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A BIBLIOMETRIC ANALYSIS OF 68 YEARS OF RESEARCH ON CHARITABLE GIVING

Aqilah Yaacob^{1*}, Gan Jen Ling²

- ¹ School of Management and Marketing, Taylor's University, Malaysia
Email: aqilah.yaacob@taylors.edu.my
² School of Management and Marketing, Taylor's University, Malaysia
Email: jenling.gan@taylors.edu.my
* Corresponding Author

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Abstract:

This is the first study, to the authors' knowledge, to evaluate and quantify the progress of charitable giving as there is no research on the global trend of charitable giving. This research aimed to retrieve journal articles related to charitable giving over a 68-year time span and suggest new avenues for future research. This study involved a bibliometric analysis from 1,144 publications related to the theme, registered in the Scopus database from 1951 to the recent publication in 2019. The bibliometric procedures examined the research performance and development within the framework of international impact, while VOS Viewer 1.6.11 visualized the overall research trend of charitable giving. The results indicate that the United States is the country with the most publications related to charitable giving. James, R.N. and List, J.A. are the two leading authors in this field based on the total number of publications. Most of the articles published in this field are found in *Non-profit and Voluntary Sector Quarterly*, *Journal of Public Economics*, and *Voluntas* journals. While *Journal of Business Research* and *Journal of Consumer Research* are the top two leading CiteScore journals in charitable giving studies. Among the most recent author keywords are crowdfunding, social media, social status, social preferences, emotion, incentives, agency, and laboratory experiment, which demonstrated the current keen interest associated with charitable giving studies. This paper is beneficial for academicians, organizations, and policymakers in understanding the general picture of the field and enables future scholars to see where the study began and trace its shift over time.

Keywords:

Bibliometric, Scopus, VOS Viewer, Charitable Giving, Charity

Introduction

Charitable giving studies has captured interest and attention in recent years as it was recognised as one of the contributors to the success of charitable organisations (or charities). According to Andreoni and Payne (2013), charitable giving is viewed as a market, it is vital for researcher to understand the interactions among the key players in charitable giving such as donors as the suppliers of funds, charitable organisations as demanders of funds, and government as policy interventions. The charity sector has expanded in recent years with an increase in numbers of charities and their charitable spending. However, there are several challenges faced by charities such as increased competition in attracting donors and retaining existing supporters, especially among smaller organisations who are struggling to survive, as well as the nature of fundraising is changing with the rise in the use of social media and plentiful charitable campaigns (Dudman, 2017; Dean, 2020; Bhati and McDonnell, 2020).

Charitable giving or charitable donation is a voluntary contribution in the form of cash, belongings, time, or services made to a charitable organization to assist them in accomplishing its social mission. Research in understanding charitable giving has become a familiar debate among researchers, government bodies and non-profit organisations. Many stakeholders are increasingly becoming more aware of its importance, particularly concerning its role in helping the underprivileged groups and assisting the government and charities in eradicating social issues (Bennett, 2005). Therefore, charitable giving studies provide deeper insights of the dynamic relationship between the haves and the have-nots.

Previous research includes a bibliometric analysis studies of non-profit branding (Sepulcri et al., 2020), corporate volunteering (Dreesbach-Bundy and Scheck, 2017), financial return crowdfunding (Martínez-Climent et al., 2018) and crowdfunding (Zhang et al., 2018). However, to the best of the researchers' knowledge, there is no specific bibliometric analysis done on the current trends and future prospect of charitable giving. Thus, the present study contributes to the existing literature by providing the first bibliometric analysis of the influence of the charitable giving.

This study aims to present a full picture and map the knowledge of previous research on this area. Moreover, this study suggests new avenues for future research using bibliometric analysis techniques depending on Scopus database for the period of 68 years (1951 - 2019). This paper brings a worldwide perspective due to the fact that it analyses and organise large amounts of historical data on charitable giving by identifying the research trend of charitable giving, the top leading journals published in this area, most influential researcher and regions where most publications and citations are taking place. As a result, this research provides new insight for future scholars in examining upcoming directions of charitable giving studies.

Methods

By collecting bibliographic data from other published papers in the particular discipline, bibliometric analysis is performed by analysing the scholars' thinking through writing and citation (Zupic and Carter, 2015). By performing bibliometric analysis, it can be helpful to explore the topic of interest in particular discipline hence providing future directions for researchers (Khudzari et al., 2018). To differentiate review paper and bibliometric analysis, the latter provides further information on the past performance of publications in particular disciplines and illustrates the trend of discipline.

Searching Strategy

The data mining for the bibliometric analysis was performed from 25th to 27th September 2020, via Scopus database. To do this, the authors had set key theme for the analysis. The main theme of this analysis is “charitable behaviour”, “charitable giving”, and “donor behaviour” as the keywords to be found in abstract and title for the purpose to analyse their trend globally. In the process of searching, the authors sorted the articles according to years (oldest to latest), where the oldest paper was in 1951, while the latest is 2019. In order to ensure that the authors are able to retrieve all relevant articles that were researched about charitable behaviour, the authors were aware that the spelling of “behaviour” could have different spelling in different nations, that is “behavior”. Hence, in developing the query string for this bibliometric analysis, the query string was as: (TITLE-ABS-KEY ("charitable giving") OR TITLE-ABS-KEY ("charitable behavi*r") OR TITLE-ABS-KEY ("donor behavi*r") AND DOCTYPE (ar) AND PUBYEAR > 1951 AND PUBYEAR < 2019 AND (LIMIT-TO (SRCTYPE , "j")). By inserting the asterisk, it can help the authors to retrieve all the articles that used “behavior” and “behaviour”.

