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Library Promotion Strategy Research Development: A Bibliometric Analysis Using Biblioshiny

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A B S T R A C T

This research aims to explore bibliometric analysis of Scopus-indexed scientific publications and research with the research topic of library promotion strategies with a time span of 1983-2024. This research analyses the topic of library promotion strategies with a bibliometric approach using the Biblioshiny application, which is a web-based application and can be accessed through R programming. There were 269 datasets collected, using keywords with Boolean Logic. The datasets were then extracted and summarised for further analysis using biblioshiny. The results showed that there were fluctuations in the production of articles on the topic of library promotion strategies every year, and the highest production occurred in 2020 with a total of 25 publications of scientific articles. Meanwhile, the highest citation peak occurred in 2003 with an average of 1.77 citations. Universiti Teknologi Malaya ranks as the first affiliation of researchers researching similar topics, with a total of 10 studies. The conclusion this research, trend analysis are divided into four different clusters, namely niche themes, motor themes, emerging of declining themes, and basic themes. Bibliometric analysis can provide significant insight into the development of library promotion strategy research and can be used as a strategic guide for researchers in the future.

A R T I C L E I N F O

1. INTRODUCTION

Libraries have long served as critical institutions for knowledge dissemination, education and community engagement. As an information institution, libraries provide information resources, physical spaces, or virtual platforms (Andrews et al., 2016; Mohammad, 2017). The information resources held by libraries are systematically managed through processes of acquisition, cataloguing, and preservation to ensure accessibility and long-term sustainability. This management reinforces the library's role as an active knowledge hub, facilitating dynamic interactions among users, information, and academic communities. Furthermore, libraries organize information literacy programs, research training, and scholarly discussions to foster intellectual growth, innovation, and knowledge-based productivity (Ajegbomogun & Ajegbomogun, 2015).

Despite the pivotal role that libraries play in knowledge development and community empowerment, their services frequently suffer from underutilization due to a lack of public interest, limited awareness, or, significantly, a discrepancy between users' perceptions of the services and their expectations. The value and impact of a library are not solely determined by the size or quality of its collections, but rather by the extent to which those resources are actively accessed, utilized, and contribute to the intellectual and informational needs of its users.

In addition to focusing on providing user-centered services, libraries also have a proactive responsibility to effectively promote these services to generate interest and encourage patrons to utilize it. Strategic and continuous promotional efforts play a vital role in enhancing the visibility of the library, communicating the value and benefits of its services to the community, and overcoming potential lack of information or awareness among patrons (Riski, 2021; Suharso & Muntiah, 2020). Consequently, effective promotion not only increases service utilization but also strengthens the library's image as a relevant and easily accessible source of information and knowledge.

Promotion can also be a means of communication between the library and its users. Library promotion can help an institution to provide information related to its identity, such as vision and mission, history of the institution, organisational structure. Library promotion aims to introduce the library, provide information, encourage public interest and improve services in a library (Ahmad et al., 2020; Suharso & Pramesti, 2019). The promotion of libraries has undergone significant evolution alongside advancements in information technology and shifts in user behavior. Initially centered on traditional methods such as book exhibitions or face-to-face services, contemporary studies increasingly emphasize the role of digital media and content marketing strategies. The use of social media, data-driven personalized promotion, and the development of interactive multimedia content have become dominant trends (Wiji, 2018). However, the effectiveness of these various approaches, particularly in reaching diverse user groups and measuring the return on investment (ROI) of promotional activities, remains an actively researched area.

Library promotional strategies must be tailored to the characteristics of the tech savvy generation (Adewojo et al., 2024; Yenianti, 2019). A strategy can be defined as the optimal approach to achieving an organization's mission, implemented systematically to attain predefined objectives. In broader terms, a promotion strategy refers to the methods employed to disseminate and communicate ideas or services effectively (Harahap, 2021; Sari & Salma, 2024).

Library promotion encompasses diverse strategies, ranging from offline initiatives like event organization to online engagement through social media platforms. Multiple social

media channels suitable for library promotion, including Instagram, Facebook, Twitter (now X), YouTube, Tumblr, LinkedIn, Pinterest, and Snapchat. Among these, Instagram has emerged as a particularly influential platform due to its extensive public reach. An emphasis has been placed on the symbiotic advantages of employing Instagram for library outreach, yielding benefits for both the user community and the library organization (Indika & Jovita, 2017; Utomo, 2019). It is posited that the strategic implementation of Instagram as a promotional channel will lead to an enhanced public image for the library and stimulate more active engagement with its resources and service provisions.

Bibliometric analysis is a quantitative method for evaluating scientific activity, grounded in the principle that researchers must communicate their findings through publications. This approach consists of two primary components: map construction and graphical representation, with the former typically serving as the central focus of bibliometric studies (Donthu et al., 2021; Fahamsyah et al., 2023; Guofang et al., 2024). The technique plays a crucial role in mapping the structure of scientific knowledge, which is essential for understanding the evolution and dynamics of academic disciplines (Ananda et al., 2025; Aria & Cuccurullo, 2017). Such mapping facilitates the comprehensive analysis and visualization of knowledge development within a field. Bibliometric analysis can be done with various tools, such as R-biblioshiny. R-biblioshiny is a software programme developed by Professor Massimo Aria in 2017 based on the R programming language (Fanani & Safii, 2023; Taqi & Kustiningsih, 2021).

