

# Exploring the Social Innovation Literature: A Bibliometric Synthesis

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## Abstract

Social innovation has become a salient catalyst for sustainability and inclusive growth. As a result of policy debates and collaborative responses to societal issues, social innovation has become critical for aiding communities where markets and established institutions fail. Nevertheless, academics and practitioners reap social innovation frequently; the conceptualisation has remained fragmented because no systematic effort has been made to grasp the fundamental idea behind social innovation. Ironically, the past literature claimed that research on the evolution of the social innovation domain is still in its infancy and requires further quantitative exploration. Arguably, traditional literature reviews significantly advance a specific research field; however, they lack a comprehensive evolution of the research domain. The present study uses bibliometric analysis to explore the social innovation domain (development and current trends). Bibliometric analysis is a widely used and rigorous approach for examining and interpreting vast amounts of scientific data. The database used was Scopus. The analysis found eight clusters: investing in social inclusiveness, emerging need, traditional business model, social entrepreneurship, empowering network constellation, human service organisation, categorisation scheme, social finance and contemporary societal challenge. In addition to this investigation, an analysis of the most frequently used terms was conducted to determine the most popular bibliographic information networks; this was attained using the VOSviewer visual bibliometric analyser. The paper contributes with new theoretical perspectives, in addition to contributing to practice.

**Keywords:** Bibliometric Analysis, Social Innovation, Sustainability, Quantitative Exploration

## Introduction

Due to omnipresent technological advancements, innovation gained notable popularity, especially in management and social science research. Innovation is a novel combination of manufacturing elements (Mulgan et al., 2007; Hakala et al., 2020). Thus, innovation is developing and implementing something new that adds value to the firm (Baldwin and Curley, 2007). In this vein, innovation is an entrepreneurial tool that

endows resources with a new potential to produce value (Nambisan et al., 2019; Hakala et al., 2020; Lounsbury et al., 2019). Adding a social component to innovation leads to social innovation. Intriguingly, social innovation is increasingly recognised as a catalyst for sustainability and boosting inclusive and smart growth (Castro-Arce and Vanclay 2020). As a result of policy debates and collaborative responses to societal difficulties, social innovation has become critical for assisting communities in areas where markets and established institutions fail (Millard, 2018; Mulgan et al., 2007; Moulaert et al., 2017; Mulgan, 2006; Osburg and Schmidpeter, 2013; MacGregor and Fontrodona 2008). Many firms have embraced social innovation in recent decades, recognising the potential to solve new societal concerns in the twenty-first century (Turker and Vural, 2017; Young, 2011; Eichler and Schwarz, 2019).

Social innovation entails innovative efforts driven by a solid goal of addressing social issues and primarily disseminated via firms with a main social mission. Mulgan et al. (2007) describe social innovation as innovative services and initiatives driven by the purpose of addressing a social need and principally generated and spread via organisations whose major goals are social (Grimm et al., 2013; Angelidou and Psaltoglou, 2017).

Although social innovation seems ubiquitous in today's business debates (Adro and Fernandes, 2020), findings reveal substantial disparities in how social innovation is perceived and implemented (Marques et al., 2018). Despite a range of public attention and communication, the image of how extensively social innovation principles are distributed today is somewhat hazy. Social innovation is not yet mainstream, partly due to a lack of understanding among most enterprises (Fox and Grimm, 2015). The first obstacle for researchers is to identify the boundaries - what is the topic of study, and how is this thing to be understood across disciplines? Much of the social innovation issue is obscure, with several conflicting definitions and arguments (Jenson and Harrison, 2013). Some describe it as just a new name for the study of nonprofits; others believe it may refer to anything from new forms of democracy to designing goods for low-income customers.

Moreover, past findings show that the research on the evolution of the social innovation domain is still in its infancy and requires further quantitative explorations. Importantly, traditional literature reviews significantly contribute to the advancement and evoke a deeper understanding of a specific research phenomenon; however, they lack a comprehensive evolution of the research domain. The present study aims to explore the social innovation domain (evolution and present trends) using bibliometric analysis. Bibliometric analysis is a widely used and rigorous technique for examining and interpreting vast amounts of scientific data. It helps us grasp a topic's evolutionary intricacies while offering light on its burgeoning regions.

