

ANALYZING THE SCHOLARLY FOOTPRINT OF ORGANIZATIONAL CITIZENSHIP BEHAVIOR (OCB): A BIBLIOMETRIC PERSPECTIVE (1995-2023)

Ravina

Research Scholar

IMSAR

Maharishi Dayanand University, Rohtak

E-mail: ravina.rs.imsar@mdurohtak.ac.in

ABSTRACT

There isn't a lot of writing that talks about the "Organizational Citizenship Behavior" (OCB) trend. So, the goal of this bibliometric analysis is to measure the growth of research around the world to find and study publications about OCB. The bibliometric analysis is used to search the Web of Science database from 1995 until the most recent release on May 23, 2023. The goal of the study is to look at the OCB study's direction, the co-authorship details, the top institutions and countries, the top scholars, and the keywords of the top authors. This study looks at bibliographic data and uses VOS Viewer 1.6.11 to look at and show the world research trend on OCB. VOS Viewer 1.6.11 is used to get bibliometric maps. This study used the Web of Science database to find 6,422 items from 1995 to May 23, 2023. The trend of the number of publications showed that the number has been steadily increasing since 2002. The United States and China do the most research in the field of OCB. This paper can help academics, organizations, and policymakers to understand the world trend of OCB and find out where future studies can go and what opportunities are available.

Keywords: Organizational Citizenship Behavior, Bibliographic Map, VOS Viewer, Bibliometric Analysis, Web of Science Database

INTRODUCTION

Sustainability management is currently a widely discussed topic. Organizational citizenship behavior (OCB) has garnered significant scholarly attention due to its impact on sustainability (Wang *et al.*, 2018; Gong *et al.*, 2021; Metallo *et al.*, 2021). In the context of dynamic organizational business environments and an uncertain workforce, researchers and organizational leaders face challenges in comprehending individual behaviors and social interactions in the workplace (Ilgen *et al.* 1995).

The OCB is a multifaceted structure. Organizations recognize that conventional measures of job performance may not encompass self-motivation and self-directed behaviors, which are crucial for enhancing organizational efficiency and effectiveness (Organ & Konovsky, 1989). According to Wilson (2000), OCB refers to a distinct form of behavior characterized by a higher level of commitment than voluntary assistance,

aimed at facilitating the growth of another individual, organization, group, or purpose (Gan & Yusof 2020). Other-oriented empathy is a component of altruism that involves effectively utilizing resources, assisting peers, maintaining positive relationships, and assuming responsibility for the welfare of others (Schui, & Krampen, 2010).

Tolerance is integral to understanding the concept of Organizational Citizenship Behavior (OCB). Organizational Citizenship Behavior (OCB) is influenced by individuals' perceptions of job satisfaction, fairness, group commitment, and administrative support. Organ and Ryan (1995) conducted a meta-analysis on the relationship between OCB and temperament factors, finding a weak association between the two. Markoczy *et al.* (2009) define "OCB" as encompassing both positive actions that benefit an organization and refraining from intervening in negative behaviors.

Existing research on Organizational Citizenship Behavior (OCB) predominantly examines its initial dimension, which encompasses behaviors such as authority compliance, interest in colleagues' work, and participation in disciplinary actions (Piotrowski, 2012). The five components of Organizational Citizenship Behavior (OCB) include courtesy (assisting others), altruism (empathizing with others' issues), sportsmanship (maintaining a positive attitude towards colleagues), conscientiousness (commitment to work), and civic virtues (identification with the organization) (Paillé, 2011). OCB also encompasses effort, willingness to make personal contributions, ability to deviate from corporate behavior, and its impact on effectiveness, as well as the influence of personal values (Emmerik, *et al.* 2005).

A bibliometric investigation was carried out between 2002 and 2012 by Estivaleta *et al.* (2014), comparing the organizational citizenship behavior (OCB) in Brazilian and global scientific output. The foundation of the study consisted of 165 publications. In its publication, Psychology and Management included 17 papers from Brazil and 148 pieces from other countries. The authors carried out the investigation, using Verchai and Laner's work as a basis. Verchai and Laner used the Journal of Applied Psychology (JAP) as their main database to conduct an initial analysis of OCB

papers published in Brazil between 1983 and 2008. Yaylaci (2016) presented a thorough summary of studies on organizational citizenship behaviors (OCBs) carried out in Turkey from 2000 to 2015 (Organ, 1988). There were 468 works altogether in the OCBs, which included doctorate dissertations, master's theses, and essays. The research came from several databases, such as the Web of Science, EBSCOhost, Google Academic, Turkish Academic Network and Information Center (ULAKBM), and Podsakoff *et al.* (2008).

According to Carpenter *et al.* (2014), research on organizational citizenship behaviors (OCBs) and the structures that support them is becoming more and more common. However, there is a limited amount of research that has attempted to comprehensively measure and analyze global scientific papers on OCB (Carlson, & Millard, 1984). The requisite information and knowledge for conducting a comprehensive and methodical review of the OCB are dispersed across various sources (Bjork, *et al.* 2014). A global systematic review and analysis of the literature can provide insights into the evolving nature of the organizational citizenship behavior (OCB) field and the level of research focus on specific issues (Nederhof, 2006).

The Web of Science and Scopus are the primary bibliographic sources (Diem & Wolter 2013). Without conducting thorough bibliometric analyses or literature reviews, it is challenging to obtain a comprehensive understanding of a database's coverage (Markóczy, *et al.* 2009). However, many database users lack the knowledge or inclination to perform these tasks. Web of Science (WOS) is the inaugural global bibliographic library offering a comprehensive array of information (Nederhof, *et al.* 1989).