Bibliometrics provides a methodological framework for analyzing citation patterns, author collaborations, and research productivity (Adirati et al., 2023; Baharudin et al., 2023; Tupan et al., 2018). While numerous bibliometric studies have examined library science, including library promotion practices, existing research exhibits notable limitations in geographical coverage and temporal scope. Many prior studies are restricted to specific national or regional contexts or analyze relatively brief publication periods. Additionally, key dimensions of library promotion remain underexplored.

This study aims to address these gaps by expanding the geographical scope to assess global trends in library promotion research and incorporating a more extensive publication timeframe (1983-2024). Through this approach, the research seeks to provide a holistic perspective on the evolution of library promotion scholarship across diverse contexts and over a sustained period. This research employed bibliometric analyses to examine author contributions, information sources, journals, and publication trends within this topic. The analysis evaluated aspects such as the evolution of research trends, key contributors, and the development of specific library promotion strategy concepts. Bibliometric analysis offers valuable insights into the progression of research on library promotion strategies. Consequently, this study can serve as a strategic guide for future researchers exploring this area in greater depth.

2. METHODS

This study employed a quantitative method with a bibliometric approach. Bibliometrics is a statistical method for the quantitative analysis of data on specific research topics (Guofang & Omar, 2024; Yu et al., 2020). Through calculations, this approach enables the analysis of a topic, the quality of related studies, and the prediction of future research directions In essence, the bibliometric approach serves to analyze the development of a discipline based on its social, intellectual, and conceptual structures (Berliani & Yuadi, 2022; Zupic & Cater, 2015).
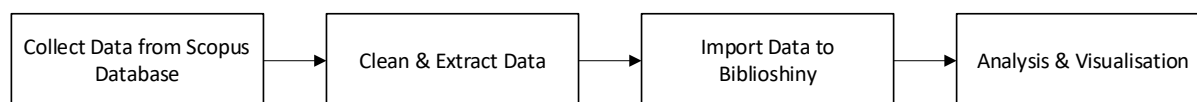
| Collect Data from Scopus Database | → | Clean & Extract Data | → | Import Data to Biblioshiny | → | Analysis & Visualisation |

Figure 1. Bibliometric flow.

For this research, data pertaining to library promotion strategies were retrieved from the Scopus database, spanning the period from 1983 to 2024, and limited to scientific articles within the scope of social sciences. Research utilizing bibliometrics can generate information in the form of visualizations and data tables based on aspects such as authors, citations, publication years, information sources, countries, and research trend patterns. The overall analysis is grounded in the entirety of the collected data relevant to the research topic.

The data extracted from the Scopus database underwent filtering to obtain pertinent information before being imported into the Biblioshiny platform. The imported dataset, collected on December 27, 2024, comprised 269 scientific articles published in Scopus identified using the keywords 'Library AND Promotion AND Strategy' and exported in CSV format via Scopus' advanced search function. This dataset of 269 articles was refined from an initial pool of 860 records through a cleaning process that filtered for scientific articles within the social sciences, employing Boolean search techniques to identify relevant literature. Following this series of processes, bibliometric analysis and visualization were conducted using Biblioshiny. This research analyzes the publication of scientific articles, specifically focusing on productivity, impact, and collaboration among countries, institutions, journals, and research areas. The subsequent sections will present the results derived from the data collected from the Scopus database.

Table 1. Research Dataset.

Category	Information
Research Database	Scopus
Time Range	1983-2024
Language	English, Chinese, Portuguese, Spanish, Catalan, Persian, Indonesian, Italian, Croatian, German
Keyword Search	Library AND Promotion AND Strategy
Document Type	Article
Data Extraction	Exported (citations, bibliography, abstract & keywords, and other information) in CSV format
Data Count	269

The dataset for this study was generated through bibliographic mapping of publications indexed in the Scopus database. This data was subsequently analyzed to produce diverse visualizations representing the findings of research on library promotion strategies conducted between 1983 and 2024. Biblioshiny was utilized to visualize annual article production, articles with the highest publication counts, researcher affiliations, top publishing researchers and journals, and thematic maps of research within the field of library promotion strategies.

3. RESULTS AND DISCUSSION

By using the search keywords 'Library AND Promotion AND Strategy' with a range of years of publication of scientific articles from 1997 to 2023, it is possible to analyse long-term

research trends. The data collected were 269 documents, which were scientific articles reviewed and processed in a bibliometric study. The dataset is the result of data collection that has been carefully compiled and systematically presented in table 2, presenting a picture that supports the research objectives.

Table 2. Main Information.

