

Social CRM and Customer Engagement: A Bibliometric and Thematic Mapping Analysis (2015– May 2025)

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Abstract :

This study aims to review the relationship comprehensively between social CRM and customer engagement through a bibliometric analysis of documents published in the Scopus database from January 2015 to May 2025.

The analysis was based on tracking trends and developments, identifying key countries and research organisations, examining the evolution of concepts and terminology, and revealing the current and future perspective of the most influential authors and institutions. We employed the tools R Studio and VOSviewer to assess the volume and scope of published research. A review of 373 research papers revealed that the relationship between social CRM and customer engagement experienced increased scholarly attention during a specific period, particularly between 2018 and 2020. The findings also indicated that research output was concentrated across multidisciplinary fields, with a limited number of researchers emerging as central figures in scholarly activity within this domain, which points to the importance of more sustained and integrated research efforts in the future.

Keywords: Social CRM, Customer Engagement. Bibliometric analysis

Jel Classification: M31.C80.D83

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1.Introduction

Customer Relationship Management (CRM) in the digital era has undergone a radical transformation and qualitative paradigm shift from the traditional model based on direct transactions to an advanced relational model founded upon a comprehensive interactive ecosystem that positions participation and social engagement at the core of its strategic framework. This transformation emerges within an evolving digital environment wherein consumers have become active agents and influential stakeholders within the marketing system. They have transcended their traditional role as passive recipients of marketing communications to become genuine partners in value creation and enhancement. The digital revolution, particularly the widespread adoption of social media platforms and modern interactive technologies, has contributed to a fundamental redefinition of how brands engage with their audiences, generating new dynamics like organization-customer relationships.

The emergence of the "Social Customer Relationship Management" (Social CRM) concept represents a tangible manifestation of this shift in contemporary marketing paradigms. In contrast to traditional CRM models, which primarily focus on collecting and analyzing quantitative transactional and behavioral data, the Social CRM model adopts an integrative approach that incorporates relational, social, and cultural dimensions within a holistic framework. This model operates on the premise that customer interactions with brands do not occur in isolation from the social context but rather transpire within a complex and interconnected digital ecosystem characterized by continuous interactivity and reciprocal influences among various stakeholders.

Despite the growing significance of this field and the recognition of its vitality within contemporary marketing literature, scientific research on social customer relationship management and customer engagement continues to suffer from evident fragmentation and compartmentalization at the level of theoretical frameworks and methodological approaches. Although there has been consistent growth in academic contributions since 2015, these efforts remain distributed across multiple disciplines, including marketing, business management, information systems, consumer psychology, and sociology. This has resulted in diversity in theoretical foundations and research methodologies, thereby impeding the achievement of an integrated cognitive framework enabling a comprehensive and profound understanding of this complex phenomenon. This fragmentation raises

Therefore, this study aims to answer the following main research question :

What are the research trends and emerging topics in Social Customer Relationship Management (SCRM) and customer engagement as reflected in the scientific literature through bibliometric analysis ?

- This central question leads to several sub-questions :
- What are the main research themes that define this field ?
- How have the core concepts evolved over the past decade ?
- What are the dominant and emerging theoretical streams ? Are there any convergences or gaps in the adopted approaches ?

1.1. Research Objectives

The study seeks to achieve the following objectives :

- Identify the key research themes that define the field.
- Explore the stages of development of the core concepts over the past decade.
- Examine the dominant and emerging theoretical streams, including possible convergences or gaps in the adopted approaches.

- Through bibliometric analysis, highlight the research trends and emerging topics in SCRM and customer engagement.

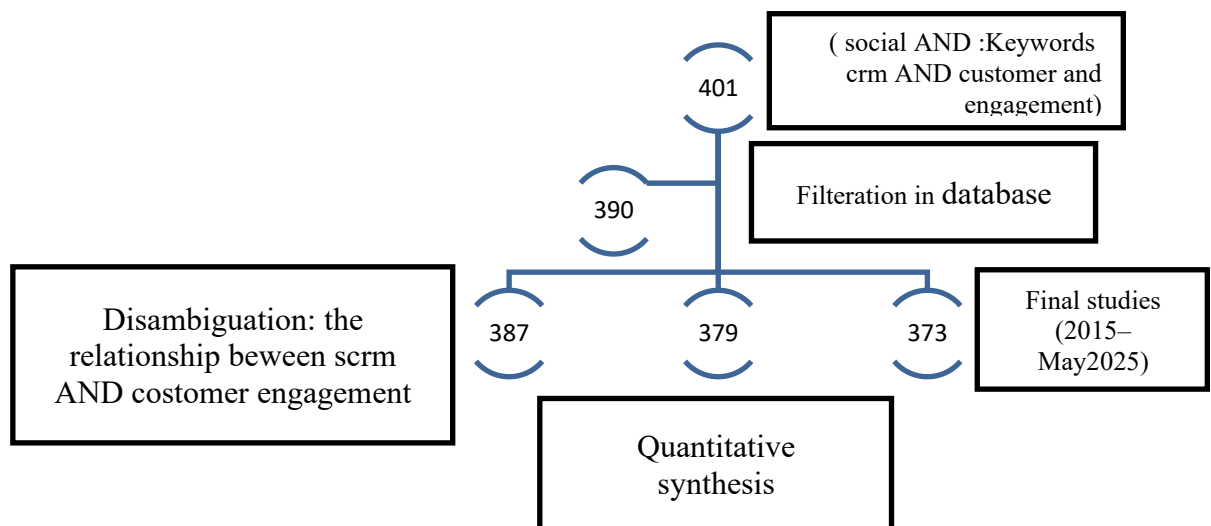
1.2. Methodology

This analysis adopts a bibliometric approach, utilizing quantitative techniques for analyzing scientific publications and visualizing data. Thematic mapping will be conducted using text mining and network analysis tools, enabling the visual representation of knowledge domains and their interconnections.