Bibliometric mapping is an important part of bibliometrics research because it makes it possible to look at intellectual links in a field of bibliographic information that is always changing. In this study, bibliometric analysis is done with the help of the VOS viewer program. This paper could help academics, organizations, and business officials understand the global trend of OCB and find new ways to study it in the future. There are three primary objectives for what is discussed in this paper:

1. For insight into the 'OCB' article's trend outline.
2. To look at the most significant changes in OCB in terms of keywords and themes, journals, authors, papers, and countries that are linked to them.
3. To offer novel concepts for where to go in the future.

For these purposes, a full evaluation of Web of Science is done, and 6,422 items are picked out and delivered to the VOS viewer software for data analysis. The research carried out adds to what is known in the field because cluster analysis is used to find different themes and better or similar points of view. Also, the research plan is made to encourage more research on the topic.

The present study will provide a detailed analysis of the chosen approach that has been employed to achieve the specific objectives outlined in the research. This study will now proceed to cover the literature search and criteria for the selection of literature and articles, as part of the bibliometric analysis. Additionally, it will include a comprehensive description of the bibliometric map, followed by a thorough analysis and discussion of the obtained data in the coming section. The study will conclude by presenting the primary findings in the discussion section.

METHODS

Research on OCB has been done for twenty years, but up until now, it has not been well-defined or structured. Because bibliometric analysis is a trustworthy method for examining trends in research literature, it is used in this work (Rey-Martí *et al.* 2016). Bibliometrics is all about figuring out the numbers and quality of changes in a research topic, the publications about it, and the trends and important parts of the subject (Cobo *et al.*, 2011).

Bibliometric analysis is all about checking out how well people publish stuff and figuring out how different fields do their thing. This is different from a review. Before choosing study articles, the author(s) had to decide how to organize the data. It illustrates how PRISMA is used throughout the review process. PRISMA means "Preferred Reporting Items for Systematic Reviews and Meta-analysis" (Paul & Dhiman 2021). The process finds, selects, and skeptically evaluates key

literature and extracts and analyzes data from it clearly and systematically. We followed PRISMA guidelines (Moher *et al.*, 2009).

The Web of Science database's corporate citizenship behavior publications from 1995 to 2023 are all analyzed by the researchers. Good records are bibliometrically examined following the search and data screening processes (McBurney & Novak, 2002). The bibliometric study quantitatively analyzes paper qualities using descriptive and evaluative approaches (Abramo *et al.* (2011). Bibliometrics examines journals, writers, institutions, countries, keywords, references, and field trends. The Web of Science database is utilized to review this bibliometric investigation quantitatively and qualitatively. Scopus's built-in analyzer is used for most summary analyses (Choudhri *et al.*, 2015). VOS Viewer is used to analyze OCB articles for citations, co-occurrences, nations, and keywords. Both quantitative and visual methods are used.

Literature Search

The search functionality of the Web of Science is limited to studies published from 1995 to May 23, 2023. The study utilized the search terms "organizational citizenship behavior, organizational civic virtue, and extra-role behavior," which are also employed in a previous study by Estivaleta *et al.* (2014).

The primary objective of the search is to create a comprehensive inventory of existing OCB books. The study utilized a variety of sources, including research articles from various journals, books, book chapters, conference papers, conference results, and trade magazines, to ensure comprehensive coverage. Review papers are not utilized. The sequential process involved in identifying the sources of documents for a systematic review of a study has also been mentioned. The goal of the search is to find every study on OCB. The Web of Science database is used to look for information, and the following settings are set:

- Inclusion: Dates: 1995 to the present (23rd May 2023)
- Inclusion: Searching keywords: "organizational citizenship behavior, citizenship behavior, organizational citizenship, organizational civic virtue, and extra-role behavior."

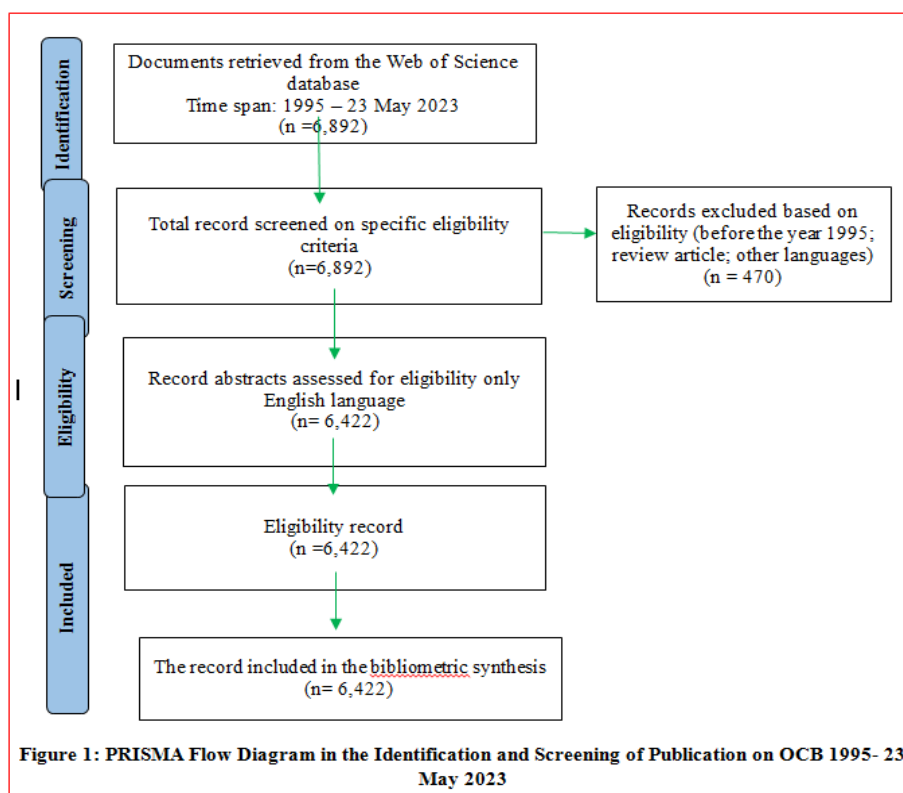
- Inclusion: Document Type: articles, books, book chapters, conference papers, conference proceedings, and trade publications, English language.
- Exclusion: Document Type: reviews before the year 1995 and other languages.

