



## RESEARCH ARTICLE

Section: *Culture, Media & Film***Mapping the global landscape of research on cultural values and moral values: A bibliometric analysis of research evolution and collaboration networks**Saefudin Saefudin<sup>1</sup>, Hasni Dyah Kurniawati<sup>1</sup>, Azmi Muhammad Islam<sup>2\*</sup>, Sang Ayu Putu Piastini Gunaasih<sup>3</sup>, Puspa Ratri Prajnasari<sup>4</sup>, Rino Purnomo<sup>5</sup>, Fulgentius Adelbertus Dole<sup>6</sup>, Elizabeth Nabitha Ezmeralda Rihi<sup>6</sup> & Dhino Suprayogo<sup>7</sup><sup>1</sup>Program Studi Bisnis Digital, Fakultas Komunikasi dan Bisnis, Universitas Muhammadiyah Karanganyar, Indonesia<sup>2</sup>Department of Management, Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta, Indonesia<sup>3</sup>Faculty of Business and Economics, Universitas Atma Jaya Yogyakarta, Indonesia<sup>4</sup>Faculty of Vocational Studies, Brawijaya University, Indonesia<sup>5</sup>Master of Engineering, Faculty of Science, Engineering and Technology, The University of Adelaide, Australia<sup>6</sup>Master of Education, Faculty of Art, Business, Law and Economics, The University of Adelaide, Australia<sup>7</sup>Program Studi Manajemen, STIE Muhammadiyah Tuban, Indonesia.\*Correspondence: [azmi.muhammad@umy.ac.id](mailto:azmi.muhammad@umy.ac.id)**ABSTRACT**

Alongside increasing globalization, digitalization, and social change, research on cultural and moral values has grown rapidly. This study aims to map the development of literature in this field using a mixed-methods bibliometric approach. Data were obtained from the Scopus database for the period 1968–2025 and analyzed using RStudio, Biblioshiny, and VOSviewer to identify publication trends, academic collaboration networks, thematic clusters, and research gaps. The analysis results reveal a consistent increase in publications, with international collaboration among the United States, China, and Southeast Asian countries serving as the primary drivers of cross-cultural knowledge exchange and interdisciplinary research development. Three main clusters were identified: the development of basic concepts of cultural and moral values, education and internalization of values in social and gender contexts, and the influence of technology and contemporary social changes on the formation of intergenerational morality. Despite the growth in publications, research on emerging topics such as the influence of social media, big data, and cultural-moral interactions in the digital age remains limited. These findings underscore the importance of interdisciplinary approaches and cross-national collaboration in broadening the understanding of cultural and moral values. This study provides a systematic contribution to the academic landscape of this field and highlights opportunities for further research that is more adaptive, inclusive, and responsive to the social and cultural dynamics of modern global societies.

**KEYWORDS:** cultural values, moral values, bibliometric analysis, international collaboration, interdisciplinary**Research Journal in Advanced Humanities**

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## 1. Introduction

Cultural values and moral values are two fundamental concepts that serve as the basis for understanding human behavior, social systems, and ethical dynamics across various life contexts. Both play a crucial role in shaping individual and collective behavior, influencing decision-making, and determining the standards by which societies evaluate what is right or wrong, good or bad, and appropriate or inappropriate in social interactions (Tobler et al., 2008). Their interaction creates a normative framework that guides social stability, maintains harmony among individuals and groups, and forms the foundation for the development of societal identity and character. Conceptually, cultural values refer to the set of beliefs, norms, and principles that are inherited and internalized by members of a society to regulate behavior and maintain social identity (Hofstede, 2011). These values guide how individuals within a culture think, behave, and evaluate others (Donohue, 2022). Cultural value variations exist across societies and are influenced by factors such as socioeconomic status, religion, and multicultural experiences (Lange & Lange, 2010). These values also shape individual actions and creativity in goal setting and behavioral design, including aspects of productivity and consumer behavior (Martin & Phiri, 2023; Krivokapic & Ceranic, 2014).

Moral values relate to beliefs that provide guidance for individuals to act rightly in specific roles or live a moral life in general. These values influence ethical attitudes and behaviors, such as reduced tolerance for cheating and increased commitment to fairness in competition (Syarifatunnisa et al., 2025). Moral values interact with situational factors and personal values, thereby affecting ethical decision-making across various contexts (Fritzsche & Oz, 2007). In this case, both play an important role in shaping human behavior and decision making.

