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Bibliometric Analysis: Creative Behavior Using the Google Scholar Database

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Abstract---This article explores creativity in scientific behavior, with a focus on how new ideas emerge and are implemented in the corporate world. Using the Google Scholar Database, this research applies bibliometric analysis to evaluate scientific literature and publications from 2013 to 2023 in the field of library and information science. The results of the analysis provide an understanding of the distribution of articles based on year, author, institution, journal name, and scientific discipline. Strong organizational performance in human resources is associated with competitiveness and increased creativity. Employee creativity is considered an important contributor to organizational success, related to organizational climate, management, and proactive behavior. Creative behavior includes a wide range of activities, described as those that result in the identification of original and better methods for achieving goals. This research applies filtering methodology, search strategies, and bibliometric analysis using VOSviewer software. The results of the analysis produced a bibliometric concept map and identified key keywords such as "employee creative behavior", "creative process", and "green creative behavior". The visualization also shows changing research trends over time and high citation rates for certain concepts, informing developments and relevance in the scientific literature on behavioral creativity.

Keywords---bibliometric analysis, creativity, Google Scholar database, innovation, new ideas.

Introduction

In this era of technological progress, scientific research has an important role in forming human resources. This article explores creativity in scientific behavior, the main focus of this research is how new ideas emerge and are implemented in the corporate world. In this analysis, we will use the Google Scholar Database. It is a data source that provides fast and comprehensive access to scientific publications, including journals, conferences, and books (Antoni, 2021). We will use bibliometric analysis methods, namely a quantitative approach with statistics, to evaluate scientific literature and publications (Supinah & Soebagyo, 2022). The main focus of analysis is on the development of new ideas, discoveries, and innovations in research (Moghimi & Subramaniam, 2013; Joo & Bennett III, 2018; Hamdan, 2020; Cengiz Ucar et al., 2021; Khaddam et al., 2023; Kriemeen & Hajaia, 2017; Setiadi & Inderadi, 2018; Abdel Maula et al., 2021; Yasmeen et al., 2020; Dere & Ömeroglu, 2018; Shehadeh, 2016).

This research uses journal article objects from the Google Scholar database for 2013-2023. Bibliometric analysis focuses more on branches of library science and information science which have quantitative characteristics of scientific activities that have been carried out. Bibliometric analysis is applied to quantitatively analyze certain indicators or keywords in the published literature to produce concept maps about these themes based on big data (Donthu et al., 2021; Merigó & Yang, 2017; Santos et al., 2017). This allows researchers to summarize information from previously published articles regarding the distribution of articles based on year, author, institution, journal name, and scientific discipline. Bibliometric analysis was used to obtain a research database using Publish of Perrish 8 software, while to visualize research trends using VOSviewer software. VOS Viewer is a free computer program for the visualization and exploration of bibliometric concept maps (Supinah & Soebagyo, 2022).

According to research, organizations with a strong human resource base are more competitive and may perform better in employment and creativity (Shehadeh, 2016). Outstanding organizational performance provides a unique combination of competitive advantages, including increased creativity, lower production costs, and higher revenues (Dere & Ömeroglu, 2018). Since this has become a priority that many companies must achieve, and creativity increases the strength of any organization by differentiating it from other organizations, this is what motivates managers to pay attention to it and encourage and motivate employees (Setiadi & Inderadi, 2018; Yasmeen et al., 2020). Organizations must take advantage of this and foster employee creativity if they want to improve performance. According to contingency theory, a leader must actively seek knowledge and create a common and clear vision because its performance application is very important (Khaddam et al., 2023; Kriemeen & Hajaia, 2017).