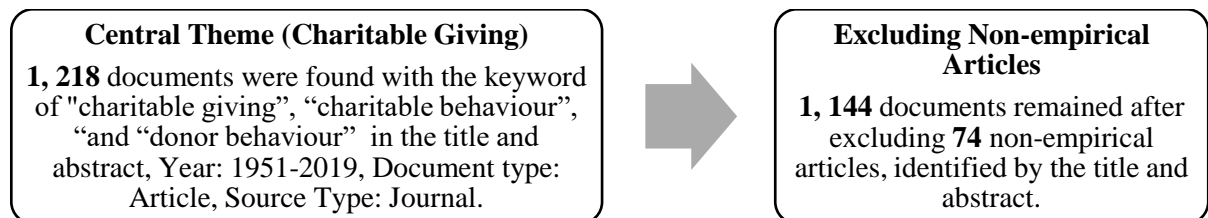


Figure 1: Searching Strategy

Source: This Study

A total of 1, 218 documents was retrieved from the query string. However, the 1, 218 documents have included non-empirical paper, that is irrelevant to this analysis. Therefore, in order to exclude non-empirical papers in the query string, the authors added keywords, such as “progress”, “review”, “highlight”, and “revisit” in the next query string. A total of 74 non-empirical papers was found after screening the new query string. The Scopus article identifier (EIDs) of the 74 articles were jotted down and included in the next query string that excluded the non-empirical papers. By excluding the non-empirical papers, 1, 144 documents were retrieved. By retrieving this data, the bibliometric analysis can be started by analysing the bibliometric information. The search strategy process was indicated in Figure 1, while the query strings were listed in Table 1.

Table 1: Search Strategies and Query Strings

Items	Theme	Search for:	Query Strings
i.	Central	Charitable Giving articles	(TITLE-ABS-KEY ("charitable behavi*r") OR TITLE-ABS-KEY ("charitable giving") OR TITLE-ABS-KEY ("donor behavi*r") AND DOCTYPE (ar) AND PUBYEAR > 1951 AND PUBYEAR < 2019 AND (LIMIT-TO (SRCTYPE , "j"))
ii.	Central	Non-empirical articles in (i)	(TITLE-ABS ("charitable behavi*r") OR TITLE-ABS-KEY ("charitable giving")

			OR TITLE-ABS-KEY ("donor behavi*r")) AND (TITLE ("recent" OR progress OR review OR critical OR revisit OR advance OR development OR highlight OR perspective OR prospect OR trends OR bibliometric OR scientometric) OR (ABS (progress OR review OR bibliometric OR scientometric)))
iii.	Central	Charitable Giving without non-empirical articles	(TITLE-ABS ("charitable behavi*r") OR TITLE-ABS-KEY ("charitable giving") OR TITLE-ABS-KEY ("donor behavi*r")) AND DOCTYPE (ar) AND PUBYEAR > 1951 AND PUBYEAR < 2019 AND NOT EID (<i>insert EID of review articles here*</i>) AND (LIMIT-TO (SRCTYPE, "j"))

Source: This Study

Bibliometric Map

With the assistance of VOS Viewer version 1.6.11, bibliometric maps were created and visualized in this bibliometric analysis. Via the visualization function in VOS Viewer, it can assist this paper to present objects of interest, which includes author keywords, and co-authorship analysis. In the visualized pictures that are retrieved from VOS Viewer, each item in the picture will be connected with a line to show the strength of the linkage between items, which is known as strength value. The higher the strength value, the stronger the linkage between connected items (Khudzari et al., 2018). Co-authorship analysis helps the readers to understand the number of publications between the linked countries, while author keywords analysis provides the understanding of the number of researches that linked two keywords simultaneously (Van Eck and Waltman, 2018).

Co-Authorship Analysis

In the co-authorship analysis, a total of 66 nations were affiliated with 156 authors. The affiliated nations were clustered into eight regions, which are United Kingdom, America, Oceania, Asia, Eurasia, Europe, Middle East, and Africa.

Analysis of Co-Occurrence

The co-occurrence analysis consists of author keywords and the exclusion of Scopus indexed keywords with a total of 74 keywords from 1,144 articles. Before importing all the author keywords into VOSviewer, the authors created a thesaurus file to prevent any identical keywords from repeating. This is done by screening and grouping the synonymic keywords. For instance, charitable contributions and charitable donations have similar meaning, therefore the authors re-labelled it as 'charitable giving'.

In order to produce the output of analysis for author keywords, this study set the minimum of five occurrences. The VOSviewer was then adjusted to visualisation setting to examine the strength of connection among the author keywords, number of occurrences, and average publications of year.

Results and Discussion

Research Growth and Subject Area

A total of 1, 144 research articles were published in 68 years. The trend of publication is illustrated in Figure 2. The first charitable giving research was in 1951 by Duquette, N.J., and there was zero publication until the year of 1962. From 1998 onwards, the publication rate has been steadily increasing. This indicated that the research of charitable giving has been active since 1998. After that, the growth rate gradually increased in 2008, where the amount was almost three times more than the rate in 1998. From 2008 to 2019, the publication rate increased progressively and significantly, hence it is believed that the attention of charitable giving could be increasing from one year to another. As of 2019, only 9.3% (106 articles) are open access articles, therefore it is recommended that more journal articles should have public access to readers to increase the rate of readability.

