

## From CSR to Corporate Digital Responsibility: A Bibliometric Review of Corporate Responsibility in the Digital Age (2010–2025).

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**Abstract**

This study provides a bibliometric review of the evolution from Corporate Social Responsibility (CSR) to Corporate Digital Responsibility (CDR) in the digital age. Using Scopus-indexed publications, 805 documents published between 2010 and 2025 were analyzed through a combined performance and scientific mapping framework. Bibliometric indicators were computed using the bibliometrix package in R, while VOSviewer was used for keyword co-occurrence, bibliographic coupling, and co-citation analyses. Results reveal a strong growth in publications after 2017, with a major acceleration in 2024–2025. The most productive sources are dominated by sustainability and business ethics journals, confirming the interdisciplinary nature of CSR–CDR research. Keyword mapping identifies three major clusters linking CSR to sustainability, stakeholder engagement, and digital ethics (AI, privacy, and big data). Coupling and co-citation networks suggest that the field remains fragmented but is progressively consolidating around a limited theoretical core.

**Keywords:** Corporate Social Responsibility (CSR), Corporate Digital Responsibility (CDR), Bibliometric analysis, Digital ethics, Scopus.

## 1. Introduction

A corporation's social responsibility has become one of the most powerful ideas in the fields of management and business-related academic research over many decades. Originally considered as a responsibility of companies to society, corporate social responsibility (CSR) has evolved from being a normative concept to a strategic and institutional framework of corporate responsibility (i.e., CSR). The most influential example of this evolution is the CSR pyramid developed by Carroll (1991), which describes four different levels or dimensions of responsibility that exist in companies—economic, legal, ethical, and philanthropic. Essentially, this model states that all companies have to first be economically sound (and be in full compliance with the laws of their host country) and then have to meet their ethical obligations to stakeholders (including their employees, suppliers, and customers) and then make philanthropy a priority.

After the establishment of CSR typologies, definitional convergence has also occurred in CSR research. Through an analysis of 37 definitions of social corporate responsibility, Dahlsrud (2008) found five common components of CSR definitions: Environmental, Social, Economic, Stakeholder, and Voluntary. CSR is flexible, though, and, as such, its definition can be shaped by institutional, cultural, and economical factors. A notable feature of CSR, however, is its strong ties to stakeholder theory, which asserts that firms exist within networks of stakeholders whose interests must be both recognized and balanced (Freeman 1984). This challenges the traditional view of the firm being all about the shareholders of the firm and instead advocates for the creation of value for the firm's customers, employees, suppliers, communities, and general society. Freeman et al. (2010) further consolidated stakeholder theory as the predominant paradigm in strategic management by emphasizing that responsible management is necessarily relational, as well as systematic.

Corporate Social Responsibility (CSR) studies have made significant progress over time; however, as a result of rapid digital change in the business environment, there have been many changes in the way that companies operate in today's digital economy. Digital technologies, such as big data, artificial intelligence (AI), cloud computing, blockchain, and digital platforms, have dramatically altered how organizations conduct their business, how they create value, and how they accomplish these objectives. Digital transformation is used to describe how organizations transform their business models by using digital technologies to create significant structural/strategic changes (Vial, 2019). Digital transformation does not involve only adopting technology; it also involves making profound organizational/cultural/governance changes.

Digitalizing business operations has provided companies with an unprecedented opportunity to be innovative and competitive. However, it has also created many new kinds of risk and ethical challenges. Areas such as data privacy breaches, algorithmic bias, non-transparent AI decision-making, cybersecurity, misinformation, and digital surveillance have sparked increased public scrutiny over how corporations are acting digitally. While many of the existing CSR frameworks still have relevance, these frameworks do not address how to govern digital infrastructure, data management practices, or AI systems. As a result, there is a growing area of accountability that is being created at the nexus of corporate governance and digital ethics.

Corporate Digital Responsibility (CDR) is a new area in the world of digital technology and data. According to Lobschat et al. (2021), Recent research reveals that Corporate Digital Responsibility has expanded beyond its original definition to include a wide range of corporate activities relating to digital ethics, data governance, artificial intelligence, and stakeholder protection (Carl & Hinz, 2024). CDR can be described as a combination of shared values and norms that direct an organization's operations related to digital technologies and data. Their framework identifies four main organizational processes that together shape responsible digital behavior: creating digital technologies and data; making operational decisions; assessing digital impact; and continually improving these processes. Unlike traditional CSR, which is more focused on how companies operate in society in general, CDR focuses specifically on how companies design, deploy, monitor, and govern their digital systems. In addition, CDR signals the beginning of a shift from general CSR to CSR that is mediated by technology.

From a theoretical standpoint, the shift from CSR to CDR is best interpreted as a contextual evolution of stakeholder theory applied to the digital ecosystem. Digital platforms create greater interconnectivity between stakeholders and enhance transparency, while at the same time creating imbalances regarding access to digital data and algorithmic control. As such, companies now possess an unprecedented amount of informational power, which serves to enhance both their strategic capabilities and their ethical responsibilities. Institutional theory also helps to explain CDR as a response to increasing regulatory pressures (for example, data protection regulations), normative societal expectations, and cognitive changes in the perceptions of digital risk. Therefore, CDR does not replace traditional CSR; instead, it represents an adaptive extension of CSR designed specifically for the digital era.

The fast-expanding concept of corporate digital responsibility has led to a fragmented academic literature base across various academic disciplines, including business ethics, information systems, marketing, and strategic management. The majority of the theoretical and case-based

analyses offered in the literature have not preceded systematic mapping of the field, including how research has transitioned from Corporate Social Responsibility (CSR) to Corporate Digital Responsibility (CDR), what the dominant actors currently working within the field are, and the intellectual thematic structure of the field.

To investigate these three areas of the literature, bibliometric analysis can be used to systematically and quantitatively look at the evolution of scientific knowledge and determine the most influential articles, authors, and thematic clusters of articles in the field (Donthu et al., 2021). The researchers conducted their analysis of the articles through the use of data from sources that have been exclusively indexed in the Scopus database (i.e., Scopus-indexed publications), as it provides a consistent database, control over the quality of the data used in the analysis, and replicability for the bibliographic dataset created by the researchers.