Employee creativity is one of the most important management principles that has attracted the attention of researchers in the field of business management as an important contributor to organizational success. The importance of linking creativity to organizational climate and management processes is also emphasized as a key to organizational success, (Tushman & O'Reilly, 1997; Moghimi & Subramaniam, 2013). The concept of creativity has also become a focus for practitioners and researchers in the fields of management and organizational psychology, with managers actively seeking ways to motivate and enhance employee creativity (El-Kassar et al., 2022; Jaussi & Dionne, 2003; Yusuf, 2009). In a competitive and rapidly changing business environment, employee creativity is considered an important contribution. Companies need to explore the creative potential of employees so that new ideas can be used for innovation, change and increasing organizational competitiveness. Creativity is defined as producing valuable new ideas, while innovation is the success of implementing these creative ideas within the organization (Moghimi & Subramaniam, 2013; Joo & Bennett III, 2018; Hamdan, 2020; Setiadi & Inderadi, 2018). The concept of creativity is also related to proactive behavior, namely an active attitude in seeking an environment that supports creativity exercises. This highlights the need for proactive behavior in developing employees' overall creativity and "genius" (Cengiz Ucar et al., 2021).

Creativity is a complex context and difficult to understand without universal agreement on the definition of creativity because creativity is a complex construct and is expanded as intelligence. Defines creativity in terms of the interaction between skills, motivation, and competence. Brown (1989), suggests that creativity consists of four components, namely: creative process, creative product, creative person, and creative situation. Therefore, there are several definitions of creativity, one of which defines creativity as an individual characteristic and a societal process. In addition, Amabile et al. (1996), define creativity as "the production of distinctive" and "functional ideas" in any case, while innovation is defined as "the successful implementation of emerging creative ideas in an organization." Creativity is always the starting point for innovation. This research accepts the definition of creativity from Amabile (1988), which is based on practical, unique and results-oriented concepts (Hamdan, 2020; Cengiz Ucar et al., 2021; Setiadi & Inderadi, 2018).

Creative behavior is defined as "behavior that results in original identification and better methods for achieving a goal". Other researchers define individual creative behavior as methods for developing task solutions related to

issues that are marked as something new and issues that are marked as related to the current situation. Hayes (1990), suggests three important criteria for evaluating creative behavior: (1) a behavior must appear original or unique; (2) a behavior must be seen as interesting or valuable; (3) a behavior should be reflected perfectly to God. This research conceptualizes creative behavior as behavior that involves the creation of products and services, the creation of ideas, and the creation of procedures and new processes that are valuable and useful either by individuals or groups of people in work organizations (Abdel Maula et al., 2021).

Creative behavior is defined as special behavior or behavior carried out by individuals or groups in the workplace. This does not necessarily result in new services and goods, where behavior ultimately precedes creativity. This behavior is creative when it is first carried out by individuals in the organization (Boons et al., 2013; Dziallas & Blind, 2019). Al-Qaryouti stated that creativity is a combined process that includes at least mental elements, emotional elements and behavioral elements. The mental element represents creative thinking, which in turn produces emotional feelings, such as satisfaction or dissatisfaction. Then, he embodies the previous two elements using which creative behavior appears to others in the form of results. Creativity stops at the first or second stage so that it does not show any behavior (Kriemeen & Hajaia, 2017; Shehadeh, 2016).

Material and Methods

Methodological overview of analytical steps

In this section, the screening methodology is explained in detail. First, systematic reviews and meta-analyses require appropriate methodological adjustments to ensure clarity, transparency, repeatability, and lack of bias in the process. To cover broadly and concisely a large amount of bibliographic information is obtained to be used as material for current research and will be examined further. Apart from the fact that bibliometric analysis has the potential to generate a data-based vision of scientific research activities and present a depiction, comparison and visualization of evidence-based research outputs, this research provides insights into both quantitative and qualitative aspects of the data under consideration. The proposed research procedure consists of the following main stages: (1) Document search; (2) data preparation; and (3) data classification. Each of the phases considered is then further elaborated by providing a systemic literature review and defined search strategy, content analysis of the sources reviewed, analysis of keyword occurrences, filtering results, and an attempt to classify the identified keywords (Konys, 2019).