2. Materials and methods

Using the PRISMA statement template, we employed the systematic literature review (S.L.R.) technique for a comprehensive research article selection and rejection process. (D. Moher et al. 1, Jul. 2009). We limited this study to literature on Social CRM and Customer Engagement. We extracted literature from the Scopus database. (Paul J. W., 2021) As of JUL 2025, the search results yielded 401 research papers using the search bar keywords "social crm»" customer engagement" We selected the following fields: social sciences, business, management, and accounting, as well as economics, econometrics, and finance. We narrowed down the results to 387 articles. We selected articles, conference papers, conference reviews, and general English, and Arabic reviews. The total number of articles chosen was 379, with a restricted range of publication years and citations from 2015 to 2025. We obtained 373 studies for review after excluding irrelevant and duplicate literature, and Figure 1 illustrates the detailed data selection process.

Figure 1: Framework



Source: Researcher's elaboration based on Scopus data and the PRISMA diagram

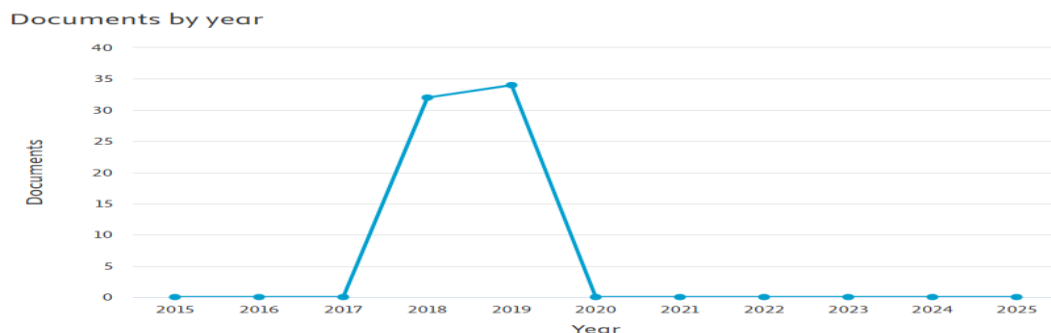
3. Presentation and Analysis of Results :

3.1 Number of Publications by Year :

Figure 2 shows the number of publications during the specified study period, from 2015 to 2025, focusing on the collection of publications related to the variables in our study, which include the fields of digital culture and digital marketing.

Figure 2 indicates stability in the publication of research papers, starting from 2015 until 2017, with zero publications. After 2017, there was a significant increase in research papers. In 2018, the number of papers was approximately 32 ; in 2019, it reached 34. However, no further publications have been published until this year.

Figure 2. Number of Article Publications from 2015-2025



Source : Output from the analyze research results of Scopus.com, accessed in June 2025.

3.2 Analysis of Countries and Fields of Scientific Publication :

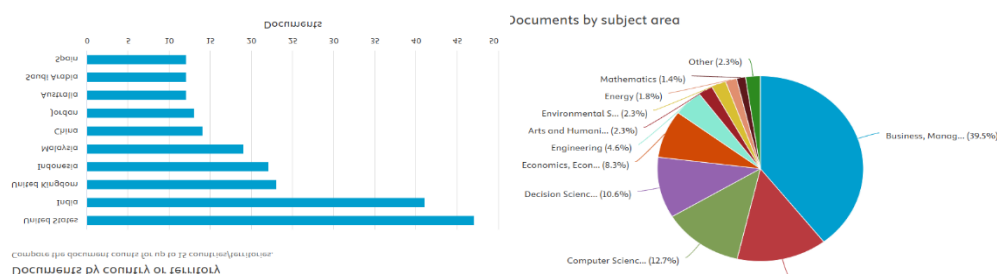
Figure 3 shows the countries and fields concerned with publication. It includes five groups of countries with the highest number of published papers.

The first group consists of the top studies from the United States, with 47 articles ; the second group is India, with 41 articles ; the third group includes Australia and Italy, each with 23 and 22 articles, respectively, and the United Kingdom, Indonesia, and Malaysia follow with approximately 19, 14, and 13 articles respectively.

The fourth group includes China and Jordan, with 14 and 13 published articles. The fifth group comprises Australia and Saudi Arabia, with 12 articles each.

Regarding the classification of research fields, the fields of Business Administration and Social Sciences attracted the majority of papers. Business Administration received the highest number of articles, with 223 (39.5%), followed by Social Sciences with 80 articles (14.2%) and Computer Science with 72 articles (12.7%). The results also showed that managing customer relationships via social media and engagement represented a general trend in advanced and developing countries.

