



Mapping the Research Landscape of Product Bundling in B2B Markets: A Bibliometric Analysis

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Abstract. Product bundling, defined as the practice of combining two or more products or services into a single offering, has become an increasingly important strategy in business-to-business (B2B) markets. Despite its growing adoption, research on product bundling remains fragmented across multiple disciplines, making it difficult to obtain a comprehensive understanding of the field's development and research directions. This study employs bibliometric analysis using VOSviewer to systematically map the intellectual landscape of product bundling research. A dataset of 373 publications retrieved from Google Scholar was analyzed through keyword co-occurrence network analysis. The study examines publication trends, identifies influential publications, and explores dominant thematic clusters within the literature. The findings reveal several interconnected themes related to business strategy, bundling mechanisms, value creation, B2B relationships, and bundled offerings. The results also indicate that while product bundling research continues to expand, the analysis also followed with indication that there's growing interest in B2B product bundling, with the opportunities for further investigation. B2B-specific perspectives remain relatively underrepresented compared with consumer-oriented contexts. By providing a structured overview of the field, this study contributes to a better understanding of the evolution and thematic structure of product bundling research and highlights future opportunities for research in areas such as product-service systems, servitization, digital platforms, and value-based business models.

Keywords: Product Bundling; B2B Marketing; Product-Service Bundling; Bibliometric Analysis; VOSviewer; Research Landscape

1 Introduction

In today's industry, companies require specific strategies to compete effectively, boost revenue, strengthen customer relationships, and deliver superior customer value. One compelling strategy is product bundling, which entails combining various products, services, or a mix of both into a single offering. While traditionally associated with business-to-consumer (B2C) markets, this practice is increasingly adopted in business-to-business (B2B) contexts, where companies integrate products, services, software, and support activities to deliver more comprehensive customer solutions. As organizations shift from product-centric offerings toward integrated value propositions, bundled offerings are increasingly used to support customer solutions and product-service systems that generate long-term value, extending beyond mere individual product transactions [1-3].

The strategic relevance of product bundling is particularly evident in industries characterized by intense competition and complex customer requirements. In the telecommunications sector, for example, providers frequently combine devices, connectivity services, software applications, maintenance services, and digital solutions into integrated offerings to improve customer satisfaction and profitability [4]. Similarly, the growing adoption of product-service systems (PSS) reflects a broader transition toward solution-oriented business models, where firms seek to create superior customer outcomes through integrated product and service offerings [3].

The advancement of digital technologies has further accelerated the adoption of bundling strategies across industries. Customers increasingly prefer bundled solutions that provide compatibility, interoperability, and complementary value among products and services. As demonstrated by [5], bundling decisions are increasingly influenced by performance considerations and integrated customer experiences rather than pricing benefits alone. Consequently, product bundling has evolved into a multidisciplinary research domain encompassing marketing, operations management, information systems, supply chain management, and strategic management. Although product bundling has been extensively discussed and studied across various sectors—such as marketing, operations, and service marketing—the mapping of specific aspects, such as pricing strategies and consumer purchasing behavior, remains limited. This paper, utilizing VOSviewer for mapping, aims to identify dominant themes and future research directions in B2B product bundling. Through bibliometric analysis, the study seeks to map and provide a comprehensive overview of the thematic structure of B2B product bundling.

2 Literature Review

2.1 Conceptual Foundations of Product Bundling

Product bundling is a widely adopted marketing and pricing strategy that involves offering two or more products or services as a combined package to create additional

customer value and improve firm performance. According to [6], bundling can be categorized into pure bundling, mixed bundling, and unbundled strategies, as well as product bundling and price bundling based on the source of value creation. While product bundling creates value by integrating complementary products or services, price bundling generates value primarily through discounted pricing [7]. Previous studies suggest that bundling can enhance customer convenience, reduce search and transaction costs, increase willingness to purchase, and support the adoption of new products, thereby improving perceived value and customer satisfaction [8 – 12].

The effectiveness of product bundling is largely influenced by complementarity, risk reduction, and convenience, as customers are more likely to adopt bundled offerings when the components fit well together, reduce uncertainty, and simplify purchasing decisions [6, 11, 13]. Bundles may consist of complementary products, vertically differentiated products, independently valued products, or even substitute products, depending on the strategic objectives of the firm [6, 7]. Consequently, product bundling has evolved beyond a pricing mechanism into a strategic tool for value creation, competitive differentiation, and revenue enhancement across a wide range of industries.

