

An Analysis Conducted Through A Bibliometric Study Focusing University Citizenship Behavior In Academic Trends, Using Dimensions From 1985 To 2025

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Abstract

The general work of the study aims to provide a detailed literature review of studies that have made progress in examining university citizenship behavior practices using the bibliometric analysis approach. This particular study employed bibliometric analytic techniques to create scientific maps, along with performance analysis. The study utilized VOSviewer version 1.6.20 to conduct a science mapping of the literature. The research utilized the Dimensions database and included open-access articles during the study. The study reveals a total of 1037 publications and 1,836 citations during the period spanning from 1985 to 2025. The number of citations in the study reached its highest point in the 2000s, with 455 citations. However, citation follows a steady pace of advancement as the domain remains largely unexplored. A collection of six countries has contributed to this particular field, with the United States of America emerging as the most prolific in this genre, having published around works, and M/C Journal being the most productive journal in this domain over the years. When the question of grouping based on the studies arises, "Commerce, Management, and Tourism Studies" is the most productive field of study with 524 publications focusing on the citizenship behavior field. The most often used keywords are "Citizenship Behavior," "Organizational Citizenship Behavior," and "University Citizenship Behavior". The study highlights the existing status of university citizenship behavior, particularly in the "Title" and "Abstract" sections of any research work, and paves the way for further research.

Keywords: University Citizenship Behavior; Organizational Citizenship Behavior; Citizenship Behavior; Dimensions; PRISMA; Bibliometric Analysis.

INTRODUCTION:

Citizenship behavior is a concept that involves assisting, supporting, guiding, or extending help to an individual. This individual can be a mere colleague, classmate, batch mate in college, or senior in any academic setting, and can also be a family member. The phenomenon of organizational citizenship behavior (OCB) (Gefen & Somech, 2019) refers to discretionary behaviors that move beyond specific job role requirements to facilitate organizational objectives, direct toward the school as a form of unit, a team, and an individual (Organ, 1990; Zeinabadi, 2010; Gefen & Somech, 2019). Organizational citizenship behavior is a discretionary behavior that eventually helps the organization contributes (Ueda & Yoshimura, 2010a). Dasgupta (2020) argued that University Citizenship Behavior (UCB) is said to derive from Organizational Citizenship Behavior (OCB) that directs to extra-role discretionary behavior, which any individual performs in the said organization without any expectation of rewards or favor.

Furthermore, Dasgupta (2020) has stated that various scopes exist where students can exercise discretionary behaviors without expecting a score or reward. The scientific research in social sciences is incredible, and numerous ground-breaking works have resulted. Students are the customers of their universities, rather than recipients of their utilities. They display rather proper behaviors for their universities, such as being contributory. For example, senior fellows assist juniors or new students in the university environment by spreading positive word of mouth about the university's culture, enabling them to enrol.

Furthermore, students help their professors by carrying their books to the office and cleaning the classroom to maintain a hygienic classroom culture. Helping behaviors: Students exhibit citizenship behaviors, mainly when classmates help one another by providing study materials in the classroom (Dasgupta, 2020). University

citizenship behavior, or UCB, which enables any student to contribute to the university or fellow students, whether in a classroom setting or outside, is labelled as contributory behavior (Ueda & Yoshimura, 2010a).

The genesis of attempting to conduct a bibliometric study on University Citizenship Behavior in the context of students stems from the limited work focusing on student OCB (Gefen & Somech, 2019). This question is vital (Nawi et al., 2021) as citizenship behavior exhibited by students proves a significant effect on the effectiveness of the academic setting and achievements, as in the case of organizational citizenship behavior among teachers and principals (Jimmieson, Hannam, & Yeo, 2010; Oplatka, 2012; Gefen & Somech, 2019).

The following research paper focuses on the historical perspective of University Citizenship Behavior. The paper focuses on the research developments studied over the past two decades. The paper discusses the research trend (Nawi et al., 2021), key terms, and significant publications in the area. Furthermore, the paper also discusses the research fields, highlighting the areas and publications within the study's time frame.

To create a retrospective view, prior research suggests that it is a stringent task to present evolutionary trends, identify hotspots, and examine the influence of OCB research more comprehensively and visually, apart from the vast amount of research in the particular field. Previous research suggests that mapping knowledge helps enable a methodology where different disciplines form the basis, focusing on the relationships between scientific knowledge units, which are eventually displayed in a graphical format or a knowledge map (Gan et al., 2022). In this manner, knowledge-mapping-based bibliometric analysis proves to be a more organized, comprehensive, and intuitive approach in tracking and further evaluating research progress in a particular field (Yang et al., 2023).

It is a matter of prioritizing the need for bibliometric analysis, as an increase in research, particularly on organizational citizenship behavior, has been observed since 2011 (Wang et al., 2023). However, very few review articles have been published to display the results. This study addresses a question of certainty regarding the significance of the explosion of publications in influencing the domain of citizenship behavior. The research criteria are extended in the context of university students, particularly in the title and abstract criteria.