Cultural values provide a framework for understanding social norms and expectations, while moral values offer standards for evaluating right and wrong (Tobler et al., 2008). Their relevance spans multiple disciplines. In management and business, they influence governance practices, ethical behavior, and corporate social responsibility (Wang & Li, 2018; Williams, 2011). In education, cultural and moral values contribute to character development, academic ethics, and multicultural awareness (Arizona et al., 2025; Purwaningsih & Ridha, 2024). In engineering and applied professions, these values underpin professional practices oriented toward social welfare and environmental sustainability (Clancy et al., 2025; Monteiro, 2024). Even within social sciences and the humanities, cultural and moral values serve as analytical frameworks for understanding social change, identity construction, and political and religious dynamics (Maltseva et al., 2023; Carneiro et al., 2021)

Although studies on these two concepts have expanded rapidly, the literature addressing the relationship between cultural and moral values remains fragmented. Existing research is dispersed across various disciplines, employs diverse conceptual and methodological approaches, and is often not systematically interconnected. This fragmentation limits the understanding of intellectual evolution, research directions, and patterns of scientific collaboration shaping the field. Therefore, a bibliometric approach is needed to integrate findings across disciplines such as accounting, management, education, and civil engineering, in order to comprehensively map the development and conceptual relationships between cultural and moral values in a global context.

Bibliometric analysis enables a systematic examination of publication trends, citation levels, author collaboration networks, and thematic linkages across disciplines using indexed databases such as Scopus or Web of Science (Donthu et al., 2021). This approach can trace topic evolution, identify conceptual clusters, and map the longitudinal development of knowledge. Accordingly, this study aims to map the global research landscape of cultural and moral values using a bibliometric approach. Specifically, this study seeks to address the following research questions:

RQ1: What are the trends in publication and citation related to cultural and moral values over the past two decades?

RQ2: Which countries and institutions contribute most to academic publications on cultural and moral values?

RQ3: What are the patterns of cross-national and interdisciplinary scientific collaboration in research on cultural and moral values?

RQ4: What are the main research themes and emerging topics in the literature on cultural and moral values based on keyword analysis and bibliometric visualization?

This study is expected to provide both conceptual and methodological contributions to understanding how cultural and moral values are studied, linked, and developed across disciplines. The mapping results are anticipated to serve as a foundation for future research that is more integrative and interdisciplinary, enhancing our understanding of human values in a global context.

## 2. Research Methods

This study employs a mixed-methods bibliometric analysis, a hybrid research approach that combines quantitative and qualitative techniques to provide an in-depth understanding of the research landscape in a specific field (Donthu et al., 2021). This approach enables researchers to analyze publication patterns, citation trends, scientific collaboration networks, and thematic evolution through data-driven visual mapping. VOSviewer and RStudio (Biblioshiny) software were used to facilitate data analysis and visualization, including the identification of key keywords, collaboration maps among authors and countries, and the clustering of interrelated research themes.

The data source for this study was the Scopus database, the largest indexing and citation database in the world with extensive global and regional coverage. Scopus was chosen due to its high-quality data, ensured through a rigorous content selection process, periodic evaluations by independent panels, and continuous quality assurance systems (Baas et al., 2020). The data search covered publications from January 1, 1968, to October 22, 2025, using the keywords “Cultural Values” and “Moral Values.” All retrieved data were further analyzed using bibliometric software.

The literature search followed the Scientific Procedures and Rationales for Systematic Literature Reviews (SPAR-4-SLR) approach developed by Paul et al. (2021). This approach provides a systematic and comprehensive guideline for conducting literature reviews, addressing the what, why, when, where, who, and how of the research process, and ensuring transparent and accountable article screening and selection (Innocenti et al., 2022; Paul et al., 2021). The screening process was conducted in stages. The initial search yielded 117 documents. After limiting the search to specific subject areas (Social Sciences, Arts and Humanities, Psychology, Medicine, Business, Management and Accounting, and Economics, Econometrics and Finance), 109 unique documents remained. Based on document type, the selection was focused on journal articles, book chapters, and reviews, resulting in 105 documents meeting the academic criteria. Finally, restricting the publications to English-language documents yielded 92 publications, which became the primary focus of the analysis due to their higher international comparability. The final dataset analyzed in this study consists of 92 publications.