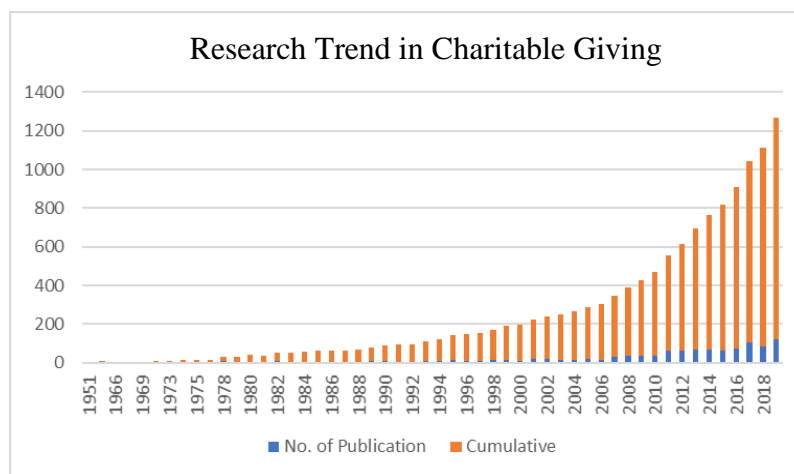


Figure 2: Research Trend in Charitable Giving

Source: This Study

The trend of charitable giving has been receiving attention from the scholars of different disciplines. As retrieved from Scopus database, a total of 26 subject areas discussed about charitable giving. Among the 26 subject areas, the top five subject areas are known as Social Sciences (423 articles), Economics, Econometrics, and Finance (397 articles), Business, Management and Accounting (339 articles), Psychology (157 articles), and Medicine (98 articles). Although the main subject areas are focusing on Social Sciences and Business Studies, interestingly it was found that charitable giving could be involved in multidisciplinary area as well. For example, charitable giving was discussed in the discipline of Agricultural and Biological Sciences (24 articles), and even Chemistry (54 articles). Hence, charitable giving discussion is not only vital in Social Sciences and Business Studies, but it also plays certain roles in Sciences discipline as well.

Top Productive Journals Analysis

A total of ten productive journals was indicated in Table 2, where they are from five publishers. The top three journals that were leading the list are from Non-profit and Voluntary Sector Quarterly, Journal of Public Economics, and Voluntas. Out of five publishers, Elsevier had the highest number of journals, where 4/10 journals are from this publisher. The remaining journals are from Springer Nature (3/10), SAGE (1/10), Taylor and

Francis (1/10), and Wiley-Blackwell (1/10). From the list, it can be seen that majority (90%) of the journals were in Quartile 1 (Q1), while only one journal was in Quartile 3 (Q3).

Non-profit and Voluntary Sector Quarterly was the most productive journal in publishing charitable giving articles, where 59 journal articles were published, owning 5.2% of the total publication (1, 144) of charitable giving. Followed by Journal of Public Economics (53, 4.6%), Voluntas (38, 3.3%), Journal of Economic Behaviour and Organization (25, 2.2%), and Journal of Behavioural and Experimental Economics (20, 1.7%). Among the top productive journals, Journal of Public Economics had the most citations with a total of 1, 422, followed by Non-profit and Voluntary Sector Quarterly that had second highest citation amount, which was 1, 184. The journal article that had the highest citation amount was under Journal of Business Ethics, which was 221 citations.

Table 2: Top Ten Journals

Rank	Journal	Quartile	TP (%)	TC	CiteScore 2019	The most cited article (Reference)	Times cited	Publisher
1	Non-profit and Voluntary Sector Quarterly	Q1	59 (5.2%)	1,184	3.6	Gender differences in the correlates of volunteering and charitable giving (Einolf, 2011)	112	SAGE
2	Journal of Public Economics	Q1	53 (4.6%)	1,422	3.5	Rebate versus matching: Does how we subsidize charitable contributions matter? (Eckel, & Grossman, 2003)	151	Elsevier
3	Voluntas	Q1	38 (3.3%)	571	2.9	Social participation and charitable giving: A multivariate analysis (Schervish, & Havens, 1997)	117	Springer Nature
4	Journal of Economic Behaviour and Organization	Q1	25 (2.2%)	224	2.5	Effects of the price of charitable giving: Evidence from an online crowdfunding platform (Meer, 2014)	55	Elsevier
5	Journal of Behavioural and Experimental Economics	Q1	20 (1.7%)	71	1.9	A field experiment on directed giving at a public university (Eckel, Herberich, & Meer, 2017)	14	Elsevier
6	Journal of	Q3	18	11	1.3	An examination of	15	Taylor &

	Non-profit and Public Sector Marketing		(1.6 %)	7		helping behaviour—some evidence from Australia (Polonsky, Shelley, & Voola, 2002)		Francis
7	Journal of Business Ethics	Q1	16 (1.4 %)	1, 10 1	7.0	Women on Corporate Boards of Directors and their Influence on Corporate Philanthropy (Williams, 2003)	221	Springer Nature
8	Journal of Economic Psychology	Q1	16 (1.4 %)	17 9	3.4	Developing, exploring, and validating a typology of private philanthropic decision making (Supphellen & Nelson, 2001)	33	Elsevier
9	Non-profit Management and Leadership	Q1	16 (1.4 %)	13 3	2.9	Keeping up with the Joneses: The relationship of perceived descriptive social norms, social information, and charitable giving (Croson, Handy, & Shang, 2009)	37	Wiley-Blackwell
10	Experimental Economics	Q1	13 (1.1 %)	56 4	3.9	Do people behave in experiments as in the field?-Evidence from donations (Benz & Meier, 2008)	149	Springer Nature

Source: Compiled by This Study. Note: TP=Total Publication; TC=Total Citation

As referring to CiteScore 2019, only one journal scored more than 5.0, which was Journal of Business Ethics (CiteScore 7.0). Journal of Business Ethics scored the highest CiteScore among the top 10 journals, while Journal of Non-profit and Public Sector Marketing scored the lowest (CiteScore 1.3). The CiteScore was viewed as one of the criteria for future researchers to publish their research. Hence, in order to assist the readers to choose the suitable journals, a list of top CiteScore journals was prepared in Table 3.