The primary objective of the study is to identify the most relevant sources, fields of research, source titles, documents, number of influential articles, and keywords in the area of citizenship behavior. Moreover, to conduct the study, a PRISMA flowchart was created to justify the inclusion and exclusion criteria, which were based on the formal job description for conducting bibliometric analysis. Furthermore, the researchers conducted a descriptive analysis, including a performance analysis of the area, and presented a methodology for carrying out further analysis using a specific database.

The Dimensions.ai database (Sanchez et al., 2019) serves as the basis for obtaining the dataset. Dimensions.ai serves as a database, providing a vast corpus of over 90 million publications and more than 4 billion references (Sanchez et al., 2019). This particular database has been chosen due to its free availability (Suharso et al., 2021), which is particularly suitable for academic purposes.

The remainder of the following research paper rests on a particular structure: firstly, the methodology describing the utility in obtaining of the particular dataset; next, the further analysis of the results of the study with discussion of the results and finally, the conclusions along with implications of the study with a future scope of work in the relevant field.

By conducting the bibliometric study, we tried to find out the following questions:

1. What influence has driven the inclusion of university citizenship behavior terms in journal article titles and abstract criteria?
2. What is the total number of documents published over the years?
3. Which are the most productive journal articles based on the search criteria?

LITERATURE REVIEW:

According to the argument proposed by Donthu et al. (2021), bibliometric analysis has started gaining popularity in recent years. Researchers over the years have used and systematically applied bibliometric analysis for mapping out scientific trends, developments over the period in the relevant subject, performance in the journals, and for a variety of reasons for examining and exploring specific domains in the extant literature (Donthu et al., 2021a; Verma & Gustaffson, 2020; Donthu et al., 2020c). Alan Pritchard first proposed Bibliometrics in the 1960s, in the form of applying mathematical and statistical methods. This approach was defined as one of the options,

involving the submission of article reviews regarding information search, information in the context of literacy, and cataloguing and classification through a literature review of a publication. Suharso et al. (2021) noted that, in the context of studying bibliometrics, numerous other terms are also used, including scientometrics, infometrics, webometrics, netometrics, and cybermetrics. They argued that, during the timeline 1978-2023, the Scopus database includes several articles on citizenship behavior. Guiling et al. (2022) have an opinion that bibliometric mapping is a significant methodology that signifies the dynamic transformation of intellectual connections within a discipline.

METHODOLOGY AND CORPUS:

The purpose of this study is to take the initiative in creating a comprehensive and systematic understanding of the extensive and scattered literature on university citizenship behavior over the last two decades. Guiling et al. (2022) argue that bibliometric analysis is a well-structured, established, and reliable method for providing a comprehensive picture of research trends in the literature. The bibliometric analysis involves applying several approaches to identify both quantitative and qualitative trends within a scientific research theme, establishing the profile of publications on a particular topic, and determining various trends and structural aspects within a subject (Guiling et al., 2022). On a similar note, according to Björk et al. (2014), the advantage of bibliometric analysis lies in gaining a general overview of a specific research domain. Furthermore, the popularity of bibliometric studies is gaining momentum in the social sciences.

In the following study, we followed the PRISMA flowchart (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines and procedures (Moher et al., 2009). The data was retrieved from the Dimension database from 1985 to 2025 to examine all the publications on university citizenship behavior. After compiling the data, the records meet the eligibility criteria for direct bibliometric analysis. According to McBurney and Novak (2002), bibliometric analysis uses descriptive and evaluative approaches to analyze the featured characteristics of publications on a quantitative basis. The primary classification of information analyzed for bibliometric analysis is journals, authors, source titles, and key terms (Abramo et al., 2011).

The Dimension database conducted a quantitative bibliometric analysis. All the information was sourced from the Dimension database within the 1985-2025 time frame. Additionally, VOSviewer software (Version 1.6.20) was used for quantitative and visual analyses of several sources of publications on UCB, including citation analysis, term co-occurrence analysis, source title analysis, and country analysis of citations. Bibliometric researchers extensively utilized the software "VOSviewer" (Guiling et al., 2022; Costa et al., 2019; Ferreira, 2018; Pinheiro & Govind, 2020; Zhao et al., 2015).

The study followed a process of data mining in Dimension, which was limited to the period from 1985 to 2025. The item search utilized the following keywords using a Boolean search: "university citizenship behavior" AND "university citizenship." The search centred on mapping the existing UCB literature across all domains. One important aspect made through the study is that while going through the data mining process subjected to search out the particular university citizenship behavior, we have come across significant outcomes that displayed that "citizenship behavior" or "organizational citizenship behavior" is a comprehensive concept whereas "university citizenship behavior" is an upcoming concept perhaps making a trend as many authors are focussing on the citizenship behavior of the faculties, employees of the academic settings instead of making a bird's eye view on university students' behavior. This finding provided us with a source of direction, indicating where the gap lies in the research domain, which marks a point of utmost importance.

