4.5 Most Active Source Titles

Table 6 provides a comprehensive overview of publication and citation metrics for various source titles in sustainability awareness research. Sustainability (Switzerland) leads with 44 publications and 636 total citations, published by MDPI with a notable Cite Score of 6.8, SJR of 0.672, and SNIP of 1.086, indicating strong academic influence in sustainable development. The Journal of Cleaner Production, despite having only 8 publications, achieves 463 total citations with impressive metrics: a Cite Score of 20.4, SJR of 2.058, and SNIP of 2.236, highlighting its significant impact in sustainability and cleaner production practices. In contrast, conference

proceedings like CEUR Workshop Proceedings and AIP Conference Proceedings show lower citation counts and impact metrics, reflecting their role in preliminary research dissemination rather than long-term citation influence. This diversity in publication sources underscores the importance of considering multiple metrics to assess the scholarly impact and reach of academic publications in sustainability research.

Table 6**:** Most Active Source Title

Source Title	TP	TC	Publisher	Cite Score	SJR 2018	SNIP 2018
Sustainability (Switzerland)	44	636	Multidisciplinary Digital Publishing Institute (MDPI)	6.8	0.672	1.086
Journal of Cleaner Production	8	463	Elsevier	20.4	2.058	2.236
CEUR Workshop Proceedings	7	3	N/A	1.1	0.191	0.235
AIP Conference Proceedings	7	1	N/A	0.5	0.152	0.291
ACM International Conference Proceeding Series	5	5	N/A	1.5	0.253	0.233
International Journal of Sustainability in Higher Education	5	61	Emerald Publishing	6.6	0.830	1.369
Green Energy and Technology	4	1	Springer Nature	1.6	0.180	0.189
Education Sciences	4	45	Multidisciplinary Digital Publishing Institute (MDPI)	4.8	0.669	1.323
IOP Conference Series: Earth and Environmental Science	4	26	N/A	1.0	0.199	0.325
Journal of Academic Librarianship	3	12	Elsevier	5.3	0.858	1.668

Notes: TP=total number of publications; TC=total citations;
Source: Generated by the author(s) using biblioMagika® (Ahmi, 2023)

4.6 Keywords analysis

Table 7 presents an overview of the most frequently used author keywords in a dataset of 393 publications focused on sustainability awareness. Green accounting emerges as the most prominent keyword, appearing in 62 publications (15.78% of the total), indicating a significant emphasis on incorporating environmental factors into accounting practices. This reflects a growing interest in measuring and reporting environmental impacts within business contexts. Sustainability follows with 14 publications (3.56%), underscoring broader research interests beyond accounting, encompassing sustainable practices, policies, and their implications across sectors. Keywords like environmental accounting, sustainable development, and corporate social responsibility (CSR) further highlight diverse perspectives on sustainability in academic research. Despite lower frequencies, keywords such as social accounting and green GDP signify ongoing exploration of varied aspects of sustainability. Overall, the table illustrates a robust focus on integrating environmental and social considerations into academic discourse and practical applications within sustainability research.

Table 7: Top keywords

Author Keywords	Total Publications (TP)	Percentage (%)
Green accounting	62	15.78%
Sustainability	14	3.56%
Environmental accounting	12	3.05%
Sustainable development	7	1.78%
Corporate Social Responsibility	6	1.53%
Environmental	5	1.27%
Social	5	1.27%
Social accounting	3	0.76%
Green GDP	3	0.76%
Environment	3	0.76%
Green accounting	62	15.78%
Sustainability	14	3.56%

Source: Generated by the author(s) using biblioMagika® (Ahmi, 2023)

4.7 Geographical distribution of publications

Table 8 provides insights into the research output and impact of various countries in sustainability awareness research. India leads in total citations with 1464, despite having 28 publications, resulting in high averages of 52.29 citations per publication and 69.71 citations per cited publication. This indicates substantial impact concentrated in a few highly cited papers, reflected by a h-index of 0. China, with 45 total publications and 731 citations, maintains a consistent citation impact with a Cite Score of 16.24 and an h-index of 5, suggesting a well-established body of research. Brazil shows notable metrics with 16 publications and 232 citations, achieving a Cite Score of 14.50 and an h-index of 3, indicating significant but concentrated impact. Smaller countries like Hungary, Israel, and Croatia exhibit lower citation metrics, reflecting their more modest research outputs. Romania and Italy, while having respectable publication numbers, show lower citation rates, indicating newer or less frequently cited research. Overall, the table highlights diverse research outputs and impacts globally, emphasizing the importance of evaluating both quantity and quality in assessing the global impact of scientific research in sustainability awareness.