The research project will provide a comprehensive bibliometric analysis from 2010 to 2025 of all publications indexed in Scopus on the transition from CSR to CDR. This time period allows for the capture of the acceleration of digital transformation in business contexts and the increasing institutionalization of CDR discourse. The combination of performance analysis and science mapping approaches will support the literature's understanding of the thematic evolution and future direction of corporate responsibility in the digital age.

The aim of this study is to present the evolution from Corporate Social Responsibility (CSR) to Corporate Digital Responsibility (CDR) between 2010 and 2025 based on a bibliometric analysis. In particular, it uses performance analysis and scientific mapping tools to determine the key publication patterns, prominent journals and authors, prevailing research themes, and the conceptual framework of the area. This is how the rest of the paper is structured. The research methodology, including the procedure for gathering data and the bibliometric techniques used, is presented in Section 2. The bibliometric results, including publishing patterns, topic evolution, and scientific mapping analyses, are reported and discussed in Section 3. The work is concluded in Section 4 with a summary of the key findings, a discussion of the study's limitations, and recommendations for further research.

## **2. Materials and Methods**

To initiate any bibliometric study, it is necessary to locate an appropriate and complete source of information. Because of its vast multidisciplinary coverage and top-level indexing, Scopus was chosen as the only database for this study. In particular, Scopus provides a considerably larger number of journals and greater international coverage in the disciplines of business, management, social sciences, and economics than any other database (Mongeon & Paul-Hus,

2016). Therefore, it is very appropriate for interdisciplinary bibliometric studies such as the historical development of corporate responsibility through the digital age.

This study takes a positivist epistemological approach, using objective bibliographic data derived from the Scopus database and quantitative bibliometric tools to examine the evolution of knowledge in the CSR-CDR sector. The study employs a deductive reasoning approach, using proven bibliometric methodologies to investigate publishing trends, scientific productivity, and intellectual frameworks. A bibliometric review was chosen because it offers a systematic, transparent, and repeatable method for synthesizing a constantly growing corpus of literature while minimizing subjective interpretation. Furthermore, science-mapping approaches disclose the conceptual, intellectual, and social structures of the study field, allowing for a more complete knowledge of its growth.

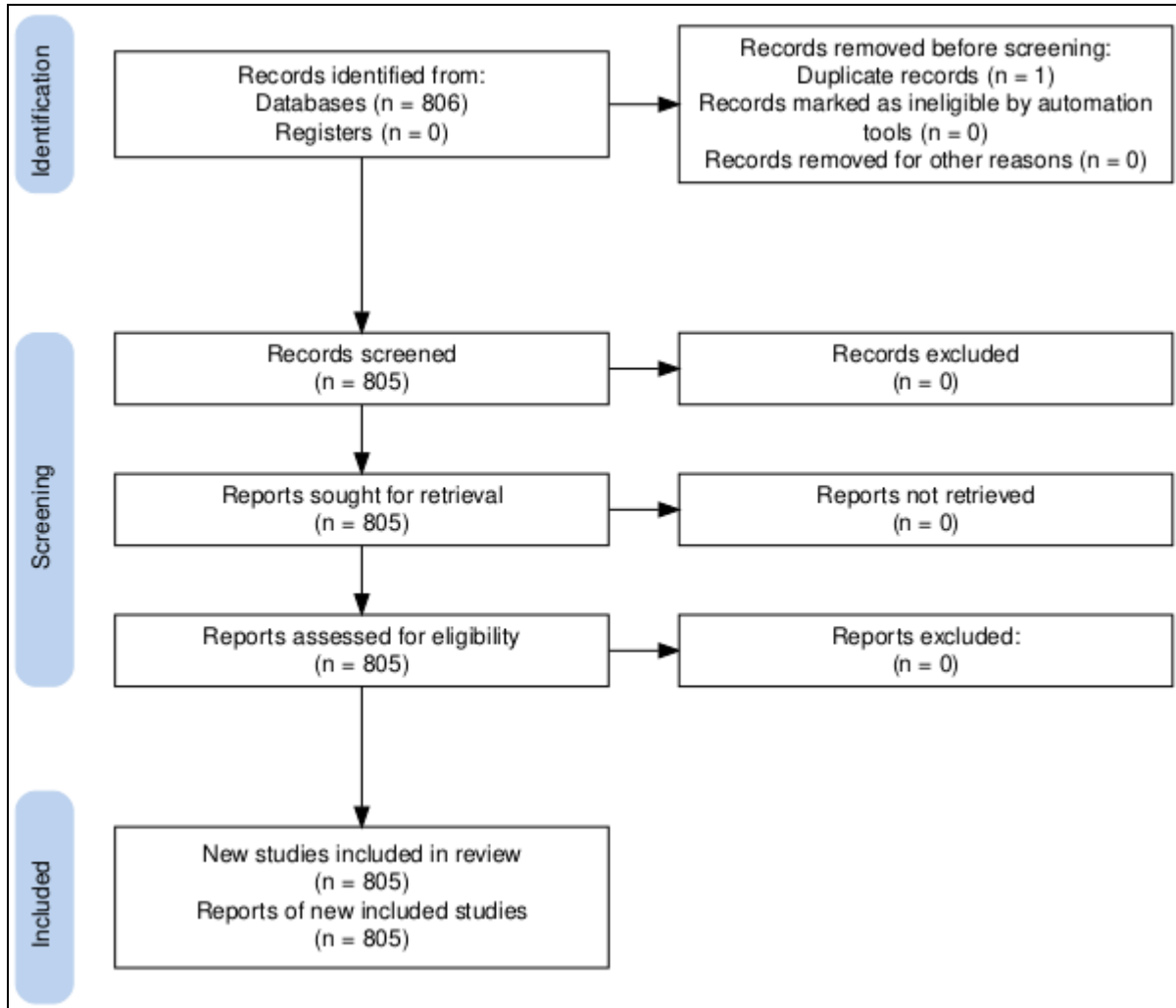
In addition to the vastness of its information, Scopus contains high quality and standardized metadata, including abstracts, author keywords, indexed keywords, author affiliations, citation counts, and cited references. These elements are necessary for advanced bibliometric methods such as performance analysis, co-authorship network analysis, co-occurrence mapping of keywords, co-citation analysis, and bibliographic coupling (Elsevier, 2023; Donthu et al., 2021). Therefore, the value of the quality of information available through Scopus makes it a reliable and robust source for mapping the conceptual and intellectual framework of research on Corporate Social Responsibility (CSR) and Corporate Digital Responsibility (CDR).

