**Visualizing Economics and Business in the field of Education:
A Quantitative Analysis of Scholarly Literature** [*]

Aristidis Bitzenis, University of Macedonia, Greece
Nikos Koutsoupias, University of Macedonia, Greece
Email: "Nikos Koutsoupias" <nk@uom.gr>

Abstract

The objective of this study was to examine the fundamental fields of knowledge and forthcoming research directions in Education concerning Business and Economics (EBE) and to examine the spread of EBE and their diverse methodologies in the context of Education. We examined a total of 1246 scholarly articles and 2566 authors in EBE areas, extracted from Scopus databases. For data analysis and visualization of relevant literature, we utilized the science mapping software Bibliometrix. In addition, we conducted thematic evolution analysis, collaboration network analysis, trends analysis, and thematic analysis to extract the essential knowledge domains in the fields of the present study. The findings indicated that the dominant themes among author keywords were Higher Education, Business, and Management, with Entrepreneurship, Strategy, and Innovation being the basic areas of interest. Additionally, the emerging themes included Entrepreneurial Intention and Enterprise Education. The core intellectual themes that were uncovered in this study can assist scholars in gaining a deeper understanding of EBE, while also reducing research time and generating new research questions. To our knowledge, this study is one of the earliest to identify the core intellectual themes of EBE and highlight the research opportunities emerging in the field.

Keywords: Business Education, Economics Education, Entrepreneurship Education, Bibliometric Data Analysis