Category	Information
Time Range	1983-2024
Document	269
Annual growth rate%	7.71
Average age of documents	7.86
Average citations of documents	6.606
References	7099
Authors	627
Document type (article)	269
Single-author Documents	83
Document with Multiple Authors	2.48

The initial years, particularly before the mid-2000s, show a relatively low and sporadic output, with annual publications often remaining in the single digits. This suggests that library promotion strategies were perhaps not a central or extensively researched area within library and information science during this earlier period. Each year the research on the topic of library promotion strategies tends to vary, and experienced a fairly rapid increase between 2018 - 2020, and again experienced a decline in the year after that. The peak of research on this topic occurred in 2020 with the number of studies reaching 25 scientific articles. Overall, research on the topic of library promotion strategies tends to be increasingly popular, this can be seen from what was initially only 1 study in 1983 growing to 21 studies with similar topics in 2024.
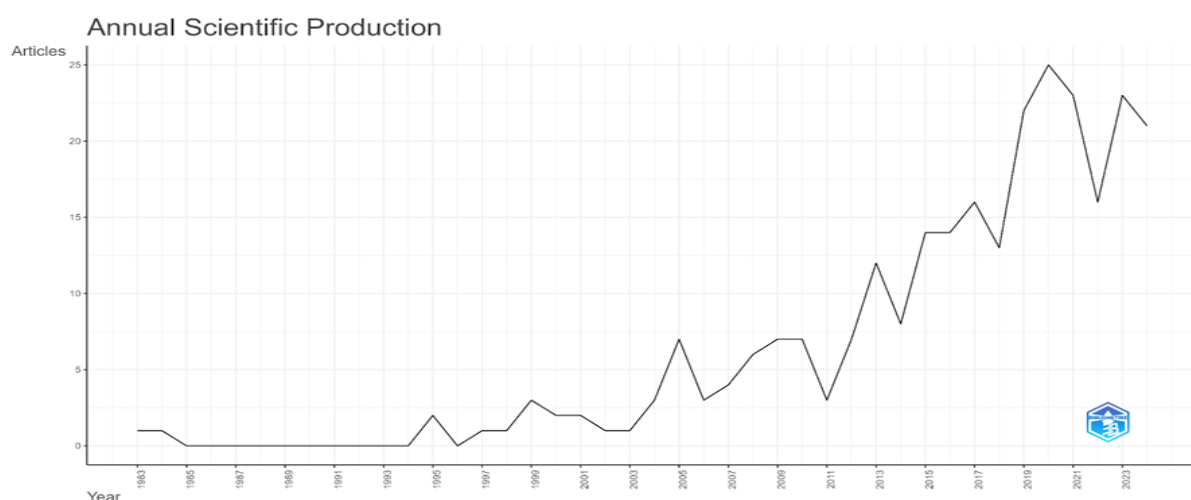

Figure 2. Annual Scientific Production.

The analysis shows that the number of publications peaked in 2020. This surge can be attributed to the shifting needs of libraries during the COVID-19 pandemic, when many libraries turned to digital services to reach physically isolated communities. The pandemic also forced libraries to adopt innovative approaches, such as virtual services and social media,

which became interesting research materials for academics (Syn et al., 2023). This surge shows that global situations often catalyse the development of practically relevant research.

The graph presented in Figure 3 illustrates the fluctuating average number of citations received by scientific articles on library promotion strategies on an annual basis. The data reveals a highly volatile citation landscape, indicating significant variations in the scholarly impact of publications across different years.
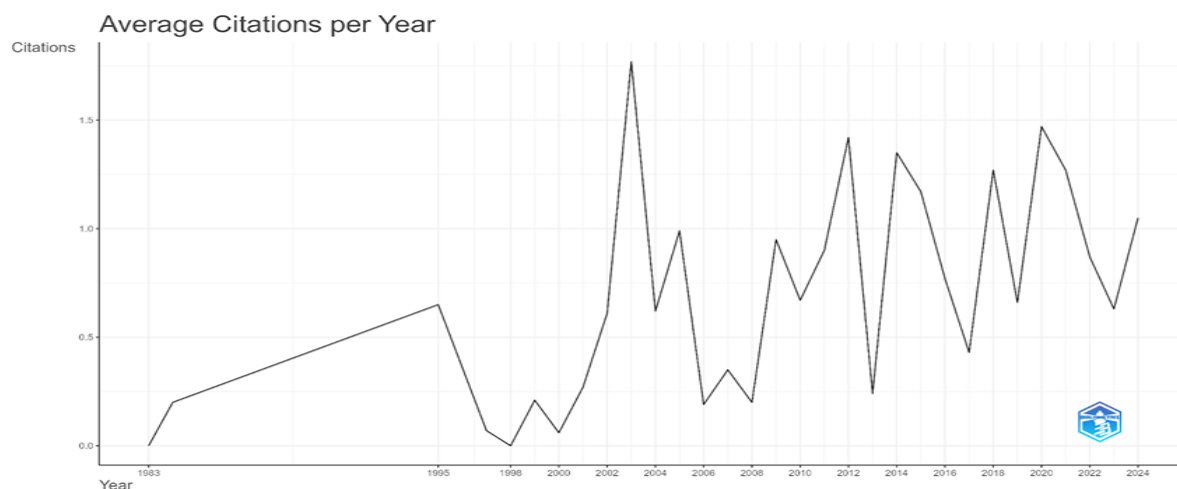

Figure 3. Average Citations per Year.

A notable surge in the average number of citations occurs around 2003, reaching a peak of approximately 1.77. This suggests that publications from this period resonated more strongly within the academic community, potentially addressing emerging challenges or introducing influential concepts related to library promotion in a changing information environment (Decker, 2021). However, this peak is followed by a period of considerable fluctuation, highlighting the uneven impact of research outputs in the years that follow.

