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Household Economic Approaches in Sustainable SMEs Research: Using a Bibliometric Approach

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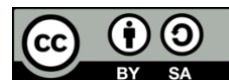
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ABSTRACT

The well-being of SMEs, as a key driver of national economic growth, requires greater attention. The household economic approach, as a relevant framework for strengthening SMEs through environmental adoption, has generated numerous practical solutions to address various problems. This study examines the volume of publications discussing the household economic approach implemented by SMEs adopting environmental sustainability practices. Purpose the research to analyze the emergence of the keyword “household economic approach,” identify the articles with the highest citation counts, and visualize the results of the bibliometric analysis using the Scopus database. The research method employed is a Systematic Literature Review with a bibliometric approach. Bibliometric analysis using VOSviewer software. The data retrieval process involved several stages, including the Data Search Stage, Screening Stage, Eligibility Stage, and Inclusion Stage. Data collection was conducted over the period from 2010 to 2025. The study identified a total of 83 articles focused on the household economic approach. The number of article publications fluctuated, with the lowest point recorded in 2017 and the highest peak in 2021. The Scopus journal with the highest citation count is the journal Sustainability (Switzerland). The bibliometric visualization results, using network visualization, were divided into four clusters with 93 items. The keyword overlay visualization of the bibliometric data suggests that future research trends will likely focus on topics such as the circular economy, sustainable development goals, climate change, COVID-19, and environmental sustainability. The density visualization results reveal that the most frequently researched topics include household consumption, household income, production prices, products, sustainability management, and community household surveys.

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1. INTRODUCTION

Environmental sustainability has become one of the most pressing and urgent topics in the era of globalization. The use of environmentally friendly natural resources has become a key attraction for artisans, making their products highly sought after by consumers (Harris, 2003). Local artisans who have adopted eco-friendly practices play a crucial role in achieving sustainable income and well-being (Minz et al., 2024). The use of production waste and recyclable materials has become an essential raw material in improving the welfare of artisans (Madondo et al., 2026). Another equally important factor in enhancing the welfare of artisans who adopt eco-friendly practices is the economic resilience of small artisans in meeting their daily needs (Yanchuk et al., 2026). Daily needs such as clothing, food, shelter, and short-term necessities present challenges for artisans who adopt eco-friendly practices (Hák, 2016). The Household Economic Approach (HEA) is relevant for measuring the improvement of welfare among local artisans who adopt eco-friendly practices (Seaman et al., 2014). The relevance of the Household Economic Approach (HEA) lies in its framework, which is used to analyze the economic constraints faced by low-income households (Guo et al., 2024), the livelihood strategies that may influence sustainability-related decisions, and the coping mechanisms involved in integrating eco-friendly practices with basic needs and access to resources and services available to artisans (Vittengl, 2024). The relationship with previous research conducted discusses how high household income drives the development of artisans or SMEs through increased consumer demand, sales, and investment. Conversely, low household income can hinder the growth of artisans or SMEs, as it is due to the decline in the purchasing power of the public, which disrupts the income stream and profit margins of artisans or SMEs (Nur et al., 2024). Another study examining the household income of artisans explores the relationship between environmental awareness and attitudes toward the environment, finding a positive actors such as attitude, subjective norms, and behavioral control play a significant role in artisans' business activities when adopting environmentally friendly practices (Mattila & Wiro, 2016). Another study conducted during the pandemic, examining the economic impact on artisans adopting ecologically friendly practices, reveals that the pandemic affected the operations and sustainability of SMEs, ultimately impacting the household economies of artisans, workers, and communities dependent on the continuity of these businesses. The Household Economic Approach (HEA) serves as a basis for understanding disruptions in income generation from SMEs and for comprehending how artisans meet their basic needs.