2.2 Product-Service Bundling in B2B Markets

The relevance of product bundling has expanded significantly in business-to-business (B2B) markets, where organizations increasingly seek integrated solutions rather than standalone products. This trend is closely associated with servitization and the growing adoption of product-service systems (PSS), in which firms combine physical products with complementary services such as maintenance, consulting, training, software, and analytics [2]. Rather than focusing solely on transactional exchanges, bundled offerings in B2B markets aim to create long-term value and strengthen customer relationships through comprehensive solution-based approaches [1].

Recent studies demonstrate the growing importance of product-service bundling across various industries. In the telecommunications sector, bundling is widely used to optimize pricing decisions, enhance customer satisfaction, and improve profitability through integrated service offerings [4]. Similarly, industrial firms increasingly utilize bundled solutions to improve the commercial performance of product-service systems and support value-based selling strategies [3]. The rise of digital technologies has further accelerated this development, as customers increasingly prefer compatible and integrated solutions that improve operational performance and reduce complexity [5]. Despite its practical importance, research on B2B product bundling remains fragmented across servitization, industrial marketing, solution selling, and business services literature, making it difficult to obtain a comprehensive understanding of the field.

3 Methodology

3.1 Bibliometric Approach and Rationale

Bibliometric analysis is a quantitative approach used to systematically evaluate scientific publications and map the intellectual structure of a research field [14]. Through the analysis of publication trends, citation patterns, and keyword relationships, bibliometric techniques enable researchers to identify influential studies, dominant themes, and emerging research directions [15, 16]. In addition, visualization tools such as VOSviewer facilitate the exploration of relationships among publications, authors, and keywords, thereby providing insights into the development and structure of a research domain [17]. Given the multidisciplinary nature of product bundling research and the fragmented state of B2B-related studies, bibliometric analysis offers an appropriate method for synthesizing existing knowledge and identifying future research opportunities.

This study employs bibliometric analysis as its primary research method, utilizing keyword co-occurrence network analysis visualized through VOSviewer (version 1.6.19). The approach is particularly suitable for product bundling research because the literature spans multiple disciplines, including marketing, operations management, supply chain management, information systems, and industrial marketing. Accordingly, this study applies bibliometric analysis to systematically map the intellectual landscape of product bundling research.

3.2 Data Collection and Search Strategy

The literature dataset was obtained from Google Scholar. The search was conducted using a structured Boolean query combining key terms related to product bundling and the B2B market context. Key search terms included "bundling," "price bundle," "bundle," and "bundling in B2B." These terms were combined with B2B-related terms. The search for papers was conducted using Publish or Perish. The search results were then filtered to select only papers published in English; conference proceedings, theses, dissertations, books, book chapters, and non-English publications were excluded from the dataset.

The authors selected a timeframe from 2000 to 2026 to capture fundamental theoretical contributions and recent developments in digital and platform-based bundling. After applying inclusion and exclusion criteria that retained only articles directly addressing product bundling or product-service bundling relevant to organizational or B2B market contexts, a final dataset of 380 articles was compiled for bibliometric processing.

In this study, a bibliometric network visualization was constructed on June 22, 2026, using VOSviewer software. By applying a minimum keyword occurrence threshold of one, the resulting final dataset consisted of 1,031 valid keywords. Using the software's co-occurrence clustering algorithm, 51 clusters were identified, with an operational constraint requiring a minimum of two nodes (keywords) for cluster formation. Although the analysis identified 51 keyword clusters, only five primary clusters were selected for in-depth interpretation. This was because these clusters contained a large number of keywords and represented the dominant thematic structure in the literature. Smaller clusters covered relatively small and specific topics, thus making minimal contributions to the overall B2B product integration landscape.

Among these, the analysis primarily focuses on the five largest thematic clusters. For instance, the 'business' cluster comprises highly interconnected nodes such as 'value,' 'product,' 'business marketing,' and 'customer,' whereas the 'b2b' cluster is distinctly characterized by the co-occurrence of 'service,' 'value,' and 'customer.'