Figure 3. Countries and Main Fields of Scientific Publishing



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3.3 Analysis of the Most Referenced Journals

Figure 4 illustrates the spread of published articles across various journals. The *International Journal of Electronic Customer Relationship Management*, contributing 10 articles, highlights the importance of managing customer relationships via social media and customer engagement across

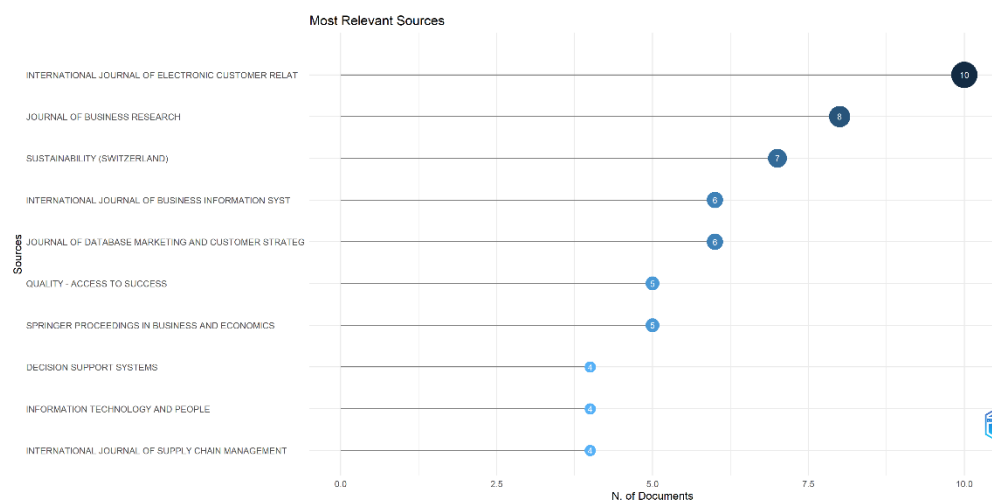
various fields. This is followed by *the Journal of Business Research*, which contributed eight articles, and *Sustainability* (Switzerland), with seven articles.

Next are *the International Journal of Business Information Systems* and *Database Marketing and Customer Strategy Management*, each with six articles. *Quality—Access to Success* and *Springer Proceedings in Business and Economics* contributed five articles each. Finally, the journals *Decision Support Systems* and *Information Technology and People* each published a handful of articles emphasizing the significance of customer relationship management via social media in their respective fields.

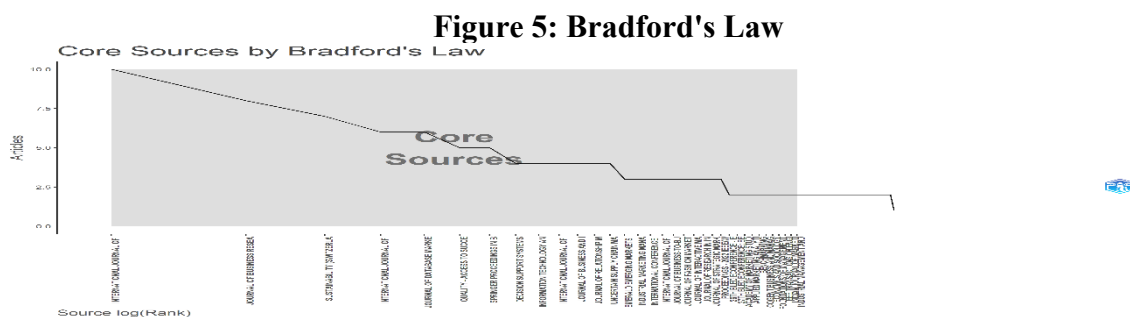
Another key indicator used is Bradford's Law, which analyzes the core journals and their importance in the field. This law helps researchers identify journals that provide the most information on a specific topic, thereby reducing research time (Bradford, 1976) (see Figure 5).

A growth indicator called "Source Growth" was used to analyze the leading journals and their importance in the field. These figures help researchers understand the development of these journals (see Figure 6). The *International Journal of Business Information Systems* and *the International Journal of Electronic Customer Relationship Management* show a significant growth trend.

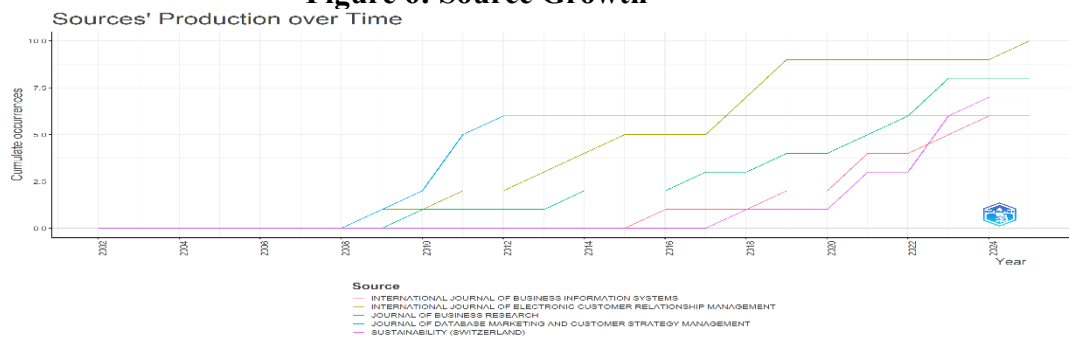
Figure 4: Top 10 Journals Producing Research on Customer Relationship Management via Social Media and Customer Engagement



Source : Scopus.com, accessed, and outputs from R Studio.