The article is folded into four sections. The first is a survey of the literature presented. The second section describes the study technique in depth, while the third section presents and discusses the findings of the bibliometric analysis. Finally, the work's conclusions are presented, along with a suggestion for future study directions.

## **Methodology**

In recent years, the bibliometric study has gained prominence due to its ability to provide extensive knowledge on a subject (Van Eck and Waltman, 2017). The overriding aim of the study is to explore the evolution of the social innovation research domain. Therefore, the present study employs scientometric methods to explore the phenomenon's evolution and identify important research clusters and influential research keywords in social innovation. Bibliometrics is the study of research articles and other publications using statistical tools. Bibliometric mapping is an extremely effective technique for examining the structure and dynamics of scientific areas. Bibliometric analysis is a subfield of scientometrics (López-Fernández et al., 2016), which uses mathematical and statistical approaches to examine scientific activity within a study area. Bibliometrics provides a broad picture of an area of study that may be categorised according to articles, authors, and journals (Merigo and Yang, 2017). The database used in this study was: Scopus, which was explored to know the current state of research on social innovation to know the most cited and referenced studies that would be addressed during the research and responding to the current needs on the subject (Gaitán-Angulo et al., 2018). Scopus database is recognised as a salient and up-to-date database offering high-quality research articles. The search terms were TITLE-ABS-KEY ("social innovation").

Additionally, rather than utilising books, PhD dissertations, or scientific conference papers as our source of scientific documents for this research, authors elected to utilise journal articles since they can be deemed "verified knowledge." Thus, the authors retrieved 47 articles from the Scopus database. Subsequently, the retrieved list containing the title, abstract, keywords, authors' names and affiliations, journal name, cited numbers and year, etc., was exported to a Microsoft Excel sheet. The duplicates were examined and removed (Gaitán-Angulo et al., 2018).

## **Results and Discussion**

Table 1 lists the top 11 research articles, all of which have several citations. The most important papers are listed in Table 1 in order of total citations. In various ways, the significance of social innovation was reemphasised in this research. Based on the belief that social innovation is vital to building a better society. According to Cajaiba (2014), social innovation is a notion that is new to academics and practitioners, and more research is needed because it is still in its infancy. Moreover, agentic and structuralist approaches to social innovation research have been at odds with one another up to this point.

According to the citations burst, Van den Have's study on social innovation (2016) received the most citations in mid-2015. Since social innovation research is a new study area, this article concentrated on identifying its history, dynamics, and present location. Accordingly, social innovation was divided into four categories: Community psychology, creativity research, social and societal concerns, and local development are the first three categories. According to this report, SI is a developing industry that contributes to management and social entrepreneurship. This research also links the two (now quite distinct) social innovation and innovation fields. This study led the path for focusing on this social innovation from multiple viewpoints. SI has been attacked for

being fragmented and non-cumulative, and the notion of SI itself has been confusing due to a diversity of definitions, perspectives, and research locations.

Table 1: Top 11 References with the Strongest Citation Bursts

References	Year	Strength	Begin	End	2012 - 2022
Cajaiba-Santana G, (2014) "Social innovation: Moving the field forward. A conceptual framework."	2014	9.35	2016	2019	
Phillips, W., Lee, H., Ghobadian, A., O'regan, N., & James, P. (2015). Social innovation and social entrepreneurship: A systematic review.	2015	5.97	2017	2020	
Doherty, B., Haugh, H., & Lyon, F. (2014). Social enterprises as hybrid organisations: A review and research agenda.	2014	3.62	2017	2019	
Cajaiba-Santana G, (2014), Social Innovation.	2014	3.22	2017	2019	
Moulaert F,(2013), "The international handbook on social innovation" Social Learning and Transdisciplinary Research.	2013	3.06	2017	2018	
Van der Have RP, (2016), Social Innovation Research	2016	5.67	2018	2022	
Ayob, N., Teasdale, S., & Fagan, K. (2016). "How social innovation 'came to be': Tracing the evolution of a contested concept.	2016	5.39	2020	2022	
Montgomery, T. (2016). "Are social innovation paradigms incommensurable?"	2016	3.37	2020	2022	
Rao-Nicholson R, (2017), Social Innovation in emerging economies.	2017	3.36	2020	2022	
Marques P, (2018), Social Innovation in question	2018	2.63	2020	2022	
Mirvis P, 2016, Corporate Social Innovation	2016	2.52	2020	2022	

The next most cited article is by Marques (2018). This article discusses social innovation from a structural, targeted radical, complementary, and instrumental standpoint. Social innovation is a collaborative process that meets needs and is frequently directed towards a particular social sector. Additionally, this idea of socio-technical transitions has grown significantly in various fields, including environmental research and policy. This article also discussed social innovation in the context of climate change. This essay highlights the value-based nature of new ideas in fields like climate change. SI may help define the experimentation objectives and help manage the expectations of various stakeholders. Additionally, it was noted that SI is primarily about creating new social connections, would help with the second purpose of creating social networks, and that the method was just as important as the goal itself.