A comprehensive search strategy was developed to extract publications relevant to CSR and CDR based on prior bibliometric studies and the conceptual foundations of CSR and digital responsibility (Donthu et al., 2021; Zupic & Čater, 2015). The search was conducted using the TITLE-ABS-KEY field in Scopus to exclude any publications that did not provide explicit reference to the research topic in their title, abstract, or keyword. The designated time frame for this study has been limited to 2010-2025 to include the escalation of digital change within companies and the development of what can be classified as a new area of research—Corporate Digital Responsibility (CDR)—as a stand-alone discipline.

To guarantee scientific validity and comparability of results, only journal articles that have undergone a peer-review process and articles that provide a systematic overview have been considered in the data set. Written as academic studies in the fields of business, management, and accounting; social science; and economics, econometrics, and finance, therefore excluding any journals or publications of an engineering or technological nature from inclusion. No language restriction during the search process to reduce bias.

The process of selecting documents was completed in accordance with the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines (Page et al., 2021), thereby assuring transparency and reliability/confidence in the processes followed. A search will be completed in Scopus to obtain a list of all records that have matched the search term. Use of subject area and document type filtering implies the completion of a screening process. The eligibility phase will be completed using the Digital Object Identifier (DOI) for each of the duplicate records first and then manual title verification, if necessary. Following the removal of any duplicate documents, the final data set has been determined to contain 806 records and is available for the purposes of bibliometric analysis. The PRISMA flow diagram (Figure 1) provides a visual representation of each step completed for document identification, screening, eligibility, and final inclusion.

For data analysis, bibliometric performance measures were calculated via the use of the bibliometrix package within the R program. Bibliometric performance measures will provide a description of the annual output of documents produced in order to assess sources of performance, author productivity, and citation metrics. The use of science mapping techniques to evaluate both the structural and relational dimensions of CSR/CDR research will allow for a comprehensive understanding of CSR and CDR based upon both quantitative performance trends and the conceptual evolution of CSR and CDR research within the context of digital. Network visualizations used for bibliometric analysis, such as keyword co-occurrence, bibliographic coupling, and co-citation analysis, will provide both qualitative and quantitative descriptions of how the fields of CSR and CDR have evolved. The combined output of the bibliometrix and VOSviewer tools will provide an informed understanding of the CSR and CDR research fields. Records were retrieved exclusively from the Scopus database ( $n = 806$ ). After removing duplicates ( $n = 1$ ), a total of 805 documents were retained for bibliometric analysis:



**Figure 1. PRISMA 2020 Flow Diagram of the Study Selection Process**

Source: Prepared by author using PRISMA2020 tool, adapted from Page et al. (2021)

The search equation integrating all inclusion criteria was applied consistently throughout the data collection process in Scopus using the advanced search function. The final query was formulated using the TITLE-ABS-KEY field in order to retrieve publications explicitly addressing corporate responsibility in the digital era through their titles, abstracts, or keywords: TITLE-ABS-KEY ("corporate social responsibility" OR CSR OR "corporate responsibility" OR "business ethics") AND ("corporate digital responsibility" OR CDR OR "digital responsibility" OR "digital ethics" OR "data ethics" OR "data governance" OR "data privacy" OR privacy OR cybersecurity OR "AI ethics" OR "ethical AI" OR algorithm OR platform))

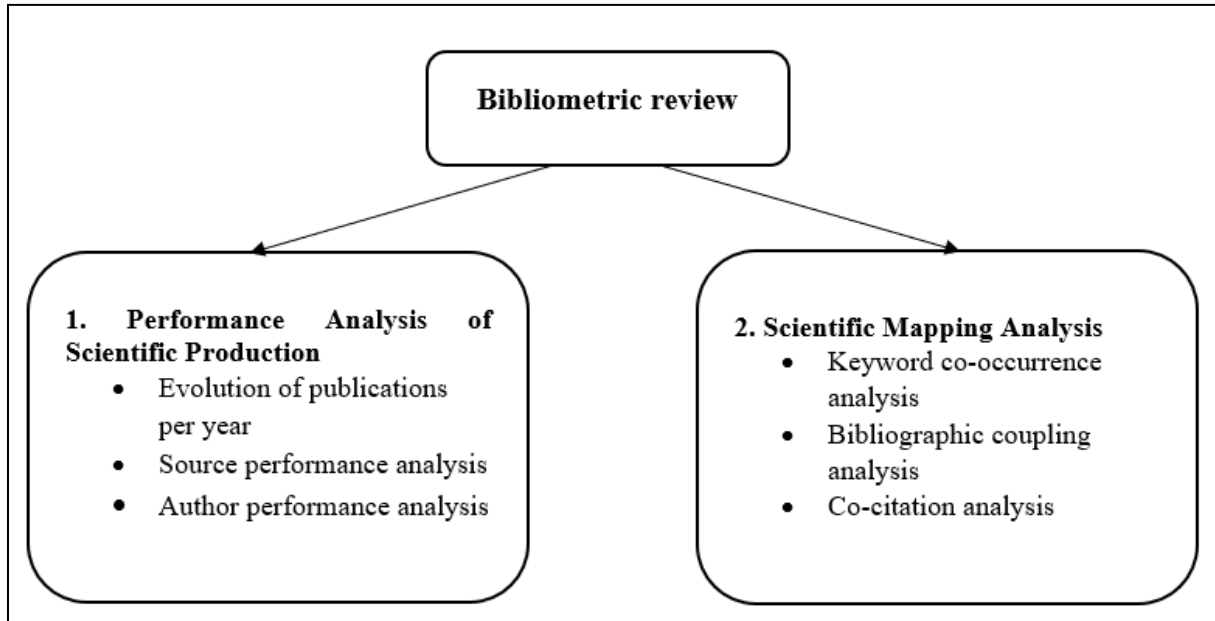
For conducting the bibliometric analysis, a set of both performance and science mapping indicators will be selected according to the accepted methodological guidelines in the bibliometric literature. They were selected to ensure methodological rigor and af to the research objectives established in the Introduction. The selected indicators will allow for an analysis of