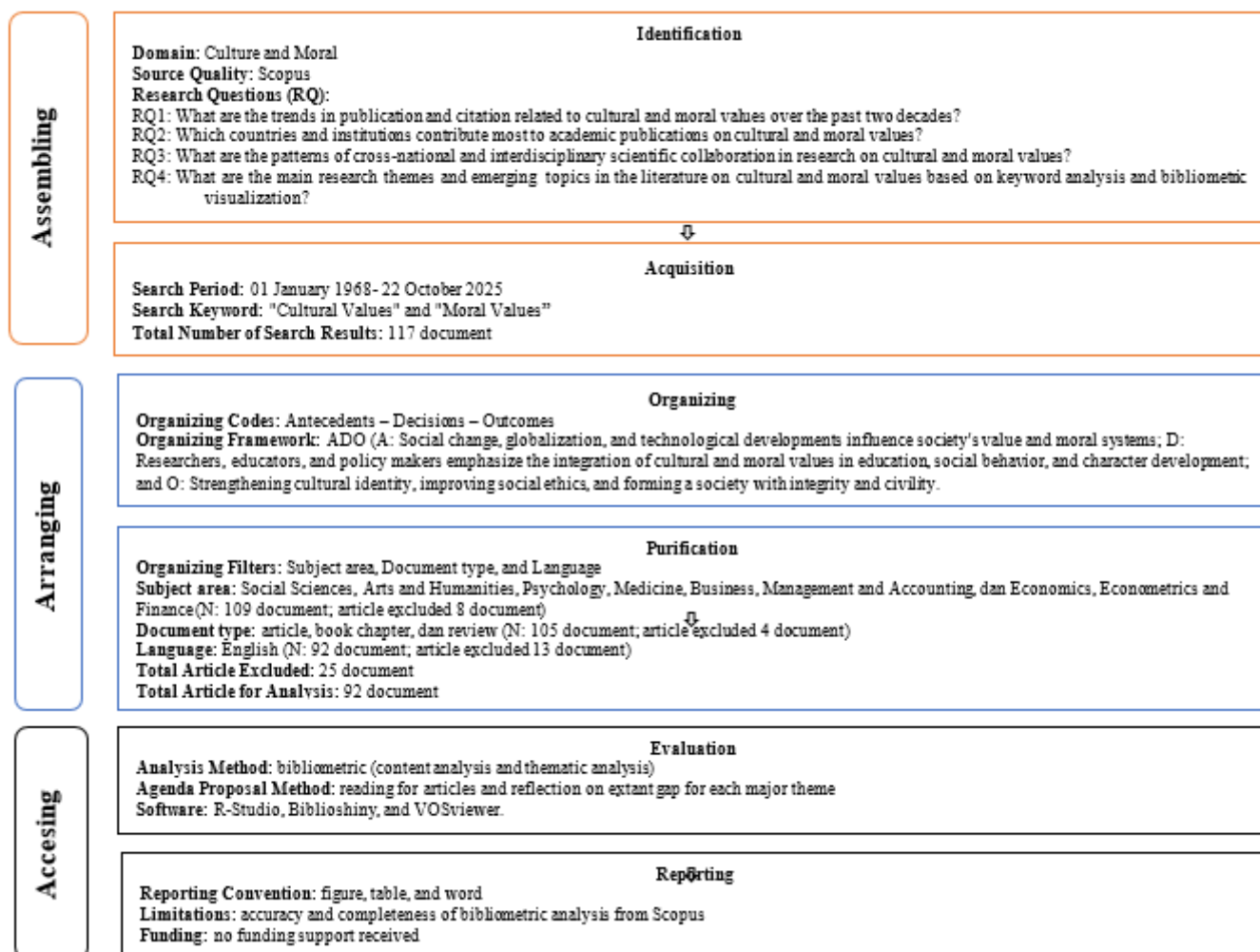


Figure 1. SPAR-4 SLR Framework

Source: Paul et al. (2021)

### 3. Results and Discussion

#### 3.1 Data Characteristics

The bibliometric analysis of research on cultural values and moral values reveals a consistent and growing trend from 1968 to 2025. Of the 92 identified documents, this study encompasses 78 sources, including scientific journals, books, and conference proceedings. According to Table 1, the annual growth rate of publications reached 4.46%, reflecting increasing academic interest in cultural and moral values across various social, economic, and ethical contexts. The average age of the documents is 7.54 years, indicating that most research in this field is relatively recent and still relevant to contemporary academic discourse. Each document received an average of seven citations, demonstrating a moderate level of visibility and scholarly impact within the research community. Additionally, the collection includes 834 references, highlighting the depth of literature underpinning the development of theories and methodologies related to cultural and moral values.