Table 3: The Leading CiteScore Journals in Charitable Giving Studies (Minimum Ten Research Articles)

Rank	Name of Journal	CiteScore in 2019	Publisher	Amount of Publication
1	Journal of Business Research	8.9	Elsevier	10
2	Journal of Consumer Research	8.5	Oxford University Press	11
3	Journal of Business Ethics	7.0	Springer Nature	16
4	Plos One	5.2	Public Library of Science	10
5	Transfusion	4.9	Wiley-Blackwell	13
6	Experimental Economics	3.9	Springer Nature	13
7	Nonprofit and Voluntary Sector Quarterly	3.6	SAGE	59
8	Journal of Public Economics	3.5	Elsevier	53
9	Journal of Economic Psychology	3.4	Elsevier	16
10	Voluntas	2.9	Springer Nature	38
11	Nonprofit Management and Leadership	2.9	Wiley-Blackwell	16
12	Journal of Economic Behavior and Organization	2.5	Elsevier	25
13	Economics Letters	2.1	Elsevier	11
14	Journal of Behavioral and Experimental Economics	1.9	Elsevier	20
15	Applied Economics	1.9	Taylor & Francis	11
16	Journal of Nonprofit and Public Sector Marketing	1.3	Taylor & Francis	18
17	International Journal of Nonprofit and Voluntary Sector Marketing	1.1	Wiley-Blackwell	12

Source: Compiled by This Study

Top Nations, Collaboration, and Institutions Analysis

Table 4 indicated the top nations that published the work of charitable giving at the global level. More than 50% of the publications were led by the United States (US), followed by United Kingdom (UK). This indicated that both countries are the main contributors in the work of charitable giving. US had the highest number of publications with 592 articles, covered 51% of all charitable giving publications in the global level. Based on the 151 articles, UK was ranked as the top two productive nation in charitable giving publication.

Table 4: Top Nations, Collaboration, and Institutions

Rank	Country	TPC	SCP (%)	Productive Academic Institution	TPI
1	United States	592	81.8%	University of Pennsylvania	23
2	United Kingdom	151	67.5%	University College London	10
3	Germany	65	46.2%	University of Cologne	4
4	Canada	60	43.3%	The University of British Columbia	6
5	Australia	45	57.8%	Queensland University of Technology QUT	7
6	China	43	51.2%	Beijing Normal University	4

7	Netherlands	40	52.5%	Vrije Universiteit Amsterdam	15
8	Italy	28	46.4%	Consiglio Nazionale delle Ricerche	7
9	Sweden	22	36.3%	Linköpings universitet	8
10	France	20	60.0%	ESSEC Business School	4

Source: Compiled by This Study. Note: TPC=Total Publications of The Country; SCP=Single-Country Publications; TPI=Total Publications of The Organization

In Table 4, among the top productive nations, only six nations scored more than 50% single country publications (SCP value), namely United States (81.8%), United Kingdom (67.5%), Australia (57.8%), China (51.2%), Netherlands (52.5%), and France (60.0%). This result indicated that these countries had more collaborations with other countries at a global level. In the list, Sweden scored the lowest SCP (36.3%). The SCP value could be improved by working together with international institutions which can act as a good strategy to increase the SCP value.

Furthermore, there are two universities were ranked as the top 100 best institutions in World University Rankings in 2020 (THE, 2020), which were University of Pennsylvania (15th), and The University of British Columbia (51st). This brings a meaning that the topic of charitable giving received attention from the top institutions at the global level. A list of top 50 productive nations was prepared in Table 5.

Table 5: The Top 50 Most Productive Institutions in Charitable Giving Research

Rank	Institution	No of Publications	Country
1	University of Pennsylvania	23	US
2	Indiana University Bloomington	21	US
3	Indiana University-Purdue University Indianapolis	21	US
4	Texas A&M University	18	US
5	Vrije Universiteit Amsterdam	15	Netherlands
6	National Bureau of Economic Research	15	US
7	The University of Chicago	15	US
8	Yale University	12	US
9	Harvard University	12	US
10	University of Michigan, Ann Arbor	12	US
11	University of Georgia	11	US
12	National Institute of Technology Kurukshetra	10	India
13	University College London	10	UK
14	University of California, Berkeley	10	US
15	University of California, San Diego	10	US
16	Universiteit van Amsterdam	9	Netherlands
17	Duke University	9	US
18	Linköpings universitet	9	Sweden
19	University of Kent	9	UK
20	University at Albany	9	US
21	Wharton School of the University of	9	US

	Pennsylvania		
22	University of Memphis	9	US
23	Columbia University in the City of New York	9	US
24	University of Wisconsin-Madison	9	US
25	London School of Economics and Political Science	8	UK
26	The University of Manchester	8	UK
27	University of Oregon	8	US
28	St. Cloud State University	8	US
29	Texas Tech University	8	US
30	DePaul University	8	US
31	University of Southern California	8	US
32	Wirtschaftsuniversität Wien	7	Austria
33	Princeton University	7	US
34	Queensland University of Technology QUT	7	Australia
35	University of Nottingham	7	UK
36	Göteborgs Universitet	7	Sweden
37	Harvard Business School	7	US
38	Consiglio Nazionale delle Ricerche	7	Italy
39	University of Warwick	7	UK
40	University of Southampton	7	UK
41	University of Bath	7	UK
42	The University of Queensland	7	Australia
43	London Metropolitan University	6	UK
44	The Ohio State University	6	US
45	Samford University	6	US
46	Brigham Young University	6	US
47	Utrecht University	6	Netherlands
48	The University of Texas at Dallas	6	US
49	The University of British Columbia	6	Canada
50	Georgia State University	6	US

Source: Compiled by This Study

With the assistance of VOS Viewer, Figure 3 indicated the analysis of nations. The figure indicated that the stronger the relationship between two nations, the nations will be located nearer to each other, and the line will be thicker in VOS Viewer visualization (Khudzari et al., 2018). In the research area of charitable giving, America was the country with the highest publication rate, followed by United Kingdom. The co-authorship analysis showed that United States was the nation with the highest number of affiliations (29 links, 126 co-authorship), then followed by United Kingdom (27 links, 74 co-authorship), Germany (24 links, 54 co-authorship), Italy (16 links, 25 co-authorship), and others.