When OCB titles, abstracts, and author keywords are looked up in the Web of Science database, a total of 6,892 items are found. Then, based on what is permissible, publications before 1995, reviewed papers, and documents in other languages are left out of the search. Web of Science filters are used to get rid of 470 irrelevant documents. Last, this bibliometric study is only able to look at the 6,422 records that are still good (see Figure 1).

Bibliometric Map

The study analyzed 6,422 items by providing their bibliographical information to VOS viewer version

1.6.11. The author utilized a VOS viewer to generate bibliometric maps, which will be presented in subsequent sections. The paper's utilization of the VOS viewer yielded intriguing findings, such as the distribution of publication countries and the author's research interests. The VOS viewer allows for the linking of items through lines, with each line being assigned a numerical value indicating the strength of the link between the two items. According to Khudzari *et al.* (2018), there is a positive correlation between the strength value and the strength of the link. The co-authorship study also considered link strength, which quantified the number of joint publications between the countries being analyzed. In Van Eck and Waltman's (2018) study on keyword co-occurrence, the link strength is determined by the frequency of two linked keywords appearing together in research.

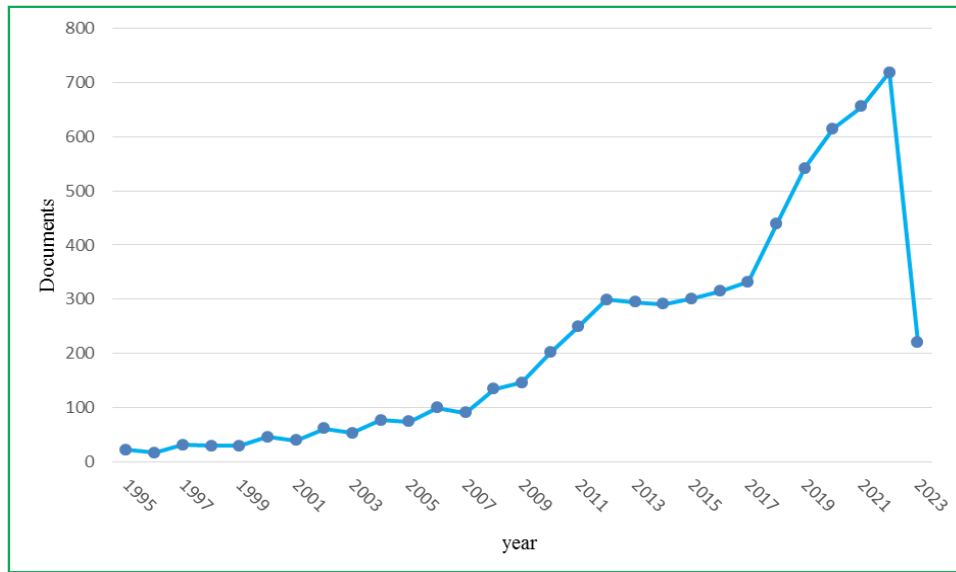


ANALYSIS OF RESULTS

Progress of Research Output

In the past 28 years, research papers have been written. It is found that there are 6,422 works on the OCB in the Web of Science Database from 1995 to May 23, 2023. Figure 2 shows how writing has grown over time. The first study of OCB was done in 1995 by Ligen *et al.* Since 2000, the

number of articles published in OCB has been steadily going up. It is thought that study on this topic has been going on since 2003. In 2007, when there were almost four times as many publications as there were in 1995, the yearly growth rate went up quickly. The quantity of OCB publications has experienced substantial and rapid growth from 2010 to 2022.



Source: WOS Database

Figure 2: 1995–23 May 2023 OCB Publications

So, people expect that in the future, there will be a greater interest in OCB publications. From 2000 to 2007, there was a steady rise in the number of articles about OCB. Fewer than 100 copies are printed each year. But from 2008 to 2014, the number of publications grew much faster than before. In the past seven years, 1,616 OCB research papers have been released. Then, for the next 2 years, it stayed almost the same. Notably, since 2018, the number of people doing a study on OCB has grown very quickly. People could expect that the interest will keep going up in the future.

Highly Prominent Outlook of Organizational Citizenship Behavior

A shortlist of 6,422 objects is presented in Table 1. These 6,422 papers have 12,332 authors, 9,925 keywords, and 102 countries. After precise bibliographic analysis, the following sections provide a comprehensive overview of OCB literature.

Table 1: Highly Prominent Outlook of Organizational Citizenship Behavior

Description	Result
Total Research Documents	6,422
Total Authors	12,332
Total Countries	102
Period (Year)	2023

The First Article (Year) In The Database	1995
Total Keywords	13,505
Author Keywords	9,925
Cited Sources	667
Cited Documents	5,750
Cited Authors	11110
Cited Countries	102

Source: Author’s Computation

Highly Top Cited Publications

Table 2 shows the OCB articles that have been cited the most and had the most influence. With 3,569 citations, “Affect- and cognition-based trust as foundations for interpersonal cooperation in organizations” is the most-cited article. It is followed by “Affective, continuance, and normative commitment to the organization: A meta-analysis of antecedents, correlates, and consequences,” which had 3,186 citations. We saw that four of the top 10 pieces are from the Academy of Management Journal, which is in line with what Table 2 showed. The Academy of Management Journal is the most useful and important OCB journal. Also, meta-analysis studies make up half of the most-cited papers. OCB is also associated with organizational commitment, job engagement, job performance, justice, work engagement, and organizational support.