3.3 Analytical Procedure

The bibliometric analysis in this study followed a structured, multi-stage procedure. First, the retrieved records were cleaned and preprocessed, including standardizing keyword variants through a thesaurus file to ensure terminological consistency. Normalization is crucial for accurate co-occurrence mapping, as keyword fragmentation artificially reduces apparent thematic connectivity.

Second, the cleaned keyword data were imported into VOSviewer for co-occurrence network construction. A minimum keyword occurrence threshold was set to ensure network stability and thematic relevance, and a minimum keyword occurrence threshold of one was set to retain all valid keywords in the network. This approach ensured a comprehensive representation of the conceptual landscape of product fusion research. The resulting network was visualized using VOSviewer's style-based layout algorithm, which positions keywords so that keywords with stronger co-occurrence links are placed closer together. Node size reflects keyword frequency, edge thickness reflects co-occurrence strength, and color indicates cluster membership as determined by VOSviewer's modularity-based clustering algorithm.

Third, the resulting keyword co-occurrence maps were interpreted through a systematic qualitative analysis of cluster membership, node centrality, and inter-cluster connectivity. Each identified cluster was labeled based on the thematic coherence of its constituent keywords and its relationship to the broader clustering literature. This interpretation was grounded in the theoretical background established in Section 2, ensuring that the bibliometric findings were contextualized within the existing conceptual framework.

4 Results

4.1 Bibliometrics Result

Based on data retrieved from Google Scholar through Publish or Perish, a total of 380 articles were identified and analyzed. Based on data retrieved from Google Scholar through Publish or Perish, research in this area exhibited a fluctuating publication trend between 2000 and 2026. The highest volume of publications was recorded in 2011 and 2022, with 22 journal articles each, while the lowest was observed in 2000 with 5 journal articles, as presented in Table 1.

Table 1. Development of B2B Bundling Research Publications

Publication Year	Total	Publication Year	Total
2000	5	2014	9

2001	11	2015	16
2002	18	2016	15
2003	11	2017	16
2004	8	2018	19
2005	13	2019	14
2006	10	2020	20
2007	14	2021	13
2008	9	2022	22
2009	14	2023	21
2010	8	2024	14
2011	22	2025	15
2012	19	2026	8
2013	9		

Source : *Publish or Perish* (2026)

As illustrated in Table 1, publication activity has fluctuated throughout the period from 2000 to 2026. The number of publications per year varies, showing both increases and decreases. For example, there was a gradual increase between 2016 and 2018; 15 publications were recorded in 2016, followed by an increase of one publication in subsequent years. However, the number of publications decreased to 14 in 2019, before rebounding to 20 in 2020. Despite this fluctuating trend, research on this topic continues to attract academic attention, indicating continued academic interest in this area. At the time of this data collection, the number of publications for 2026 reflected partial year data obtained on June 22, 2026. Therefore, the lower number of publications should not be interpreted as a decline in research activity, but rather as a consequence of an incomplete publication year. The annual growth of publications on B2B bundling is presented in Figure 1.

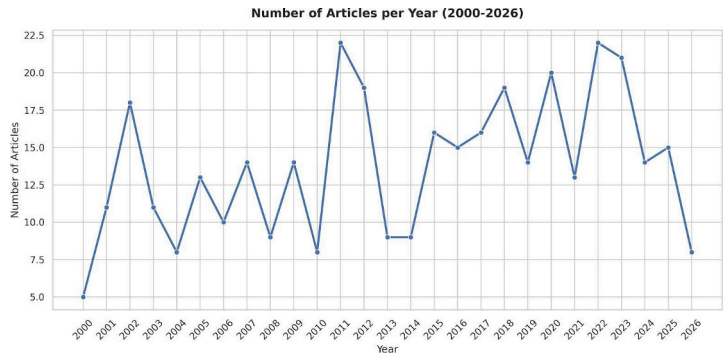


Figure 1 Development of B2B Bundling research publications

The most highly cited publications related to product bundling are presented in Table 2.