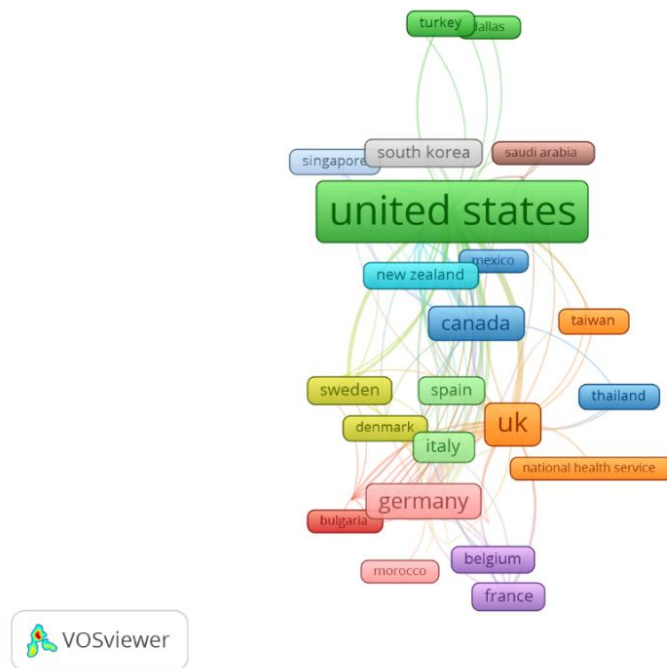


Figure 3: Co-authorship Bibliometric Analysis

Source: This Study

The analysis revealed that only 10% of the nations had more than 10 international collaborative publications. In addition to that, a total of 16 nations were not associated with any international nation in publishing charitable giving articles, for example Chile, Egypt, Iran, Indonesia, Finland, and others. It is suggested that the 16 nations could collaborate by increasing the number of international students in universities, diverse working culture, improving the funding of research, and encouraging international collaborative research climate at respective working places. For example, as retrieved from Scopus database, the ranking indicated that National Science Foundation from the United States was the first leading funding sponsor, hence United States was the first leading nation in publishing charitable giving research articles.

Most Productive and Highly Cited Authors

Table 6 indicated the top ten productive scholars in the charitable giving research area, who currently affiliated to four countries, namely United States (7), United Kingdom (1), India (1), and Netherlands (1). The top 10 prominent scholars' first publication ranged between from the year of 1965 to 2007, in which majority (90%) of them were the first author, and only one of them was second author.

The leading three authors were from United States (2) and India (1). The first leading author, James, R.N. was from Texas Tech University, Lubbock, United States, with a total of 15 publications since 2007, 261 citations, and with 8 h-index. Followed by List, J.A. from The University of Chicago, United States, with a total of 11 published works since 1996, with 63 h-index. While Syamal, A. was the third leading author, with a total publication of nine articles, with 17 h-index and 1,041 total citation.

List, J. A's owned the highest citation number, which was 16,069. Interestingly, Eckel, C.C who was ranked as 10th leading author, he received the second highest citation of 5,493.

Authors such as Sargeant, A. (5th leading author) and Bekkers, R. (8th leading author) also received high citation of 1,471 and 1,966, respectively. Figure 2 showed that the trend of charitable giving started to increase since 2008, which was a year after the first leading author published his research work. Hence, it can be seen that the leading authors contributed to the trend of research progress.

Table 6: Top Authors

Rank	Author	ID of Author in Scopus	First publication year*	TP	h-index	TC	Current Affiliation	Country
1	James, R.N.	16304524400	2007a	15	8	261	Texas Tech University, Lubbock, United States	US
2	List, J.A.	26643272500	1996a	11	63	16,069	The University of Chicago, Chicago, United States	US
3	Syamal, A.	6701488912	1965b	9	17	1,041	School of Coordination Chemistry, Mumbai, India	India
4	Einolf, C.J.	16315834200	2007a	8	13	536	Northern Illinois University, DeKalb, United States	US
5	Sargeant, A.	7006290852	1995a	8	23	1,471	Plymouth Business School, Plymouth, United Kingdom	UK
6	Wiepking, P.	56614549600	2005a	8	12	864	Indiana University-Purdue University Indianapolis, Indianapolis, United States	US
7	Yörük, B.K.	35618914700	2003a	8	10	358	University at Albany,	US

							Albany, United States	
8	Bekkers, R.	8637219300	2003a	7	19	1,966	Vrije Universiteit Amsterdam, Amsterdam, Netherlands	Netherlands
9	Brooks, A.C.	7202570671	1997a	7	17	914	American Enterprise Institute, Washington, D.C., United States	US
10	Eckel, C.C.	7003583590	1985a	7	34	5,493	Texas A&M University, College Station, United States	US

Source: This Study. Note: a=First Author; b=Second Author; c=Third Author and Above; TP=Total Publication; TC=Total Citation.

Author Keywords

The authors documented 74 author keywords, where 26% (19 author keywords) were used for five times, 15% (11 author keywords) were used for six times, 7% (5 author keywords) were used for seven times, 8% (6 author keywords) were used for eight times, 3% (2 author keywords) were used for nine times, while 42% (31 author keywords) were used for more than ten times.

In order to avoid identical keywords, the researcher created a thesaurus file in which similar author keywords were re-labelled. As a result, there was a total of 51 author keywords (minimum of five occurrences) generated from the new analysis.

Concept and Terminology

The analysis of the author keywords co-occurrences suggested that 'charitable giving' was the most frequently used keywords in previous studies. There were 409 occurrences and 48 links to other related keywords as shown in Figure 4.