Searching for documents

Search strategy

To fulfil the research objectives, systematic literature review procedures and bibliometric techniques and tools were adopted. Typically, bibliometric analysis is performed based on the use of one of four popular databases which include Web of Knowledge, Scopus, Google Scholar, and PubMed. In this case, bibliometric analysis of the literature was carried out using the Google Scholar database (Halevi et al., 2017; Martín-Martín et al., 2018). In each case, the same field of study was used (creative behavior), and the same range was set (2018–2023). For this research, we took 200 documents from the Google Scholar database as primary references. After that, we filtered keywords that were identical to the article title, resulting in 50 related documents. However, due to several obstacles, such as the difficulty of accessing some documents and the existence of paid documents, we were only able to select 11 documents as the main reference source. Document types (articles, articles in the media, reviews) were considered in the search, while other types of documents, such as books, conference papers, erratums, etc. were removed. The Google Scholar database was examined for the subject of sustainability entrepreneurship. The following initial search expressions were applied, including article title, abstract and keywords to obtain research output in the form of a list of 200 displayed sources. The extracted documents are exported to a CSV file, and consequently, the output data is prepared for further elaboration (Konys, 2019).

PRISMA methodology

A systematic literature review procedure is necessary to adopt a systemic and reliable methodology. Most importantly, this allows systematic reviews to be carried out clearly and transparently, ensuring repeatability and the absence of bias in the process. To minimize bias, articles related to creative behavior only needed to be considered, and after that, the documents were filtered based on the article title, abstract, and keywords. It is recommended that the initial analysis use the results provided by the Google Scholar database because journal indexing is easier and more effective. Thus, the article search was completed by collecting data from the Google Scholar database. For this

case, the question is as follows: (Publication-Title Word (“creative behavior”)-Year (2013-2023)-search). Based on these results, we managed to collect 200 documents which were saved directly in an Excel spreadsheet. Information can be sorted by author name, affiliation, document type, source title, or subject. The document search process has been completed, resulting in a set of filtered documents. Because the Google Scholar database automatically avoids duplication, no additional records were identified from other sources. Next, a manual filtering process was carried out by comparing the title of the research data with the exact keywords in the title of this article. Based on these steps, after filtering, we selected 11 sources that could be used as references for further consideration (Konys, 2019).

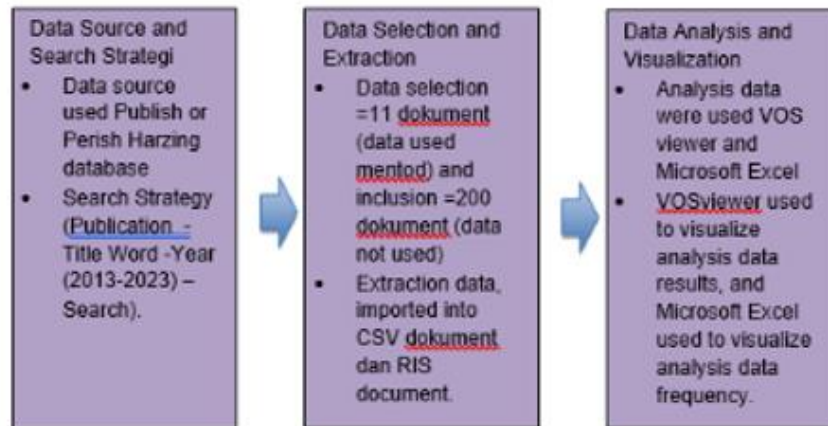


Figure 1. Research stages: author's analysis

Data preparation

Bibliometric analysis—assumptions

The literature search on creative behavior involved a thorough content analysis, covering several key dimensions. The focus of this analysis is to examine and understand the characteristics of literature published in the 2013–2023 period. Some of the dimensions explored in this analysis include: First, the number of published documents and occurrences of keywords during the period are counted, providing insight into how intensively this topic is studied in the literature. Second, identify the most productive journals and review the number of documents published by certain authors in the creative behavior domain. Next, an evaluation of the geographical distribution of research is carried out to understand whether there is a significant research focus in a particular area. Finally, an analysis of the performance of each country is carried out, providing an overview of the global contribution to research on creative behavior. In the context of this research, a strong emphasis was placed on the occurrence of keywords, and analysis using VOSviewer software from the Center for Science and Technology Studies (CWTS) of Leiden University, the Netherlands. This software allows the creation of bibliometric visualization maps, helping to understand the relationships and groups of main keywords in creative behavior. The output data is explored to present relevant and comprehensive information regarding creative behavior. The visualization map visualizes groups of related keywords, while the average citation analysis provides a picture of the impact of a particular publication. The use of density maps also helps understand the distribution of keywords in the literature. The results of this research have the potential to have major implications for the development of understanding creative behavior. This analysis aims to identify and differentiate the main aspects of this topic, supported by previous bibliometric analysis. Understanding the development and main focus in the scientific literature on creative behavior becomes clearer through this approach (Konys, 2019).