Source : Scopus.com, accessed, and outputs from R Studio.

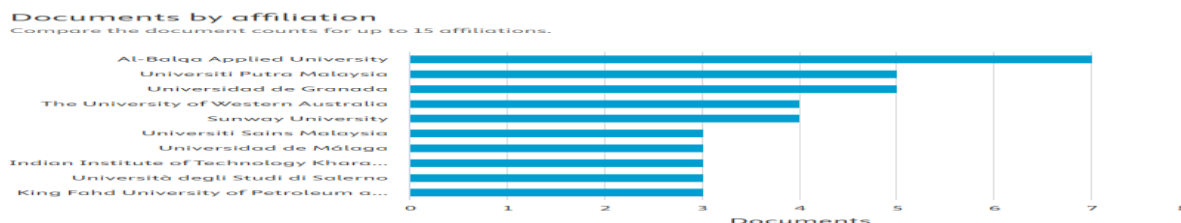
Figure 6: Source Growth

Source : Scopus.com, accessed, and outputs from R Studio.

3.4 Analysis of the Most Referenced Universities

Figure 7 illustrates the publication trends across universities. The research on managing customer relationships via social media and customer engagement primarily originates from three regions Europe, the United States, and Asia.

The leading universities are Al Baqa Applied University with 7 articles, and Universiti Putra Malaysia and Universidad de Granada, each with 5 articles. Following these, both the University of Western Australia and Sunway University contributed 4 articles each, while Universiti Sains Malaysia and other universities contributed 3 articles.

Figure 7 : Top 10 Universities Producing Research

Source: Scopus.com, accessed, and outputs from R Studio.

3.5. Analysis of the Top 10 Most Publishing and Cited Authors :

Table 1 lists the most prominent authors based on the number of published articles, total citations, and citation indicators such as the h-index and g-index.

Reinhold O. and **Harrigan P.** lead the list with six publications each. Gupta S. follows them with five articles. Other researchers, like **Alt R**, **Agnihotri R**, and **Ansari M**, have each published four articles, reflecting their interest in customer relationship management via social media and customer engagement.

The impact of each author is evaluated through total citations (TC), number of publications (NP), years of publication (PY_start), and the citation indicators g and h. Notably, **Harrigan P** has an h-index of 6 with a total of 541 citations, while **Agnihotri R** has an h-index of 4 with an exact total of 943 citations.

As demonstrated in Table 1, the citation record and the h-index can be independent ; a research work can significantly impact even with fewer citations, depending on the topic's relevance and other factors.

Table 1 : Top 10 Authors Publishing and Cited in the Field of Customer Relationship Management via Social Media and Customer Engagement

Author	Years of publication PY_start	Number of published articles NP	TC	m_index	g_index	The citation h index
REINHOLD O	2011	6	93	0,267	6	4
ALT R	2011	4	76	0,2	4	3
HARRIGAN P	2014	6	541	0,5	6	6
AGNIHOTRI R	2014	4	943	0,333	4	4
ANSHARI M	2014	4	54	0,333	4	4
GUPTA S	2014	5	172	0,333	5	4
CHATTERJEE S	2021	3	69	0,6	3	3
CHAUDHURI R	2021	3	69	0,6	3	3
GARRIDO-MORENO A	2015	3	162	0,273	3	3
ITANI OS	2017	3	245	0,333	3	3

Source : Prepared by the researchers based on outputs from R Studio program

3.6. Authors' Collaboration Network

Figure 8 presents a network map analyzing collaboration among researchers in artificial intelligence and digital marketing. This type of analysis highlights the research relationships between authors based on their joint work.

Each node represents an author's name, with the node's size reflecting the number of research papers they contributed to; the larger the node, the higher their research output or the number of collaborations with other researchers. The connecting lines indicate collaborations between two researchers on one or more papers. The colors represent research communities, meaning groups of researchers who collaborate more frequently among themselves than with researchers from other groups (Lutfi, 2021).

Figure 8 shows the structure of scientific collaboration among researchers. The central group is visible, comprising prominent scholars such as Jung R., Küpper T., Lehmkuhl T., Agnihotri R., Itani O S, Trainor K, Garrido-Moreno A., Lockett N, and King S.

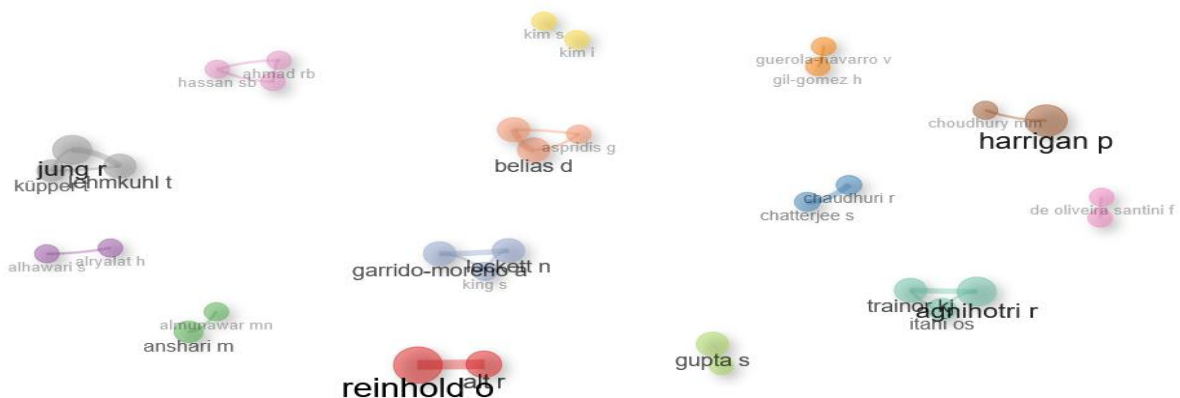
These groups reflect a high degree of interconnectedness and research cooperation, indicating effective and stable scientific partnerships that have enhanced scholarly output in customer relationship management through digital media.