On the other hand, according to Rao-Nicholson et al. (2017), the investigation focused on how social entrepreneurship and national innovation systems interact to foster social innovation in developing nations. According to them, social innovation is a bottom-up participatory collective learning process that adds value to society and is especially advantageous to developing countries.

In addition to that, those citations focus on the following. The idea of social innovation is now widely accepted by academics, policymakers, and business leaders. More than that, it is used to characterise inventions considered "socially conscious" in their more radical and pragmatic forms. Its more radical form is seen as a roadmap for extensive social reform (Marques et al., 2018). They also talked about large-scale social change, focused social innovation that can be radical or supportive of existing socioeconomic institutions, and instrumental social innovation.

The past research published on the Scopus database focused more on social innovation than on the consequences and antecedents of social innovation. Since it is an emerging topic, whose need is indeed immense to the prosperity of the organisation and the country, it should focus on the other employee outcome variables too, which is lacking in this social innovation research. Studies studying how social innovation supports organisational performance (Halbinger, 2018), job happiness, organisational citizenship behaviour, job involvement, and organisational sustainability are noticeably lacking. All the studies heavily focused on explaining social innovation rather than claiming that businesses needed it to empower employees through applying social innovation concepts. It is clear that more than merely explanatory research, the paper should provide the actual measure of social innovation. More thorough research is required for further development in all nations. As per the findings of the studies, social innovation has to be done in manufacturing sector organisations as per the citation bursts.

### **Co-citation Analysis**

The cognitive structure of science can be investigated using the novel technique of co-citation analysis. Tracking pairs of publications that are often mentioned in the same source articles is known as co-citation analysis. Research clusters emerge when several authors co-cite the same pairs of publications. These clusters often have a similar subject among the co-cited articles. Co-citation analysis, when used with single-link clustering and multidimensional scaling methods, may map the structure of specialised

study fields and science. This study performed co-citation analysis to identify the research clusters in the social innovation domain.

Cluster #0 investigating social inclusiveness. The major citing article of the cluster is: Turker, D (2017) embedding social innovation process into the institutional context: voids or supports. Cluster #1 emerging need. The major citing article of the cluster is: Audretsch, DB (2022) emerging needs of social innovators and social innovation ecosystems. Cluster #2 traditional business model. The major citing article of the cluster is: Foroudi, P (2021) intellectual evolution of social innovation: a bibliometric analysis and avenues for future research trends. Cluster #3 social entrepreneurship. The major citing article of the cluster is: Lubberink, R (2018) innovation for society: towards a typology of developing innovations by social entrepreneurs. Cluster #4 empowering network constellation. The major citing article of the cluster is: Pel, B (2020) unpacking the social innovation ecosystem: an empirically grounded typology of empowering network constellations.

Cluster #5 human service organisation. The major citing article of the cluster is: Turpin, A (2020) social entrepreneurial orientation in human service organisations: a scoping review. Cluster #6 categorisation scheme. The major citing article of the cluster is: Baptista, N (2019) exploring the meaning of social innovation: a categorisation scheme based on the level of policy intervention, profit orientation and geographical scale. Cluster #7 social finance. The major citing article of the cluster is: Moore, M-L (2012) the social finance and social innovation nexus. Cluster #8 contemporary societal challenge. The major citing article of the cluster is: Grimm, R (2013) social innovation, an answer to contemporary societal challenges? Locating the concept in theory and practice.