**Table 1.** Data Characteristics

Description	Results
Timespan	1968:2025
Sources (Journals, Books, etc)	78
Documents	92
Annual Growth Rate %	4.46
Document Average Age	7.54
Average citations per doc	7
References	834
Authors	296

Academic participation in this field is also extensive, with 296 authors from diverse countries and disciplines contributing to the literature. This indicates growing cross-disciplinary and cross-national collaboration in examining the values that shape human behavior and social norms. These findings confirm that studies on cultural and moral values remain a dynamic and relevant area of research, with substantial potential to enrich understanding of ethical and cultural dimensions in the era of globalization, while also opening opportunities for further interdisciplinary research that is adaptive to social and technological changes.

#### 3.2 Growth in number of publications and citations

As part of the bibliometric analysis, annual publication trends were examined to assess the development of academic interest in cultural values and moral values. Figure 2 illustrates the dynamics of publications on these topics from 1968 to 2025. Overall, the publication trend shows a consistent increase, particularly over the past five years. In the early period, the number of publications was very limited—for example, only one document was published in 1968, 1999, and the early 2000s—but began to rise significantly after 2019. A notable surge occurred in 2025, with 12 publications, reflecting growing academic attention to the study of cultural and moral values in increasingly complex and global social contexts.

Regarding citations, the trend exhibits a different pattern. Early publications, such as those in 2004 and 2005, had higher average citations per year (0.7 and 1.2), indicating a relatively strong influence on the foundational literature in this field. In contrast, more recent publications, particularly after 2020, tend to have lower average annual citations (approximately 0.6–1.1), which is understandable given the shorter accumulation period for newer articles. These findings suggest that although the number of publications has increased significantly, achieving greater scholarly impact requires more time and deeper investigation. Therefore, the trend reflects a healthy and sustainable evolution in research on cultural and moral values, both in terms of publication volume and the direction of scholarly influence.