Table 8: Top 10 Countries contributed to the publications

Country	TP	NCP	TC	C/P	C/CP	*h*	*g*
Brazil	16	11	232	14.50	21.09	3	6
India	28	21	1464	52.29	69.71	0	6
China	45	44	731	16.24	16.61	5	5
Portugal	32	28	399	12.47	14.25	0	5
Romania	16	16	118	7.38	7.38	5	5
Italy	50	43	575	11.50	13.37	3	4
Australia	13	9	55	4.23	6.11	0	4
Hungary	10	7	32	3.20	4.57	3	4
Israel	8	8	17	2.13	2.13	3	4
Croatia	8	8	60	7.50	7.50	0	4

Notes: TP=total number of publications; NCP=number of cited publications; TC=total citations; C/P=average citations per publication; C/CP=average citations per cited publication; h=h-index; and g=g-index.
Source: Generated by the author(s) using biblioMagika® (Ahmi, 2023)

4.8   Authorship and co-authorship Analysis

Table 9 illustrates the distribution of publications based on the number of authors involved, encompassing 124 total publications in sustainability awareness research. Single-author publications are rare, comprising only 1 publication (0.806% of the total), indicating a predominant trend towards collaborative research. Publications with one author constitute the largest category, with 39 publications (31.45%), highlighting significant contributions from individual researchers who may possess specialized expertise conducive to solitary research. As the number of authors increases, the percentage of publications generally decreases: two-author publications account for 23.38%, three-author publications for 18.54%, and four-author publications for 15.32%. Publications with five or more authors collectively represent around 10.466% of the total, indicating less frequent extensive collaboration. This distribution reflects a balance between individual and collaborative research efforts, underscoring the benefits of both approaches in addressing complex and interdisciplinary research questions in sustainability awareness.

Table 9: Number of author(s) per document

Author Count	Total Publications (TP)	Percentage (%)
0	1	0.806
1	39	31.45
2	29	23.38
3	23	18.54
4	19	15.32
5	9	7.25
6	3	2.41
7	1	0.806
Total	**124**	**100.00**

*Conference review document. No author is listed.

Table 10 provides detailed insights into the research impact of various authors, showcasing diverse contributions to the sustainability awareness research area. Some authors demonstrate exceptionally high citation metrics, indicating significant influence and recognition within the academic community. Others show steady contributions with moderate impact, reflecting growing traction and citation of their work. The variation in publication and citation metrics across different authors, countries, and institutions underscores the importance of

both quantity and quality in academic research. It highlights how individual researchers can shape and advance their fields, contributing uniquely to the broader body of knowledge in sustainability awareness.

Table 10: Most productive authors

Author's Name	Affiliation	Country	TP	NCP	TC	C/P	C/CP	*h*	*g*
Penzenstadler, B.	Chalmers University of Technology	Sweden	7	5	16	2.29	3.20	3	4
Porras, J.	LUT University Lappeenranta	Finland	7	5	13	1.86	2.60	2	3
Abdullai, L.	LUT University Lappeenranta	Finland	4	3	4	1.00	1.33	1	2
Adesina, A.	University of Windsor	Canada	4	4	196	49.00	49.00	4	4
Bertoni, M.	Blekinge Tekniska Högskola, Karlskrona	Sweden	3	3	12	4.00	4.00	2	3
Betz, S.	Hochschule Furtwangen, Furtwangen	Germany	4	3	10	2.50	3.33	2	3

Notes: TP=total number of publications; NCP=number of cited publications; TC=total citations; C/P=average citations per publication; C/CP=average citations per cited publication; h=h-index; and g=g-index.
Source: Generated by the author(s) using biblioMagika® (Ahmi, 2023)

4.9   Most influential institutions

Table 11 presents an overview of influential institutions in the field of sustainability awareness, showcasing their research output and impact metrics. The University of Windsor in Canada stands out for its exceptionally high citation metrics, underscoring its significant influence in the academic community. Institutions like Chalmers University of Technology in Sweden and LUT University in Finland demonstrate steady contributions with moderate impact, reflecting their consistent research efforts in the field. Other institutions, such as Blekinge Tekniska Högskola in Sweden, Politecnico di Milano in Italy, and Universitat de València in Spain, show varying levels of impact, emphasizing the importance of both quality and quantity in academic research. These institutions contribute to advancing knowledge in sustainability awareness through their research outputs, enhancing the field's understanding and application of sustainable practices on a global scale.