The research gap in this study lies in the numerous existing studies on SMEs adopting environmentally friendly products, which utilize the Household Economic Approach (HEA) (Niankara, 2019). Previous studies related to the Household Economic Approach include a study on household waste management in settlements within Cape Town, Africa (Madondo et al., 2026). This study underscores the intricate relationship between individual behavior and systemic constraints, arguing that household food waste requires a multifaceted approach that goes beyond mere behavior change campaigns. Effective interventions must integrate education, infrastructure improvements, and community-based solutions tailored to the local context. Furthermore, households must align their food disposal decisions with ethical and moral principles rooted in Ubuntu (Botho) to reinforce collective responsibility and minimize waste through economically and socially inclusive food-sharing practices. Another study addressing the Household Economic Approach is by. The findings of this research highlight the multidimensional nature of household food waste and its potential for synergistic mitigation across environmental, nutritional, and economic domains. A policy framework that integrates behavioral interventions, nutritional framing, and circular economy metrics is essential for achieving SDG 12.3 and advancing the Republic of Ireland's transition toward a sustainable food system.

This study aims to bridge the gap in understanding the development of survival and sustainability by analyzing the literature through a mapping of the field's structure and key topics over time. By conducting complex analyses of citations, keywords, and co-authors, research trends among scholars can be identified. Existing studies have not yet explored the percentage of countries conducting research on sustainability and survival capabilities in SMEs through the Household Economic Approach (HEA) (Mattila & Wiro, 2016). This literature review aims to identify sources of information, determine relevant keywords, and utilize academic databases and search engines, including Google Scholar, Scopus, Web of Science, and other specialized databases specific to the field of interest. Relevant literature selection was employed for this review.

RQ1: How is the distribution of article analysis conducted by examining the keywords “household economic approach” with the adoption of sustainability in the Scopus database

RQ 2: How has the number of published articles with the highest citation counts evolved

RQ 3: How are the results of data filtering, classification, and visualization of bibliometric outcomes

2. METHOD

The research method employed in this study was a literature review with a bibliometric approach. A bibliometric approach was employed to analyze the scientific literature statistically (Amram & Hashim, 2025). This approach aimed to identify trends, patterns, and developments in knowledge within a specific field of study based on journal publications, articles, and other documents (Chopkar et al., 2025). The first phase of this research involved a systematic literature review followed by a meta-analysis. In this phase, an appropriate methodological alignment was required to ensure clarity, transparency, and repeatability, thereby avoiding bias in the process. The tasks carried out in this stage included filtering and reducing large volumes of bibliographic data for use in the research. The stages of a bibliographic research are as follows (Okubo, 1997)

Table 1. Stages of the Bibliometric Approach

Stages	Explanation
Research Question	2010 – 2025
Databased	Scopus
Keywords	Household Economy Approach
Document Screening and Selection	Title, Abstract, Journal. Article.
Data Export and Management	CSV, Ris, BibTeX
Data Analysis	Co-authorship, Co-occurrence, Co-citation

Bibliometric analysis held the potential to provide insights into data-driven scientific research activities by offering comparative visualizations supported by external research evidence (Nur et al., 2024). The presentation of visualized data facilitated an understanding of both the quantitative and qualitative aspects of the obtained data (Mackiewicz, 2018). The research procedure consisted of the following steps: Step 1) Document search, Step 2) Screening phase, Step 3) Eligibility, and Step 4) Included. The explanation of each step in the procedure was as follows:

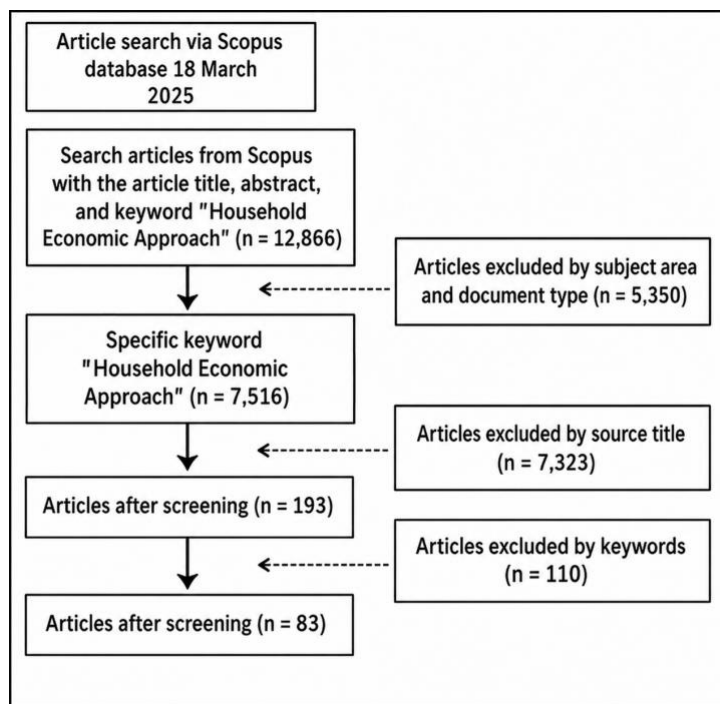


Figure 1. The Data Search Selection Stage of the Research

2.1 Document search

The document selection stage was carried out through a systematic literature review process, utilizing bibliometric analysis tools (Muhammad, 2023). The document search was conducted in the Scopus database. Scopus was selected as the database due to its widespread use as a reference in numerous studies. The document search was performed in March 2025. The search was executed by entering the keyword “Household Economic Approach” into the Scopus database. A total of 12,866 articles were obtained during the search stage.

2.2 Screening stage

The screening phase was conducted on data obtained from the Scopus database. The article data obtained had been filtered by excluding 5,350 subject areas and document types, resulting in 7,516 articles.

2.3 Eligibility stage

The eligible phase was carried out by filtering the data obtained from the screening process, excluding the source title. The initial dataset of 7,516 articles was reduced to 193 articles after filtering out 7,323 source titles.

2.4 Included Stage

The included stage was conducted on data by filtering the eligible stage, which consisted of 193 articles. The 193 articles were processed by excluding keywords, resulting in the exclusion of 110 articles, leaving 83 articles. These 83 articles became the subject of the research.

The data obtained from the literature on the Household Economic Approach included: a) the number of documents published with the frequency of keyword occurrences over a specific period, providing insights into the intensity with which the topic was reviewed or investigated in research; b) identification of the most productive journals and a review of the number of

documents published by specific authors; c) visualization of bibliometric analysis results with an impact. The tool used in this study was Vosviewer. Vosviewer software was employed to create bibliometric visualizations that helped in understanding the relationships and clusters of key keywords in data processing.

3. RESULTS AND DISCUSSION

3.1 Results

3.1.1 Analysis of Distribution Results

The results obtained include 83 articles focusing on the keyword “household economic approach.” To analyze the keywords appearing in the published research, the researcher employed Vosviewer software. The primary goal of using Vosviewer software is to demonstrate the network analysis capabilities of bibliometrics by comprehensively examining the bibliometric map. The process of creating the map using Vosviewer is based on a co-occurrence matrix. First, a similarity matrix is calculated based on the co-occurrence matrix. Subsequently, a map is constructed by applying the VOS mapping technique to the similarity matrix. High citation count indicates how frequently a journal article is read and signals the future direction of research development.

