

# Language Skills in Business Context: A Bibliometric Analysis Using the VOS Viewer Application

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Article Info	Abstract
Received: 3 January 2024 Reviewed: 4- 26 February 2024 Accepted: 1 March 2024 Published: 12 June 2024	<p><b>Purpose</b></p> <p>The purpose of this study is to use VOSviewer to conduct a bibliometric examination of language skills in a business context. A quantitative description method is employed in this investigation.</p> <p><b>Methodology</b></p> <p>The data utilized in this study came from Google Scholar search results for the term "Language skills in business context," which were obtained utilizing the publish or perish program. The data source was taken from the Google Scholar database for the period 2013 – 2023. The total documents found during the last 10 years were 616 documents.</p> <p><b>Results/Findings</b></p> <p>Based on the research results, it was found that the number of publications regarding the test language skills in business contex experienced fluctuations. The results of mapping the article data produce three forms of visualization, namely network visualization, overlay, and density.</p> <p><b>Implications</b></p> <p>The study provides valuable insights into the evolution, methodologies, and trends within research on language skills in a business context, emphasizing the importance of bibliometric analysis in understanding scholarly landscapes.</p>
Keywords: Statistics; Bibliometric analysis; Language skills; Business context	

## 1. Introduction

Language skills are becoming increasingly vital in the job as the globe gets more globalized and interconnected (Lim, W. M., 2023). In line with this, Agustina, L., & Setiawan, R., 2020 stated that language proficiency is essential for graduates to effectively promote businesses globally. The ability to communicate successfully in multiple languages is extremely valuable, and with English serving as the primary lingua franca for enterprises worldwide, language skills are vital to commercial success (Martinaj, F. G., 2023).

The previous research support that English proficiency is essential, as they are the primary means of communication in the global business world. Instilling the importance of English for global entrepreneurship in students, especially those who speak English as a second or foreign language, can motivate them to use English more effectively and overcome language barriers. (Ahmad, I. S., & Khan, Z. J. Y. (2023). Strong language abilities allow for improved communication with clients and coworkers, as well as more successful collaboration with people from other cultures (Mata, Á. N. D. S, 2021). It strengthens connections and decreases irritation when

consumers or coworkers believe they are not heard or listened to (Drossman, D. A., 2021). Learning a new language may be an extremely rewarding experience that promotes personal growth and skill improvement. Language learning has been shown to improve not only communication skills, but also the brain's ability to process and remember information (Li, P., & Jeong, H., 2020)., as well as the development of new cognitive and problem-solving abilities (Rakhmankulovna, A. S., 2023).

Tiwari, R., 2020 stated that learning a new language demands discipline, effort, and patience, all of which are transferable skills. To summarize, language skills are extremely essential in the workplace, as they can lead to new career prospects for people while also providing actual benefits to enterprises. Investing in language skills can boost an employee's worth and help them flourish in today's ever-changing work environment. Xiao, P., Luo, X., & Daly, S. P., 2020 explain about the urgency of language skills in business in terms of negotiation and its significance. Negotiation involves resolving issues to reach an agreement, address problems, or make arrangements which need language skills. Language skills in negotiation affects many countries, institutions, and individuals (Ou, W. A., & Gu, M. M., 2020). Business negotiation is crucial for exchanging information and establishing links between firms in both social and commercial contexts. Business negotiations help firms achieve economic goals, obtain market information, and gain competitive intelligence. However, these key characteristics of language skills connected with business have not received adequate attention. Therefore, the analysis is important to carry out. The research aimed to conduct a bibliometric examination of language skills in a business context. The method uses bibliometric analysis with Vost Viewer tools to determine trends or developments in a research theme in more detail.

## 2. Methods

The publish or perish application, which is derived from the Google Scholar database, provided the international publishing data used in this study. In the domain of article titles and abstracts, data gathering through publications was conducted using the keywords language skills and bussines context. The time frame in use was 2013–2023. 616 published papers were found in the search results. The information entered includes the publishing format, publication year, number of citations, number of article authors, research areas, number of citations, and author name for each article. Excel was used to evaluate the data that was collected. In the meantime, VOSviewer software was used to study the development trend of language skills in publications related to bussines context. VOSviewer use the VOS mapping technique, which stands for visualization of similarity, to produce a map. Network maps created using proper and thorough mapping techniques can be seen in VOSviewer. Organizing items in a low dimension so that the distance between two items accurately indicates relatedness or uniformity is the aim of VOS