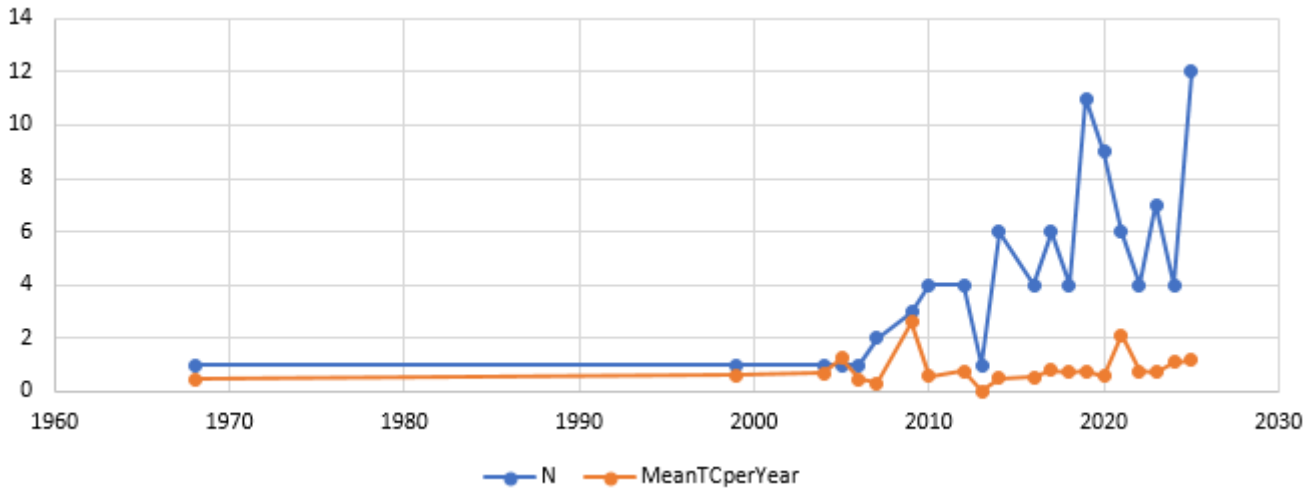


Figure 2. Growth Trends in the Number of Publications and Citations

### 3.3 Analysis of the most contributing countries and affiliations

The geographic distribution of research on cultural values and moral values reveals a diverse and globally dispersed scientific landscape. According to the data in Table 2, both developed and developing countries contribute to research output, although the United States clearly leads in terms of both quantity and scholarly impact. With 18 publications, the United States not only produces a large research volume but also demonstrates high academic influence, reaffirming its position as a major hub in this field. Similarly, European countries such as the United Kingdom, with six publications, continue to play a significant role, reflecting a strong academic presence and potential for international collaboration.

Table 2. Top Ten Countries Contributing to Publications

No	Country	Region	H Index	N Production
1	United States	Northern America	3213	18
2	Indonesia	Asiatic Region	349	11
3	China	Asiatic Region	1455	9
4	Russian Federation	Eastern Europe	806	7
5	Malaysia	Asiatic Region	559	6
6	United Kingdom	Western Europe	2048	6
7	South Africa	Africa	702	4
8	Australia	Pacific Region	1475	3
9	Kazakhstan	Asiatic Region	183	3
10	Nigeria	Africa	340	3

Meanwhile, countries in the Asian region, including China, Indonesia, and Malaysia, are increasingly active contributors. China, with nine publications, shows substantial research capacity, while Indonesia and Malaysia, despite having fewer publications (11 and 6, respectively), demonstrate growing academic engagement in exploring cultural and moral dimensions. African countries, including South Africa and Nigeria (6 publications), also contribute to the global research landscape, offering diverse perspectives despite lower publication volumes. This distribution illustrates a trend toward a more inclusive and internationally collaborative research environment, in which countries with developing research capacities gradually expand their influence alongside traditional research hubs, thereby enriching the global understanding of cultural and moral values.

As a further step to strengthen understanding of the research landscape on cultural values and moral values, an additional analysis was conducted to examine publication contributions based on institutional affiliations. This approach aims to identify the most productive academic institutions in the field, providing insights into key research centers and the distribution of scientific capacity at the institutional level. Affiliation-

based analysis also enables the tracing of inter-institutional collaboration patterns and the involvement of organizations across different geographic regions, highlighting the dynamics of globalization and inclusivity in research on cultural and moral values.

According to Table 3, the top ten affiliations demonstrate the significant role of institutions from various regions. Kazan Federal University in Russia ranks first with 18 publications, affirming its leading position in Eastern Europe. Universitas Negeri Malang in Indonesia (11 publications) and James Cook University in Australia (9 publications) indicate substantial contributions from the Asia-Pacific region. Other institutions, such as Hunan Normal University (China), Russian State Social University (Russia), Abai Kazakh National Pedagogical University (Kazakhstan), as well as several universities in Indonesia, including Universitas Slamet Riyadi and Institut Seni Indonesia Yogyakarta, reflect the diversity of research sources from developing countries. Meanwhile, California State University in the United States underscores the continued role of institutions from developed countries within the global research network. This distribution highlights that research development on cultural and moral values is no longer led solely by institutions in developed nations but increasingly involves institutions worldwide, reinforcing inclusivity and international collaboration.

**Table 3. Top Ten Affiliations Contributing to Publications**

No	Affiliation	Country	Region	H Index	N Production
1	Kazan Federal University	Russian Federation	Eastern Europe	13	18
2	Universitas Negeri Malang	Indonesia	Asiatic Region	12	11
3	James Cook University	Australia	Pacific Region	7	9
4	Hunan Normal University	China	Asiatic Region	6	7
5	Russian State Social University	Russian Federation	Eastern Europe	5	6
6	Abai Kazakh National Pedagogical University	Kazakhstan	Asiatic Region	4	6
7	Universitas Slamet Riyadi	Indonesia	Asiatic Region	4	4
8	California State University	United States	Northern America	3	3
9	Institut Seni Indonesia Yogyakarta	Indonesia	Asiatic Region	3	3
10	L.N. Gumilyov Eurasian National University	Kazakhstan	Asiatic Region	3	3