Data clustering is the grouping of items with similar traits. Put another way, it gathers articles from the same field in a single location. In the current study, data clustering was accomplished utilising network analysis using Cite Space software. The arrangement of nodes and edges indicates the cluster analysis procedure. It is capable of forming clusters of closely connected bibliometric markers. An indication that serves as a representation of each cluster is subsequently attached. As a result, each cluster has been noted in this study. They are displayed in a ring format. The colour of the citation rings changes from bright to dark, visually representing the improvements in scientific knowledge. Citation tree rings in yellow and red indicate the present research hub. There have been nine clusters in social innovation. They are (#0) investing in social inclusiveness, (#1) emerging need, (#2) traditional business model, (#3) social entrepreneurship, (#4) empowering network constellation, (#5) human service organisation, (#6) categorisation scheme, (#7), social finance and (#8) contemporary societal challenge.

As per the above cluster analysis, social innovation as an investing social inclusiveness, emerging need, and traditional business model have been considered the most vital clusters. To maintain their dignity, sense of security, and chance at a better life, they must be included in society. It has been repeatedly demonstrated how crucial it is to support people in feeling attached to and respected by society and to address any social isolation that people may be dealing with daily. Achieving inclusiveness through social innovation is commendable.

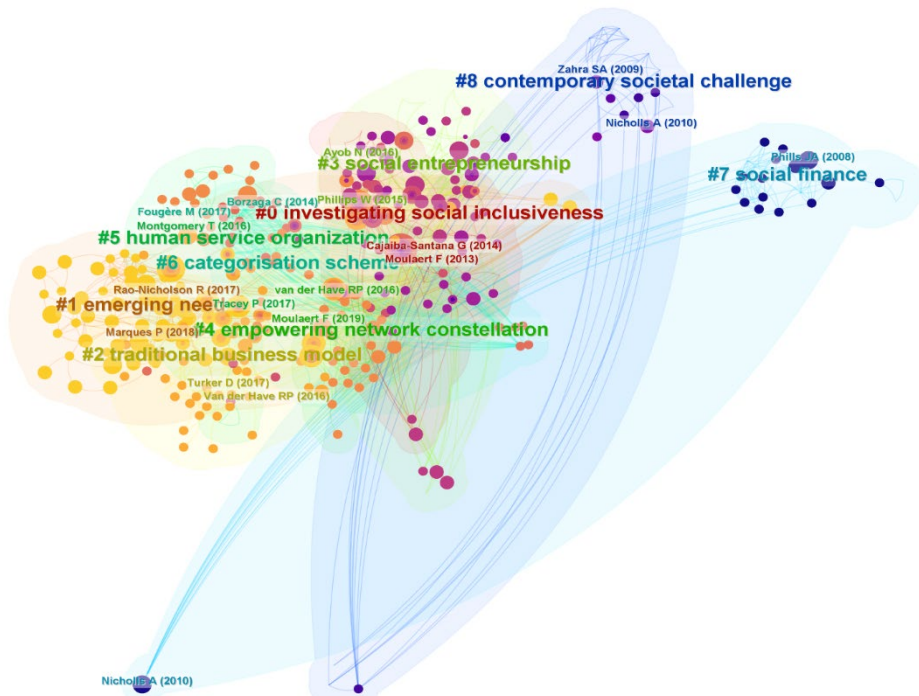


Figure 1: Clusters in Social Innovation

### **Frontiers in the Social Innovation Domain**

A subset of content analysis called research frontier analysis uses the linkages and conceptual organisation that words in articles might provide. It shows the keywords from 2016 to 2020, where the blue node is how the social innovation was used, and then green and yellow are how it is considered in the research. The method is predicated on the assumption that when words frequently recur in literature, it suggests that the ideas they stand for are connected. A network of generated themes and links represents the conceptual space of a field. The co-word network, in particular, demonstrates the potency of the links between words' occurrences. The co-word map in Figure 2 depicts the comparative emphasis on important subjects in the literature on social innovation. The node size may represent the frequency of the keyword; the higher the keyword frequency, the larger the node size. The distance between two keywords and the line thickness is related; the greater the correlation, the thicker the line between the two words.

As per the previous literature, social innovation was utilised in several terms. These are social entrepreneurship, innovation, public innovation, social inclusion, social capital, co-creation, collaborative governance and social change from 2016. As a finding, it can be stated that all the above concepts are closely related to social innovation. On the other hand, social innovation practices need to be adopted to increase employment, rural development, social marketing, and regional planning for the country's development. It is important to have an innovation policy to improve social innovations in the public

and private sectors. As per the above analysis, it is evident that there is a dearth of studies on the social innovation concept in the Sri Lankan context too. Further, to achieve social change, it is a must to have social innovation (Novak, 2021).