After 2003, a significant spike in the average publication citations again occurred in 2008, 2012, 2014, 2018, and 2020, this shows that research on the topic of library promotion strategies is quite popular among researchers. These peaks indicate periods where research on library promotion strategies garnered substantial attention and influence, as evidenced by the higher average number of times these publications were cited by subsequent scholarly work (Serenko & Dumay, 2015). These periods of heightened citation activity may correlate with specific trends, technological advancements, or critical discussions within the field that drove researchers to engage more extensively with the existing literature. For instance, the spikes in the later years might reflect the growing importance of digital promotion strategies and the impact of social media on library outreach, prompting researchers to build upon and reference earlier work in these areas (Athukorala, 2025).

Conversely, the troughs in the graph represent years where, on average, publications on library promotion strategies received fewer citations. This could be due to various factors, such as a shift in research focus towards other emerging topics within library and information science, or the publication of research that, while contributing to the field, did not have the same broad or immediate impact as publications from the peak citation years.

The application of Reference Publication Year Spectroscopy (RPYS) provides a method for dissecting the historical underpinnings of research on library promotion strategies by analyzing the publication years of cited references (Haunschild & Bornmann, 2022; Leydesdorff et al., 2016). The RPYS graph indicates that publications from 2016 are the most

frequently cited within the analyzed body of literature. This suggests that academic works published in 2016 likely introduced pivotal concepts, novel methodologies, or significant empirical findings that substantially influenced subsequent scholarly discourse in the field. These contributions established a fundamental intellectual foundation for future research endeavors.
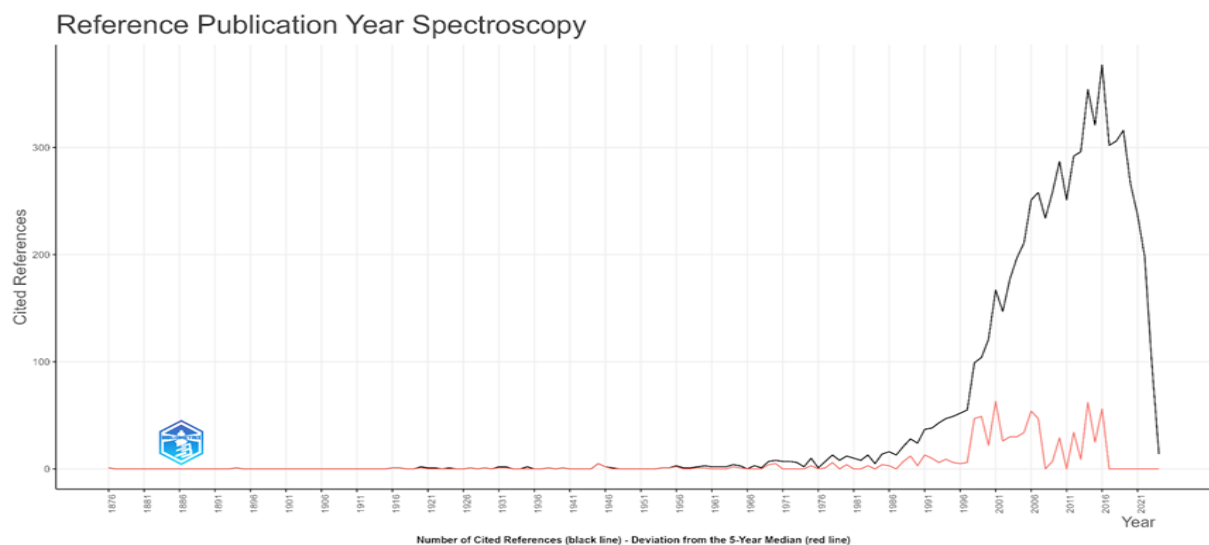

Figure 4. Reference Publications Year Spectroscopy (RPYS).