The PRISMA flowchart helps prioritize the procedures required to report the identification of documents in a systematic review of the study (Figure 1). Our search aimed to identify all data that focused on UCB, taking into account both citizenship and organizational citizenship behavior. The Dimension database performed searching, and the parameters are as follows:

Inclusion: Years: 1985 to 2025;

Inclusion: Keyword searching: "university citizenship behavior" AND "university citizenship behaviour";

Inclusion: Type of document: Journal articles;

Exclusion: Type of document: Chapters, proceedings, monographs, edited books, preprints

The study had 1037 entries sourced by searching the Dimension database for UCB titles, abstracts, and author keywords. Then, based on the eligibility criteria, the publications with the inclusion of 'university citizenship behavior' or 'citizenship behavior' or 'organizational citizenship behavior' terms in titles and abstracts were subjects of inclusion, and others were subjects of exclusion. In the following study, only the journal articles were subjects of extraction for analysis. Therefore, we excluded 133 documents that did not meet the criteria and were removed during the data filtering process. Ultimately, 904 records met the eligibility criteria for bibliometric analysis.

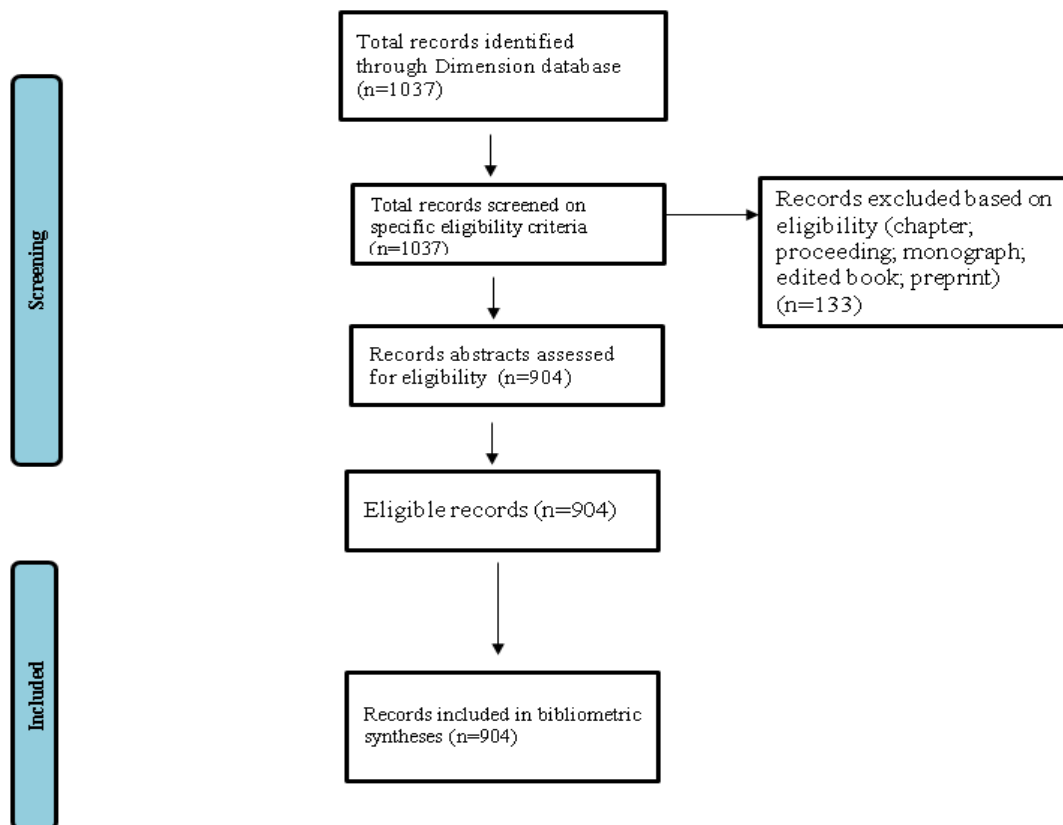


Figure 1: PRISMA flowchart for identification and screening of publications on UCB

RESULTS AND DISCUSSION:

Publication over the years:

The findings derived from the Dimension database revealed the overall count of publications released in various international journals, the allocation of titles across these journals, and the variety of publication types published. Additionally, the productivity of different authors from multiple institutions shares the importance of the topic in the study. Moreover, the results analyzed various trends associated with university citizenship behavior, particularly in its application in published literature.