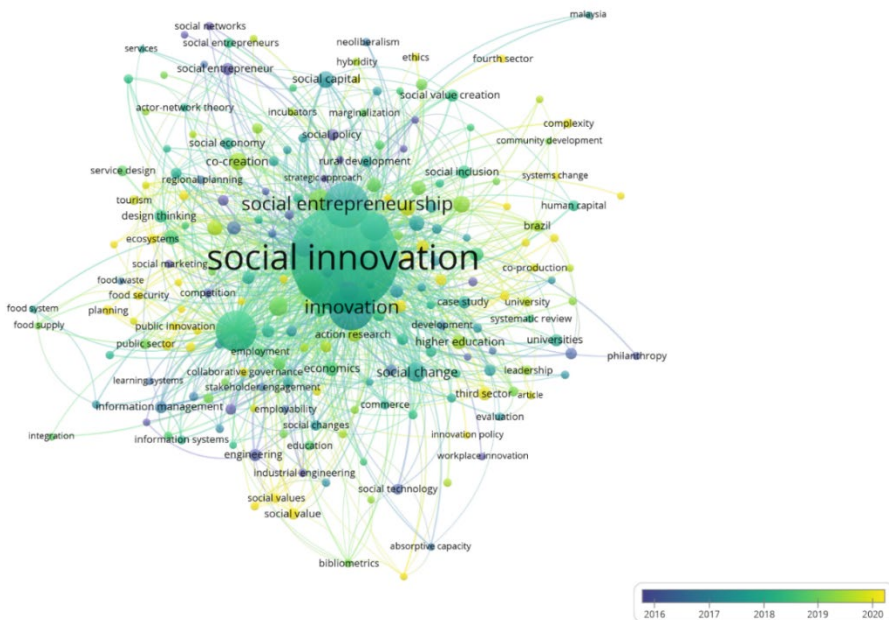


Figure 2: Frontiers in Social Innovation

## Discussion

Over the past ten years, there has been a surge in interest in social concerns relating to management, entrepreneurship, and public management, which has sparked increased research on social innovation. The number of articles, clusters, boundaries, sources, keywords, nations, and co-authors were all taken into account in this analysis. Between 2014 and 2022, 47 Scopus indexed articles on social innovation were published and included in this study. A rising trend of journal papers indicates that this topic is receiving greater attention. Based on the research frontier analysis, social entrepreneurship, innovation and social innovation terms are being used at its peak for the past years. These three terms were highly correlated to each other in this social innovation research. The most cited article is that the Van den Have's study on social innovation (2016) received the most citations in mid-2015. On the other hand, social innovation has nine clusters as per this study. They invest in social inclusiveness, emerging needs, traditional business models, social entrepreneurship, empowering network constellation, human service organisation, categorisation schemes, contemporary societal challenges, and social finance.

These clusters focused on social inclusiveness as the first cluster. It is the process of boosting opportunities, access to resources, voice, and respect for rights to improve the conditions of involvement in society, particularly for those who are underprivileged,



known as social inclusion. It can be targeted by giving groups and individuals a voice, enabling them to express their thoughts without fear of retaliation, and ensuring that access to work and the resources needed to engage in social life are readily accessible. Then the second cluster is emerging needs. Many of the most important big concerns can be resolved or at least mitigated due to social innovations. SIs are mainly produced and executed by existing groups and individual actors, or social innovators, in contrast to profit-oriented innovations, which are primarily generated by existing organisations and profit-oriented entrepreneurs (Audretsch et al., 2022). Therefore social innovation is an emerging need for society to solve several societal issues through innovations.

A third cluster, this article focused on the traditional business model. The traditional business model seeks to produce goods, services, or methods that consumers will buy; the social entrepreneur seeks to produce goods, services, or methods that benefit society. Social innovation is therefore regarded as a traditional business model as well. The concept behind social innovations is to broaden and improve civil society because they are new social practices that seek to address social demands (Hägg and Gabriellson, 2019). In fact, conventional business seeks to strengthen society. As a result, it is regarded as a traditional business model. As the fourth cluster, this research focused on social entrepreneurship. With a focus on the social impact of commercial endeavors that go beyond profit maximization, social entrepreneurship is an entrepreneurial activity with a social objective (Ricardo and António, 2022). In reality, social entrepreneurship is an approach that seeks to meet social needs and spur social change while incorporating economic benefits into social entrepreneurs' social missions to create several innovations. The benefits of their operations must satisfy more parties than business enterprises, which poses a significant hurdle. The scholarly discussion of social entrepreneurship and how it has evolved is incredibly complex. In addition to creating new business models and industries, social entrepreneurship has increased the resources available to address unresolved social concerns, boosting social prosperity. It places a strong emphasis on maximizing social benefit and usefulness through a social business model that is both financially feasible and permits the creation of long-lasting change and social transformation (García-Jurado et al., 2021).