annual scientific production, leading sources of information, influential authors, citation impact, collaboration patterns, and thematic structures within the scientific literature (Zupic & Čater, 2015; Donthu et al., 2021).

To provide structure for the bibliometric review and to ensure the comprehensive analysis of the research field, this study employs a two-dimensional analytical framework that combines performance analysis and science mapping analysis. This framework allows for both a descriptive assessment of scientific productivity as well as an in-depth examination of collaboration networks and conceptual structures. Performance analysis will include trends in annual publication output, source performance, and author performance. Science mapping analysis will include keyword co-occurrence networks, bibliographic coupling, and co-citation analysis.

This bibliometric study has used a two-dimensional analytical framework to structure the bibliometric review and perform an exhaustive and systematic examination of the scientific literature that investigates the shift from CSR to CDR. Performance analysis and scientific mapping analysis are integrated into one analytical framework. The performance analysis enables both a quantitative assessment of scientific output through reviewing annual publication trends, prominent sources, and author productivity and an in-depth examination of the intellectual and conceptual structure of literature in the field by way of keyword co-occurrences, bibliographic coupling, and co-citation analysis.

Descriptive and relational techniques are combined together to provide a holistic understanding of corporate responsibility research within the context of digitalization and the evolution, thematic trajectories, and knowledge structures of corporate responsibility in the digital age. Figure 2 illustrates the overall analytical framework that was followed in conducting the bibliometric analysis and discussing the findings in relation to this study.



**Figure 2. Analytical framework of the bibliometric review**

*Source: Authors' elaboration based on bibliometric methodology.*

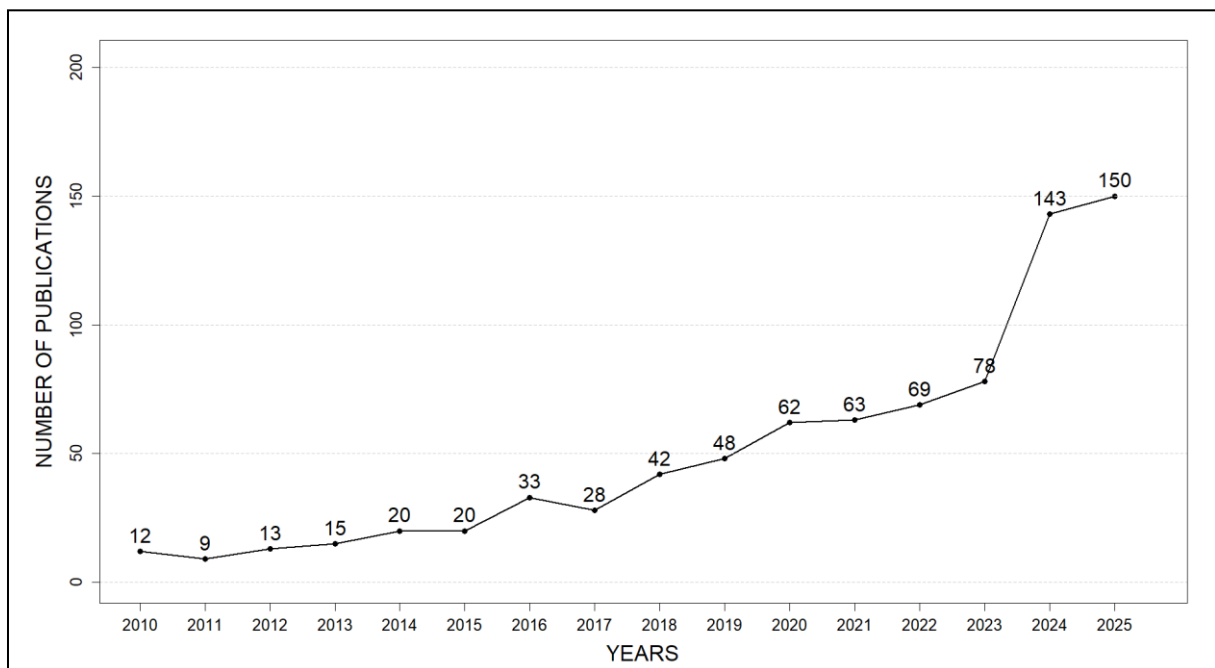
Another reason for adopting this analytical framework is that prior bibliometric research recommends combining performance analysis with science mapping techniques to ensure transparency, reproducibility, and methodological rigor (Zupic & Čater, 2015; Donthu et al., 2021). Rather than relying solely on descriptive indicators, best practices emphasize the importance of integrating network-based analyses to uncover the intellectual and thematic structure of a research field. Following these recommendations, this study applies a combined performance-and-mapping approach to provide a systematic and comprehensive overview of the global scientific literature examining the evolution from Corporate Social Responsibility (CSR) to Corporate Digital Responsibility (CDR) in the digital era.

### **3. Results and Discussion**

#### ***3.1 Performance Analysis of Scientific Production***

To begin the performance analysis, this study first examines the evolution of scientific production over time by analyzing the annual number of publications between 2010 and 2025. The annual academic output in the areas of Corporate Social Responsibility (CSR) and Corporate Digital Responsibility (CDR) from 2010 to 2025 is represented in Figure 3, which provides a trend analysis of publications, indicating important time periods in the evolution of this field of study and revealing trends in the growing scholars' interest in the digital transformation processes and related corporate responsibility issues. The trend analysis of the

yearly output verifies the gradual institutionalization and increase in research being conducted on the relationship between CSR and digital governance.