RQ1: How is the distribution of article analysis conducted by examining the keywords “household economic approach” with the adoption of sustainability in the Scopus database

The data selection stage was conducted by searching for keywords within the Scopus database. A total of 12,866 articles were retrieved using the keyword search ‘Household Economic Approach’. The retrieved data was then filtered based on a publication timeframe from 2010 to 2025. The filtered data is presented below:

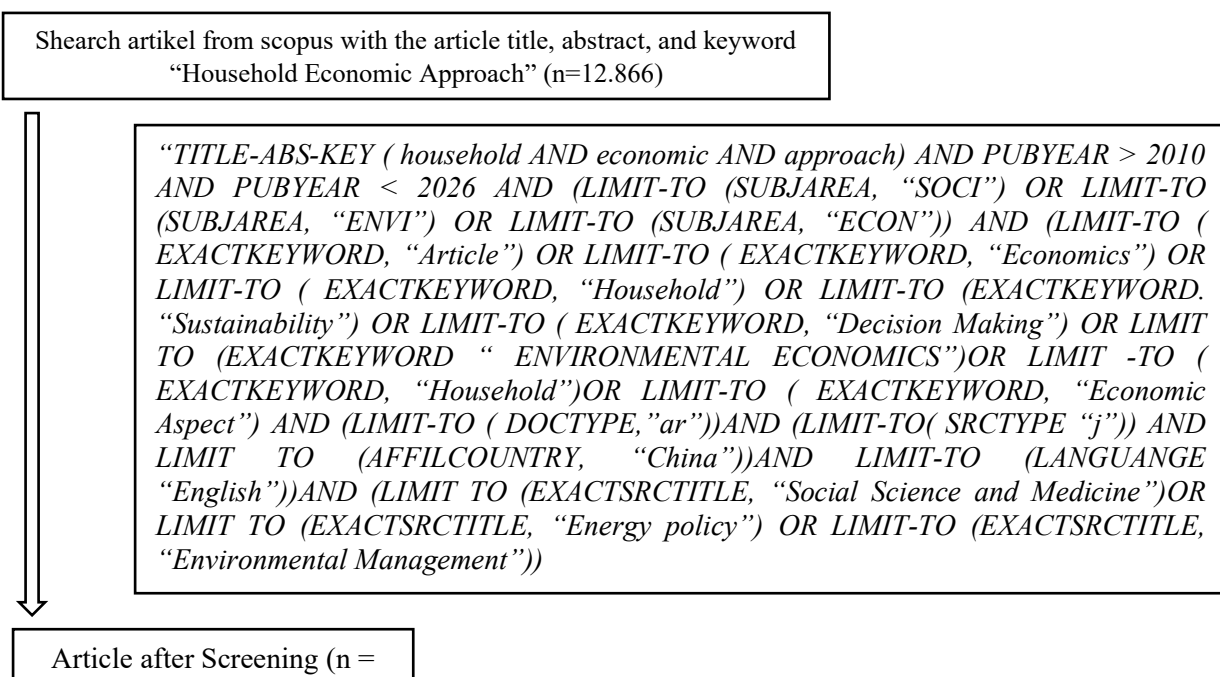


Figure 2. The results of article data selection

The search results indicate that the number of articles filtered based on the keyword ‘household economic approach’ is 12,866. The use of ‘TITLE-ABS-KEY’ within the Scopus platform provides a strong guarantee that these articles address a specific single-phrase search topic. Data screening using the constraint ‘AND PUBYEAR > 2010 AND PUBYEAR 2026’ is a time-limit command applied within the advanced search syntax of the scientific journal database. The time restriction is set to the year 2026, with the journal coverage ending in 2025. The use of the syntax ‘AND ((LIMIT-TO (SUBJAREA, ‘SOCI’) OR LIMIT-TO (SUBJAREA, ‘ENVI’) OR LIMIT-TO (SUBJAREA, ‘ECON’))’ represents the data filtering results.