Table 2: Highly Most Cited Publication, Sources: Author

Author	Title	Year	Journal	TC
Mcallister	“Affect-And Cognition-Based Trust As Foundations For Interpersonal Cooperation In Organizations”	1995	(Academy Of Management Journal)	3,569
Meyer Et.Al	“Affective, Continuance, And Normative Commitment To The Organization: A Meta-Analysis Of Antecedents, Correlates, And Consequences”	2002	(Journal Of Vocational Behavior)	3,186
Wrzesniewski	“Crafting A Job: Revisioning Employees As Active Crafters Of Their Work”	2001	(Academy Of Management Review)	2,146
Hinkin	“A Brief Tutorial On The Development Of Measures For Use In Survey Questionnaires”	1998	(Organizational Research Methods)	2,017
Sandy Et.Al	“Perceived Organizational Support And Leader-Member Exchange: A Social Exchange Perspective”	1997	(Academy Of Management Journal)	1,864
Bruce Et.Al	“Job Engagement: Antecedents And Effects On Job Performance”	2010	(Academy Of Management Journal)	1,809
Dyne & Lepine	“Helping And Voice Extra-Role Behaviors: Evidence Of Construct And Predictive Validity”	1998	(Academy Of Management Journal)	1,744
Hinkin	“A Review Of Scale Development Practices In The Study Of Organizations”	1995	(Journal Of Management)	1,649
Wong & Law	“The Effects Of Leader And Follower Emotional Intelligence On Performance And Attitude: An Exploratory Study”	2002	(The Leadership Quarterly)	1,466
Christian Et. Al	“Work Engagement: A Quantitative Review And Test Of Its Relations With Task And Contextual Performance”	2011	(Personnel Psychology)	1,413

Source: Author’s Computation

Perspective of a Prominent Author

There are a total of 12,332 writers found in this study. To identify extremely influential authors, we looked for people who had authored at least five separate documents.

Table 3: Perspective of a Prominent Author

Author	Affiliation	Total Documents	Total Citation	Total Link Strength	Country	Types Of Economy
Colquitt, Jason A	University Of Notre Dame	14	3514	26	USA	Developed
Scott, Brent	Michigan State University	13	3300	21	USA	Developed
Den Hartog Dn	University Of Amsterdam	18	1926	33	Netherland	Developed
Paille Pascal	Neoma Business School	30	1904	25	France	Developed
Johnson Russell E	Michigan State University	27	1884	33	USA	Developed
Restubog Simon Lloyd	The University Of Illinois Urbana	27	1488	44	USA	Developed
Huang, XU	Hong Kong Polytechnic University	21	1420	32	Hong Kong	Developed
Li, Ning	University Of Iowa	16	1308	25	USA	Developed
De Cremer, David	National University Of Singapore	22	1041	29	Singapore	Developing
De Clarcq, Dirk	Brock University	37	631	49	Canada	Developed

Source: Author’s Computation

Table 3 presents a compilation of authors who have received significant recognition for their published research on Organizational Citizenship Behavior (OCB), based on the number of citations they have received. All of the authors included in the table have made significant contributions to the field, either individually or in groups. The most contributions are made to Jason A. Colquitt (14 documents, 3514 citations), followed by Scott Brent (13 documents, 3300 citations). De Clercq, Dirk has the highest number of publications in the field of Organizational Citizenship Behavior (OCB), with a total of 37 documents. However, their research received fewer citations compared to that of other scholars.

Outlook of Highly Prominent Journal

An extensive citation map is built from sources containing at least five documents and five citation sources. Only 204 of 708 sources satisfied the criteria. Table 4 lists the top 10 cited journals. The American Psychological Association's Journal of Applied Psychology, ranked by SSCI, had the highest citation of 47,406 and 315 documents. The Acad Management Academy of Management Journal, with 31837 citations and 97 documents, is the second most prominent journal according to SCImago journal rank. The SCImago journal rating (SJR) of Wiley's Journal of Organizational Behavior is C with 18324 citations and 168 documents.

Table 4: Outlook of Highly Prominent Journal

Journal	Publisher	Discipline	Ranking And Indexing	Documents	Total Citation	Total Link Strength
Journal of Applied Psychology	Amer psychological association	Management+ Psychology	Ssci	315	47,406	12,596
Academy of Management Journal	Acad management	Business Management	Scimago Journal Rank (SJR)	97	31837	5428
Journal of Organizational Behavior	Wiley	Business Management Psychology	Scimago Journal Rank (SJR)	168	18324	5007
Journal Of Management	Sage+ Elsevier	Business Management Psychology	Ssci	108	15056	3175
Personnel Psychology	Wiley	Management+ Psychology	Scimago Journal Rank (SJR)	77	11984	2782
Journal of Business Ethics	Springer	Business Ethics	Scimago Journal Rank (SJR)	202	10824	3419
Leadership Quarterly	Elsevier	Management+ Psychology	Scimago Journal Rank (SJR)	78	9735	1900
Journal of Vocational Behavior	Elsevier	Psychology Applied	Scimago Journal Rank (SJR)	78	8034	1881
Academy of Management Review	Acad management	Business Management	Ssci	32	7408	1378
Journal of Occupational and Organizational Psychology	Wiley	Management +Psychology Applied	Scimago Journal Rank (SJR)	87	7377	1700

Source: Author's Computation

Highly Prominent Affiliation

A large citation map is made based on resources with at least five documents and at least ten reference sources. It turned out that only 675 of the 3,404 sources met the criteria. Table 5 shows the ten organizations that have been cited the most. With 116 publications, Michigan State University had the most citations in the OCB area than any

other university. Also, the University of Florida came in second place with 64 papers that were cited 10,634 times. The University of Illinois system had the third most articles on the OCBs, with 9,556 citations and 91 publications. After these schools, the Indiana University system had 64 publications with 8,819 citations, and the University of Georgia system had 42 publications with 7,295 citations.