**Figure 3. Annual Scientific Production on CSR and Corporate Digital Responsibility (2010–2025)**

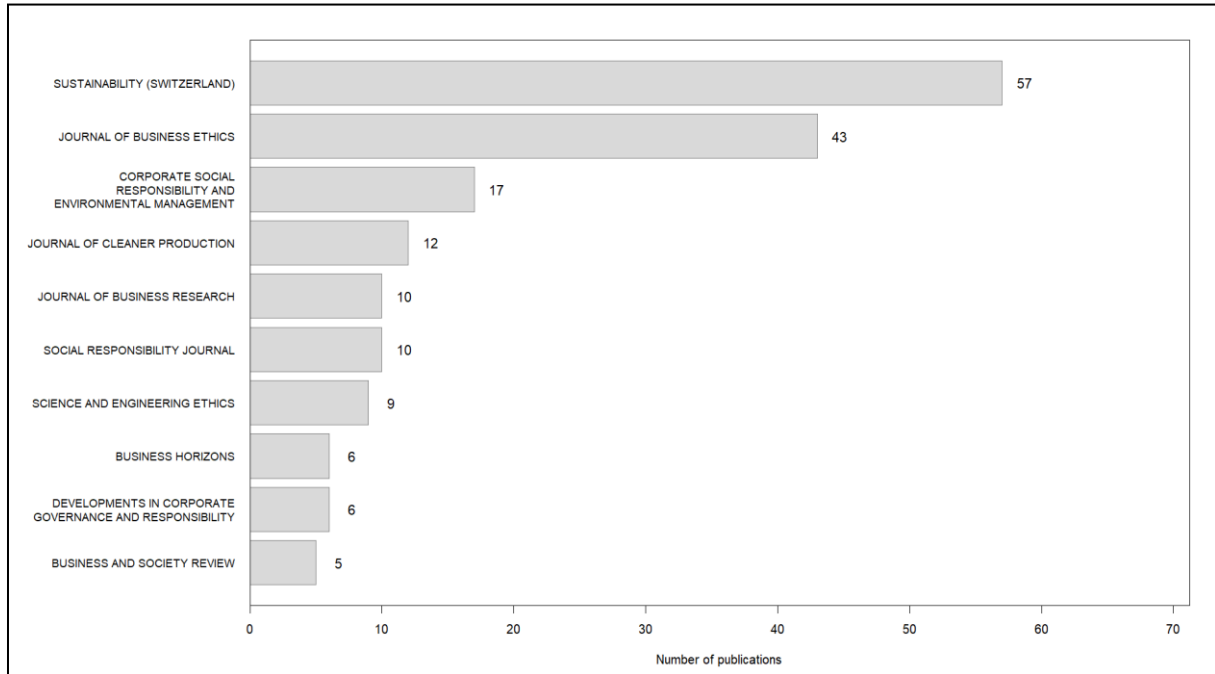
*Source: Authors' own elaboration based on Scopus data (n = 805), analyzed using R (bibliometrix).*

The findings indicate a consistent increase of scientific production throughout the period examined. The first years had a low degree of publication in the area (2010 until 2016), while from 2017 onward there was an increasing level of publication in corporate responsibility in digital contexts. The most significant acceleration occurred during the last 2 years with very assertive growth in 2024 and 2025, which represent the highest point of the data set. The strong growth expected suggests that Corporate Digital Responsibility has become a larger research interest because of the growth of digital platforms, problems with data governance, issues with cybersecurity, and ethical issues associated with emerging AI technologies.

After analyzing the annual number of scientific publications, the subsequent step of the analysis of performance will be in the form of a performance analysis of sources looking for those that have created the most publications and informed research about CSR and corporate digital responsibility throughout the years of the study.

To identify the main publication outlets in the field of Corporate Social Responsibility (CSR) and Corporate Digital Responsibility (CDR), a source-based performance analysis was conducted as shown in Figure 4. This analysis aims to highlight the most influential journals

contributing to the dissemination of research on corporate responsibility in the digital era, including issues related to digital ethics, data governance, privacy, cybersecurity, and responsible digital transformation.



**Figure 4. Top 10 Publication Sources on CSR and Corporate Digital Responsibility (2010–2025)**

*Source: Authors' own elaboration based on Scopus data (n = 805), analyzed using R.*

CSR and CDR research is being published in a number of different types of journals, indicating that research on corporate responsibility in today's digital world is interdisciplinary in nature. The journals with the highest number of articles published on this topic contain a higher proportion of publications than the others; therefore, they represent core sources where CSR and CDR scholarship are emerging. Furthermore, the existence of a large number of journals publishing CSR and CDR articles indicates that the research in these fields crosses disciplines and includes the areas of management and business ethics, information systems, and the more general social sciences. This finding also reflects the multidimensional challenges associated with digitalization (e.g., issues of data governance, privacy, cybersecurity, and the ethics of AI). To make available a clearer overview of the leading outlets determining this research domain, the following table summarizes the most relevant publication sources, including their productivity and impact indicators.