The fifth cluster is empowering network constellation. Entrepreneurs need a variety of networks to succeed. These connections to society can lead to peer collaboration, access to fresh personnel, funding sources, and wisdom from seasoned CEOs. Businesses and entrepreneurs need to achieve specific factors to start and continue to be successful in these uncertain times. One of these could be the entrepreneur's abilities in areas such as communication within the networks in which he participates. According to communication networks, organisations may learn what society needs, what improvements can be made to the goods and services, and what business models can be applied through proper networking channels with the society itself. More than that, it can lead to the commercial success of the venture (Adro and Fernandes, 2021).

The sixth cluster is a human service organisation. The efforts of people and organisations that contribute to creating opportunities that have a wider impact on a social system and/or the experiences of a vulnerable social group are referred to as "social innovation," which is a different sort of innovation. Its goal is to benefit society and the public (Mihchi, 2020). Social innovation is therefore seen as a human services organisation. The seventh cluster is then the categorisation scheme. There are various social innovation strategies to enrich society for the betterment. A microfinance project

like the collective self-finance scheme, for example, aggregates the savings of related small and midsize enterprises to enable loans to members (Alcaide et al., 2019). The next cluster is contemporary societal challenges. Social innovation discusses using inclusive practices, coproduction, and active grassroots activities to address social issues and create more sustainable and cohesive societies. Some factors connected to the "creative destruction" process might result in societal instabilities such as unemployment, poverty, and social exclusion, as well as global issues such as climate change, energy efficiency, and pollution. Modern economic growth must therefore coincide with societal advancement. Consequently, the current scenario presents difficulties and challenges in social innovations. The final cluster of social innovation in social finance. A strategy for managing investments that produce financial returns while also having a measurable, favourable social and environmental impact is known as social finance. Social finance acts as a bridge between traditional business, whose primary motivation is to maximise profits, and traditional charity, whose primary motivation is to maximise social good (Geobey, 2012). All these nine clusters have been identified in this social innovations research domain. All these clusters have a homogeneous research domain.

To cap it all, few previous results indicate that the quantitative research on the development of the social innovation area is still in its early stages and needs to be further explored. Traditional literature reviews are important because they progress knowledge of a particular research phenomenon and help readers comprehend it better, but they don't cover the entire history of the field of study. Following this study and this debate, it may be sufficiently clear to concentrate on social invention using the co-citation, research frontier, and research cluster analyses. According to us, social innovation research is essential for society to function in any setting.

### **Theoretical Implications**

By exhibiting a variety of statistical analyses and critically analysing the trends and extent of the subject of social innovation, the present bibliometric study will significantly advance research on social innovation. The first social innovation article was published in 2014, according to the Scopus database. The principal implications for the researchers are, more specifically, as follows: Firstly, using data from the global Scopus database, the study examined the progress of scientific research specifically in the context of social innovation from 2014 to 2022. Although there have been previous attempts to conduct a thorough and systematic examination of academic and social innovation research, this is the first attempt to map an organised conceptual structure of the subject using bibliometric methodologies. Secondly, this makes it possible for academics to interpret their work within a developing field and find fresh areas for investigation. More than that, the research has found nine clusters in the social innovation domain. They invest in social inclusiveness, emerging needs, traditional business models, social entrepreneurship, empowering network constellation, human service organisation, categorisation schemes, contemporary societal challenges, and social finance.

