

**GLOBAL BUSINESS BEHAVIOURAL STRATEGIES FOR
SUSTAINABLE MANAGEMENT PRACTICES :
ESG TO SDGS**

GLOSMAN-2024

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BOOK OF ABSTRACTS



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&

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Editors: Dr. Sunder Kala Negi & Dr. Shampy Kamboj
Co-Editors: Dr. Yogesh Gupta, Dr. Mohd Adil & Dr. Rinshu



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Digital Nudging: A Bibliometric Analysis

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ABSTRACT: Digital life is an integral part of our life these days. Intelligently crafted front ends of platforms often make us addicted to it. In this scenario, the research done so far concerning digital nudging requires our attention. This paper attempts to mine insights from the research done so far using bibliometric analysis. Data was collected from the Scopus database based on the publications from the year 2005 to 2024. The objective of the study is to perform performance analysis and co-occurrence analysis of obtained data to discover the themes and emerging research areas concerning digital nudging. VOSViewer software is used for analyzing the data. Four themes relating to digital nudging could be identified through the study. Interestingly, the study also uncovered the increase of study among student groups.

Keyword(s): Bibliometric analysis, Digital nudging, Thematic mapping, Co-citations analysis, Performance analysis