Resulting in documents from specific fields of study, namely ‘Social Sciences’, ‘Environmental Science’, and ‘Economics’. This restriction is applied to narrow down the number of articles to those specifically addressing topics related to social, environmental, and economic domains. The social sciences journal category covers fields such as sociology, education, administration, and humanities under (SUBJAREA, “SOCI”). The environmental journal category encompasses ecology, sustainability, and waste management under (SUBJAREA, “ENVI”). Meanwhile, the journal category covering economics, econometrics, and finance falls under (SUBJAREA, “ECON”). The subsequent filtering stage utilizes the syntax ‘AND (LIMIT-TO (EXACTKEYWORD, “Article”) OR LIMIT-TO (EXACTKEYWORD, “Economics”) OR LIMIT-TO (EXACTKEYWORD, “Household”) OR LIMIT-TO (EXACTKEYWORD, “Sustainability”))’, which signifies that the targeted documents are strictly journal articles, excluding books, conference proceedings, or review papers. Furthermore, the article search is refined based on the exact keywords ‘Household’, ‘Economic’, and ‘Sustainability’..

Keyword filtering was also conducted using the syntax OR LIMIT-TO (EXACTKEYWORD, “Decision Making”) OR LIMIT-TO (EXACTKEYWORD, “Environmental Economics”) OR LIMIT-TO (EXACTKEYWORD, “Household”) OR LIMIT-TO (EXACTKEYWORD, “Economic Aspect”) AND (LIMIT-TO (DOCTYPE, “ar”)) AND (LIMIT-TO (SRCTYPE, “j”)). This was executed by restricting the search to additional specific keywords, namely ‘Decision Making’, ‘Environmental Economics’, ‘Household’, or ‘Economic Aspect’, ensuring that the final outputs are original scientific articles published in academic journals. The expansion of the keyword ‘Decision Making’ is utilized to support the decision-making process within the context of household economics. The inclusion of ‘Environmental Economics’, ‘Household’, and ‘Economic Aspect’ narrows the search down to articles discussing environmental economics, household behavior, and economic perspectives. The article search is strictly confined to scholarly journals—excluding book chapters, review papers, or conference abstracts—and must represent actual empirical research. Lastly, data filtering was restricted to documents published in ‘English’ and ‘Chinese’.

Theoretically, numerous citations within the scientific community signify that the article has been validated, possesses a robust methodology, and adopts revolutionary theories. This assures subsequent studies that the established research foundation holds strong legitimacy in the context of recent literature. Highly cited articles generate a snowball effect, making them easily discoverable by other researchers within the Scopus database, which further reinforces the core ideas in that field. Moreover, the formation of co-citation clustering occurs when multiple researchers concurrently cite these pioneering articles alongside others, establishing a pattern centered around current research trend keywords. This study aims to survey and examine the indicators of the Household Economic Approach in small and medium-sized enterprises that adopt environmentally friendly practices. The approach utilized is based on the Scopus database to access publications and systematically collect data. Bibliometric techniques are commonly employed to evaluate trends in scientific research outcomes. The results of the

survey are based on the total number of documents or articles published. The quality assessment of the research outcomes is evaluated using the h-index and citation rate.

3.1.2 Analysis of keyword occurrence

The Bibliometric analysis results of the study, conducted on the Scopus database from 2010 to 2025, include categories such as annual publication counts, the most cited articles, journals with the highest number of articles, journal rankings, and countries with the highest number of articles.

RQ 2: How has the number of published articles with the highest citation counts evolved

The science mapping results include circle network visualization, frame overlay visualization, and density visualization. The following results were obtained:

Documents by year

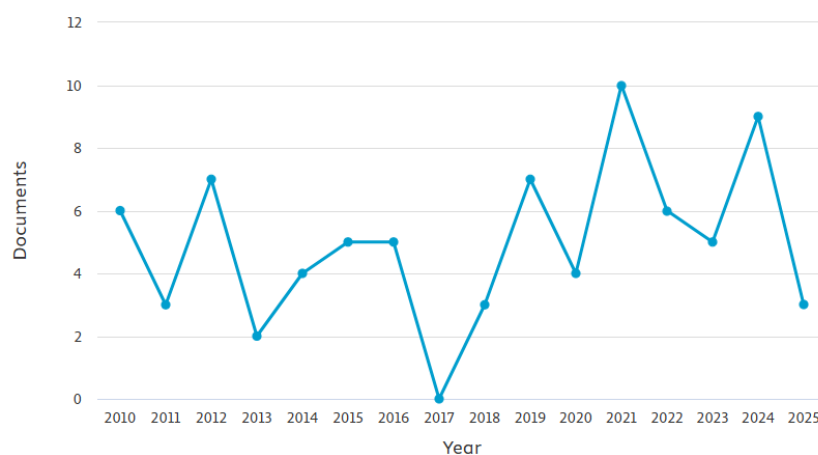


Figure 3. Article Publications from the Scopus Database

Based on Figure 3 above, the number of article publications in the Scopus database from 2010 to 2025 is shown. These publications focus on the occurrence of keywords in the research. In 2010, the number of articles focusing on the occurrence of keywords was 6. The publications provided by the Scopus database from 2010 to 2016 showed little fluctuation, but a sharp decline occurred in 2017, with no research published featuring the keyword “household economic approach.” The number of publications increased again in 2018, reaching a peak in 2021. During the COVID-19 pandemic, from 2019 to 2023, the number of publications continued to fluctuate, and by 2025, the number of publications had decreased significantly. Articles indexed in Scopus are frequently used as references in other research studies. A higher number of citations indicates a greater contribution of the research as a reference material. Below are the titles of the articles with the highest citation counts.

Table 2. The articles with the highest citation counts.

No	Author Name	Article Title	Year	Journal name	citation count
1	J.Ye	How does financial literacy promote sustainability in SMEs? A developing country perspective	2019	Sustainability Switzerland	138
2	P.Perera	Sustainable Leadership Practices and Competencies of SMEs for Sustainability	2022	Sustainability Switzerland	117

No	Author Name	Article Title	Year	Journal name	citation count
3	Burlea	and Resilience: A Community-Based Social Enterprise Study An integrated framework on the sustainability of SMEs	2019	Sustainability Switzerland	72

Based on the data in Table 1, the article titled “How does financial literacy promote sustainability in SMEs? A developing country perspective,” (Ye & Kulathunga, 2019) published in the journal Sustainability Switzerland in 2019 received the highest citation count of 138. This was followed by the article titled “Sustainable Leadership Practices and Competencies of SMEs for Sustainability and Resilience: A Community-Based Social Enterprise Study,” (Suriyankietkaew et al., 2022) published in the same journal in 2022, which received 117 citations. The article titled “An integrated framework on sustainability of SMEs,” published in Sustainability Switzerland in 2019, received a citation count of 72 (Luthra, 2017).

The findings of the first journal study reveal that SEM modeling indicates a positive direct relationship between financial literacy, access to finance, and the sustainability of SMEs. Furthermore, financial literacy is shown to be a predictor of both access to finance and financial risk attitude. Additionally, access to finance and financial risk attitude were found to act as partial mediators in the relationship between financial literacy and SME sustainability. The results of the second study highlight that sustainable leaders and entrepreneurs must develop and integrate value-based practices and competencies, including strategic, systems thinking, interpersonal competencies, and ethical business attitudes. This study also identifies crucial sustainable practices, such as empowering human resources with a stakeholder focus, promoting ethical values and norms through altruism, fostering social capital through social innovation, and supporting pro-environmental behaviors and social responsibility to achieve inclusive and sustainable growth and resilience. The findings of the third study suggest that corporate social responsibility, innovation, and training as sustainability factors correlate significantly and positively with profit and expenditure indicators, while showing a negative correlation with debt ratios. The journals indexed in Scopus that have produced the highest number of article publications include Sustainability, International Journal of Social Economics, PLOS ONE, Energy Policy, and IOP Conference Series: Earth and Environmental Science. Below is a presentation of the number of journals indexed in Scopus.