## 3. Results and discussions

### 3.1. Publication data search result

Table 1: Publication

No	Cities	Title	Year	Cites Per Year	Cites Per Author	Ref
1	259	Organizational decision to adopt hospital information system: An empirical investigation in the case of Malaysian public hospitals	2015	28,78	86	Ahmadi et al. (2015)
2	188	Workâ€‘family conflict/familyâ€‘work conflict, job stress, burnout and intention to leave in the hotel industry in Quebec (Canada): moderating role of need for family friendly â€‘	2018	31,33	94	Mansour (2018)
3	144	Buffering academic stress during the COVID-19 pandemic related social isolation: Grit and growth mindset as protective factors against the impact of â€‘	2021	48	144	Mosanya (2021)
4	139	Producing place atmospheres digitally: Architecture, digital visualisation practices and the experience economy	2017	19,86	46	Degan et al. (2017)
5	130	Developing an entrepreneurship module by using product-based learning approach in vocational education.	2017	18,57	33	Yulastri et al (2017)

No	Cities	Title	Year	Cites Per Year	Cites Per Author	Ref
6	124	An analysis of factors affecting students' perceptions of learning outcomes with Moodle	2020	31	41	Perez et al (2020)
7	117	The effects of mobile marketing, discount, and lifestyle on consumers' impulse buying behavior in online marketplace	2020	29,25	39	Ittaqullah et al (2020)
8	114	The effect of digital marketing on purchase intention: Moderating effect of brand equity	2022	57	57	Alwan & Alshurideh (2022)
9	109	Knowledge management lifecycle in Islamic bank: the case of syariah banks in Indonesia	2020	27,25	55	Nurdin & Yusuf (2020)
10	65	Challenges faced by rural people in mitigating the effects of climate change in the Mazungunye communal lands, Zimbabwe	2019	13	33	Tirivangsu & Nyahunda (2019)
11	64	The use of strategy tools and frameworks by SMEs in the strategy formation process	2019	12,8	16	Bellamy et al (2019)
12	62	Female directors on boards. The impact of faultlines on CSR reporting	2020	15,5	21	Ramon et al (2020)
13	60	The Use of Problem Based Learning to Improve Students Speaking Ability	2014	6	60	Khotimah et al. (2020)
14	60	Culture-based developmentâ€‘culture and institutions: economic development in the regions of Europe	2013	5,45	60	Tubadji (2013)
15	58	A review of the situation of service-learning in higher education in Spain.	2016	7,25	19	Opazo (2016)
16	56	The influence of knowledge, satisfaction, and motivation on employee performance through competence	2018	9,33	19	Akmusaddar et al (2018)
17	52	Student organizations and communities of practice: Actions for the 2030 agenda for sustainable development	2017	7,43	10	Borges et al (2017)
18	51	Overcoming self-confidence of Islamic religious education students: The influence of personal learning model	2020	12,75	13	Hamzah et al. (2020)
19	49	Applying natural language processing and hierarchical machine learning approaches to text difficulty classification	2020	12,25	16	Barlyan et al. (2020)
20	49	An analysis of code-mixing and code-switching used by Indonesia Lawyers Club on TV One	2020	12,25	25	Silaban & Marpaung (2020)

### 3.2. Development of language skill in bussines contex 2013-2023

Table 2 shows the development of research in the field of language skills in bussines contex published in the Google Scholar indexed journal. Based on the data shown in Table 2, it can be seen that the number of researches in bussines contex is 616 articles from 2013-2021. In 2013 there were 14 articles. In 2014 there were 26 articles. In 2015 there were 36 articles. In 2016 there were 32 articles, in 2017 there were 47 articles, in 2017 there were 47 articles, in 2018 there were 53 articles, in 2019 there were 52 articles, in 2020 there 70 articles, in 2021 there 96, in 2022 there were 83 articles and in 2023 there were 107 articles. Based on the number of research documents each year It is known that research publications regarding "Language skills in bussines contex" have increased from 2013 to 2023.

Table 2: Annual report research on "language skills in bussines contex"

Year	Documents
2013	14
2014	26
2015	36
2016	32
2017	47
2018	53
2019	52
2020	70

Year	Documents
2021	96
2022	83
2023	107

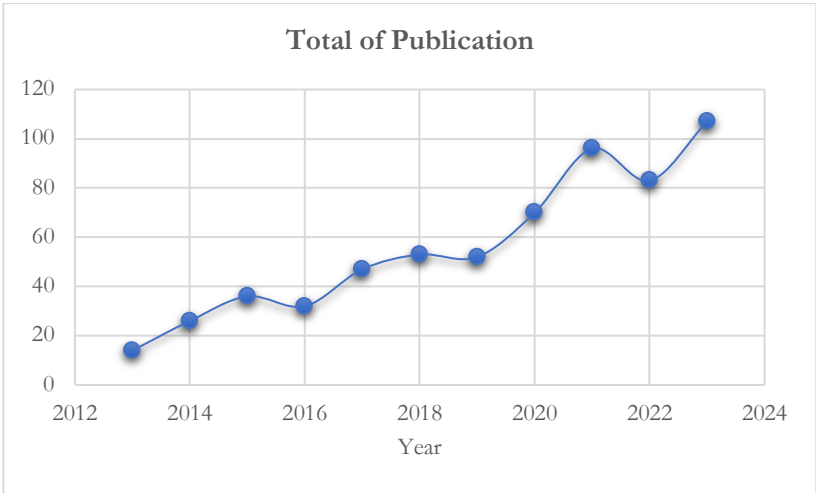


Figure 1. Research development regarding “Language skills in bussines context”