The light red group, characterized by a large node, includes researchers like Reinhold O and Alt R, indicating their significant influence within the research network and the broad scope of their collaborations.

Another group, colored brown, includes Harrigan P. and Choudhury M. M. These groups are active and show noticeable cohesion in their joint scientific production.

Additionally, small, separate bilateral groups exist, such as those comprising Kim S and Kim I, or Ahmad R B and Hassan S B..., which are less connected to the overall network. Due to limited interaction or participation in broader collaboration networks, this may reflect a specialized focus on subfields or relatively isolated research efforts.

Figure 8: Authors' Collaboration Network



Source : Prepared by the researchers using Biblioshiny based on data extracted from Scopus

4. Topic Modeling Analysis

Topic modeling is a technique used to summarize topics by distributing research into themes, aggregating works, and organizing their related frequencies within an organized structure to find connections between terms and research. Because processing and analyzing current information is complex, topic modeling is a valuable tool for identifying, classifying, and uncovering many underlying topics using machine learning algorithms (Moro, 2019). It has been adopted to summarize results through prominent terms within a few topics by condensing their co-occurrence, highlighting the significant trends in the field, and helping to identify gaps (Mustak, 2021).

This technique was applied in research on customer relationship management through social media and customer engagement. It was used to model 373 articles utilizing Biblioshiny R and Vosviewer. Visual tools such as word clouds, co-occurrence maps, and topic mapping techniques can explore this aspect.

4.1 Word Cloud Technique :

The word cloud technique is an important tool for analyzing and summarizing content in bibliometric analysis, aimed at identifying the most prominent keywords in the research field (Ionescu, Ș., Delcea, C., Chiriță, N., & Nica, I, 2024, p. 28). This technique relies on extracting words from texts and documents, displaying them with sizes proportional to their frequency in the text, which facilitates recognizing the most prominent and relevant words. It provides a visual representation of the appearance and different arrangements of words to help understand patterns and relationships in published research (ATENSTAEDT, 2017).

Below is Figure 9 shows the word cloud for the studied research below.

Figure 9: Word Cloud



Source : Scopus data outputs from the Biblioshiny R program

By examining Figure (10), it is clearly observed that the term "social media" dominates the center of the word cloud, with a font size much larger than the other terms. This indicates its central importance as a comprehensive knowledge field from which most subtopics, such as "CRM," "Social CRM," "Public Relations," and "Sales," branch out. These represent the core application frameworks for social media to support customer interaction and enhance marketing practices.

Terms like Customer Relationship Management (CRM), Customer Engagement, Social Networking (Online), Marketing, and Cause-Related Marketing indicate a growing strategic trend toward building long-term customer relationships by leveraging digital platforms as interactive mediators connecting organizations and clients.

Additionally, words like Customer Loyalty, Customer Satisfaction, and Social Customer Relationship Management reflect researchers' focus on behavioral and attitudinal outcomes of digital customer experiences. This shift demonstrates academic interest in moving from merely managing relationships to measuring their impact on customer loyalty and satisfaction.

Emerging fields such as Artificial Intelligence, Data Mining, Big Data, and Decision-Making are also noticeable. This indicates a cognitive shift towards digitalizing customer relationship management strategies and adopting intelligent analytics as the basis for data-driven marketing decisions. This enhances organizations' ability to predict customer behavior and personalize marketing experiences more effectively.

4.2 Visualization Map

A tree map technique, known for its high-quality representation (Sinkovics, 2016), was used to create a network of key terms and visualize their density. Frequency analysis of keywords is central because it reveals trending research directions within the field (Xu, 2021).