Table 1: Total number of publications

Year	Number of Publications	Percentage
1985	02	0.22
1992	01	0.11
1993	03	0.33
1995	03	0.33
1996	01	0.11
1998	02	0.22

1999	01	0.11
2000	01	0.11
2001	04	0.44
2002	03	0.33
2003	04	0.44
2004	02	0.22
2005	04	0.44
2006	05	0.55
2007	11	1.22
2008	18	1.99
2009	06	0.66
2010	14	1.55
2011	22	2.43
2012	31	3.43
2013	22	2.43
2014	28	3.10
2015	33	3.65
2016	36	3.98
2017	38	4.20
2018	59	6.53
2019	73	8.08
2020	92	10.18
2021	104	11.50
2022	119	13.16
2023	107	11.84
2024	143	15.82
2025	35	3.87

Source: Authors' compilation



Authors' compilation

Figure 2: Number of publications

The above Figure displays the total number of publications spanning over two decades. The timeline for this study was determined to be from 1985 to 2025. Here, as we can see, starting from the year 1985, there was only one publication related to the topic

There was a total of 1,033 publications, which included 128 datasets, 192 grants, no patents, six clinical trials, no policy documents, and one report. This study utilizes data from the past five years, including the current year, 2025. The aim is to thoroughly analyze the frequency of publications from the Dimension database mentioned earlier. Since 2020, there has been a steady rise in the publication criteria. In the current year, the Dimension database recorded 25 research publications. It is noteworthy, as it suggests that researchers may focus on incremental progress in this specific area of study.

Types of documents over the years:

Table 2: Total Documents

Source Title	Total
All Open Access	583
Closed Access	454
Gold	377
Hybrid	90
Bronze	84
Green	32

Source: Authors' compilation

The Dimension database categorizes publication information sources into six categories: All Open Access, Closed Access, Gold Open Access, Hybrid Open Access, Bronze Open Access (Figuerola et al., 2023), and Green Open Access articles. As shown in Table 2 above, open-access sources have the highest count, totalling 581 entries. These free publications (Gargouri et al., 2012) enable researchers to access articles without charges or subscription fees. On the other hand, closed-access publications require payment for researchers to view and use the articles as references, which can be more expensive for those who need to cite these works. The availability of open-access information is as vital as the content within documents for scientific publications (Suharso et al., 2021). The study further indicates that researchers tend to favor sources that are readily and freely accessible in their research activities. As a result, the Dimension database, with its 581 documents, emerges as the preferred choice for researchers looking to access journal databases for scientific publications. Another suitable option is the Directory of Open Access Journals (DOAJ), a platform that lists open-access journals, managed by Infrastructure Services for Open Access (IS4OA) (Suharso et al., 2021).

Table 3: Grouping based on studies

Fields of Research	Total
Commerce, Management, Tourism and Services	524
Strategy, Management and Organizational Behavior	448
Philosophy and Religious Studies	271
Education	233
Applied Ethics	226
Education Systems	118
Human Society	109
Curriculum and Pedagogy	83
Education Policy, Sociology and Philosophy	80
Psychology	71
Health Sciences	63

Source: Authors' compilation

The data presented in Table 3 indicates that the highest number of documents categorized by research fields within the Dimension database pertains to commerce, management, tourism, and services, totaling 524 documents. The second-largest category is strategy, management, and organizational behavior, with 448 documents. Additionally, the concept of citizenship behavior intersects with management, education, and psychology, contributing to a total of 1,464 documents across these domains. Following this are studies related to philosophy and religious studies, comprising 271 documents. Additionally, the field of ethics addresses ethical issues and principles concerning real-world problems—often referred to as Applied Ethics—and comprise 226 documents. Research related to human society with 109 documents. Conversely, the areas of curriculum and pedagogy collectively contribute 83 documents, while education policy, sociology, and philosophy contribute just 20 documents.

Table 4: Top 14 most productive journals

Sl No.	Author/s	Year	Title	Source	Citations
1	Bettencourt, Lance A; Gwinner, Kevin P; Meuter, Matthew L	2001	A comparison of attitude, personality, and knowledge predictors of service-oriented organizational citizenship behaviors	Journal of Applied Psychology 86(1), 29-41	455
2	Murtaza, Ghulam; Abbas, Muhammad; Raja, Usman; Roques, Oliver; Khalid, Afsheen; Mushtaq, Rizwan	2014	Impact of Islamic work ethics on organizational citizenship behaviors and knowledge sharing behaviors	Journal of Business Ethics 133 (2), 325-333	166
3	Foroudi, Pantea; Yu, Qionglei; Gupta, Suraksha; Foroudi, Mohammad M	2019	Enhancing university brand image and reputation through customer value co-creation behavior	Technological Forecasting and Social Change 138, 218-227	151
4	Elsharnouby, Tamer H	2015	Student co-creation behavior in higher education: the role of satisfaction with the university experience	Journal of Marketing for Higher Education 25(2), 238-262	136
5	Schmitt, Neal; Keeney, Jessica; Oswald, Frederick L; Pleskac, Timothy J; Billington, Abigail, Q; Sinha, Ruchi; Zorzie, Mark	2009	Prediction of 4-year college student performance using cognitive and non-cognitive predictors and the impact on demographic status of admitted students	Journal of Applied Psychology 94(6), 1479-1497	125
6	Indarti, Sri; Solimun; AdjiAchmadRinaldoFernendes; Hakim, Wardhani	2017	The effect of OCB in relationship between personality, organizational commitment and job satisfaction on performance	Journal of Management Development 36(10), 1283-1293	116