3.3. Visualization language skills in bussines context e topic area using VOSviewer

Computational mapping was performed on the article data. VOSviewer is used in computational mapping. From the results of language skills in bussines context found 616 items. Each item found related to mechanical engineering education in data mapping is divided into 5 clusters, namely:

- 3.3.1. Cluster 1 has 16 item and marked in red, the 16 item are activity, analysis, article, assessment, case, communication skill, context, covid, effectiveness, form, impact, Indonesia, literatur, person, role, service.
- 3.3.2. Cluster 2 has 13 item and marked in green, the item are bussines, communication, culture, effect, factor, influence, information, need, paper, performance, relationship, strategy, study.
- 3.3.3. Cluster 3 has 11 item and marked in blue, the 11 item are approach, challenge, concept, development, education, learning, model, problem, process, research, teaching.
- 3.3.4. Cluster 4 has 9 item and marked in yellow, the 9 item are ability, business, English, foreign language, language, language skill, social contex, student, use.
- 3.3.5. Cluster 5 has 9 item and marked in purple, the 9 item are attitude, behavior, implementation, knowledge, skill, soft skill, teacher, term, training.

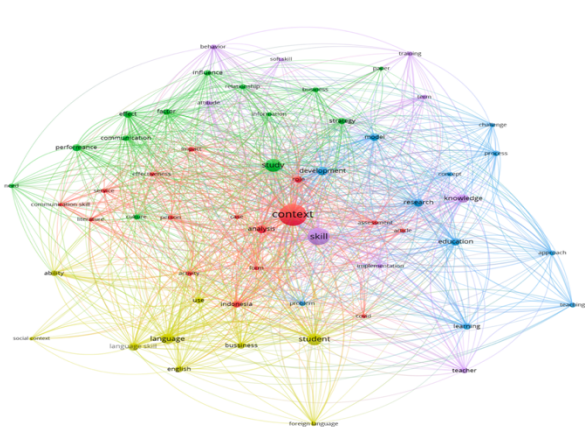


Figure 2. Network visualization of Language skills in bussines context keyword

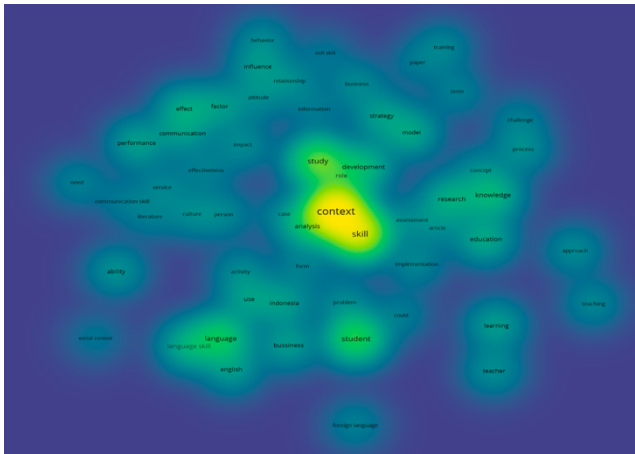


Figure 3. Density visualization of Language skills in bussines context keyword

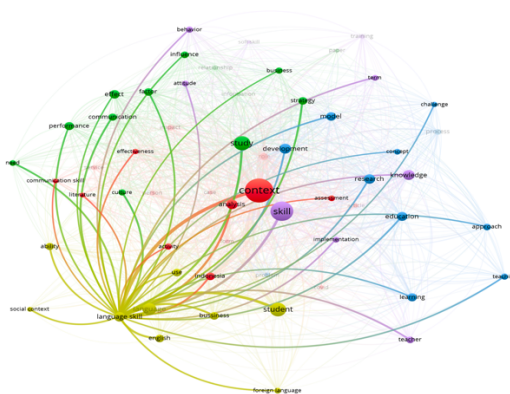


Figure 2. Network visualization of language skills in bussines contex

## 4. Conclusions

The number of publications regarding "language skill in bussines contex" during the last 10 years (2013-2023) was 616 documents. The development of research regarding "language skills in bussines contest" has fluctuations 14 (2013), 26 (2014), 36 (2015), 32 (2016), 47 (2017), 53 (2018) and 52 (2019), 70 (2020), 96 (2021), 83( 2022), 107( 2023). The results of the study indicate that the opportunity for research on language skills in bussines context still has a high enough chance and is linked to other terms.

### Declaration of conflicting interest

The authors declare that there is no conflict of interest in this work.

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