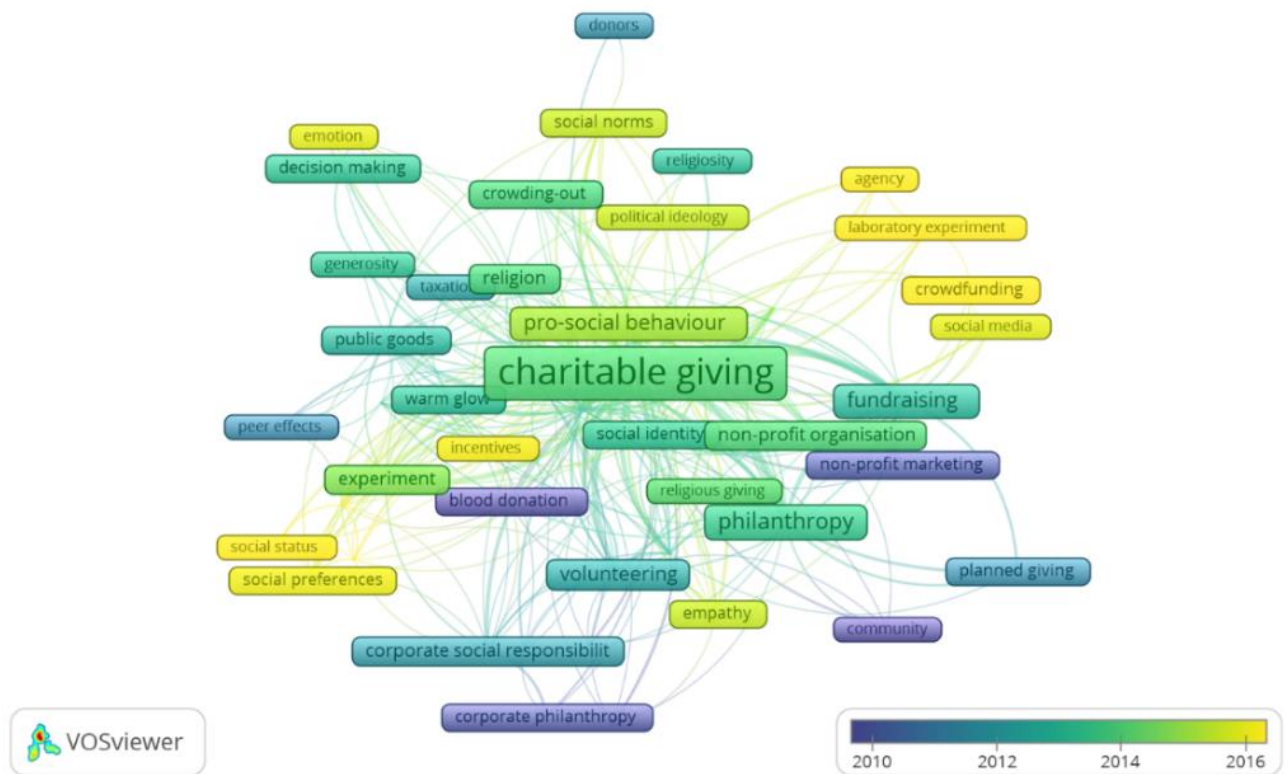


Figure 4: The Bibliometric Map of Author Keywords (Minimum Occurrences: 5)

Source: This Study

There were several author keywords often used in relation to charitable giving studies such as ‘philanthropy’ and ‘altruism’. For instances, ‘philanthropy’ is the second highest occurrences after ‘charitable giving’, with 78 occurrences and 24 links, while ‘altruism’ had 59 occurrences and 30 links.

Besides that, there were three types of ‘charitable giving’ found in author keywords, namely ‘volunteering’ (35 occurrences, 21 links), ‘blood donation’ (10 occurrences, 7 links), and ‘corporate philanthropy’ (16 occurrences, 5 links). ‘Corporate philanthropy’ is also linked with author keywords such as ‘corporate social responsibility’ (25 occurrences, 17 links). As suggested by past researcher, one of the ways for businesses to participate in corporate philanthropy is through corporate social responsibility (CSR). As evidence in Table 1, ‘corporate philanthropy’ is among the most cited papers when assessing charitable giving such as article by Williams (2003) on ‘Women on Corporate Boards of Directors and their Influence on Corporate Philanthropy’.

Several author keywords were also found in conceptualising the ‘charitable giving’. For instance, ‘charitable giving’ is being conceptualised as a subset of behaviour such as ‘charitable behaviour’ (52 occurrences, 25 links) and ‘pro-social behaviour’ (49 occurrences, 23 links). Charitable behaviour is a form of pro-social behaviour, such behaviour entails actions that intend to help and do help others (Zhou et al., 2012; Taute and McQuitty, 2004). The term charitable behaviour often used interchangeably with pro-social behaviour and helping behaviour. Bendapudi et al. (1996) early defined helping behaviour as behaviour that intend to improve the wellbeing of the underprivileged, by providing assistance usually with

little or no reward in return, while pro-social behaviour is defined as voluntary behaviour that results in benefiting others (Eisenberg and Miller, 1987).

Topic of Interest

Based on the analysis, the author keyword such as ‘charitable organisation’ (62 occurrences, 26 links) and ‘non-profit organisation’ (25 occurrences, 15 links) had a lot of occurrences in relation to charitable giving studies. Considering charitable organisations as an active party in the charitable giving ecosystem, the ‘charitable organisation’ is the third most occurrences keywords in relation to charitable giving studies.

Having recognized the importance of charitable giving and sophisticated advertising practices in charity advertising (Chang and Lee, 2010), it is important for charitable organizations to understand individual’s charitable giving in response to charities’ marketing effort such as through fundraising. This argument is supported by the current study analysis, in which ‘fundraising’ is the fourth most occurrences keywords, with 60 occurrences and 20 links to charitable giving studies.

Besides the occurrences of author keywords at an organisational level, it is essential to understand charitable giving through giver’s mind. The bibliometric analysis indicated that there were few antecedents mentioned in the author keyword analysis, which were related to demographic variables such as ‘education’ (7 occurrences, 7 links) and ‘gender differences’ (25 occurrences, 17 links). Both keywords have been identified as a strong predictor of charitable giving (e.g., Bekkers and Wiepking, 2011; Einolf, 2011; Croson et al., 2009). This finding is consistent with the analysis in Table 1, where one of the top cited papers mentioned about ‘gender differences’ when they examined charitable giving, namely ‘Gender Differences in the Correlates of Volunteering and Charitable Giving’ by Einolf (2011).