The three-field plot analysis, characterized by three interconnected fields, provides a visual representation of the relationships between journals, authors, and keywords in the research on library promotion strategies. The journal field is positioned on the left, the author field in the center, and the keyword field on the right. Grey lines connect elements across these fields, and the varying sizes of the colored boxes within each field indicate the number of articles associated with each element (Johan et al., 2025; Yaqoub et al., 2023).
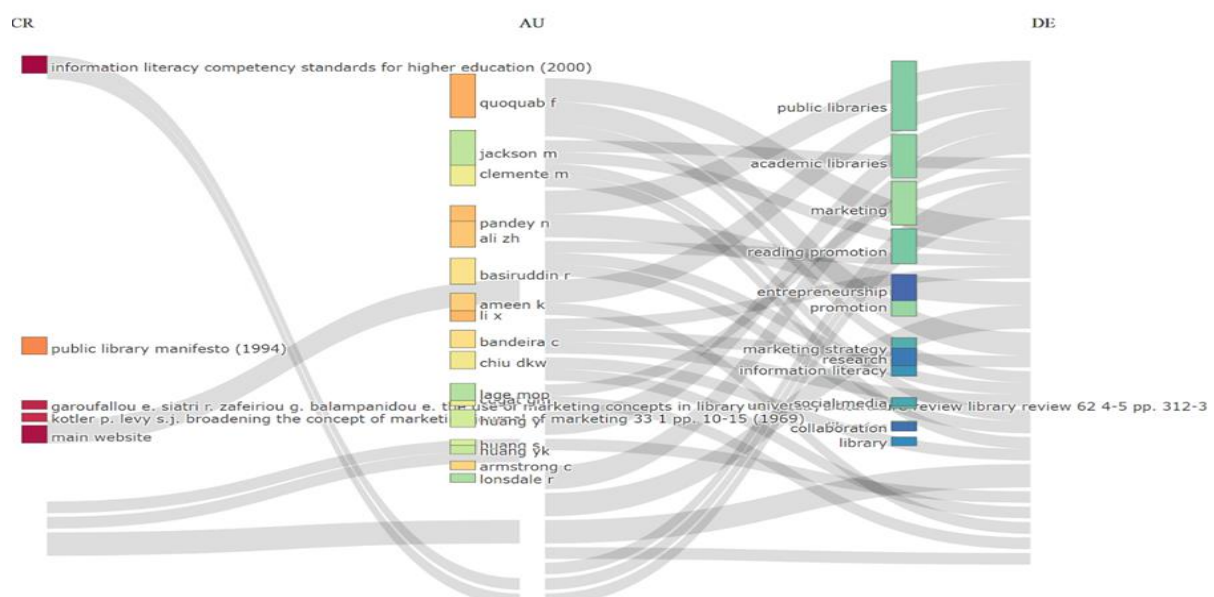

Figure 5. Three-Field Plot.

In the right field (journals), there are 5 indexed publications that publish scientific articles on the topic of library promotion strategies. The journal Information Literacy Competency Standards for Higher Education has the most publications on the topic. This journal is represented by the colour burgundy and is associated with several researchers, such as Lonsdale R., and Armstrong C.

Furthermore, the middle section displays authors or researchers from publications on the topic of library promotion strategies. Based on the three-field analysis on this research topic, there are 17 top authors represented by different colour columns. The size of the colour column is determined by the number of publications produced using the topic. On the right side, the keywords used in the research are depicted. The keywords that are often used in this research topic are public libraries, academic libraries, marketing, reading promotion, and others.

3.1. Author's Analysis

The findings identified the top 10 authors in the field of library promotion strategies. Table 3 presents Quoquab F holds the leading position with a total of four scholarly publications on this topic. Following closely are Li X and Pandey N, each contributing three publications. This analysis of the top 10 authors offers valuable insights for researchers and journal readers seeking to understand the contribution profiles and research influence of key individuals and institutions within the domain of library promotion strategies.

Table 3. Top 10 Authors.

Author	Number of Publication
Quoquab F	4
Li X	3
Pandey N	3
Ali ZH	2
Ameen K	2
Armstrong C	2
Bandeira C	2
Basirrudin R	2
Cheng TY	2
Chiu DKY	2

Quoquab F's consistent output and focused specialization in library promotion strategies are evident from their contributions. Several factors may account for this, such as a robust network of collaborations with research institutions or affiliations that facilitate intensive research activities. Furthermore, the themes explored by Quoquab F tend to align with prevailing global trends, including the application of digital technologies and social media in library promotion, thereby attracting significant attention from both the academic community and library practitioners (Cheng et al., 2018).

Table 4 presents the top 10 most cited articles. Among these articles, several topics stand out in the field of library science, such as the adoption of mobile library applications by Yip et al. and digital library marketing strategies by Kaur. This indicates a shift in research focus towards leveraging technology to improve library services and user engagement.

Table 4. Top Ten Most-cited Articles.

Authors	Year	Title	N Citation
Ball, K., Carver, A., Downing, K., Jackson, M., & O'Rourke, K.	2015	Addressing the social determinants of inequities in physical activity and sedentary behaviours	99
Milner, A., Page, K., Thomas, S. S., & LaMontagne, A. D.	2014	Workplace suicide prevention: a systematic review of published and unpublished activities	80
Yip, K. H. T., Lo, P., Kevin K. W. Ho, & Dickson K. W. Chiu	2021	Adoption of mobile library apps as learning tools in higher education: a tale between Hong Kong and Japan	67
Champion, E., & Rahaman, H.	2020	Survey of 3D digital heritage repositories and platforms	65
McDaniel, P. A., & Malone, R. E.	2005	Understanding Philip Morris's pursuit of US government regulation of tobacco	45
Drummond, R., & Wartho, R.	2013	RIMS: The Research Impact Measurement Service at the University of New South Wales	41
Cox, B. L., & Jantti, M.	2012	Capturing business intelligence required for targeted marketing, demonstrating value, and driving process improvement	41
Amanda K. Hutcheson, A. K., Piazza, A. j., & Knowlden, A. P	2016	Work Site-Based Environmental Interventions to Reduce Sedentary Behavior: A Systematic Review	40
Urquhart, C., Thomas, R., Lonsdale, R., Spink, S., Yeoman, A., Fenton, R., & Armstrong, C	2003	Uptake and use of electronic information services: trends in UK higher education from the JUSTEIS project	39
Kaur, K.	2009	Marketing the academic library on the web	38

The scientific articles that received the highest number of citations focused on themes that have global relevance and practical significance. For example, at number 10, the article "Marketing the Academic Library on the Web" was cited 38 times, demonstrating the importance of utilizing digital media in library promotion. The high number of citations reflects the impact of the article on the research community and library practitioners.