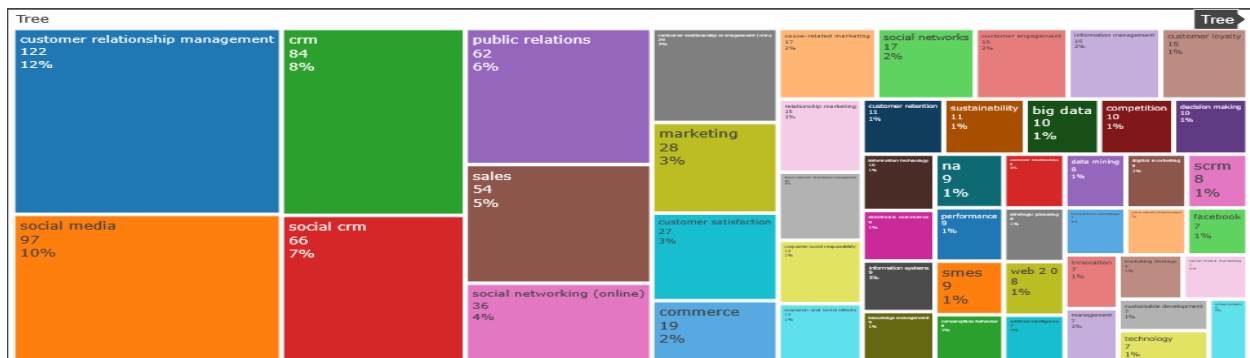
Results from the tree map showed a recurrence of 50 mains keywords, as illustrated in Figure 10, divided into different color groups. An analysis of high-frequency keywords was also conducted, with Table 2 showing the number of repetitions for the most important keywords.

Table 2 : Most frequent words

Words	Occurrences
Customer relationship management	122
Social media	97
Crm	84
Social crm	66
Public relations	62
Sales	54
Social networking (online)	36
Customer relationship management (crm)	29
Customer Engagement	
Marketing	28
Customer satisfaction	27

Source : Prepared by the researchers based on outputs from R Studio

These results indicate that five interconnected knowledge areas are prominent and recurring topics in the field. They demonstrate the evolution of research from traditional customer relationship management towards digital models supported by analytics and social media. The focus is enhancing interaction and customer experience and achieving loyalty and emotional attachment.

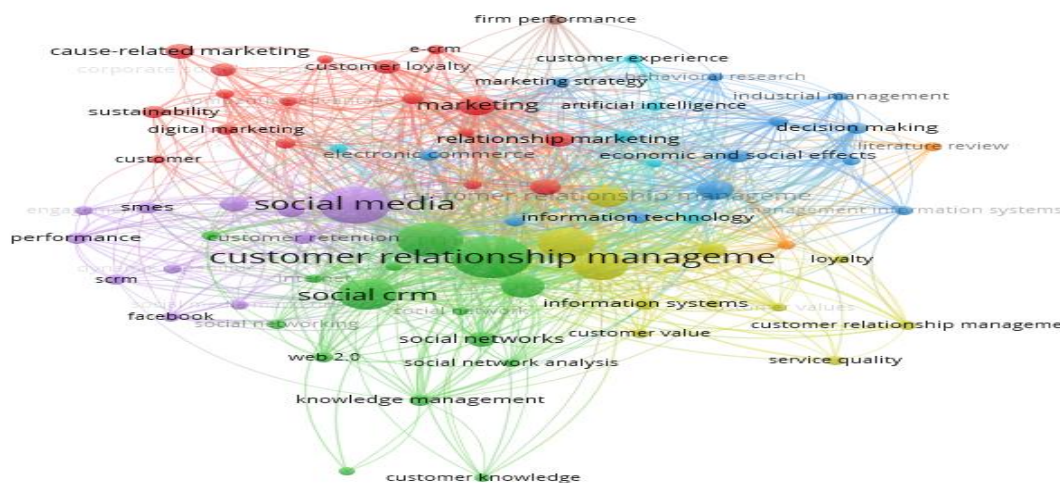
Figure 10: Tree Map of Keywords

Source: Outputs from Biblioshiny R program

4.3 Co-occurrence Network

Analyzing co-occurring words provides an opportunity to identify relationships and connections between terms in the research field. This contributes to a deeper understanding of the frequency and interrelation of concepts. This analysis can also reveal main patterns and current and future research trends.

In this network, nodes represent key terms and how authors use them. The size of each node reflects the frequency of the term's usage. The analysis shows strong connections within groups of terms frequently mentioned together in the same context. Related terms are organized with specific distances between them, indicating the strength of their association (ALZARD & ABDULRAHMAN, 2022).



Shared Key Terms	Groups
Customer Relationship Management, Public Relations, Sales, Customer Satisfaction, Customer Loyalty, Relationship Marketing, ...	Group 1, the red color
Sustainability, Performance, SMEs, SCRM (Social CRM), ...	Group 2, the green color
Behavior reaserch, decision making, customer satisfied, ..., big data...	Group 3, the blue color
Social Customer Relationship Management, sales, public relation, loyalty, ...	Group 4: the Yellow color
Social costomer, engagement, scrm, facebook, media performance, engagement	Group 5: the Purple color
Management Technology, Web 2.0, Corporate .literature reviw, Social Responsibility	Group 6: the Orange color

the topic's density (i.e., its concentration and prevalence), while its **position on the axes** reflects its developmental stage and relative importance in the knowledge domain (Vanhala, 2020).

This visualization reveals **structural relationships between concepts**, helping to clarify the interconnectedness of research topics and identify **central, mature areas** versus those in early stages or decline. Additionally, the map provides a comprehensive overview of **interactions between different themes**, serving as an effective analytical tool for understanding **current research trends** and forecasting future directions (ALKHAMMASH, 2023).