### 3.4 Collaboration of Countries Analysis

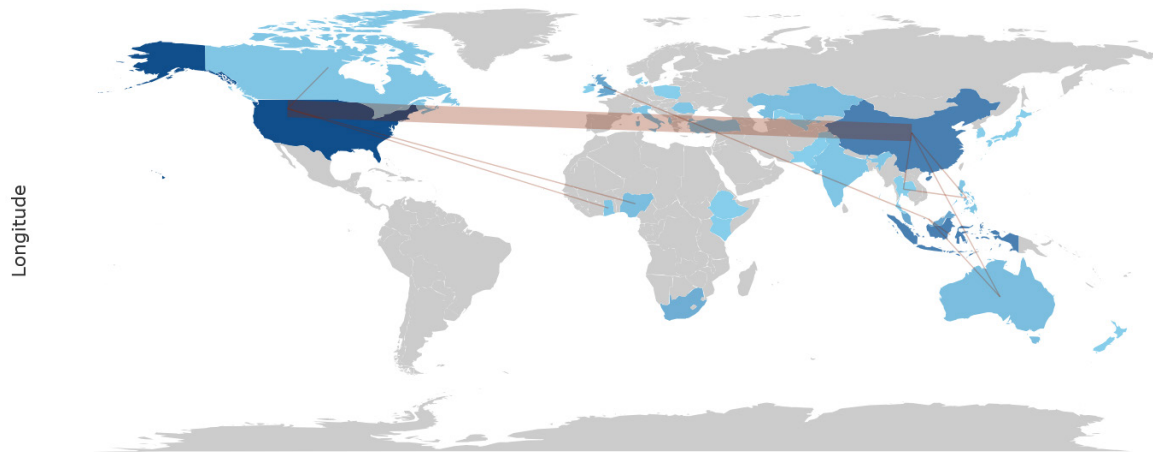
Cross-national collaboration plays a crucial role in enhancing global understanding of cultural values and moral values. Table 4 presents patterns of international cooperation, highlighting the active involvement of various countries in examining the relationship between cultural and moral values across different social contexts. The United States and China stand out as countries with the highest intensity of collaboration, recording four and three cross-national collaborations, respectively. The United States collaborated with China (n = 2), as well as Canada and Ghana (n = 1), reflecting its commitment to developing universal ethical perspectives amidst diverse cultural and social contexts.

China demonstrates broad engagement through collaborations with Australia, the Philippines, and Thailand (each n = 1). This pattern underscores China’s strategic position within the global research network, emphasizing the integration of Eastern cultural values—such as social harmony, collectivism, and respect for community—with universal moral principles, including justice, equality, and social responsibility. Meanwhile, Malaysia recorded two international collaborations with Australia and the United Kingdom (n = 1), illustrating its role in bridging moral and cultural values across religious and ethnic contexts and strengthening academic dialogue between Asia and the West in the study of values.

Additionally, several Southeast Asian countries show meaningful participation. Indonesia collaborated with Malaysia (n = 1), highlighting a regional focus on reinforcing morality grounded in Malay-Islamic cultural values and social harmony. The Philippines collaborated with Thailand (n = 1), indicating joint efforts to examine local cultural values and their contribution to social morality, particularly in education and community relations. This study identified 11 cross-national collaborations. While most are centered around major research hubs such as the United States and China, the contributions of Southeast Asian countries enrich diversity and broaden global understanding of cultural and moral values in both academic and public policy domains.

**Table 4.** Country Collaborations

No	From	To	Frequency
1	United States	China (2); Canada & Ghana (1)	4
2	China	Australia, Philippines & Thailand (1)	3
3	Malaysia	Australia & United Kingdom (1)	2
4	Indonesia	Malaysia (1)	1
5	Philippines	Thailand (1)	1
	<b>Total</b>		<b>11</b>



**Figure 3.** Country Collaboration

These findings underscore the importance of cross-national collaboration in promoting more innovative, inclusive, and contextually grounded approaches to the study of cultural and moral values. Previous research, such as that conducted by Duarte et al. (2025); Wang et al. (2024); and Alamah et al. (2023), demonstrates that international collaboration significantly enhances academic impact, including citation counts and scholarly reputation, compared to publications authored solely within a single country. Such collaborations enable the integration of diverse expertise, disciplines, and cultural backgrounds, enriching both theoretical and methodological frameworks for understanding the formation, internalization, and application of cultural and moral values across various social contexts (Thelwall et al., 2024).