## **Practical Implication**

Social innovation is known as designing and implementing fresh approaches that call for conceptual, procedural, organisational, or product change with the ultimate goal of enhancing the happiness and well-being of people and communities. It genuinely helps the community find solutions to environmental problems and leads the charge to develop these sustainable habits. Additionally, it emphasises giving employees the tools they need to develop their skill sets and have a local or even global impact on the community (Pel and Kemp, 2020). The importance of focusing on social innovation has increased due to the pressure on developing countries. As a result, this study will be widely used by academics and professionals. This study illuminates the bibliometric analysis of social innovations research between 2014 and 2022 using the Scopus database. The current study aims to discover research patterns and common concerns in social innovation by providing an extensive summary of the innovation's previous studies. Therefore this study, as a comprehensive view of social innovation, can be a better way to have a wholesome knowledge of it, and it can create ways to expand social innovations at the organisational level, policy level, and implementation. If social innovation is successfully implemented in nations like Sri Lanka after being extensively researched, it will be a vital opportunity for the nation to progress. To gain a deeper grasp of the social innovations field, many levels of governance and policy-making, including the macro-level institutional arrangements under specific welfare regimes, might concentrate on it. To understand social innovation as a global phenomenon, national, regional, and local constellations must be cross-referenced with a generic definition of social innovation to set basic criteria and support innovative behaviours. In addition to this bibliometric analysis, the study's findings show the range and depth of the social innovation's varied borders. The networks and diagrams that were extracted from the existing literature for this bibliometric analysis based on references show how closely related the publications in this study field are to one another. This study identified the important areas that needed more emphasis through a thorough network analysis of the data. Further, seven themes were established, including social value creation, social capital, sustainable development, neoliberalism, social responsibility, social change, and adaptive management, in the social innovation literature.

## **Conclusion**

Although social innovation has many meanings, at its heart it supports individuals and groups in co-creating, learning from, adapting to, and scaling more efficient solutions to pervasive social issues, making our natural and human systems more resilient and adaptable (Pel *et al.*, 2020). Social innovation is crucial because it can establish and strengthen corporate culture. Each employee needs to feel appreciated and included as a part of the team. Employees can come together thanks to social invention, which can also promote empathy and comprehension at work. Briefly put, it enables social opinion sharing between teams. The goal of social innovation is to develop new business models for social enterprises, whether they are for profit or non-profit purposes. However, the attitude is everything in ethical entrepreneurship. Several academic fields and policy circles have recently become interested in the multidimensional idea of social innovation. It also plays a significant part in attaining the EU 2020 goals, which include raising the activity rate among 20- to 64-year-olds to 75%, lowering the percentage of

early school leavers to 10%, raising the level of tertiary education, lowering the risk of poverty, and reducing carbon emissions to 80% of 1990 levels (Pel *et al.*, 2020). We examined the social innovation research listed in the Scopus database through author, keyword, and country mapping. This report also shows how important social innovation is for businesses worldwide. Additionally, interest in the subject among researchers has skyrocketed recently. In addition to that, there have been a hike in social innovation research than the past due to its vitality in the social domain (Pel and Kemp, 2020).

Additionally, most of the research on the topic is published by social science academics, along with managers and psychologists. Although industrialised nations dominate the discipline in terms of publications and productive authors, poorer nations have also contributed. Additionally, researchers are more interested in social innovation than social entrepreneurship. We have also shown the popularity of well-known and underutilised terms in articles. Aside from the fact that social innovation research is shifting toward social value, social entrepreneurship, and public innovation, we tried to describe historical research trends and key terms used in practice but came up empty-handed. Since the universe of knowledge is expanding, it is conceivable that some of the dominant concepts in the subject now will give way to more powerful terms in the future.

### **Limitations and Recommendations**

Finally, this bibliometric study does have certain limitations despite the time and work put into it. First off, this study only included publications that were included in the Scopus database. Even though Scopus is one of the biggest international databases, it does not include all the articles on social innovation research. Therefore further research on social innovation can be done with web of science and another set of articles. Second, the quality and substance of the publications cannot be evaluated because the bibliometric study is accomplished using quantitative approaches. It could be better to utilize mixed method of study in the future in order to identify the real gap in term of qualitative as well as quantitative. A more in-depth content analysis of future research that uses all global databases is advised due to the drawbacks of the bibliometric analysis, which include differences in conceptualisations of social innovations. Future studies should incorporate more scholarly works to increase generalizability. Thirdly, this research has led to the discovery of new problems and trends. Finally, the social awareness bibliometric study was conducted until 2022. The studies would be done in the forthcoming periods too; therefore it can be done in the future also. The validity of this study may also be extended in the future by future researchers using data from other databases, such as Journal Citation Report.

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