The bibliometric analysis revealed that the author keywords were indeed related to the antecedents of charitable giving such as ‘religion’ (17 occurrences, 16 links) and ‘religiosity’ (7 occurrences, 3 links). Since most religious faiths also emphasize the importance of caring for the poor and the less unfortunate (Yen and Zampelli, 2014), therefore it is important to understand what drives charitable giving and the roles of religion and religiosity.

There were other few antecedents also mentioned in the author keyword analysis, which were trust (9 occurrences, 11 links), generosity (6 occurrences, 7 links), motivation (5 occurrences, 5 links), social responsibility (5 occurrences, 8 links). For instances, previous research has acknowledged the importance of trust on charitable giving (e.g., Bekkers, 2003; Hager and Hedberg, 2016). The influence of individual’s generosity, social responsibility and motivation has also been well recognised by scholars in predicting charitable giving (e.g., Emrich and Pierdzioch, 2015; Kandaurova and Lee, 2019; Hendriks and Peelen, 2013), hence, the occurrences in the author keywords analysis.

Besides that, the analysis of author keywords suggested the essential roles of ‘reputation’ (8 occurrences, 12 links) in predicting charitable giving. Previous research has investigated the consequences of charity reputation on charitable giving as well as reputation-seeking individuals that influences charitable giving (e.g., Meijer, 2009; Reinstein and Riener, 2012; Peng et al., 2019). For example, non-profit’s reputation may influence decision to donate, on the other hand, a person might intend to signal his or her generosity to improve one’s reputation through donating. From the author keywords analysis, it can be concluded that

most of prior research focuses on the antecedents of charitable giving, as compared to the consequences of charitable giving. Therefore, future studies are encouraged to investigate the consequences of charitable giving.

Besides marketing and management field, charitable giving studies can be linked to various field including psychology, sociology and economic. The psychological field emphasised on individual personalities, as well as the two psychological motivations such as altruistic and egoistic motives (Sherry, 1983). For example, individuals donate because of intrinsic reasons that can provide psychological benefits or intangible benefits (Bekkers and Wiepking, 2011; Sargeant and Woodliffe, 2007). Based on this argument, the psychological factor is formed, composed of several constructs such as few author keywords identified in this study, namely 'altruism' (59 occurrences, 30 links), 'empathy' (10 occurrences, 10 links) 'happiness' (6 occurrences, 7 links). These keywords could be linked to the psychological determinants of charitable giving.

Accordingly, scholars have also explained charitable giving via sociology approach. The sociological field stresses on the importance of social environment, social norms, and social networks in promoting charitable giving (Schervish and Havens, 1997; Bekkers, 2004). For instances, the analysis of author keywords suggested the following: 'social norms' (13 occurrences, 10 links) and 'social preferences' (10 occurrences, 10 links). These findings are consistent with the analysis in Table 1, where one of the top cited papers mentioned about 'social norms' in relation to charitable giving, namely 'Keeping up with the Joneses: The Relationship of Perceived Descriptive Social Norms, Social Information, and Charitable Giving by Croson, Handy, and Shang (2009).

The economic approach such as the uses of rational choice theory has also been applied in charitable giving studies. This theory suggested that individuals involved in charitable giving due to the benefits ones receive in return such as tax incentives or the 'warm glow' effect (Andreoni, 1990). As suggested by the author keywords analysis, the keyword such as 'incentives' (7 occurrences, 13 links), 'taxation' (5 occurrences, 5 links), and 'warm glow' (10 occurrences, 14 links) were identified. For example, research on individual's charitable giving often associated with the effects of tax incentives on charitable donations (e.g., Fack and Landais, 2010; Almunia et al., 2020).

Besides charitable giving studies being identified in various fields, there was one country mentioned in the author keyword analysis, which were 'United Kingdom' (5 occurrences, 6 links). This is due to the fact that the country has a long philanthropic tradition. According to the World Giving Index 2020, UK is the seventh most generous country in the world. Hence, the occurrences of 'United Kingdom' in the author keywords analysis in relation to charitable giving studies.

In relation to research methodology, there are evidence of an explosion of experimental work, where both laboratory and field experiments were used extensively in investigating charitable giving. For instances, among the 51 author keywords, 'field experiment' (43 occurrences, 22links) and 'experiments' (24 occurrences, 19 links) are the eight and thirteen most occurrences. These findings are consistent with the analysis in Table 1, where two of the top cited papers mentioned about 'field experiment' and 'experiments' when they examined charitable giving, namely 'A Field Experiment on Directed Giving at a Public University by Eckel, Herberich, and Meer (2017) and 'Do People Behave in Experiments as in the Field?'

by Benz & Meier (2008). Based on the current analysis, experimental design is the most frequently used methodology associated with charitable giving studies.

The analysis of author keywords recommended that future research should concentrate on the relationship between agency and charitable giving using experimental design such as laboratory experiment. This is because ‘agency’ (5 occurrences, 5 links) and ‘laboratory experiment’ (5 occurrences, 7 links) had become two of the latest author keywords in charitable giving studies (Average Publication Year: 2018 and 2017 respectively). Some studies such as Berman and Smaall (2012) have adopted laboratory experiments to investigate the relationship between agency and charitable giving. This is to examine whether individuals will attain more pleasure from donating when they have the option to choose. Agency is a psychological aspect of charitable behaviour associated to individualism, which is known to enhance the performance of the benefactor, whilst human agency is the ability for a person to decide between options (Heist and Cnaan, 2018). Based on the self-determination theory, Weinstein and Ryan (2010) indicated that those who perceive greater sense of agency while performing charitable activities experience greater well-being outcomes, as a result, better outcomes for the beneficiaries. This is because giving donors more control over their donation increases their perception of agency (Heist and Cnaan, 2018).