**Table 1. Most Relevant Publication Sources on CSR and Corporate Digital Responsibility (2010–2025)**

Source Title	Production (2010–2025)	CiteScore (2023)	Most Cited Article	Citations	Publication Year
Sustainability (Switzerland)	57	7.7	A framework for evaluating and disclosing the ESG related impacts of AI with the SDGs	135	2021
Journal of Business Ethics	43	14.4	Striving for Legitimacy Through Corporate Social Responsibility: Insights from Oil Companies	518	2012
Corporate Social Responsibility and Environmental Management	17	14.7	The usefulness of sustainable business models: An analysis of how digital technologies support sustainable value creation	64	2021
Journal of Cleaner Production	12	20.7	Sustainable development goal disclosures: Do they support responsible consumption and production?	197	2020
Social Responsibility Journal	10	7.4	Consumer perceived authenticity of organizational corporate social responsibility: The role of brand reputation and social media	30	2022
Journal of Business Research	10	25.3	Paradoxes of artificial intelligence in consumer markets: Ethical challenges and opportunities	398	2021
Science and Engineering Ethics	9	7.3	Ethical Design in the Internet of Things	131	2018
Developments in Corporate Governance	6	0.8	Using social media for CSR communication and	38	2015

and Responsibility			engagement: A review and future research agenda		
Business Horizons	6	15.4	Corporate communication, sustainability, and social media: It's not easy (really) being green	205	2014
Business and Society Review	5	3.8	Targeting vulnerable populations: The ethical implications of data-driven marketing	10	2021

*Source: Author's elaboration based on Scopus database (Elsevier), 2010–2025; data processed using R statistical software.*

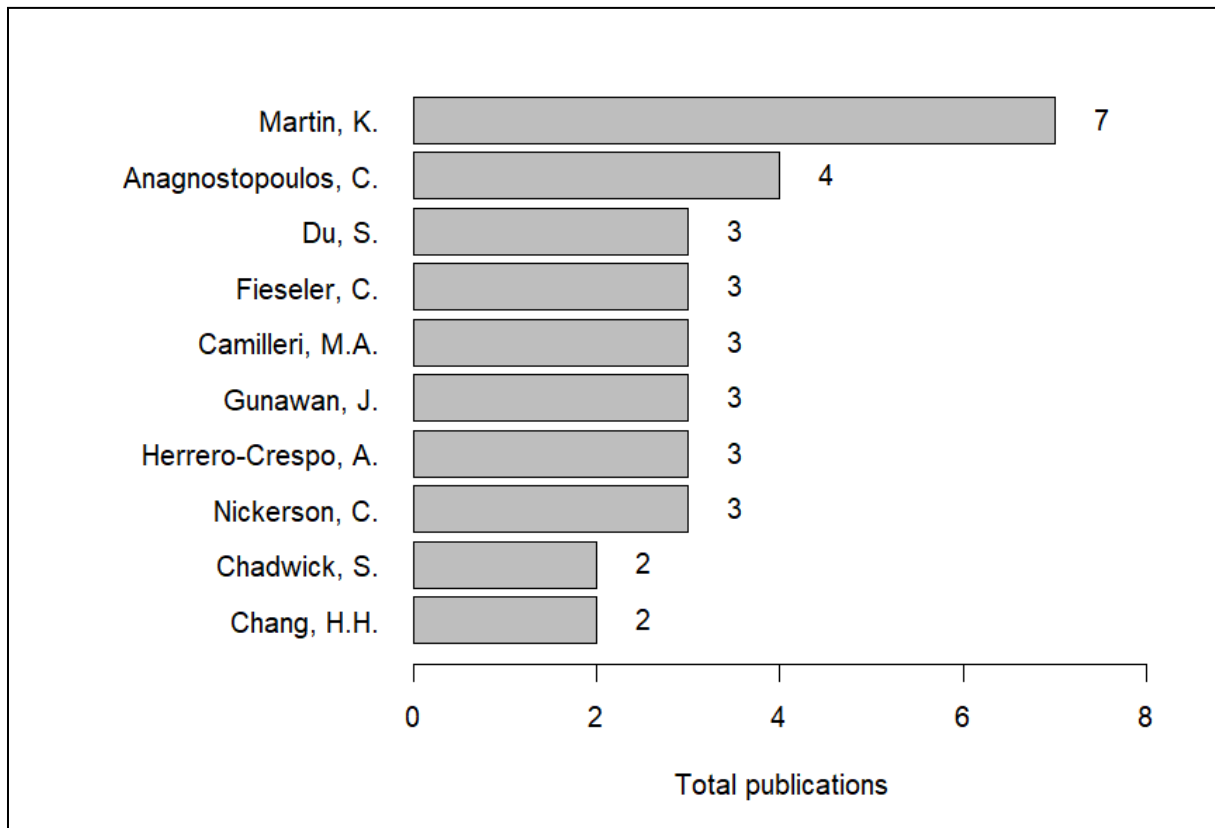
Most impactful journals for publishing research on CSR (Corporate Social Responsibility) and CDR (Corporate Digital Responsibility) from 2010 to 2025 are shown in Table 1. The journal publication output has a large concentration in sustainability- and ethics-based journals.

The highest journal productivity (57) is from Sustainability (Switzerland), demonstrating the increased connection between the digital transformation discourse and sustainability conversations. However, the Journal of Business Ethics is the most impactful journal, with the single most cited article in this journal cited 518 times, indicating the significance of normative and legitimacy-based frameworks in developing the CSR-CDR discourse.

In addition, both the Journal of Business Research (25.3) and Journal of Cleaner Production (20.7) demonstrate very high CiteScore values, which suggest that CDR (research on digital responsibility) is now more often published in high-quality management and sustainability journals. Therefore, the field is maturing and becoming more academically solidified.

The existence of journals across business ethics, sustainability, governance, and engineering ethics indicates that CDR is an interdisciplinary field with strategic, ethical, technical, and governance components. The pattern of publication in high-ranking (primarily Q1) journals with significant CiteScore values shows the scientific importance and institutional legitimacy of CSR-CDR research.

The examination of the types of documents used in research helps to give context to how the field has developed structurally, but the exploration of the performance of authors will give insight into how these authors are leading intellectually and how knowledge is being produced through their research in the areas of CSR and corporate digital responsibility.