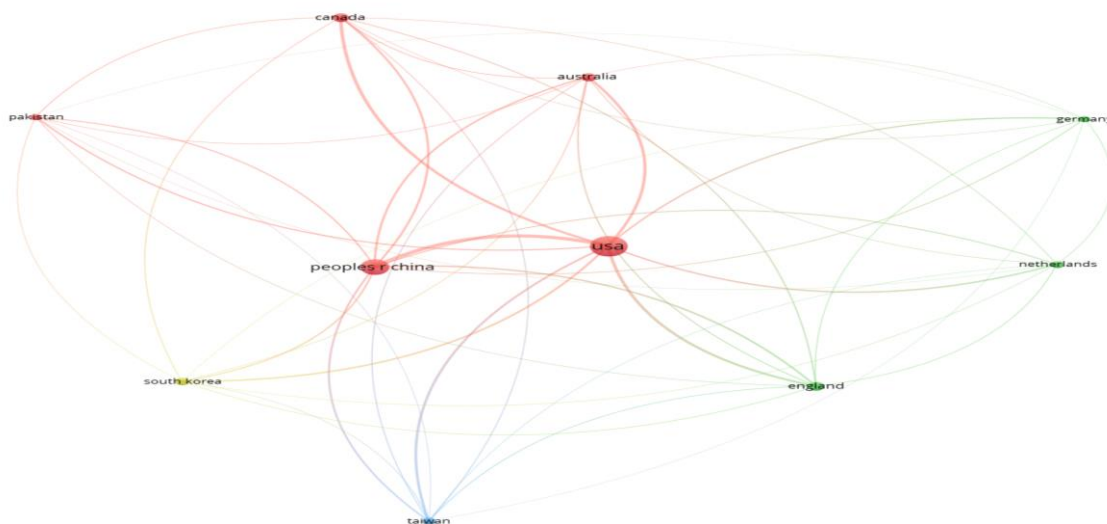
Table 5: Highly Prominent Affiliation

Affiliation	Total documents	Total citation	Total link strength	h-index	Country	Types of economy
Michigan State University	116	14,546	8,921	55	USA	Developed
University Of Florida	64	10,634	5,036	35	United States	Developed
University Of Illinois System	91	9,556	5,033	42	Chicago	Developed
Indiana University System	64	8,819	5985	45	United States	Developed
University Of Georgia	89	8,082	4,582	45	United States	Developed
Hong Kong University Of Science Technology	42	7,295	3,805	32	Hong Kong	Developed
The University Of Michigan Systems	47	6,959	3,419	29	USA	Developed
Texas A M University College Station	71	6,800	4,659	37	United States	Developed
Hong Kong Baptist University	73	5,518	3,339	34	Hong Kong	Developed
Kansas State University	35	4,900	3,468	24	United States	Developed

Source: Author’s Computation

High-Profile Countries

Citations from at least 5 papers and 10 citations are visualized by country in Figure 3. To put it another way, just 63 of the world’s countries (out of a possible 102) have fulfilled the requirement. Table 6 lists the 10 countries that are most talked about and known around the world.



Source: VOSviewer

Figure 3: The Result of Country Citation

The United States, which is considered a developed country, came in first place for documents (2445), citations (19,09,500), and overall link strength (35,212). People's China, which is thought to be a

“developing” country, came in second with 1437 documents, 46851 citations, and 23614 total link strength. After that, England, Canada, and other countries did the same.

Table 6: The Perspective of a Highly Prominent Country

Country	Types of Economy	Documents	Citation	Total Link Strength
USA	Developed	2445	190950	35212
China	Developing	1473	46851	23614
England	Developed	475	26854	9811
Canada	Developed	456	24531	9894
Netherland	Developed	302	20822	5149
Australia	Developed	449	18919	8722
Taiwan	Developed	383	12113	6256
Germany	Developed	249	11811	3729
South Korea	Developed	374	11423	6044
Pakistan	Developing	259	3864	4489

Source: Author's Computation

Highly Prominent Author's Keywords

Before running the analysis, a thesaurus file is used to rename the author's themes. After changing the complete keyword information, the analysis came up with 361 author keywords that are used at least ten times. Figure 4 shows a list of the most famous authors based on how many times their work has been published on OCB, with or without co-authors.