Results and Discussion

Distribution analysis—results obtained

This collection of 11 papers focuses on the author's keywords which have previously been determined according to the creative behavior domain. To analyze the occurrence of keywords in research published in this domain, VOSviewer software was used. The main goal of this software is to create visualization maps based on network data

and apply "similarity visualization" mapping techniques as well as clustering techniques. VOSviewer software provides powerful bibliometric network analysis capabilities, enabling thorough examination of bibliometric maps. The map creation process by VOSviewer is based on the co-occurrence matrix. First, the similarity matrix is calculated based on the co-occurrence matrix. Next, a map is built by applying the VOS mapping technique to the similarity matrix. The idea of the VOS mapping technique is to minimize the weighted sum of the squared Euclidean distances between all pairs of items. The higher the similarity between two items, the higher the weight of the squared distance in the sum. The next process involves translation, rotation and reflection of the map to obtain optimal visual results. This research seeks to survey and test bibliometric performance indicators to understand some determining factors in the domain of creative behavior. The approach used utilizes the Google Scholar database to access publications and collect systematic data. In addition, bibliometric techniques are commonly used to examine scientific research trends and output. Performance indicator surveys are evaluated based on the total number of published documents, while research quality is assessed using h-index and citation rates. The road map related to scientific activities in sustainable entrepreneurship is presented in a mature and detailed manner, presenting its dimensions and results as a result of in-depth thinking and detailed evaluation (Konys, 2019).

Keyword Co-occurrence analysis—results obtained

Previously collected data was analyzed using VOS viewer software. In the context of this research, emphasis is placed on the level of importance of keywords. Of the total available research papers, 11 of them contain specified search assumptions. In other words, a specific search was carried out to filter results based on the keyword "creative behavior" contained in the article title, abstract, and keywords. The search time range was limited from 2013 to 2023. In the initial search, only author keywords were entered. This process involves using the main keywords used by the authors of the selected papers. With the help of VOSviewer software, 200 keywords with the largest total link strength were selected. For each of those 200 keywords, the total strength of the link that appears with other keywords is calculated. Articles indexed in Scopus journals are often used as references in other research. The number of quotations or citations from an article reflects the extent to which the research results are considered relevant and important by other researchers. Search results using PoP (Path of Papers) show that a total of 11 documents that can be opened have been cited 142 times from 2013 to 2023. After manual selection, by selecting keywords that are appropriate to this research, 50 reference journals were found. Of these, only 11 reference journals can be accessed, and the articles with the highest number of citations are presented in Table 1. This shows that these articles have had a significant impact on scientific literature and are often used as references in other research.

Table 1
Articles with the Highest Number of Citations

No	Name Writer	Article Title	Year	Journal Name	Amount Quote
1	S Moghimi, ID Subramaniam	<i>Employees' creative behavior: The role of organizational climate in Malaysian SMEs</i>	2013	<i>Journal of Business and Management</i>	71
2	BKB Joo, RH Bennett III	<i>The influence of proactivity on creative behavior, organizational commitment, and job performance: evidence from a Korean multinational</i>	2018	<i>Journal of & Interdisciplinary Business Research</i>	32
3	MK Hamdan, SA El Talla, MJ Al Shobaki	<i>The Effect of Choosing Strategic Goals and Core Capabilities on the Creative Behavior of Organizations</i>	2020	<i>Journal of Academic Information Systems Research</i>	9

The output data is analyzed to produce relevant and comprehensive information on creative behavior. Thus, the results obtained were revised. Finally, some of the 200 items are not connected. The largest set of connected items consists of 50 items. Of the 50, only 11 items can be opened, so 11 items will be used as a reference as a result of

creative behavior. Thus, 3 items will be selected as the largest cluster among the other 11 items, because it can be seen from the highest number of quotes among the 11 items which can be seen from Table 1. Explaining that Cluster 1 is entitled: Employees' Creative Behavior: The Role of Organizational Climate in Malaysian SMEs, of which there are 71 quotations. Cluster 2 is entitled: The Influence of Proactivity on Creative Behavior, Organizational Commitment, and Job Performance: evidence from a Korean Multinational, The number of quotations is 32 and the last is entitled: The Effect of Choosing Strategic Goals and Core Capabilities on the Creative Behavior of Organizations, a total of 9 quotes.