Figure (13) divides the themes into four quadrants :

1. **Upper-Right Quadrant – Motor Themes (Core/Developed Topics):**
 2. These represent the **core of the research field**, characterized by **high density and cohesion**. They act as driving forces in knowledge and research advancement. Examples include :
 - Customer Relationship Management
 - Public Relations
 - Marketing
 - These concepts form the foundational pillars of customer relations and digital marketing, reflecting their maturity and high applicability in practice and cumulative research.
 3. Lower-Right Quadrant – Basic Themes (Foundational Topics) :
 4. These central concepts exhibit relatively low density, signaling their theoretical and practical relevance while requiring further research and development. Examples :
 - Sustainability
 - Corporate Social Responsibility
 - Business Intelligence
 - They constitute the foundational framework for multiple domains (e.g., sustainability, CSR, and data analytics) but need deeper integration with advanced themes.
5. **Upper-Left Quadrant – Niche Themes (Specialized/Emerging Topics):**
 6. These exhibit **high research density but low centrality**, indicating they are either **highly specialized subfields or relatively recent**. Examples :
 - **Service Quality**
 - **Jordan** (as a case study or applied context)
 - **Cause-Related Marketing**
 - Such themes reflect **focused interest in specific areas** (e.g., quality or regional markets) but remain weakly linked to broader topics, limiting their centrality in the overall map.
7. **Lower-Left Quadrant – Emerging or Declining Themes):**
 8. These concepts show **low density and centrality**, suggesting they are either **nascent research areas or losing traction**. Examples :

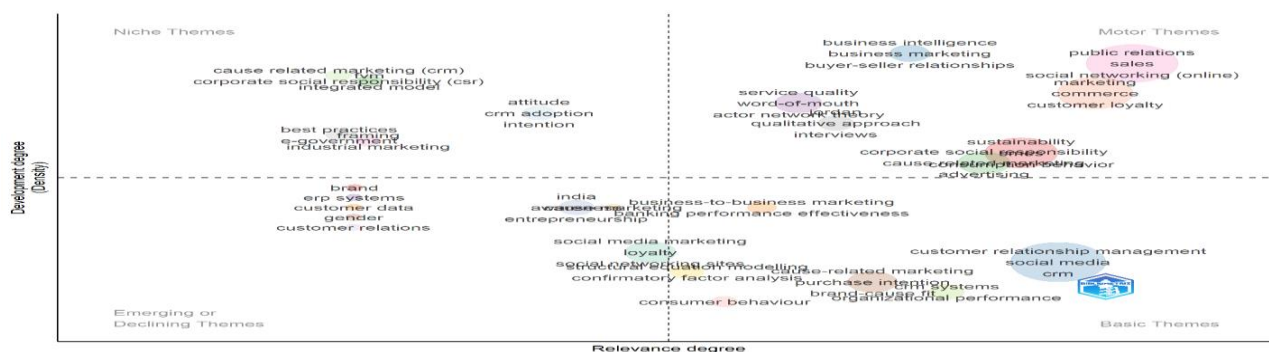
- Framing
- Best Practices
- FVM
- Gender
- Brand
- ERP Systems
- Cause Marketing
- Customer Data

Customer Relations

These topics require **additional research support** to validate their potential or **reassess their future viability**, as they may not align with current field advancements.

○ .

Figure 13 : Thematic Map



Source : Outputs from Biblioshiny R program

5. Discussion and Interpretation of the Results

The research findings provide an in-depth perspective on the intersection between social media-based customer relationship management (CRM) and customer engagement. Bibliometric analyses were conducted to explore the temporal development, citations, collaborations, and geographic distribution in social media CRM and customer engagement. Through this, we examined the level of academic interest, the evolution of research activity, temporal trends and fluctuations, impact sustainability, diversity, the interdisciplinary nature of relevant journals, and the dominance of specific countries and regional collaborations in scientific output. Accordingly, this section presents a detailed discussion and interpretation of the results.

- **Regarding the temporal evolution of research**, our findings reveal a significant increase in scientific production, particularly after 2018. The peak observed between 2018 and 2020 reflects heightened interest in the topic. However, the subsequent stagnation raises questions about the influencing factors, including technological advancements, global events, or shifts in research focus.
- **As for research field classification**, business and social sciences dominated the discourse. This reflects a pressing need to understand better how academic engagement can be enhanced and how it impacts academic and administrative performance.

- **Concerning country distribution**, there was a noticeable concentration of research on academic engagement within English-speaking countries. This underscores the academic and cultural dominance of these nations in scholarly publishing. The United States emerged as a primary hub for academic research, ranking first in output. The interest of developed and developing countries signifies a global shift towards digitalization, emphasizing the necessity of keeping pace with technological progress worldwide. This also reinforces the importance of modernizing curricula and academic research to align with current digital trends.
- **Concerning the most frequently cited journals**, several stood out, notably the *International Journal of Electronic Customer Relationship Management*, which addresses various topics related to customer relationship management in the digital environment, digital communication technologies, online relationship marketing, and Social CRM strategies. The *Journal of Business Research* also played a central role, focusing on applied research in business management and marketing, particularly the impact of social media on consumer behavior, customer engagement, digital participation, loyalty strategies, and digital experiences. The journal *Sustainability* (Switzerland) signaled a growing interest in sustainability issues and how these intersect with digital culture and marketing.

Additional key journals included the *Journal of Database Marketing & Customer Strategy Management* and *Quality - Access to Success*, both of which support research into data-driven marketing as a core tool in managing customer relationships through digital channels. They link customer relationship management with total quality management and emphasize organizational effectiveness.