Research on cultural and moral values indicates that global cooperation plays a crucial role in expanding knowledge networks and incorporating cross-cultural perspectives in the study of ethics, social responsibility, and interpersonal as well as international harmony. International collaboration motivates scholars to identify both similarities and differences in value systems and to formulate ethical frameworks that are universal yet adaptable to socio-cultural contexts. This cross-national synergy fosters the development of education, social policies, and cultural practices that are equitable and respectful of value diversity, while simultaneously strengthening global dialogue on morality, humanity, and tolerance in an increasingly interconnected world.

### 3.5 Keyword co-occurrences análisis

The research landscape on cultural and moral values demonstrates an increasingly interdisciplinary development, integrating perspectives from psychology, sociology, education, and cultural studies. Based on keyword co-occurrence analysis using VOSviewer, Figure 3 identifies three main clusters that map the intellectual structure of this field. These clusters reflect the interconnections between culture, morality, and social dynamics in shaping individual and collective behavior across various societal contexts.

The first cluster (red) centers on the themes of morality and cultural values, highlighting topics such as ethics, social change, communication, and the influence of digital media on moral value formation. This theme illustrates how moral understanding evolves alongside technological advancement and social transformation, particularly in countries such as China and Ghana, where family systems and socio-cultural transmission play

a critical role in the adaptation of moral values.

Research focus then shifts toward cultural values and moral education, represented by the blue cluster, which addresses issues such as cultural relativism, citizenship, gender, and education. Studies in this cluster generally examine how cultural frameworks shape moral reasoning, civic identity, and the development of moral competence in various social and educational environments. The third cluster (green) acts as a bridge between the two, emphasizing values, family roles, and moral development in adolescents. This cluster highlights the relationships among parents, youth, and gender differences in the internalization of cultural and moral norms. The network visualization underscores both the complexity and global scope of research on cultural and moral values, while emphasizing the importance of cross-cultural dialogue to build adaptive and inclusive ethical frameworks in a connected global society.