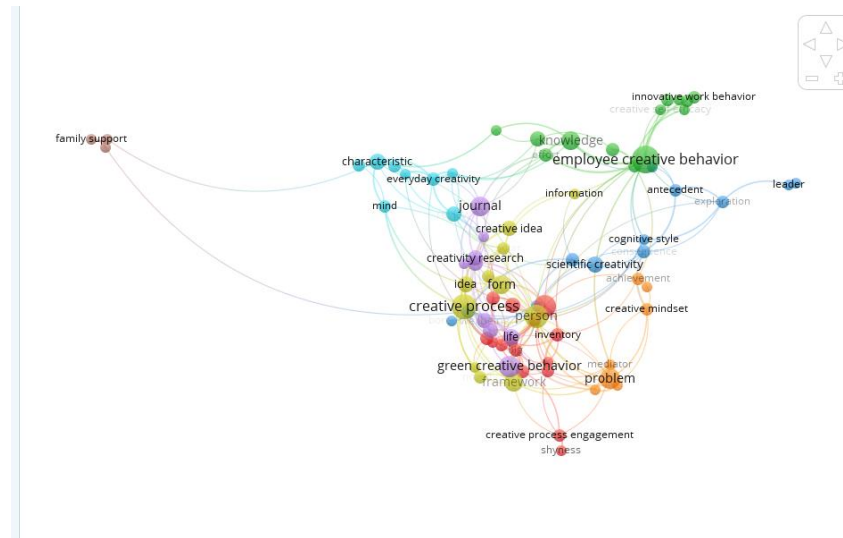


Figure 2. Network visualization

Data filtering and cleaning results

Complex visualizations with many terms and clusters can make it difficult to understand the relationships between keywords. Therefore, the second step involves limiting the number of keywords used by eliminating keywords that are considered less important. To provide further clarification, the minimum keyword occurrence limit is set at 2 words. Thus, from the initial pool of 31 items, only 9 items were selected for further analysis. This process is often applied when map creation is based on bibliographic or text data. In this context, the use of a dedicated thesaurus becomes relevant. Thesaurus files are used to combine different variations of words or eliminate variations in different ways of description and writing in different documents. The main goal is to unify synonyms, correct spelling differences, and combine abbreviated terms with full terms. In addition, a thesaurus can help in ignoring certain terms that may be irrelevant or less significant. Through this approach, the keyword selection process becomes more focused and directed at terms that have greater impact and relevance in understanding the research topic. In addition, the use of a thesaurus file helps ensure consistency and accuracy in keyword processing, minimizes ambiguity, and increases the validity of the results of the analysis to be carried out.

Data classification

Results analysis—keyword occurrence

The visualization in Figure 3 shows each circle representing a keyword, with the size of the circle reflecting how often the keyword appears in the article title, abstract, or related keywords. When keywords appear together frequently, they tend to be grouped in the visualization, as seen in Figure 3. Overall the keywords are grouped into 9 clusters, where 3 clusters are large, 2 clusters are medium-sized, and 4 clusters are small. The selection of keywords with the largest number of links becomes the focus, and after that, keywords that have the most intra-cluster co-occurrence relationships are organized within the same cluster. In other words, the larger the size of the circle, the greater its contribution to the events being described. The blue cluster in the middle of the visualization includes terms such as “employee creative behavior” and “knowledge,” with “individual” and “age achievement” close together on the right side of the image. The purple cluster, consisting of terms related to “creative process,” “creative achievement,” and “mind,” is located at the top of the figure.