Table 2. *Most Cited Publications in the Retrieved Dataset*

No	Citation	Title	Source	Year
1	2121	Rethinking customer solutions: from product bundles to relational processes	Sagepub	2007
2	1716	B2B Brand Management	Springer	2006
3	7012	Service quality, relationship satisfaction, trust, commitment and business-to-business loyalty	Emerald	2007
4	1541	Customer experience challenges: bringing together digital, physical and social realms	Emerald	2018
5	1533	Exploring the phenomenon of customers' desired value change in a business-to-business context	Sagepub	2002

Sources : *Publish or Perish* (2026)

As shown in Table 2, the most cited publications relate to broader themes related to customer solutions, relationship management, service quality, customer experience, and B2B value creation. Based on the data above, we can see that some of the cited publications do not specifically focus on product bundling; instead, they also provide a broader theoretical foundation on B2B marketing, customer relationship

management, and value creation that significantly influences the development of product bundling research.

Table 3. Top Publication Sources in Product Bundling Research

No	Publication Name	Total
1	Springer	50
2	Elsevier	47
3	Emerald	33
4	Sagepub	29
5	Taylor & Francis	18
6	IEEE Xplore	15
7	Aisel	11
8	Pubsonline	11
9	books.google.com	9
10	researchgate.com	8

Source : *Publish or Perish* (2026)

Table 3 shows the ten most productive publication sources. Springer ranks first with 50 publications, followed by Elsevier with 47 articles, Emerald with 33 articles, Sagepub with 29 articles, Taylor & Francis with 18 articles, IEEE Xplore with 14 publications, Aisel with 11 articles, Pubsonline with 11 articles, books.google.com with 9 publications, and the researchgate.com with 8 publications. These findings indicate that product bundling research is disseminated through a diverse range of academic publication sources, reflecting broad scholarly interest in the field.

4.2 Network Visualization of Product Bundling Research

The intellectual structure of product bundling research was analyzed and visualized using VOSviewer version 1.6.19. A text-based bibliometric mapping approach was employed to identify the conceptual relationships among keywords and to examine the evolution of research themes within the field. The resulting network visualization is presented in Figure 2.

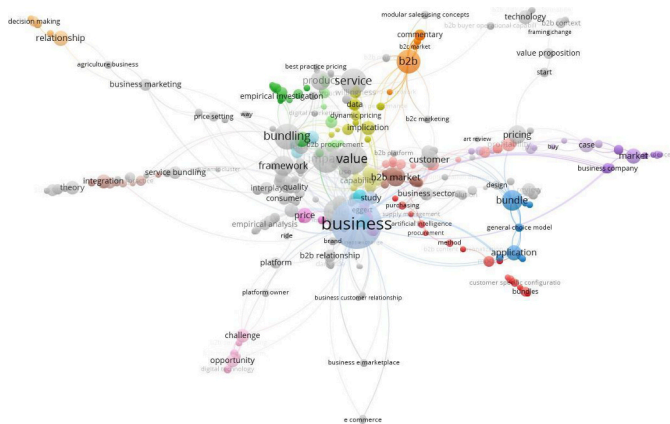


Figure 2. *Network visualization of b2b bundling*

Based on Figure 2, the network visualization map illustrates the co-occurrence structure of dominant keywords in the business-to-business (B2B) merger research landscape. The nodes are partitioned into distinct color-coded clusters reflecting specific sub-themes, particularly highlighting the strong core integration between “bundling,” “pricing,” and “business markets.” The structural distance between specific nodes reveals semantic proximity within the research field, indicating that product bundling and pricing remain central themes in the literature. Thick connecting lines between central keywords indicate high link strength, indicating strong and frequent thematic associations across multiple study boundaries. In contrast, more peripheral terms exhibit weaker linkages, indicating fragmented or highly specific research lines that remain largely isolated from mainstream theoretical frameworks. Overall, the network structure demonstrates strong thematic connections between pricing-related concepts and strategic merger research in the broader literature.