**Figure 5. Top 10 Most Productive Authors on CSR and Corporate Digital Responsibility (2010–2025)**

*Source: Author’s elaboration based on Scopus database (Elsevier), 2010–2025; data processed using R statistical software.*

The figure 5 illustrates the most prolific authors in the literature related to corporate social responsibility (CSR) and corporate digital responsibility (CDR) from 2010 to 2025. Based on the sample of authors identified in the literature, the level of concentration among authors is low (e.g., only seven publications for the highest-scoring author (K. Martin) and reported publication counts ranging from two to four for the other authors). This indicates that the CSR/CDR research area is still in its early stages of development; there are many more authors than there are total publications for the area, which reflects that there is not currently a small group of researchers who are dominating this area. In addition, these research outputs reveal that knowledge creation in CSR/CDR is being produced by numerous different authors from a variety of different academic and practical disciplines. A significant proportion of the authors work in interdisciplinary fields that incorporate business ethics, sustainability, governance, and technology. The corresponding low level of published articles among the top authors in this area provides additional evidence that CSR/CDR research is emerging because it has experienced collaboration among academic investigators and therefore has a solid foundation

for additional author productivity impact and collaboration structure analyses throughout subsequent studies.

### ***3.2 Scientific Mapping Analysis***

To complement the performance analysis of scientific production, a scientific mapping analysis was conducted to explore the intellectual and conceptual structure of the CSR and Corporate Digital Responsibility (CDR) research field. While performance indicators such as publication counts and citation metrics provide insights into productivity and impact, scientific mapping techniques allow for a deeper understanding of thematic relationships, knowledge structures, and the evolution of research streams.

Scientific mapping analysis is particularly useful in emerging and multidisciplinary domains, as it helps identify core themes, research clusters, and conceptual linkages among scholarly contributions (Donthu et al., 2021). In this study, VOSviewer software was employed to visualize and analyze networks based on co-occurrence, bibliographic coupling, and co-citation techniques. These complementary approaches provide insights into (1) the thematic structure of the field, (2) collaborative and intellectual proximities among authors, and (3) the foundational knowledge base underpinning CSR and CDR research.

The first mapping technique applied was keyword co-occurrence analysis, which aims to uncover the dominant thematic areas and conceptual relationships within the dataset.

Keyword co-occurrence analysis was used to explore the thematic relationship between keywords that often appear together in scientific literature. This type of analysis is a content-based bibliometric method for determining the major themes of research and developing the conceptual structure(s) of a research area (Donthu et al., 2021). To identify dominant and/or developing thematic clusters related to digital ethics, data governance, cybersecurity, privacy, and responsible AI, and how these thematic clusters relate to and/or intersect with traditional corporate social responsibility (CSR) and business ethics, the keyword co-occurrence analysis was conducted by using VOSviewer.

Figure 6 presents the results of the co-occurrence analysis and its corresponding network visualization, which show the relationships among the most relevant keywords in the data set that were selected based on their total link strength (TLS). In the VOSviewer software, TLS is a common metric used to indicate the overall strength of a keyword's co-occurrence links with all other keywords in a data set (van Eck & Waltman, 2023). That is, TLS is a measure of how many times two keywords appear together in published works, thus indicating to what extent these two keywords are thematically related and conceptually similar to one another. Thusly,



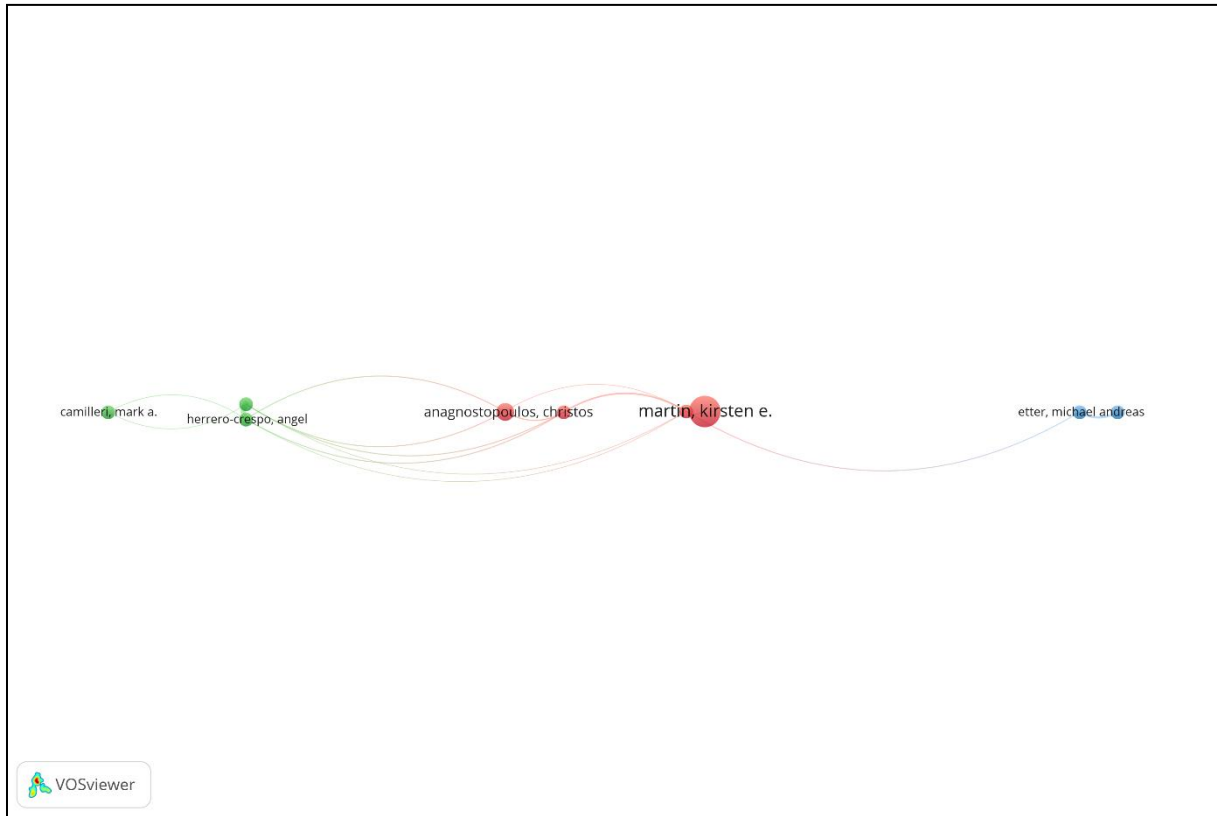
growing number of ethical issues arising from the emerging technologies caused by digital transformation. Finally, the stakeholder engagement cluster, with keywords related to social media and CSR-related communications, indicates that digital platforms are becoming increasingly important in defining the responsible behaviour of corporations and their legitimacy in the eyes of stakeholders.