Furthermore, the orange cluster located on the left of the image contains terms related to "green creative behavior". Finally, the green cluster which refers to the term "scientific creativity" is located at the bottom of the image. By presenting this information in visual form, observations regarding the relationships and trends between various concepts become easier to understand and interpret.

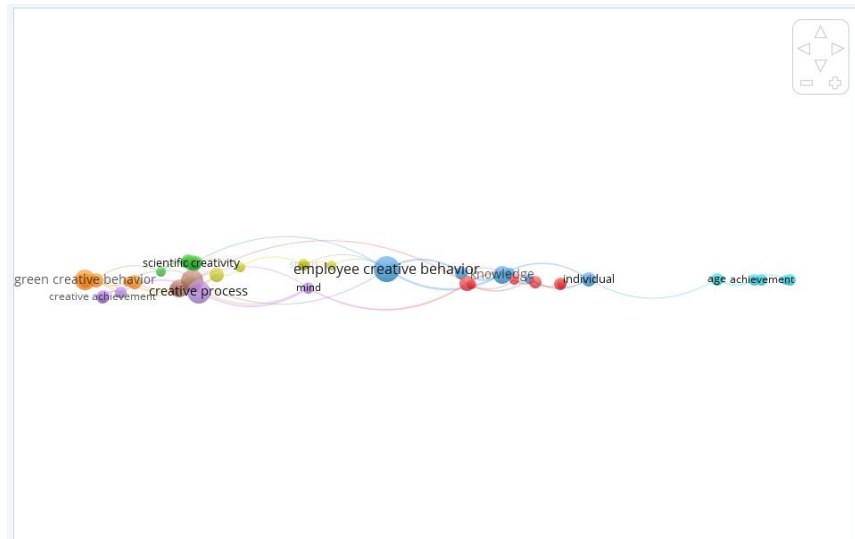


Figure 3. Network visualization after filtering results

This explanation conveys information about the visualization of circles that illustrate the strength and intensity of keywords in the research. The larger the circle, the higher and stronger the influence. In general, a bigger picture and clearer keywords in a visualization indicate that the keywords are having a stronger impact. The strongest shared links between keywords are also represented by lines. Thus, in this context, the keywords that stand out are "employee creative behavior", "creative process", and "green creative behavior". The next map visualization, as seen in Figure 4, provides an overlay display that utilizes color to illustrate keyword values. Colors from blue (lowest score) to green and yellow (highest score) reflect the keyword value. This overlay visualization shows the average number of publications in a year, with deadlines set from 2017 (blue) to 2022 (yellow).

Using keyword scores as a guide, this visualization provides insight into how the strength and relevance of a particular concept evolves. The color change from blue to yellow reflects changes in keyword intensity and popularity over time. This can help stakeholders to understand the evolution of research trends and focus over a specified period.