7	Schmitt, Neal; Oswald, Frederick L; Friede, Alyssa; Imus, Anna; Meritt, Stephanie	2008	Perceived fit with an academic environment: attitudinal and behavioral outcomes	Journal of Vocational Behaviour 72(3), 317-335	108
8	Erturk, Asper	2007	Increasing organizational citizenship behaviors of Turkish academicians	Journal of Managerial Psychology 22(3), 257-270	103
9	Atatsi, Eli Awayo; Stoffers, Jol; Kil, Ad	2019	Factors affecting employee performance: A systematic literature review	Journal of Advances in Management 16(3), 329-351	96
10	Fan, Luo; Mahmood, Monowar; Uddin, Md. Aftab	2018	Supportive Chinese supervisor, innovative international students: A Social Exchange Theory Perspective	Asia Pacific Education Review 20(1), 101-115	96
11	Manzoor, Shamima Raihan; Ho, Jessica Sze Yun; Al Mahmud, Abdullah	2020	Revisiting the 'University Image Model' for higher education institutions' sustainability	Journal of Marketing for Higher Education 31(2), 220-239	92
12	Asgari, Ali; Mezginejad, Somayeh; Tanerpour, Fatehmeh	2020	The role of leadership styles in organizational citizenship behavior through the mediation of perceived organizational support and job satisfaction	Innovar 30(75), 87-98	66
13	Salehi, Moslem; Gholtash, Abbas	2011	The relationship between job satisfaction, job burnout and organizational commitment with the organizational citizenship behavior among members of faculty in the Islamic Azad University	Procedia-Social and Behavioral Sciences 15, 306-310	64
14	Khaola, Peter; Rambe, Patient	2020	The effects of transformational leadership on organizational citizenship behaviour: the role of organizational justice and affective commitment	Management Research Review 44(3), 381-398	62

Source: Authors' compilation

MOST INFLUENTIAL COUNTRIES/TERRITORIES AND THEIR CO-AUTHORSHIPS:

Figure 4 illustrates the distribution of countries or territories by region. The closer proximity between the two countries, as shown on the map through VOSviewer, indicates a more substantial relationship between them. When the relationship between two countries is more substantial, the line representing it is thicker, indicating a

more substantial relationship. The citizenship behavior domain is a comprehensive concept, independent of any introduction, and is the most frequently searched item in the research arena. Similarly, the subset of citizenship behavior in the organizational context, known as Organizational Citizenship Behavior (OCB), has been a rapidly growing area over the past two decades (Guiling et al., 2022), with evident facts in the worldwide phenomenon.