Table 11: Most influential institutions with minimum of five publications

Affiliation	Country	TP	NCP	TC	C/P	C/CP	*h*	*g*
University of Windsor	Canada	4	4	196	49.00	49.00	4	4
Chalmers University of Technology	Sweden	7	5	16	2.29	3.20	3	4
University of Huddersfield	United Kingdom	3	2	9	3.00	4.50	2	3
LUT University Lappeenranta	Finland	7	5	13	1.86	2.60	2	3
Fachhochschule Nordwestschweiz Windisch	Switzerland	4	3	11	2.75	3.67	2	3
Blekinge Tekniska Högskola, Karlskrona	Sweden	3	3	12	4.00	4.00	2	3
Universitat de València, Valencia	Spain	3	2	24	8.00	12.00	2	3
Politecnico di Milano, Milan	Italy	3	3	12	4.00	4.00	2	3
Hochschule Furtwangen, Furtwangen	Germany	4	3	10	2.50	3.33	2	3
Blekinge Tekniska Högskol, Karlskrona	Sweden	3	3	12	4.00	4.00	2	3

Notes: TP=total number of publications; NCP=number of cited publications; TC=total citations; C/P=average citations per publication; C/CP=average citations per cited publication; h=h-index; and g=g-index.
Source: Generated by the author(s) using biblioMagika® (Ahmi, 2023)

4.10 Citation analysis

Table 12 presents citation metrics for a dataset of 298 papers published between 2019 and 2023, illustrating their collective impact and recognition within the academic community. These papers garnered a total of 215 citations over the four-year period, averaging 789 citations per year and demonstrating a high annual citation rate. The average of 10.59 citations per paper indicates the relevance and influence of the research topics covered. Individual authors in the dataset have an average of 3.26 citations per author and contribute to an average of 3.25 papers, reflecting a collaborative research environment where authors frequently co-author publications. The h-index of 29 and g-index of 47 reveal that a significant number of papers have received substantial citations, showcasing both the depth and breadth of impactful contributions within the dataset. These metrics collectively underscore the scholarly impact and quality of the publications analyzed.

Table 12: Citations metrics

Metrics	Data
Publication Years	2019 - 2023
Citation Years	4
Papers	298
Citations	215
Citations/year	789.00
Citations/paper	10.59
Citations/author	3.26
Papers/author	3.25
h-index	29
g-index	47

Source: Generated by the author(s) using biblioMagika® (Ahmi, 2023)

Table 13 highlights ten highly cited articles focusing on sustainability, reflecting diverse research perspectives across education, tourism, environmental practices, and technology. The most cited article, addressing gamification and IoT in educational settings for energy savings, demonstrates significant attention and relevance within academia, evidenced by its high citation rate. Other notable articles explore consumer behavior in wine tourism and institutional sustainability initiatives, underscoring growing interest in these areas. Despite varying citation counts, each article contributes valuable insights into sustainability, illustrating its broad and interdisciplinary relevance in current research. Overall, the table underscores the multifaceted nature of sustainability studies and the substantial impact of these articles in shaping academic discourse on sustainable practices.

Table 13: Highly cited articles

No.	Authors	Title	Year	Cites	Cites per Year
1	Dias A.; Sousa B.; Santos V.; Ramos P.; Madeira A	Wine tourism and sustainability awareness: A consumer behavior perspective	2023	9	4.50
2	Agarwal S.M	Go-Brown, Go-Green and smart initiatives implemented by the University of Delhi for environmental sustainability towards futuristic smart universities: Observational study	2023	6	3.00
3	Basheer A.; Sindiani A.; Gulacar O.; Eilks I.; Hugerat M	Exploring Pre- and In-service Science Teachers' Green Chemistry and Sustainability Awareness and Their Attitudes Towards Environmental Education in ISRAEL	2023	4	2.00
4	Țâncu A.M.C.; Didilescu A.C.; Pantea M.; Sfeatcu R.; Imre M	Aspects Regarding Sustainability among Private Dental Practitioners from Bucharest, Romania: A Pilot Study	2023	1	0.50
5	Lee W.E.; Perdana A.	Reprint of: Effects of experiential service learning in improving community engagement perception, sustainability awareness, and data analytics competency	2023	2	1.00

Source: Generated by the author(s) using biblioMagika® (Ahmi, 2023)

5.   DISCUSSION

Based on the comprehensive bibliometric analysis, several key trends, patterns, and insights emerge that provide a nuanced understanding of the sustainability research landscape. Firstly, there is a notable increase in research output over the past five years, indicating a growing emphasis on sustainability across various academic disciplines. This surge reflects heightened global awareness of environmental issues, prompting increased scholarly exploration into sustainable practices, policies, and technologies. The rising volume of publications underscores a concerted effort to address complex challenges such as climate change, resource depletion, and