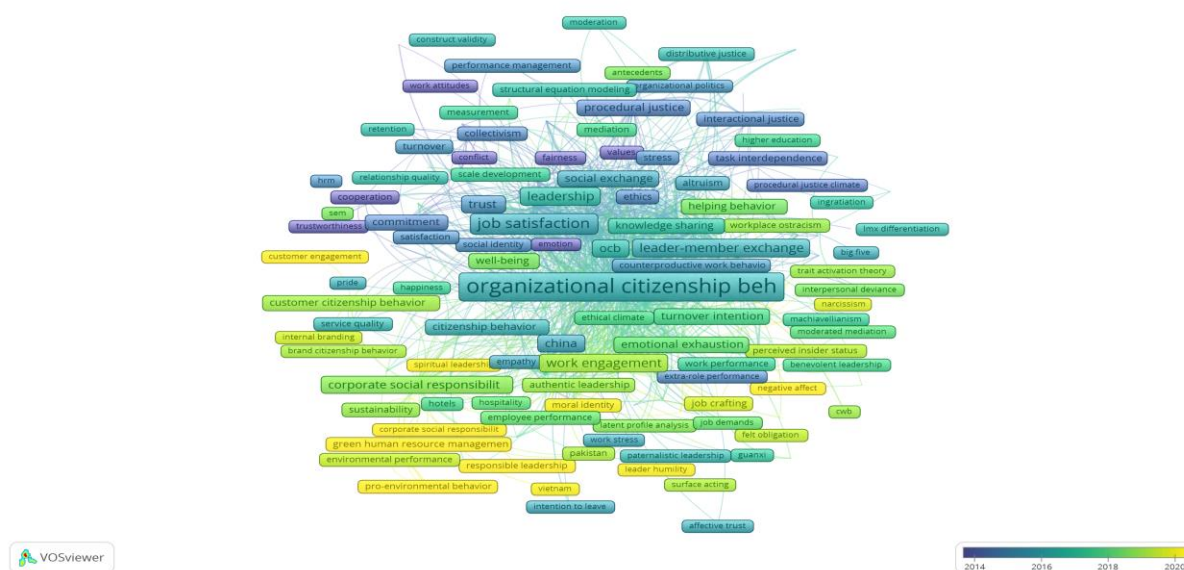
Since this study is all about looking at past research in the OCB area, it is clear that the term “organizational citizenship behavior” would be used the most. The research showed that OCB is mentioned in the articles 187 times, giving them a linkage strength of 1683. Several keywords are also used to come up with the idea for the OCB. These included “citizenship (75 times), extra-role behavior (61 times), prosocial behavior (36 times), helping behavior (64 times), organizational performance (21 times), organizational behavior (38 times), and in-role performance (38 times).”

The idea of OCB is also linked to a few theories, such as the “social exchange theory (109 times), the conservation of resources theory (59 times), the social identity theory (35 times), the self-determination theory (42 times), the social cognitive theory (15 times), and the traits activation theory (ten times).”

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Figure 4 shows that keywords like “job satisfaction (278 occurrences, 697 links), organizational commitment (209 occurrences, 494 links), job performance (226 occurrences, 496 links), organizational justice (161 occurrences, 361 links), ethical leadership (130 occurrences, 267 links), trust (113 occurrences, 263 links), affective commitment (109 occurrences, 243 links),” *met also*, it meant that those keywords are very important and central to the field, since that's what OCB study has always stressed.

In the same way, this study found that OCB and leadership are closely linked. The most similar leadership styles are ethical leadership (130 occurrences and 267 links) and servant leadership (100 occurrences and 211 links). We think that the researchers also talked about other types of leadership because the word “leadership” is used a lot in the OCB study (164 times, 352 links).



Source: Author’s Computation

Figure 4: Highly Prominent Author Keywords

The keywords “counterproductive work behavior, person-job fit, social support, deviant behavior, role ambiguity, self-determination theory, organizational culture, moral identity, and organization-based self-esteem” with OCB growing into a new area of study focus. According to the current analysis, some important topics, such as leader membership exchange, desire to leave, and corporate social responsibility, should be looked into by OCB.

Co-Citation Analysis

Author Co-Citation Analysis

The second study analyzed the co-citation network of the author's OCB. The primary focus of author co-citation analysis is the process of author mapping. Co-citation analysis is used to map the intellectual structure of a field. Author co-citation analysis is employed to ascertain the intellectual framework of OCB writers by identifying key contributors through the publication of a collection of articles. A sample of 12,332 writers was created by processing cited reference data from 6,424 papers. A total of 100 writers were selected based on their 20 citations and 10 documents. A co-citation analysis is conducted on the 100 contributions, and Figure 5 displays the network, which includes clusters.

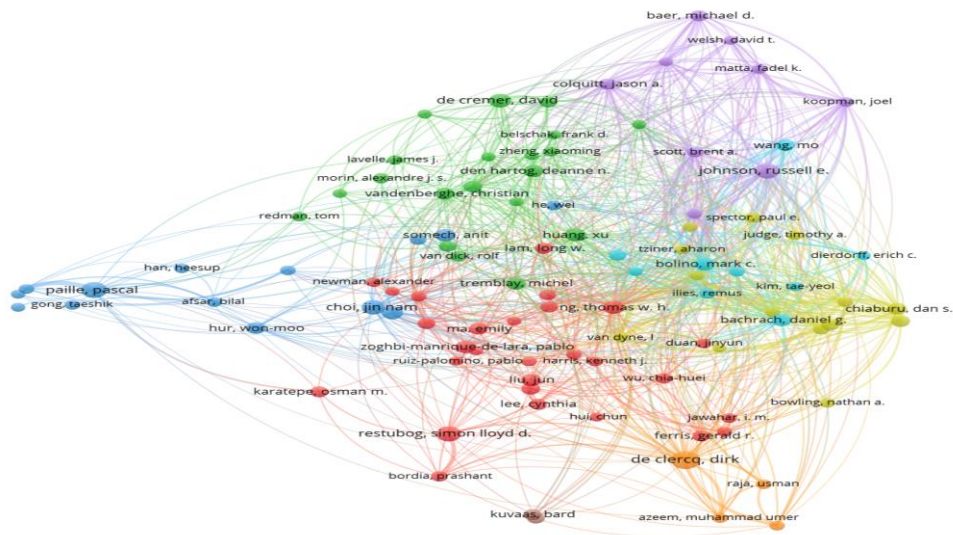
Eight clusters are found through co-citation analysis. Each cluster had both OCB dimension creators and non-OCB researchers who shaped OCB investigations. The first main cluster, red, contains authors who have studied and developed OCB for individuals and organizations. Lai *et al.* (2011) studied how OCB affects work performance ratings in different team cultures, defined by collectivism and individuality. Kwan. *et al.* (2011) OCB targets individuals and organizations. The same-color nodes indicate how people in the same cluster collaborate.