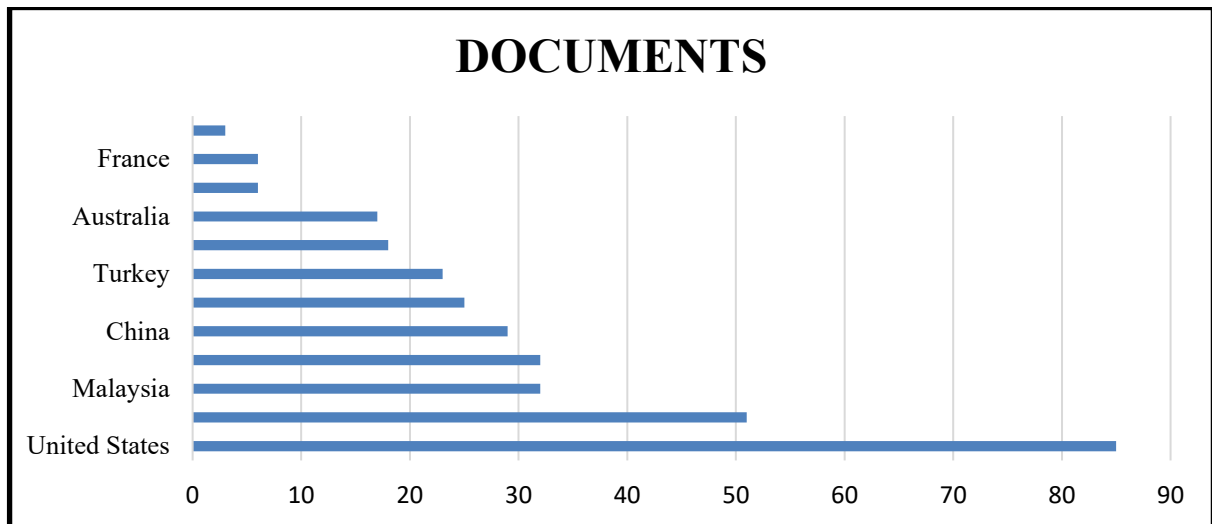
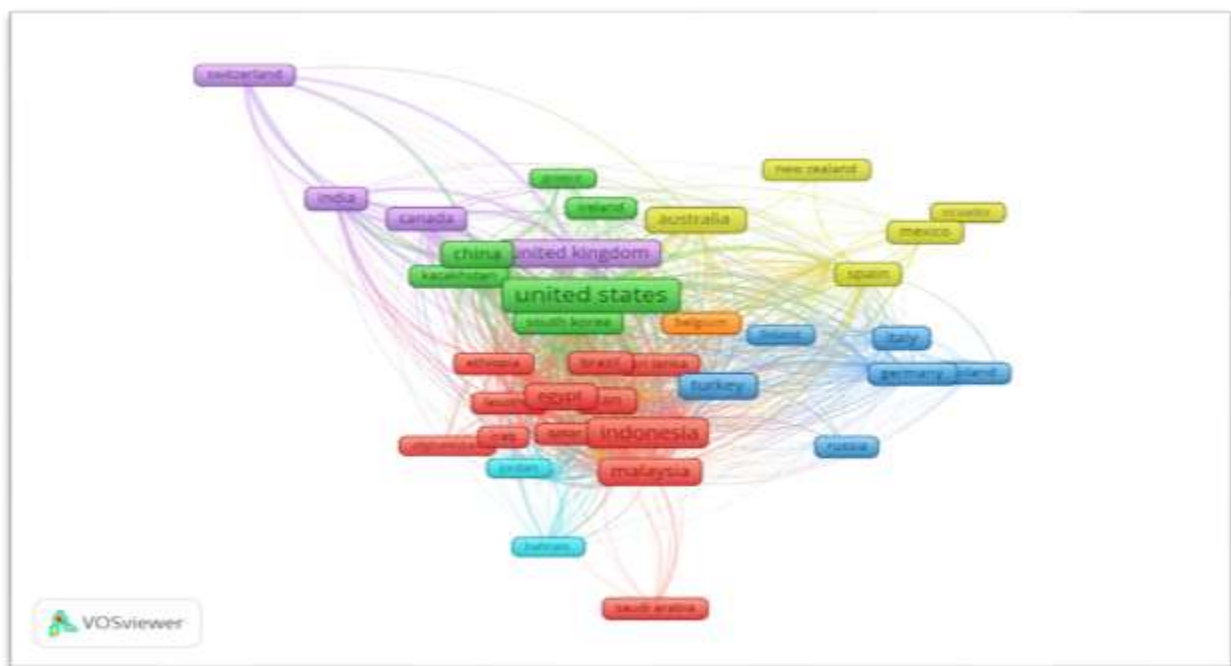


Figure 3: The top 12 most productive countries of UCB research.
 Authors' compilation

Figure 3 shows the productive countries in the context of UCB, using a bibliographic coupling analytical process. From the Figure below, the USA was a dominant country in the field of citizenship behavior, with the highest number of publications. Moreover, the findings of the co-authorship analysis network showed that the USA had the most affiliations, which linked it to 63 countries/territories. Malaysia followed up the list with 36 links, and Indonesia with 30.



Authors' compilation

Figure 4: A screenshot of the bibliometric map created based on co-authorship with network visualization mode.

organizational citizenship behavior. In contrast, very few keywords had a significant impact on targeting the university citizenship behavior of the students. Previous studies indicate that past research has focused mainly on organizational citizenship behavior, rather than studying citizenship behavior from the student's perspective. Similarly, from the Figure, it can be seen that citizenship behavior is a well-researched concept. According to Guiling et al. (2022), social exchange theory (SET) is one of the most influential theories (Ahmad et al, 2023) for making an indispensable understanding of workplace behavior (Cropanzano & Mitchell, 2005; Guiling et al., 2022). In our study, it was notable that social exchange theory (SET) (occurrences: 24; links: 61) emerged as the most recurrent theory in this particular context. According to Zellars & Tepper (2003), a demonstration of the pervasiveness of organizational citizenship behavior applied, which proved to be one of the key drivers of employees' OCB; on a similar note, social exchange theory can also be one of the primary factors driving university citizenship behavior of the students focussing on the citizenship behavior in the context of students in any academic setting. Furthermore, social exchange theory serves as the primary theoretical framework for OCB (Tamunomiebi & Onah, 2019; Guiling et al., 2022). The following study showed that in the citizenship behavior study, the big five personality traits have been studied or duly researched, which indicated the proximity of the influence of the personality traits was evident in the citizenship behavior domain where conscientiousness (occurrences: 63; links: 72), altruism (occurrences: 50; links: 66), openness (occurrences: 16; links: 36) that appeared making association with citizenship behavior literature consider as a matter of significance. It may be worthwhile to prioritize studying citizenship behavior literature in the future, where the stringent effects of the Big Five personality traits are evident.