Bradford's Law assisted in identifying the most impactful journals, those offering the highest volume of information on the topic. It also illustrated the growth of relevant sources, with journals such as the *International Journal of Business Information Systems* and the *International Journal of Electronic Customer Relationship Management* demonstrating consistent growth. This reflects increasing academic interest in these fields.

- **Regarding the most productive universities**, Universidad de Granada (Spain), Sunway University (Malaysia), and Universiti Sains Malaysia emerged as leading contributors. This indicates that research on social media-based CRM and customer engagement is being conducted globally, particularly in Europe and Asia. Southeast Asian universities have shown notable growth in contribution, which plays a significant role in advancing research in this field and highlights the topic's geographical diversity and global relevance.
- **As for the authors**, prominent researchers such as Reinhold O. and Harrigan P. led the field with high citation indicators. Their influence is crucial in shaping future research and developing the fields of social CRM and customer engagement. Moreover, a diverse and multidisciplinary set of authors contributed significantly to the domain, forming two primary influential author clusters based on their citation networks and collaborative links. These include (Jung R., Kupper T, Lehmkuhl T.) and (Agnihotri R., Itani O.S., Trainor K.), as well as (Garrido-Moreno A., Lockett N., King S.). These groups are considered leaders in their field and play a significant role in shaping future research trajectories.
- **The keyword analysis results** demonstrated a broad interest in understanding the relationship between social media CRM and customer engagement. Key terms dominating the research domain include "Customer Relationship Management (CRM)," "Social CRM," and "Customer Engagement." The frequent recurrence of these terms indicates a strong focus on strategies and systems used to build and manage long-term relationships with customers, including integrating social media tools into traditional CRM practices.

Other frequently occurring terms include "Customer Loyalty" and "Customer Satisfaction," which signal increasing efforts to measure and analyze customer behavior and satisfaction as critical elements in the effectiveness of CRM strategies and social media platforms.

- **In the conceptual and co-occurrence mapping**, the most frequently appearing terms were "Customer Relationship Management," "Social Media," "CRM," and "Social CRM," indicating a clear emphasis on these areas in published research and demonstrating strong academic interest.
- **The density mapping of keywords** revealed a diverse research focus, emphasizing social media-based customer relationship management and engagement. Thematic mapping showed that these two areas are the central themes in academic research, with growing attention to Social CRM. Additionally, concepts related to artificial intelligence and data analytics, such as "Big Data," "Data Mining," and "Decision Making," began to emerge, indicating a shift towards innovative CRM systems capable of prediction, personalization, and autonomous interaction.

Furthermore, terms such as "Marketing Strategy," "Digital Marketing," and "Social Media Marketing" emerged, highlighting the transformation from traditional marketing strategies to more digital and personalized approaches, reflecting the ongoing reshaping of the modern marketing landscape through technological innovation.

6. Conclusion :

Through bibliometric analysis, this research has shed light on the relationship between social media-based customer relationship management and customer engagement. Our findings confirm a significant rise in interest and scholarly activity in this field. This thorough method showed changes over time and lasting effects. It proved that bibliometric analysis and topic modeling help study business research and the connections between fields in related journals. It also highlighted the dominance of specific countries and regional collaborations in scientific production, based on the review of 373 articles published between 2015 and June 2025.

6.1 Study Findings :

Through this research, we have reached the following conclusions :

- Annual publication data indicate a remarkable and accelerating growth in studies addressing social media CRM and customer engagement, particularly between 2018 and 2020. This reflects increasing scholarly interest and ongoing development in the field.
- Regarding scholarly output, Reinhold O. and Harrigan P. emerged as the most prolific researchers, each with six publications. Gupta S., despite having only five publications, held a prominent position in research impact and citation metrics, indicating that impact indicators (e.g., citations and h-index) reflect not only quantity but also research quality and relevance to broad scientific or applied fields.
- The results also showed that the most influential journals indexed in Scopus are economics, business management, communication, and sustainability. This illustrates the interdisciplinary and cross-sectoral nature of digital culture and digital marketing, especially within customer relationship management.
- Regarding topic modeling analysis, the period from 2015 to 2025 witnessed a growing research focus on concepts such as CRM, social interaction, and Social CRM, which dominated the academic landscape. Meanwhile, other related issues remain underexplored, indicating areas for future in-depth investigation.

7.Recommendations

This study proposes several key recommendations:

- Encourage specialized research in Social Customer Relationship Management (SCRM), particularly studies that integrate artificial intelligence technologies with social media platforms to enhance customer engagement.
- Promote international research collaboration among academic institutions and scholars from diverse countries to enrich the diversity of perspectives and scientific approaches to the topic.
- Guide researchers toward exploring emerging themes identified through bibliometric analysis, especially in predictive analytics and digital customer behavior.
- Strengthen Arab interest in the field by supporting journals and conferences that publish relevant research and by developing specialized Arabic-language databases in digital marketing and customer relationship management.
- Emphasize the practical applications of SCRM in service and commercial sectors and foster stronger connections between theoretical research and real-world case studies.
- Support open access to research in this domain to ensure broader dissemination of knowledge and greater benefits for researchers and practitioners.
- Employ bibliometric analysis tools regularly to monitor the evolution of related knowledge fields and to inform publication and research strategies through data-driven insights and network analysis.

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