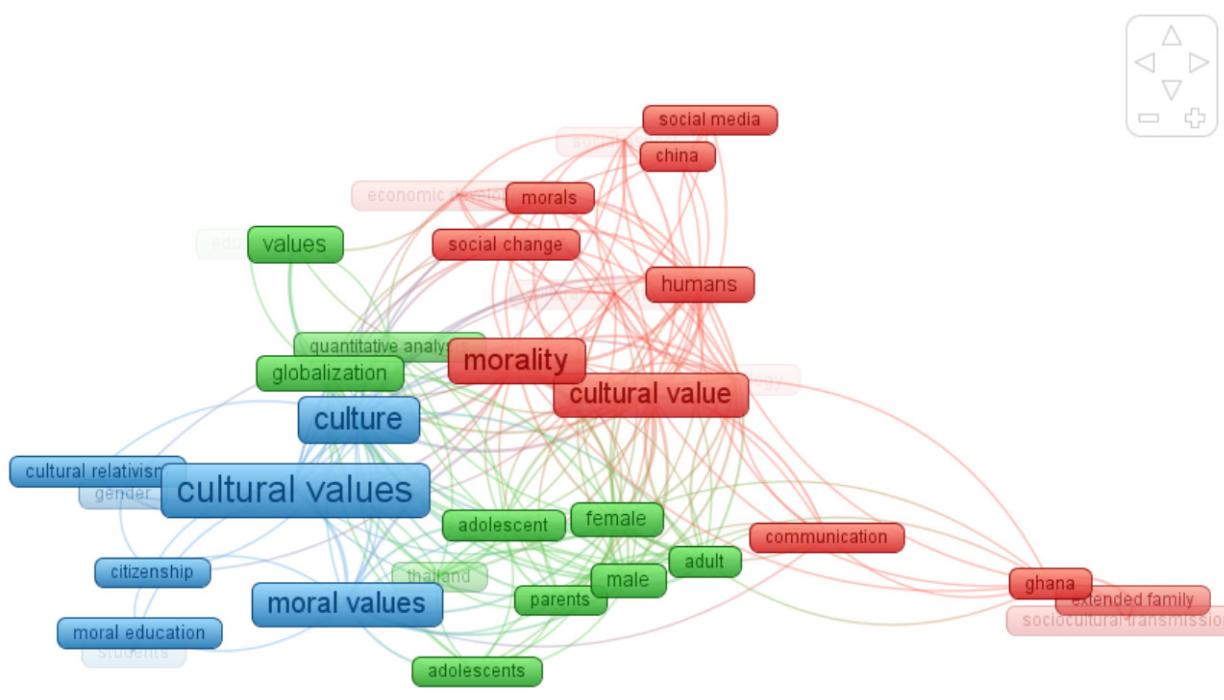


Figure 4. Keyword Co-Occurrences

### 3.6 Overlay Visualization Analysis

The overlay visualization in the figure illustrates the dynamic development of research on cultural and moral values over time, with color gradients representing chronological periods. Dark blue to green indicates early topics, while yellow highlights current issues that are the focus of global research. These color patterns reflect a shift in research orientation from theoretical studies toward more empirical and interdisciplinary approaches in understanding the relationship between cultural and moral values across various social contexts. In the early phase (blue), studies primarily focused on conceptual foundations of cultural and moral values, such as cultural relativism, moral education, and citizenship. These themes reflect academic efforts to understand how cultural values shape individual morality through education and social environments, emphasizing the role of family and educational institutions in fostering moral behavior aligned with local cultural values.

In the subsequent phase (green), research focus shifted to contextual issues such as globalization, communication, and gender, with greater attention to the dynamics of morality and culture in global societies. Cross-cultural interactions and advances in communication technology began influencing traditional value systems—for example, studies in China and Thailand highlighted changes in adolescent morality due to exposure to social media and cultural modernization. In the most recent phase (yellow), research has moved toward more current and interdisciplinary topics, including social media, social change, and quantitative analysis, indicating a new orientation in the study of cultural and moral values. This visual map confirms that contemporary research increasingly emphasizes adaptive understanding of global social changes and technological advancements, while also illustrating the intellectual evolution of the field from theoretical to empirical and interdisciplinary approaches.



(Allison et al., 2021), as well as big data-based analyses for understanding cross-cultural moral patterns, indicating a new direction toward more measurable and evidence-based empirical studies (Hylving, 2022; Herschel & Miori, 2017). The results of overlay visualization and WordCloud analyses illustrate thematic consistency and suggest a paradigm shift toward understanding morality and culture in ways that are adaptive, digital, and data-driven.



Figure 6. WordCloud

#### 4. Conclusions

This study provides new insights into the development of research on cultural values and moral values by mapping the global research landscape through a comprehensive bibliometric approach. The findings indicate that international collaboration, particularly among the United States, China, and Southeast Asian countries, plays a key role in strengthening knowledge exchange, broadening cross-cultural perspectives, and promoting a more inclusive and adaptive understanding of cultural and moral values. Three main thematic clusters were identified, reflecting the intellectual evolution of the field: the development of basic concepts of cultural and moral values, the education and internalization of values in social and gender contexts, and the influence of technology and contemporary social change on intergenerational moral formation. Overall, these clusters demonstrate how research in cultural and moral values integrates theoretical, empirical, and interdisciplinary perspectives to understand human behavior and social norms in an era of globalization and digital transformation.

The results have important implications for academic practice and educational policy. Universities and research institutions are encouraged to facilitate cross-disciplinary and international collaboration to strengthen the integration of cultural knowledge, ethics, and social psychology. Scholars can use these findings to identify current research trends and guide future studies that are more data-driven and contextually informed. Furthermore, the study underscores the importance of an interdisciplinary approach to understanding cultural and moral values, particularly in addressing the challenges of globalization, digitalization, and rapid social change. The use of quantitative methods and big data-based analyses also offers opportunities for more measurable insights into cross-cultural moral dynamics.

Nevertheless, this study has several limitations. The analysis was restricted to publications indexed in Scopus, meaning that non-Scopus literature, local-language publications, or newly published documents not yet indexed were excluded, potentially affecting the representativeness of the findings. Future research is recommended to expand data sources and employ advanced analytical methods such as text mining, machine learning, or semantic network analysis to capture more nuanced thematic dynamics. Comparative regional and longitudinal studies could also be conducted to examine the influence of socio-cultural contexts on the formation and internalization of cultural and moral values. These steps would strengthen the validity of findings, broaden research perspectives, and support the development of adaptive, inclusive, and globally relevant ethical and moral education frameworks.

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