Moreover, the varied colour in Figure 5 indicates the average publication year of the articles in which keywords related to the particular topic occur. VOSviewer provides a detailed outline of scientific mapping within the context of the topic over a specific time frame. For example, network visualization of the items offers an overview of the associations between items, which are distributed into clusters. Hence, in overlay visualization, publications related to the topic are typically displayed. Figure 4 above shows the overlay visualization of the terms studied by the researchers over time. In the overlay visualization, the lighter the node, the more recent the average publication year. In the Figure, the lighter node is yellow, which signifies the work done in an average publication year of around 2022. In the Figure, the lighter nodes, such as digital citizenship, university lecturer, self-efficacy, significant effect, psychological empowerment, significant positive effect, and work performance, represent terms or topics studied and published in the average year of 2022. Therefore, the literature related to university citizenship behavior remains understudied, underscoring its importance as a priority for further research on the topic. University citizenship behavior is a form of extra-role discretionary behavior (Dasgupta, 2020), which warrants more attention from social science researchers worldwide to make the topic more feasible in the literature related to the topic.

Summary Of The Most Cited Publications:

Table 5 presents the 14 most influential publications in the field of citizenship behavior, based on the highest number of citations. The article titled "A Comparison of Attitude, Personality, and Knowledge Predictors of Service-oriented Organizational Citizenship Behaviors (Shek et al, 2018) was cited 455 times, followed by "Impact of Work Ethics on Organizational Citizenship Behaviors and Knowledge Sharing Behaviors," which also had fair citations (166 times). It may be noticeable that most articles focus on organizational citizenship behavior rather than university citizenship behavior, assessing the extra-role behavior characteristics with an emphasis on UCB-I (Individual) and UCB-O (Organization). As per the current analysis, one article titled "Student Co-creation Behavior in Higher Education: The Role of Satisfaction with the University Experience" (Newton et al, 2023) exists similarly, with a fair number of citations (136 times). Notably, the researchers focused on studying students' citizenship behavior, also known as extra-role behavior, as it contributes to the broader concept of university citizenship behavior through students' co-creation behavior. There is a high level of consistency in studies on organizational citizenship behavior topics, particularly in the context of university students' citizenship behavior. It may remain understudied due to the dearth of research on the particular topic. Such a result might provide a way for the current researchers in this field to explore the citizenship behavior of university students. Noticeably, among the top 14 most credible publications, the Journal of Applied Psychology has the highest number of citations (455 times), along with another article with citations (125 times), followed by the Journal of Business

Ethics with citation number (166 times). In contrast, there were some other journals with a fair number of citations, such as *Technological Forecasting and Social Change* with citations (151 times) and *Journal of Marketing for Higher Education* with citations (136 times). It is also worth noting that prosocial behavior, higher education, servant leadership, multiculturalism, organizational citizenship behavior for the environment (OCBE), environmental behavior, leader-member exchange (LMX), and pro-environmental behavior are closely related to UCB.

DISCUSSION AND CONCLUSION:

The purpose of this study is grounded in publications on citizenship behavior, focussing university citizenship behavior (UCB) domain, that have been published over the years. For analysis, the data was retrieved from the Dimension database from 1985 to 2025, i.e., about three decades and still counting. We searched the Dimension database from 1985 to 2025 regarding this particular purpose using the bibliometric analysis method. VOSviewer software was a part of performing the analysis part along with the visualization of the various features in the context of the publication of a literary work; through this study, a systematic review was performed, which gave us a retrospective view in the context of literature-based on citizenship behavior along with its counterparts highlighting the global perspective of the topic. As displayed in the tables and figures above, including the most cited publications, various fields of research related to the particular topic, the most influential countries, the co-occurrence of terms applied in the literature, the most influential source titles, and keywords, have been identified and discussed.

In their study, Guiling et al. (2022) showed a 20-year trend of increasing publications and interest in OCB, which supported the OCB literature for further research. Similarly, in this study, the researchers have found the identical fact where has been exhibited that while researching UCB literature, it reveals that there was a gradual downfall after 1985, where the publication status curve was steep towards the bottom, then from the year 1992, the status regarding the publication towards the particular topic of the study experienced a boost which facilitated the curve to rise shown in Table (1), the total number of publications year-by-year basis. The Table above explains that there were two publications in 1985, followed by a series of years with no publications in the bucket. Due to its comprehensiveness, organizational citizenship behavior has been widely studied over the past few decades. In studying environmental and organizational citizenship behavior, researchers such as Sulphrey et al. (2023) suggest that environmental organizational citizenship behavior is characterized as discretionary and proactive, contributing to more effective environmental management by organizations. As of data, over the last few decades, environmental and ecological concerns towards humanity made an attraction in the creation of "interest" invested in "corporate greening," due to which it has become the topic of research (Sulphrey et al., 2023; Sulphrey et al., 2024). In the context of helping behavior and sportsmanship, organizational citizenship behavior (OCB) is a better fit. According to Idrus et al. (2019), their research study reveals that academicians in Malaysia's premier universities consider themselves competent, ethical, and organizational citizens who facilitate support for the growth and development of their respective universities. Since it has been stated in the earlier study that academicians regard themselves as citizens who are beyond their formal job duties and requirements, it proposes that students, particularly of universities can consider themselves or in a similar manner can be helpful towards the growth of their universities by spreading good word-of-mouth among the newly admitted students in case of making orientation of the campus along with by prioritizing and adhering rules and regulations of their universities. From Figure 4, in the keyword co-occurrence of the terms there, the term "university" has been denoted in the map through a node, which shows the significance of the term in UCB literature—in the words of Podgorodnichenko et al. (2019) and Das & Mohanty (2022), increasing employee satisfaction in work results in higher OCB, according to research done in Malaysian universities.