However, according to Butera and Houser (2018), the significance role of agency in charitable giving remains largely unexplored. Only recently that few researchers attempted to shed light on this matter by implementing laboratory experiments (e.g., Butera and Houser, 2018; Heist and Cnaan, 2018). Studies conducted by to Butera and Houser (2018) suggested that one of the ways in promoting effective giving is by creating institutions that facilitate delegated generosity. While Heist and Cnaan (2018) experiments results suggested that greater sense of agency leads to even more donations. However, there are still room for future research to continue investigating the effectiveness of agency on charitable giving behaviour and understand the effect of agency in naturally occurring giving markets, as well as in a controlled laboratory setting.

Besides that, the analysis of author keywords suggested that future studies should also concentrate on the role of crowdfunding (8 occurrences, 6 links) and social media (5 occurrences, 5 links) in influencing charitable giving. This is because ‘crowdfunding’ and ‘social media’ had become two of the recent author keywords in charitable giving (Average Publication Year: 2016 and 2017 respectively). One of the most cited articles in Table 1 was linked to ‘crowdfunding’, namely, ‘Effects of the Price of Charitable Giving: Evidence from an Online Crowdfunding Platform’ by Meer (2014). Charitable crowdfunding is a growing online platform in which fund seekers are requesting for donations from a large group of potential contributors (Liu et al., 2017).

According to Van Wingerden and Ryan (2011), crowdfunding will exceed \$300 billion in funding operations by 2025 and its growth is exponential in many countries such as the US, UK and Europe countries. With the existing of technology advancement (e.g., the development of Web 2.0) and vast usage of social media, it has been an efficient tool for charities or individuals to raise funds for the needy through crowdfunding platform with the assistance of social media in circulating the campaigns worldwide. Although this trend is prevalent, according to Colombo et al. (2015), research on crowdfunding remains limited. Future studies in relation to Internet-based technologies would be beneficial for the success of charities in supporting charitable causes for the underprivileged. According to Salido-

Andres et al. (2020), there is a growth in this area of research as most empirical papers were published from 2015 onward, in which they adopted quantitative methodologies; emphasises on antecedents related to individual giving, organization as main actors, and online channels and design-related features of campaigns as enablers. Nevertheless, based on the authors' systematic review, the effects of donation-based crowdfunding on relevant stakeholders such as beneficiaries and society in general remain largely unknown.

The author keyword such as 'trust' (9 occurrences, 11 links) has also been getting a significant attention in the recent years (Average Publication Year: 2017), especially when there are many charitable organisation, charitable causes, and campaigns throughout the year. Individual donors are left with many options to choose from, which explained the role of trust in charitable giving studies. For example, Taniguchi and Marshall (2014) discussed two types of trust, namely social trust (i.e., trust individual place in anonymous others) and institutional trust (i.e., trust placed in an institution) in relation to charitable giving. Therefore, there are still room for future studies to explore the extensive role of trust in the context of charitable giving.

The analysis of author keywords recommended that future studies should focus on the relationship among social status, social preferences, and charitable giving. This is due to the fact that 'social status' (5 occurrences, 6 links) and 'social preferences' (10 occurrences, 10 links) have become two of the recent author keywords in charitable giving studies (Average Publication Year: 2016). Weiss and Fershtman (1998) define social status as 'a ranking of a person or a group of people in each society, based on their traits, assets, and actions'. While social preferences are one type of preference in relation to the concepts of reciprocity, altruism, inequity aversion, and fairness (Fehr and Fischbacher, 2002). Future studies should therefore investigate the various forms of social status and social preferences in influencing charitable giving.

Finally, future studies should emphasize on the role of 'incentives' (7 occurrences, 13 links) and 'reciprocity' (8 occurrences, 13 links) as both are the recent authors keywords in relation to charitable giving studies (Average Publication Year: 2016 and 2017 respectively). A major concern in charitable giving studies is related to the concept of reciprocity and incentives (Andre et al., 2017). This is because the notion of pure altruism (e.g., the desire to make others better off) alone cannot be fully accounted for several empirical observations regarding giving behaviour. Alternatively, previous researcher argued that individuals are charitable because they obtain some sort of personal or intrinsic benefit from doing so. In particular, a person might donate in order to receive some intangible rewards such as rewards in the hereafter, self-satisfaction, or avoiding guilt (Jamal et al., 2019), alongside non-monetary utility, or "warm glow" (Andreoni, 1990).

Limitations of Study

The authors have restricted the search for 'charitable giving' and 'charitable behaviour' to the titles and abstracts, therefore, this study may perhaps leave out selecting articles on 'charitable giving' and 'charitable behaviour' in Scopus database. This is due to the fact that some researchers might not include the keywords of 'charitable giving' and 'charitable behaviour' in their studies and opted for 'helping behaviour' or 'prosocial behaviour' in explaining the altruistic and voluntary act. The findings from this research also suggest future scholars to compare published articles on 'charitable giving' and 'charitable behaviour' from various databases, such as combination of Scopus and Web of Sciences. A more

comprehensive bibliometric analysis and results can be achieved from the combination of multiple databases.

Conclusion

The current study has successfully analysed and discussed the research growth trend of charitable giving based on 1,144 related studies in Scopus database. From the year of 2000 up until now (2020), the growth of charitable giving studies has been increasing rapidly as this topic is known as one of the contributors of giving behaviour, especially in the context of charitable organisations.

Besides that, the bibliometric analysis revealed that the United States and United Kingdom were among the prominent nations in charitable giving studies. Whilst United States was the most affiliated nation in this research area. Other countries such as Iran, Brunei and Bahrain are advised to have international collaboration with top affiliated nations to broaden their research scopes.

It was also discovered that agency, laboratory experiment, crowdfunding, social media, trust, social status, social preferences, incentives, and reciprocity were new area in examining charitable giving with average publication year of 2016 to 2018. These topic areas have the potential to become prominent upcoming topic in the future, hence future researcher should investigate these concepts in relation to charitable giving.

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