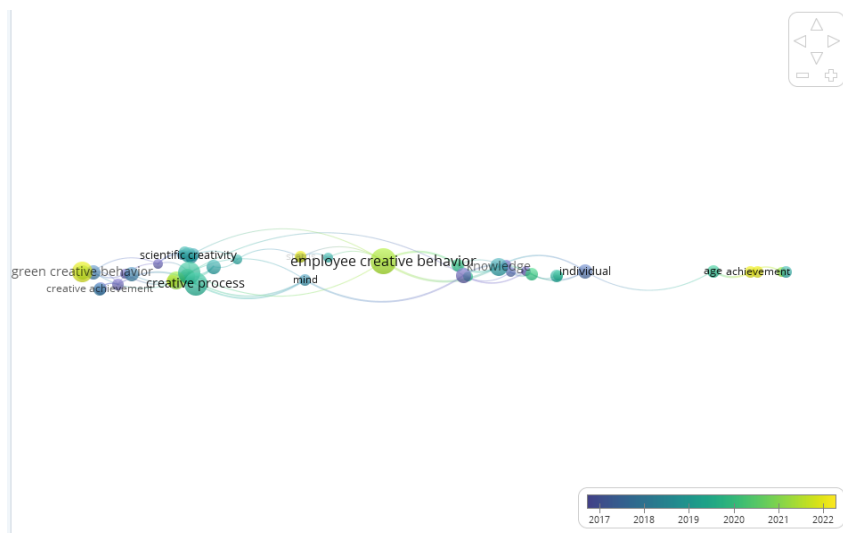


Figure 4. Keyword overlay visualization

The second overlay visualization presents information about the average citation score for publications that include certain keywords, as can be seen in Figure 5. Through observation, it can be concluded that the average citation score is higher for the keywords "employee creative behavior", "creative process", and "green creative behavior" compared with other keywords, such as "scientific creativity", "knowledge", "individual", "mind", "creative achievement", and "age achievement". This shows that when publications cover concepts such as "employee creative behavior", "creative process", and "green creative behavior", they tend to have greater impact and influence, as reflected by the high average citations. Conversely, other keywords may have lower citation rates, indicating that the focus or relevance of the concept may not be as great as the previously mentioned concepts.

This analysis provides insight into the extent to which certain concepts in research have traction and impact among academics or researchers. These results can help researchers and stakeholders understand key trends and focuses in the scientific literature, as well as provide direction for future research.

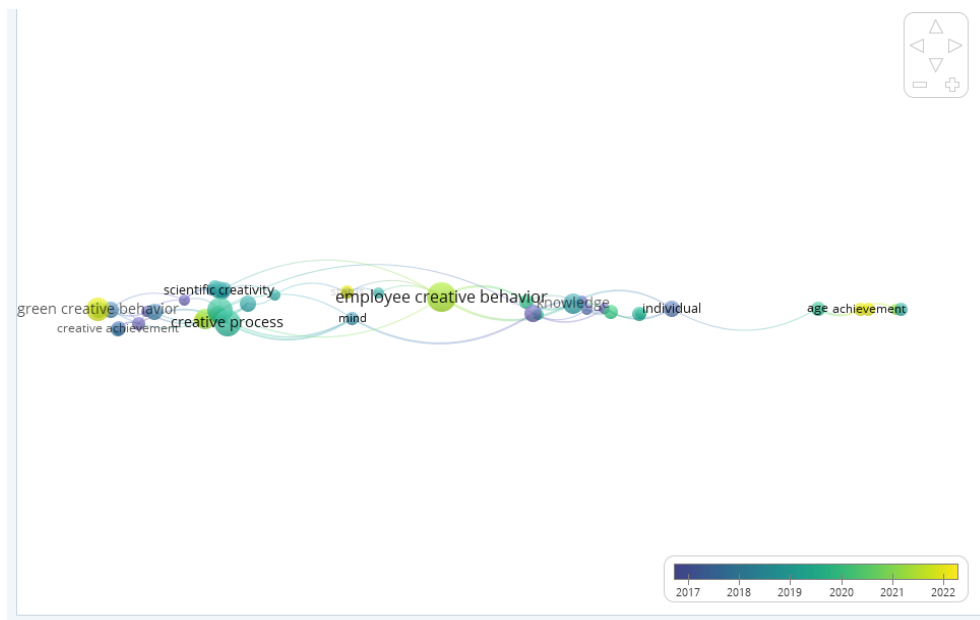


Figure 5. Network visualization of quotes

Figure 6 allows us to visualize the distribution of keywords, where the color of each point on the map reflects the density of keywords at that location. The color range from blue to green to yellow provides an indication of density intensity, with blue indicating low density and yellow indicating high density. In the analysis of Figure 6, the focus on the areas "process creative" and "green creative behavior" shows particular importance. This area shows high density, indicating that keywords around this area appear significantly and have a strong association. The more keywords and the higher the keyword weight around a point, the closer to yellow the point will be.

Note that a clear separation appears between the two keyword areas, namely "scientific creativity" and "creative achievement". There is also a difference in link density and strength between two significant keywords, namely "process creative" and "green creative behavior". Visually, it can be concluded that the focus on scientific creativity and creative achievement has characteristics that are separate from certain aspects related to the creative process and sustainability-based creative behavior (green creative behavior). Understanding the general structure of these keywords can help in exploring relationships and patterns among the concepts covered. By analyzing density maps, research can be more focused on further exploring the interactions between various concepts and understanding the complexity of the relationship between creative processes, green creative behavior, scientific creativity, and creative achievement.