According to Farh et al. (1997), the study was conducted in China, focusing on measures of OCB concerning the five dimensions: altruism (occurrences: 50; links: 66) and conscientiousness (occurrences: 63; links: 72), thereby contributing to the literature on university citizenship behavior. Throughout the Indian subcontinent, extensive research on organizational citizenship behavior provides a solid foundation for future research endeavors. The study argues that the keyword leadership (occurrences: 227; links: 99) has made a significant contribution to the OCB literature. Similarly, keywords such as leader-member exchange (occurrences: 36; links: 63) also imparted valuable contributions to OCB literature. It may pave the way towards realizing team-member

exchange (TME), a counterpart to leader-member exchange (LMX). So, it can be stated that occurrences of terms focussing on the leadership abilities with the exchange mechanism between the employees and their organization imply in the case of students' citizenship behavior towards their universities where any student might exchange relationships beyond their formal job role with their contextual factors like classmates, junior fellow students, peers in the universities. Social exchange theory (occurrences: 24; links: 61) has emerged as the theoretical foundation in the OCB literature, which may be a prudent factor in the theoretical background of university citizenship behavior literature. During the study, it was demonstrated that self-efficacy (occurrences: 77; links: 72) is a term applied by researchers in their studies, which signifies that to exhibit extra-role behavior, an individual needs to possess self-efficacy or have sufficient confidence and belief in themselves.

To be more precise, in the Indian context, in South Assam, studies revealed that factors that were primary in the findings were Perceived Organizational Support (POS), Organizational Justice, as well as Organizational Commitment, which affects OCB at the workplace (Mazumder & Barman, 2018). Additionally, this study has revealed that organizational citizenship behavior (occurrences: 936; links: 110) is a term that has been prominent in publications throughout the years. It is also important to note that, during the scientific analysis of UCB through a bibliometric study, the abbreviated form of organizational citizenship behavior, i.e., OCB (occurrences: 915; links: 109), has been consistently maintained among researchers over the years. Most importantly, during the systematic analysis of UCB literature, it has been revealed that through keyword co-occurrence analysis, many key terms vital to the topic have been identified among researchers relevant to the topic. While analyzing the literature, the researchers in the current study have kept in mind that the topic will focus on university citizenship behavior, with this theme serving as the central focus. The university citizenship behavior literature has used the key term 'university' (occurrences: 975; links: 123) times and has been cited by researchers over the years, highlighting the term's significance in the UCB literature.

IMPLICATIONS:

This study inculcates a deeper insight into university citizenship behavior research. The study focuses on the UCB literature, where researchers have applied the central theme of the topic in the title and an abstract portion of their literary work. The literature on university citizenship behavior is on a progressive note. The study aims to enhance transparency in this topic by incorporating current characteristics, a retrospective view, and a comprehensive review of relevant publications. Significant revelations have emerged from findings and bibliometric analysis, which guide and help future researchers.

LIMITATIONS AND FUTURE RECOMMENDATIONS:

In the first instance, the nature of the material presents the study as both instructive and complementary (Guiling et al., 2022) in its form. The purpose was to serve as a direction for the researchers, providing a simple outline that focuses on the title and abstract of the university citizenship behavior field. Secondly, in this study, we conducted the analysis based on the Dimension database, which is user-friendly and does not require any subscription charges, providing comprehensive information on the particular research term. According to Suharso et al. (2021), Dimensions is a free database that collects research knowledge systems from several international and national journals. Digital Science collaborates with over 100 leading research organizations (Rose et al, 2018) worldwide to develop its software. Dimensions bring together information sources from grants, publications, citations, alternative metrics, clinical trials, patents, and policy documents to present a platform that helps to allow the users to find and access information that is most relevant more quickly, analyze broader and academic research results, and gather insights to inform future strategies. In the current study, the researchers cannot guarantee that the search strategy encompasses all relevant journals and covers all relevant information. According to Jacsco (2008), some form of information may be endemic to all bibliometric databases.

Nonetheless, organizational citizenship behavior is a comprehensive concept that has gained momentum over the years. Researchers around the globe have sensed the subject's vitality. Our study aimed to perform a scientific mapping of the UCB literature using bibliometric analysis, focusing on articles and abstracts in research papers.

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