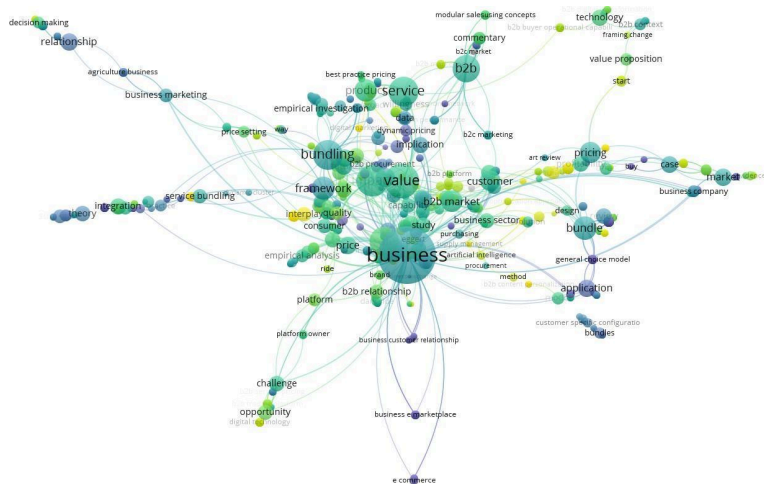


Figure 3. *Overlay visualization of b2b bundling*

Figure 3 presents an overlay map and presents the chronological evolution of scientific terminology in the B2B bundling domain over the specified time period. The color gradient represents the average publication year for each keyword; blue-green nodes indicate earlier research themes, while yellow nodes represent more recent topics. Research from the beginning of the data collection period focused on pricing, purchasing behavior, and relationship marketing, reflecting the traditional emphasis on transaction-oriented bundling strategies. Newer keywords—such as digitalization, business model innovation, and value-based selling—appear in the yellow spectrum, indicating increasing research interest in digital technology-enabled and solution-oriented business models. This evolution suggests that research on B2B product bundling is gradually shifting from a focus on pricing to broader themes, such as digital transformation and value creation.

The density map identifies thematic concentration and research intensity around specific keywords in the B2B bundling literature. Highly saturated and concentrated areas around terms like "bundling," "pricing," and "business-to-business" indicate areas that have received relatively greater academic attention in the literature. The brightness and density of these central zones suggest that core transaction mechanisms and bundle pricing strategies have been frequently examined in previous studies. Conversely, rapidly fading margins and dimly lit peripheral areas indicate significant literature gaps, particularly where bundling intersects with specific strategic executions or emerging global market dynamics. These areas appear underrepresented in the current literature and may provide opportunities for future research. Scholars can leverage this density distribution to identify underresearched areas, thus strategically positioning future investigations to bridge these apparent knowledge gaps.

5. Clustering Results

5.1. Cluster 1: Business Cluster

The "Business" cluster represents a prominent thematic area within the VOSviewer network map, focusing heavily on macro-level commercial environments and organizational frameworks. This cluster aggregates keywords associated with broad market dynamics, corporate structures, and overarching operational environments where transactions take place. The structural positioning of this node suggests that business-level contexts are closely associated with discussions of strategic product combinations. Strong link intensities suggest close relationships between corporate strategies and operational bundling practices. Consequently, literature within this thematic group provides contextual insights into how macroeconomic and organizational factors influence bundling decisions.

5.2. Cluster 2: Bundling Cluster

The "Bundling" cluster reflects a major research theme in the analyzed literature, capturing the strategic mechanics of aggregating multiple product or service components. Nodes embedded within this cluster emphasize the operational, legal, and structural methodologies utilized by firms to design multi-item offerings. The high co-occurrence density of this theme indicates that bundling is frequently examined as a strategic mechanism within pricing and marketing research. Strong interconnected lines with pricing mechanics indicate that the physical or digital integration of products cannot be decoupled from strategic tariff structures. Thus, this cluster highlights a well-consolidated body of research dedicated to optimizing the architectural design of diverse commercial portfolios.

5.3. Cluster 3: Value Cluster

The "Value" cluster encapsulates the relationship-driven and benefit-centric paradigm of modern business-to-business transactions within the network map. Keywords in this group focus intensely on value creation, co-creation, solutions-oriented selling, and long-term customer relationship management. The evolution of this cluster, as seen in the broader literature, suggests increasing scholarly attention away from rigid product-centric architectures toward dynamic, service-dominant logic. Its strategic linkages with specific bundling mechanisms demonstrate that modern corporations increasingly discuss bundled solutions in relation to value creation and integrated customer offerings rather than solely cost reduction. Therefore, this thematic cluster highlights how corporate configurations are increasingly discussed in relation to customer satisfaction and competitive advantage.