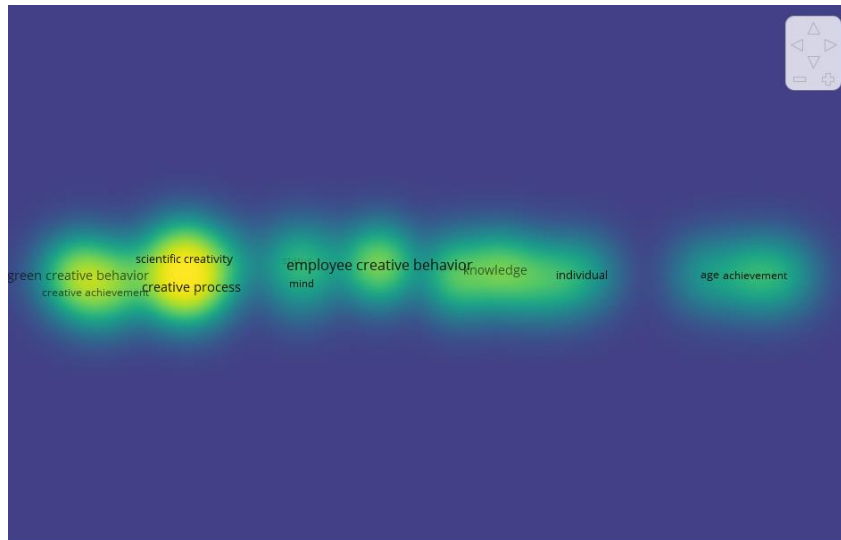


Figure 6. Density visualization

Identified keyword classification efforts

Research regarding employee creative behavior has had strong results, but the main focus this year is shifting towards "green creative behavior". The basic difference between creative behavior and green creative behavior lies in their focus. Creative behavior includes creative behavior in general, while green creative behavior is more oriented towards green or environmentally friendly solutions. For example, in the tourism industry, green creative behavior includes new ideas or solutions that support sustainability, such as using more energy efficient office equipment or marketing strategies that motivate the millennial generation to choose green products. Nevertheless, the data visualization in Figure 6 shows that the key terms "green creative" and "knowledge" have a low level of clarity, indicating the need for further research.

In other words, although green creative behavior is a major concern today, there are indications that understanding and research on this concept still needs to be improved. Further research is needed to explore and understand in more depth the relationship between green creative behavior and knowledge in a more specific context or by using a more detailed approach. Taking into account the shortcomings of the visualization presented in Figure 6, research in future years should focus on further understanding the concept of green creative behavior and how knowledge can be more effectively integrated into this context. This can provide a clearer and deeper view regarding the impact and potential of green creative behavior in the scope of organizational research and practice.

Conclusion

This research discusses creativity in scientific behavior with a focus on the development of new ideas, discoveries and innovations in the corporate world. Bibliometric analysis methods are used to evaluate literature and scientific publications in the field of library and information science. The main findings of this research indicate that organizations with a strong human resource base are more competitive and may perform better. Employee creativity is considered an important contributor to organizational success, with managers playing a role in motivating and enhancing employee creativity.

The concept of creativity is linked to proactive behavior and is considered an important contribution in a competitive business environment. Creativity is defined as producing valuable new ideas, while innovation is the success in implementing these creative ideas within the organization. This research uses bibliometric analysis to explore research trends in creative behavior. The use of VOSviewer software visualizes the main keyword relationships and groups in the literature. The results of the co-occurrence analysis of keywords formed main clusters such as "employee creative behavior," "creative process," and "green creative behavior." Overlay visualization provides insight into the evolution of research trends and focus over a specific time frame. These results can help stakeholders to understand the extent to which certain concepts in research have impact and influence. In the context of citations, concepts such as "employee creative behavior," "creative process," and "green creative behavior" have higher average citations, indicating greater impact and relevance compared to other concepts.

In conclusion, this research contributes to the understanding of creativity in scientific behavior and provides insight into research trends and the impact of certain concepts in the scientific literature. Bibliometric analysis and visualization provide a deep understanding of the development of new ideas and creativity in the corporate world.

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