In the context of bibliometric analysis, the high number of citations for articles discussing digital promotion and library service innovation suggests that these themes are increasingly relevant and well-regarded in the academic community. The use of mobile applications, social media, and other digital platforms has become a key strategy in library promotion in the information age (Dinazzah & Rahmi, 2022). These findings reinforce the understanding that libraries must adopt a more adaptive and responsive approach to meet the needs of modern users. Therefore, the analysis of these highly cited articles provides an important foundation for developing library promotion strategies that are aligned with digital transformation (Deja et al,, 2021; Milenia et al., 2024).

3.2. Affiliation Analysis

Affiliation analysis, illustrates the trend of affiliated article production over time in the field of library promotion strategies. The chart in the image displays the most relevant affiliations in terms of the number of articles published. The affiliation with the highest number of articles is "Universiti Teknologi Malaysia," with 10 articles.
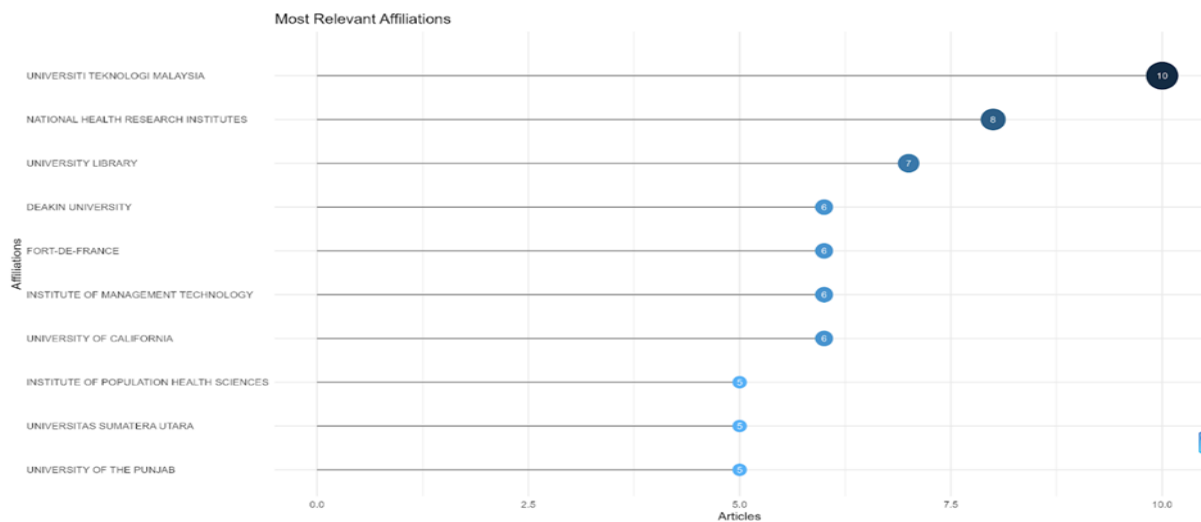
Figure 6. Most Relevant Affiliations.

Next, the affiliation with the highest number of articles is followed closely by "National Health Research Institutes" and "University Library" with 8 and 7 articles, respectively. Other affiliations, such as Deakin University and the Institute of Management Technology, have contributed fewer articles, ranging from 1 to 5. The chart highlights the institutions with the greatest contribution to the publication of related articles in the field.

3.3 Journal Analysis

This analysis is carried out to provide segmentation on journal publications on the topic of library promotion strategies. There are several analyses that can be used to analyze journals, one of which is journal analysis using Bradford's law. Journal analysis is conducted to segment journal publications focusing on library promotion strategies. This particular analysis aims to determine the productivity levels of scientific journals within the field. It achieves this by identifying journals that publish the highest volume of relevant scientific publications, as well as those exhibiting the most relevant scientific diversity within the analyzed database. Bradford analysis offers a more granular understanding of the literature's structure by pinpointing key journals and assessing the concentration of publications at each rank.
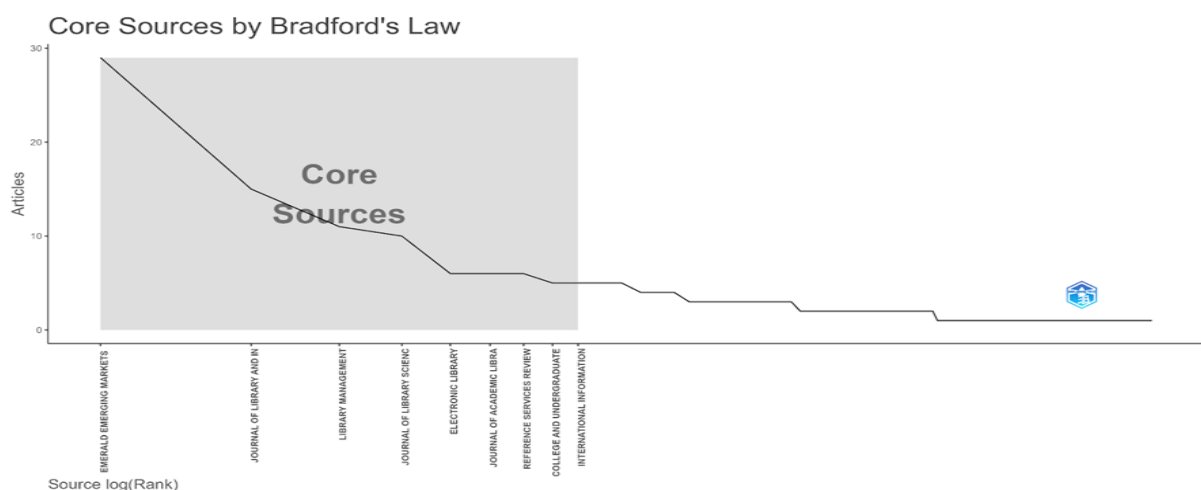