5.4. Cluster 4: B2B Cluster

The "B2B" cluster delineates the specific organizational boundaries and industrial transaction channels that characterize the entire dataset. This cluster centralizes concepts related to inter-firm dynamics, industrial buying behavior, procurement complexities, and multi-stakeholder decision-making units. The prominent centrality of this node indicates that a substantial portion of the literature focuses on organizational and industrial market contexts characterized by the unique requirements of professional and high-volume market settings. Robust connections between this cluster and corporate capability nodes suggest that the literature frequently associates bundling practices with organizational capabilities and formalized sales processes. Ultimately, this thematic domain isolates the distinct operational complexities that differentiate organizational purchasing from standard consumer-facing market behaviors.

5.5. Cluster 5: Bundle Cluster

The "Bundle" cluster centers on the specific tangible or digital output configurations resulting from corporate aggregation strategies. This specific group concentrates on the final product-service combinations, package structures, and the concrete offerings presented to the target market. The proximity of this cluster to individual transaction elements illustrates the precise tactical execution of pricing and design theories at the product level. Close alignment with buyer choice models indicates that the composition of the package directly impacts supplier selection and organizational purchasing decisions. In summary, this cluster represents the empirical focal point where theoretical strategic designs materialize into concrete market offerings within industrial ecosystems.

5.6. Inter-cluster Connectivity and Network Structure

This bibliometric network depicts an interconnected thematic structure in which the identified clusters function as highly interdependent components rather than isolated research streams. Through keyword co-occurrence analysis, we observe that the underlying Business and Bundling clusters form a dense central area within the network and exhibit strong connections with other thematic clusters. This central core serves as a key hub, establishing strong connectivity with the Value and B2B clusters to create an integrated theoretical framework. Furthermore, the systematic proximity between these clusters suggests that contemporary bundling strategies have evolved beyond basic pricing mechanisms to complex, solution-oriented value propositions. This convergence suggests that product bundling research is increasingly intersecting with multiple disciplinary perspectives. It needs to integrate organizational strategy with operational execution to meet modern market demands.

Beyond the central core, the sparse connectivity observed in peripheral thematic zones reveals important opportunities for future research expansion and theoretical integration. These emerging areas, particularly those involving digital innovation and specific industry applications, currently remain disconnected from established mainstream literature. Future studies can help bridge this structural gap by fostering interdisciplinary dialogue between established economic theory and emerging digital business paradigms. Future empirical studies should focus on activating these latent connections to build a stronger and more cohesive knowledge base within B2B markets. Ultimately, the network structure highlights that despite its established intellectual foundations, the field remains dynamic and poised for significant conceptual evolution.

6. Conclusion, Limitations and Future Research

This study employed bibliometric analysis using VOSviewer to map the intellectual landscape of product bundling research. The findings indicate that product bundling has evolved into a multidisciplinary research domain spanning marketing, strategic management, digitalization, sustainability, and business model innovation. The keyword co-occurrence analysis identified five thematic clusters, highlighting the diverse perspectives through which product bundling has been examined and demonstrating the growing complexity of the field.

The analysis further reveals that B2B-specific perspectives remain relatively underrepresented compared to consumer-oriented contexts, despite the increasing adoption of bundled offerings in industrial and service markets. This finding suggests significant opportunities for future research in areas such as product-service systems, solution selling, servitization, digital platforms, and value-based business models.

Future studies may also explore how emerging technologies, including artificial intelligence and digital ecosystems, influence the design and effectiveness of bundled offerings in B2B environments. The overlay and density visualizations suggest several emerging opportunities for future research, particularly in areas related to digital platforms, artificial intelligence-enabled bundling, servitization, ecosystem-based offerings, and value-based business models. These themes appear to be gaining increasing scholarly attention and may represent promising directions for advancing B2B product bundling research.

Overall, this study has several limitations. First, the bibliometrics analysis data derived using Publish or Perish, this means that even if it has broad coverage however the relevant publications might not be captured at all. Second, the screening criteria. The dataset was retrieved depending on the selected search strategy and screening criteria, which might include the publications from broader BB marketing literature that related to the product bundling. Third, the result of the keyword network and cluster structure were influenced by the selected bibliometrics parameters. Finally, this study focused on publication metadata and keyword co-occurrence rather than the full content of individual articles. Future studies are encouraged to incorporate multiple databases, refine search strategies, and combine bibliometric analysis with systematic literature reviews or qualitative content analysis to provide a more comprehensive understanding of B2B product bundling research.

Disclosure of Interests. The authors have no competing interests to declare that are relevant to the content of this article.

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