

Bibliometric Study of Emerging Technology Trends in E-Commerce

Afifah Nurrosyidah

Institute of Information Management, National Cheng Kung University

Abstract

This paper presents a comprehensive synthesis of existing research on the application of various technology in the e-commerce domain while offering guidelines for management researchers to contribute to this growing research stream. To achieve this objective, an approach in bibliometric analysis was employed. The bibliometric analysis scrutinized a dataset comprising 1219 documents, revealing critical insights into the research landscape concerning technology trends in e-commerce. The findings from the bibliometric analysis reveals that the core research themes identified include business & user behavior, computer science & cybernetics, mathematics, and interdisciplinary applications. An interesting observation was the prominence of China-based institutions as leaders in this area. Additionally, most research papers concerning technology in augmented reality, blockchain, and artificial intelligence are the top emerging technology trends in e-commerce. By synthesizing these diverse strands of research, the paper provides valuable proposals for future investigations in this domain. The paper serves as an organized repository of information for practitioners, guiding them on how technology can bolster and support their e-commerce endeavors. Overall, this research aspires to empower researchers and practitioners with actionable insights and pave the way forward for fruitful advancements in the dynamic field of technology in e-commerce.

Keywords: e-commerce, technology trends, business, bibliometrics