Figure 8. Bradford's Law.

The table shows the classification of journals into 3 zones. Bradford analysis resulted in different classifications of the journals in the database. Zone 1 contains 11 top-ranked journals that have published 93 articles. Next, Zone 2 contains journals with lower rankings, namely between rank 12 and rank 44, journals in this zone managed to publish 88 scientific articles as of 2024. Meanwhile, the last zone, zone 3, has also published 88 publications. Even so, the number of journals in zone 3 is more than the other zones. Zone 3 is occupied by journals ranked 45 to 128.

Table 5. Bradford's Law Classification.

Classification	Rank	Number of Journal	Number of Publication
Zone 1	1-11	11	93
Zone 2	12-44	32	88
Zone 3	45-128	83	88

The application of Bradford's Law to this dataset reveals a clear stratification of journal productivity, as visualized in Figure 8 and quantified in Table 5. The logarithmic relationship between journal rank and output in the graph demonstrates the characteristic exponential decline in productivity as journal rank increases, consistent with Bradford's distribution.

Zone 1, comprising only 11 core journals (ranks 1–11), contributes 93 publications (33% of the total output), highlighting their dominance as the field's most productive sources. Zones 2 and 3, despite including 32 and 83 journals respectively, each yield 88 publications (31% each). This apparent parity obscures a critical inefficiency: Zone 3 requires 2.6 times more journals than Zone 2 to produce the same output, exemplifying Bradford's concept of diminishing returns in scholarly dissemination where lower-tier journals collectively contribute significant but dispersed knowledge.

Figure 9 presents an analysis of the most prominent journals publishing articles on library promotion strategies, as indexed in Scopus. Among the ten journals featured, Emerald Emerging Markets Case Studies emerges as the most significant contributor to this research domain, with a total of 29 publications. Next, the most relevant sources is followed by journal of library and information science in agri, with a total of 15.
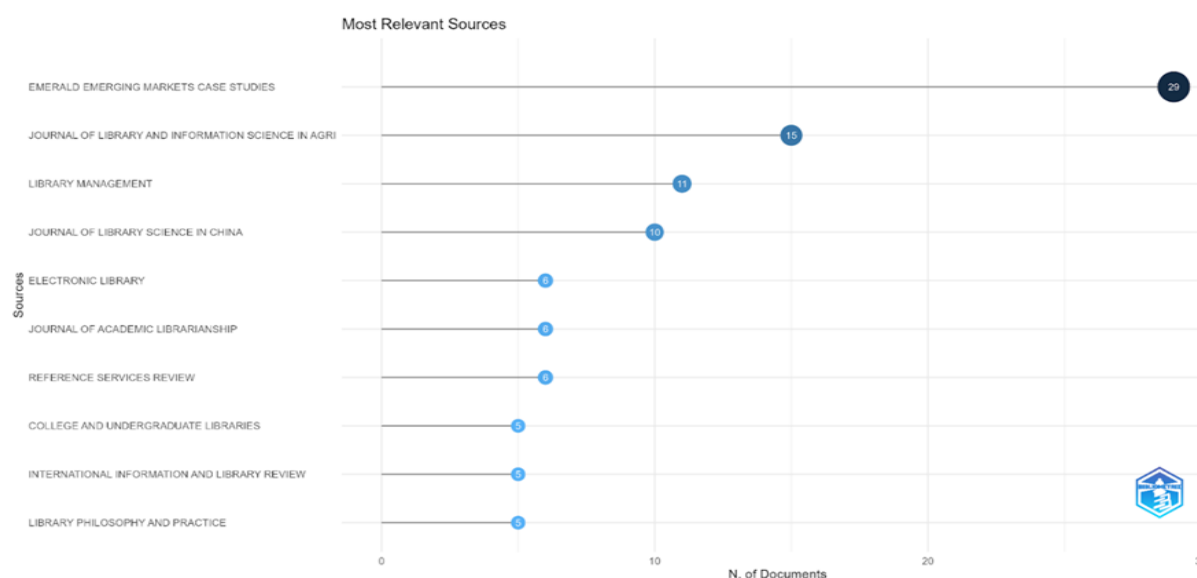

Figure 9. Most Relevant Sources.