Authors that have investigated OCB dimensions and their connections to other organizationally useful factors are shown by the green cluster. Cognitive trust had no significant effects, whereas emotional trust fully mediated relationships between supervisory leadership and subordinate work performance and organizational citizenship behavior (Miao *et al.*, 2014). Grant & Mayer (2009), Snape & Redman (2010), and others are acknowledged by OCB authors and hence included in this cluster, although Skarlicki & Latham (1995) concluded that OCB directly enhanced work performance.

In the blue cluster, Paille (2011) is the third most cited author for her study on organizational citizenship behavior that reduces stress and intention to leave. Gao & He (2017), Somech &

Drach (2004), Zhao & Chen (2014), and others are writers in the cluster. They've contributed to topical understanding. The yellow cluster shows authors who contributed to OCB's organizational role. Chiaburu & Byrne (2009) and Li & Crant (2010) show OCB's psychological aspects. However, podsakoff *et al.* (2014), Fox *et al.* (2012), and many others directly contribute to OCB.

Four little clusters—orange sky blue, black, and purple—are found in addition to the four above. The most cited author in this cluster was Colquitt, Jason A. with 3,514. The nodes demonstrated the relationship between Nielsen *et al.*, Balino & Klotz, Clercq, and Belausteguigoitia, and a few others whose works are not explicitly focused on OCB but acknowledged the work of many OCB writers because they studied psychology.



Source: Author's Computation

Figure 5. Co-Citation Network of WPS Authors

Journal Co-Citation Analysis

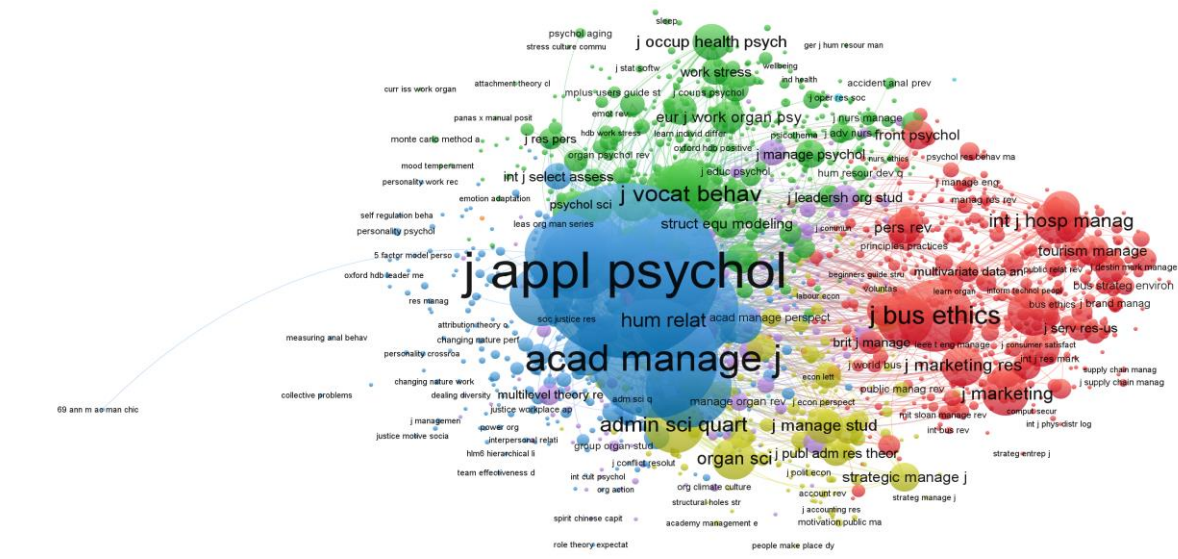
The WPS journal co-citation network is examined by the authors. McCain invented the phenomenon in 1990 to further thematic structuring science. The fact that the same two sources are used over and over again shows that the scope of the publication and its study questions are similar. There are 37,502 sources found that had at least 20 mentions. Only 1,679 of the 37,502 sources meet the requirements.

Figure 6 demonstrates how VOS viewing software grouped journal co-citations into eight groupings. The blue cluster featured 303 articles on management, applied psychology, and business, including the Journal of Applied Psychology, Academy of Management Review, and Academy of Management Journal. The Journal of Applied

Psychology leads with 47,406 direct citations and 12,596 links. This magazine covers business and psychology; therefore this conclusion is expected.

The most-cited paper, “Affect- and cognition-based Trust as Foundations for Interpersonal Cooperation in Organizations,” is published in this Academy of Management publication.

The second grouping, which is red and has 542 items, is mostly made up of journals about business ethics, hospitality, and business research. These journals are the Journal of Business Ethics, the Journal of Hospitality and Tourism Management, and the Journal of Marketing Research. The Journal of Business Ethics got the most citations with 10,824 and a total link strength of 3419, but the Journal of Hospitality and Tourism Management got the fewest with 562 and a total link strength of 599. The third group is green. It is made up of 418 items, most of which are psychology journals or multidisciplinary journals like the American Behavior Scientist, the American Journal of Health Promotion, and the Annal of Behavior Medicines.