Overall, the analysis of the CSR and CDR research demonstrates that research in this area is highly interdisciplinary, with an emphasis on the intersection between sustainability, governance, technology ethics and stakeholder theory. The network also shows a very dense interconnectivity among keywords, which indicates that the relationships among the keywords are still developing but demonstrate an emerging consolidated conceptual structure where digital technologies continue to be incorporated into traditional frameworks of CSR.

This finding is consistent with recent research arguing that Corporate Digital Responsibility requires organizations to constantly balance the opportunities provided by digital innovation with ethical responsibilities such as data governance, artificial intelligence, privacy, and stakeholder protection. According to Hartley et al. (2024), CDR is increasingly recognized as a strategic competency that supports long-term digital transformation.

While keyword co-occurrence analysis reveals the conceptual structure of the field, it does not capture the intellectual relationships among scholars. Therefore, the next step of the scientific mapping analysis examines bibliographic coupling to identify connections among authors based on shared reference patterns.

To investigate how CSR and CDR are actually related as an intellectual construct, a bibliographic coupling analysis was performed to study the intellectual structure of both CSR and CDR research between 2010 and 2025. Bibliographic coupling is the degree to which documents share common references, and thus, those that cite comparable studies are intellectually linked to one another even though one does not cite the other directly. Bibliographic coupling will allow us to identify prominent research streams or clusters of research in the area; it also helps us understand how CSR–CDR knowledge has been formed and the knowledge foundation from which it has been created (Donthu et al., 2021).



**Figure 7. Bibliographic Coupling Network of Authors in CSR and Corporate Digital Responsibility Research (2010–2025)**

*Source: Author’s elaboration based on Scopus database (Elsevier), 2010–2025 bibliographic coupling analysis performed using VOSviewer*

As illustrated in Figure 7, the bibliographic coupling network of the most prolific authors in the scholarly literature on CSR and corporate digital responsibility has been developed for the years 2010-2025. There are relatively few authors who have met the minimum threshold for inclusion in this study, indicating that there are very few individuals producing a high volume of work in this area and that the field continues to have limited integration of research from various authors. The structure of the existing bibliographic coupling network shows evidence of a number of small clusters. This indicates that the majority of authors are related based on their use of shared references rather than on belonging to one single dominant scholarly community. Researchers who establish the most intense coupling relationships with other researchers appear to rely on the same foundational literature and are contributing to research streams that are closely interrelated, regardless if they come from CSR literature or digital responsibility literature.

Bibliographic coupling does not help us understand foundational literature that has contributed to the development of the discipline. Co-citation analysis will identify the theoretical



together suggests that they have similar theoretical bases and considerable theoretical influence on the CSR–CDR research domain.

Moreover, the clustering pattern indicates that there are different types of researchers working within the CSR–CDR domain, representing several different intellectual bases, including stakeholder theory, corporate governance research, and research focused on sustainability issues. The small number of co-cited authors illustrates that although the CSR–CDR research domain is continually growing, it also has a relatively limited group of authors that form the foundational group of researchers in the field.

The scientific mapping analysis, in its totality, gives an overall picture of the concepts and ideas in the areas of CSR and corporate digital responsibility (CDR). Keyword co-occurrence analysis identified the major themes and newly emerging avenues for research; bibliographic coupling identified the current research communities, and the co-citation analyses provided insight into the foundational authors and their contributions to this field. All three analytical approaches indicate that the CSR-CDR area of research has continued to evolve into a more uniform theoretical construct by combining research interests from digital ethics, digital governance, and digital sustainability.

## Conclusion

This paper presents an extensive literature review of how corporate social responsibility (CSR) has changed into corporate digital responsibility (CDR) over time between 2010 and 2025. By using both performance indicators and scientific mapping tools to identify leading journals, authors, and major themes that have had a significant impact on this growing field of research, the authors were able to confirm that CSR continues to be the conceptual underpinning of the entire body of literature while CDR expands the definition of corporate responsibility to include issues such as artificial intelligence, privacy, cybersecurity, and data governance. The authors demonstrate that this area of study is interdisciplinary in nature and exists at the intersection of business ethics, sustainability, governance, and digital transformation.

The authors further illustrate how CSR and CDR research represents an evolving intellectual structure characterized by a disaggregated yet still developing intellectual structure via scientific mapping analysis. Co-occurrence of keywords indicates substantial integration of the two themes of sustainability and digital ethics. In addition, bibliographic coupling and co-citation analyses provide evidence that the field is relying more on a relatively infrequent group of seminal scholars and theoretical perspectives. These findings indicate a transition within the domain from an exploratory phase toward further conceptual stabilization.

While this study makes valuable contributions, it also has limitations. The research was conducted using only articles and reviews indexed in Scopus, so highly relevant contributions outside of that database were not included in the analysis. Furthermore, bibliometric methodology relies on citation data and metadata and therefore cannot necessarily extract the complete qualitative richness of both theoretical debates in CSR/CDR research.

As a follow-up to the current research, future studies should extend the analysis conducted in this paper by using multiple databases and incorporating both longitudinal and qualitative approaches to ensure a detailed understanding of the theoretical linkages between CSR and CDR research into responsible digital transformation. Furthermore, future study should look into how Corporate Digital Responsibility can be effectively applied within firms, namely through governance systems and organizational practices that handle complex digital and ethical concerns (Elliott & Copilah-Ali, 2024). In particular, greater emphasis should be placed on developing governance mechanisms, examining stakeholder accountability, and introducing ethical frameworks for responsible AI and digital transformation. In conclusion, this study provides an essential foundation for the development of further research in the area of corporate responsibility in the new digital world.

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