3.4. Trend Analysis

Thematic map is a graphical visualization used in bibliometric analysis to map the knowledge structure of a research field based on main themes, interconnections between themes, and the level of development of those themes (Donthu et al., 2021; Khare & Jain, 2022). In figure 10 shows there are eight distinct clusters in four quadrants, provides insights into the intellectual structure of research concerning library promotion strategies.
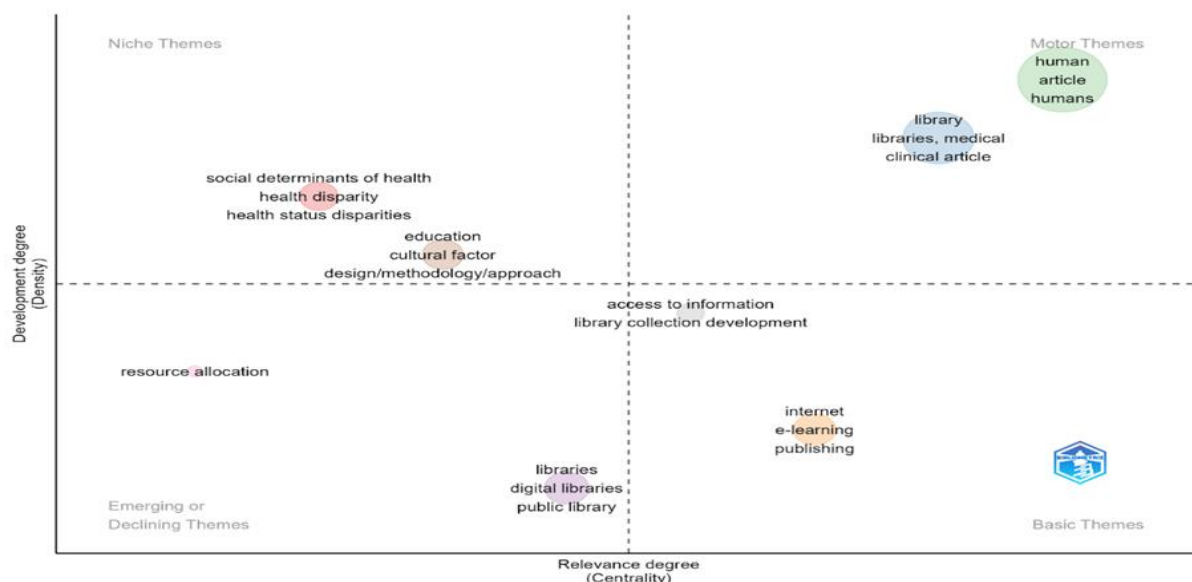

Figure 10. Thematic Map.

The analysis identifies Niche Themes characterized by high internal development but lower centrality to the overall field. These include the cluster encompassing 'social determinants of health, health disparities, health status disparities' and another focusing on 'education, cultural factors, design methodology/approach'. These suggest specialized areas of inquiry that, while well-articulated, are not yet central to the broader discourse on library promotion strategies.

Conversely, Motor Themes, exhibiting both high centrality and high density, represent the core, well-established, and actively researched areas. These are identified as 'human articles humans' and 'libraries, libraries, medical clinical articles'. This indicates a strong emphasis on the human element (likely users or patrons) and the scholarly output (articles) within the context of libraries, particularly in medical or clinical settings. These themes likely drive much of the current research agenda.

The quadrant of Emerging or Declining Themes, characterized by low centrality and low density, contains two clusters: 'resource allocation' and 'digital libraries public libraries'. The presence of these themes in this quadrant suggests they have not received substantial recent attention within the field, despite their potential relevance in the contemporary landscape. As highlighted, 'resource allocation' for library promotion in the digital age is a pertinent area warranting further investigation. Similarly, the integration of physical and digital libraries to develop innovative hybrid services, represented by the 'digital libraries public libraries' cluster, presents a promising avenue for future research. Their current low prominence suggests a potential gap in the existing literature that could be fruitfully explored.

Finally, the Basic Themes, which are central to the field but not yet highly developed or

interconnected, include 'access to information library collection development' and 'internet e-learning publishing'. These represent foundational concepts that are crucial to library science and are likely undergoing transformation due to technological advancements. While central, their lower density suggests ongoing evolution and potential for further elaboration and connection to other themes within the field of library promotion strategies (Adigun & Enakrire, 2024; Yenianti, 2019).

4. CONCLUSION

Research on the topic of library promotion strategies has been increasing rapidly for some time, and peaked in 2020. Quoquab F is the most active researcher in this area, while the Emerald Emerging Markets Case journal ranks as the journal with the most publications in this area. Affiliates from Universiti Teknologi Malaya dominate research in this area, especially from Asia. The article "Addressing the social determinants of inequities in physical activity and sedentary behaviors" is the article with the highest number of citations, this article has been cited 99 times.

The discussion in this study has limitations, such as the use of only one database, Scopus, which may not include all relevant publications in this field. In addition, the restriction to scholarly articles only may exclude important insights from industry reports or non-academic publications that may contribute differently to this topic. Based on the results of this bibliometric analysis, there is some focus on sub-themes that rarely appear and can be used as alternative future research, such as library promotion strategies for remote communities or the adoption of new technologies in library marketing. Other themes such as social inclusion and sustainability-based library promotion are also relevant for the future, given that libraries have an important role in supporting communities in society.

5. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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