Source: Author's Computation

Figure 6: Source Co-Citation Network of OCB

With 1,623 citations and a total link strength of 342, the annal of Behavior Medicine got the most citations. The American behavior scientist came in second with 358 citations.

The fourth cluster that is made is yellow. It had 216 items, and some of them were papers with names like ‘‘Organizational Science and Journal of Management Studies.’’ With over 4,535 citations and a total link strength of 872, the Magazine of Management Studies had the most.

The fifth group that came together was purple. It is made up of 196 items, most of which are handbooks with journal names (like Leadership Quarterly, American Journal of Political Science, and American Journal of Sociology) that are connected to leadership, political science, and sociology. The Journal of Leadership Quarterly got the most mentions, with 9,735, and its link strength is the strongest, with a total of 19,00.

The handbook of digital ethics and a magazine about operational research (magazine of the Operational Research Society) are two of the seven items in the other three small clusters, which are shown in different colors.

DISCUSSION

The citation map underscores the prominence of Michigan State University in OCB research, with 116 publications, indicating its substantial impact on the field. The University of Florida and the University of Illinois system also emerged as significant contributors (Gao, & He, 2017). This concentration of research output in specific institutions suggests collaborative efforts and expertise clusters within academia. On a worldwide basis, the United States dominates OCB research, (Estivaleta *et al* 2014) with the most documents (2445) and the most citations (1,909,500). This concentration of research production in industrialized nations such as the United States and the People's Republic of China emphasizes the worldwide significance and influence of OCB research, with these countries functioning as academic activity hubs in the area. The examination of important author keywords gives insight into the major subjects in OCB research (Zhao, *et al.* 2014). Notably, the presence of buzzwords like ‘‘job satisfaction, organizational commitment, and leadership’’ highlights their importance in the OCB debate. The frequent use of

these phrases emphasizes their importance in comprehending OCB dynamics and organizational behavior (Diem, & Wolter, 2013).

Furthermore, the author's co-citation analysis identified multiple groups, each of which contributed to different aspects of OCB research. The red cluster, which includes writers who focus on human and organizational components of OCB, is noteworthy because it reflects a complete approach to analyzing the impact of OCB (Chiaburu, & Byrne, 2009). The green cluster supports the interconnection of these ideas in organizational contexts by investigating OCB characteristics concerning trust and leadership (Choudhri, *et al.* 2015). The examination of journal co-citations identified eight clusters, each reflecting a different theme grouping in OCB research. The dominance of publications such as the *Journal of Applied Psychology* and the *Journal of Business Ethics* in their respective clusters demonstrates the importance of these journals in developing OCB literature (Fox, *et al.* 2012). This integrated network of publications demonstrates the multidisciplinary character of OCB research, which spans disciplines such as psychology, corporate ethics, and management. In conclusion, this bibliometric viewpoint gives a thorough review of the development and current situation of OCB research (McBurney, & Novak, 2002). It focuses on significant contributors, prominent institutions, and thematic clusters, providing valuable insights for scholars, institutions, and policymakers wanting to understand and contribute to the continuing conversation around Organizational Citizenship Behavior.

CONCLUSION

The point of this paper is to find and look at OCB writings. The Web of Science collection from 1995 to 2023 is looked at using the bibliometric research method. The software VOS Viewer is used to look at the different parts of 6,422 publications that came out between 1995 and 2023 and show how they fit together. OCB literature is also systematically studied and analyzed globally. The tables and graphs above indicate the most important writers, publications, countries, organizations, and keywords. First, from 1995 to 2023, OCB publications and research interest increased.

Based on the 6,422 linked studies in the Web of Science database, the discussion and analysis set out how organizational citizenship behavior changes over time. Since 2000 until now, organizational civic behavior (OCB) has been growing at a fast rate. This is because OCB is seen as one of the things that helps companies do well. The United States and China are found to be the best two countries in the OCB research area, based on the statistics. The US also had the most connections to this area of study. It is recommended that other countries like England, Canada, and the Netherlands work with the top affiliated countries to expand the scope of their study. Business and management are things that OCB did. The most linked term to look at OCB is "job satisfaction." Job happiness could become a hot topic in the future because it could help companies stay in business for a long time, which is a hot topic right now.

The *Journal of Applied Psychology*, the *Academy of Management Journal*, and the *Journal of Organizational Behavior* are highly influential due to their frequent citations and strong overall connections. The two seminal papers that significantly contributed to the field are McAllister's (1995) "Affect- and Cognition-based Trust as Foundations for Interpersonal Cooperation in Organizations" and Meyer *et al.*'s (2002) "Affective, Continuance, and Normative Commitment to the Organization: A Meta-analysis of antecedents, correlates, and consequences."

LIMITATIONS

Like prior research, this study should fix certain issues. This study provided useful and educational information. Its purpose is to guide and assist the most common and important OCB work. Second, we used Web of Science data, which is rich in social science studies (Mongeon & Paul-Hus, 2016). Considering our understanding of Organizational Citizenship Behavior (OCB), Scopus has supplied us with a thorough compendium of the most relevant papers so far. Thematic trends evaluated by researchers may modify this study's findings over time.

This study only looked for 'OCB' in the titles and papers. With this method, it might not be possible to choose papers about OCB from the Web of Science database. People think that some authors

may not have used the term “OCB” in their studies, but instead used the term “extra-role behavior” to explain why workers did better than expected (Emmerik, *et al.* 2005). Future researchers should use different databases, like combining Scopus and WOS, to compare the works on “OCB.” When bibliometric research uses more than one database, it can get more complete results. Also, this study didn't look at all OCB research articles in all languages. Future studies should include all OCB research articles in all languages to get the most complete data.

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