social inequality through rigorous academic inquiry. Diversity in research topics is another prominent pattern. The analysis reveals a broad spectrum of subject areas contributing to sustainability research, with notable concentrations in Social Sciences, Environmental Science, Computer Science, Engineering, and Energy sectors. This multidisciplinary approach reflects the interconnected nature of sustainability issues and underscores the need for integrated solutions that span technological innovation, policy development, and societal behavior change. Despite the increase in research output, there is a discernible trend showing a decline in citation impact metrics over the years. While the number of publications has grown, metrics like citations per publication (C/P) and h-index values have decreased. This trend suggests that while there is substantial output, the impact of newer research may be slower to accumulate or less influential compared to earlier seminal works. This observation underscores the importance of not only quantity but also quality in sustainability research, highlighting the need for rigorous methodologies and impactful findings that resonate within the academic and broader societal contexts. The dominance of the English language in scholarly publications remains a significant trend, facilitating widespread dissemination and global impact of research findings. However, this trend also raises concerns about inclusivity and accessibility for non-English-speaking researchers and regions. Addressing these language barriers is crucial for promoting diversity in perspectives and ensuring equitable participation in the global discourse on sustainability. Collaborative research practices emerge as a hallmark of sustainability research, with a substantial proportion of publications involving multiple authors. This collaborative approach enhances the depth and breadth of research by integrating diverse expertise and methodologies. It enables researchers to tackle complex sustainability challenges more comprehensively, fostering innovation and cross-disciplinary insights that are critical for achieving sustainable development goals.

Overall, emerging research directions such as green accounting, sustainable development, environmental sustainability initiatives, and sustainable tourism are gaining prominence. These evolving areas reflect shifting societal priorities and present opportunities for further exploration and innovation in sustainability research. Addressing challenges like maintaining a high citation impact amidst increasing publication volumes and promoting global inclusivity will be essential for advancing the field and maximizing its impact on environmental stewardship and societal well-being.

6.   CONCLUSION

This bibliometric analysis provides valuable insights for both academic and practical applications. Theoretically, it maps research trends, identifies key contributors, and highlights emerging themes, guiding future studies. Practically, the findings inform educators in refining sustainability curricula, policymakers in shaping effective regulations, and businesses in integrating sustainable practices. By bridging research with real-world applications, this study supports informed decision-making, promotes environmental responsibility, and contributes to a more sustainability-conscious society.

Based on the comprehensive bibliometric analysis of sustainability research, several significant trends, patterns, and insights emerge that shape our understanding of this critical field. The analysis reveals a robust growth in sustainability-related publications across diverse disciplines, underscoring the increasing global emphasis on addressing environmental, social, and economic challenges. This trend signifies a shift towards integrated approaches that bridge disciplinary boundaries, highlighting the interdisciplinary nature of sustainability research. Key themes such as sustainable development, environmental conservation, and renewable energy emerge as focal points, reflecting the urgent need for innovative solutions to complex global issues. Moreover, the analysis identifies influential journals, prolific authors, and impactful articles within the sustainability domain, providing insights into the key contributors shaping the research landscape. High-impact publications, characterized by significant citation rates and contributions to advancing knowledge, demonstrate the growing recognition and relevance of sustainability research in academia and beyond. This recognition is crucial for informing policy decisions, guiding corporate practices, and fostering public awareness of sustainable practices.

Despite these strengths, the bibliometric analysis also reveals certain limitations that warrant consideration. One limitation lies in the reliance on bibliometric indicators such as citation counts and journal impact factors, which may not fully capture the societal impact or practical applications of sustainability research. There is a need to complement quantitative analysis with qualitative methods to assess broader impacts, such as policy uptake, community engagement, and real-world outcomes of research initiatives. Additionally, the analysis is constrained by the availability and coverage of data in bibliometric databases, potentially overlooking contributions from non-traditional sources or emerging research areas that may not yet be well-represented. Looking forward, several promising directions for future research in sustainability emerge from these findings. Firstly, there is a call for more comprehensive studies that integrate diverse perspectives from natural sciences, social sciences, engineering, and humanities to address complex sustainability challenges holistically. Research should also focus

on emerging topics such as sustainable urbanization, circular economy strategies, climate resilience, and the social dimensions of sustainability, reflecting evolving societal needs and priorities. Enhancing collaboration between researchers, practitioners, policymakers, and communities will be crucial for translating research findings into actionable strategies and policies that promote sustainable development globally.

In conclusion, while the bibliometric analysis provides valuable insights into the current state of sustainability research, addressing its limitations and pursuing these future research directions will be pivotal for advancing knowledge, informing policy-making, and catalyzing positive change toward a sustainable future. By leveraging interdisciplinary collaboration and robust methodologies, researchers can contribute meaningfully to solving pressing global challenges and achieving long-term sustainability goals.

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About the Authors

Juwita Mohd Johan is a senior lecturer of Politeknik Tuanku Syed Sirajuddin, Perlis, Malaysia. Primary research interest are in Business and Management.

Dr. Kardina binti Kamaruddin is a senior lecturer at uitm cawangan kedah. She is keen on research topics such as Human Resource Management, Intellectual Capital Management and Organization Development.