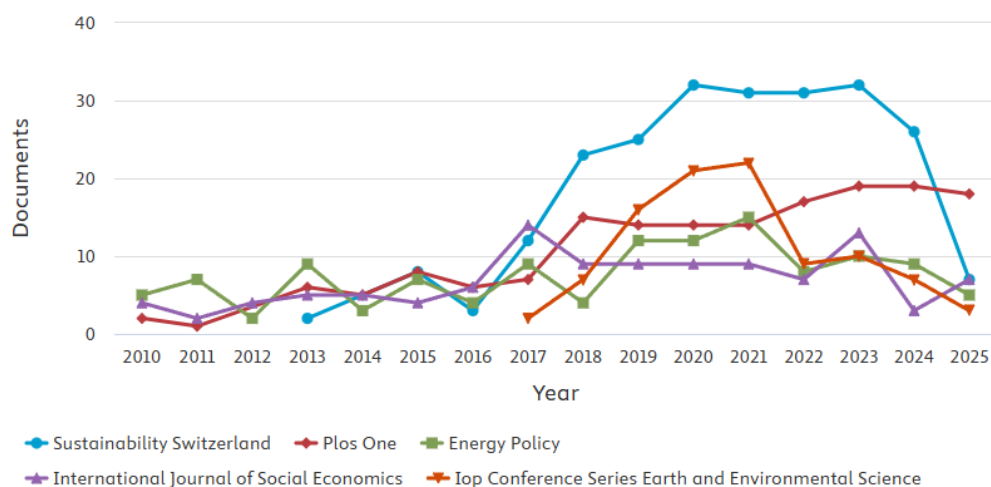


Figure 4. The journal with the highest citation count.

Figure 4 illustrates the journals with the highest number of publications addressing the issues of the Household Economic Approach in SMEs. Sustainability Switzerland had the highest number of publications from 2020 to 2023, followed by other journals such as PLOS ONE and IOP Conference Series: Earth and Environmental Science. The International Journal of Social Economics and Energy Policy showed the least increase in the number of article publications. The Energy Policy journal, which has published numerous articles on Household Economics, published fewer than 20 articles from 2010 to 2025. This indicates a high level of consistency in terms of article publication. The International Journal of Social Economics, which published articles from 2010 to 2015, demonstrated consistency by publishing no more than 10 articles. Since 2010, the journal Plos One had published fewer than 10 articles. This changed in 2017, when the number of published articles shifted to fewer than 20. This indicates a positive trend for articles using the keyword “Household Economic Approach.” While the number of articles published by other journals declined, Plos One was the only one that experienced a significant increase. The journal Sustainability Switzerland, which first published fewer than 10 articles in 2013 and maintained this level until 2016, saw an increase in 2017 with fewer than 20 articles published. This number grew between 2018 and 2019, with fewer than 30 articles published. The peak publication period for Sustainability Switzerland occurred from 2020 to 2023, with fewer than 40 articles published. Since 2024, the journal has experienced a decline in publications, dropping to fewer than 30 articles, and continuing into 2025 with fewer than 10 articles. This indicates a lack of consistency in the volume of published articles.

3.1.3 The results of the data screening

The complex visualization with a large number of terms and clusters can make it challenging to understand the relationships between keywords. Therefore, the next step is to reduce the number of keywords. Removing some keywords that are considered less important involves reducing clustering by identifying key items deemed essential for further analysis. This approach is commonly used when creating maps based on bibliographic or textual data. In this context, the use of a thesaurus becomes relevant. A thesaurus file is used to combine variations of words or eliminate differences in how words are described and written across various documents. The goal of using a thesaurus is to unify synonyms, correct spelling discrepancies, and combine shorthand terms with their full equivalents. Additionally, a thesaurus can help exclude irrelevant or less significant terms. Through this approach, the selection of keywords becomes more focused and directed towards terms that have a considerable impact and relevance in understanding the research topic. The use of a thesaurus file can help ensure consistency and accuracy in keyword processing, resolve ambiguities, and improve the validity of the analysis results.

RQ 3: How are the results of data filtering, classification, and visualization of bibliometric outcomes

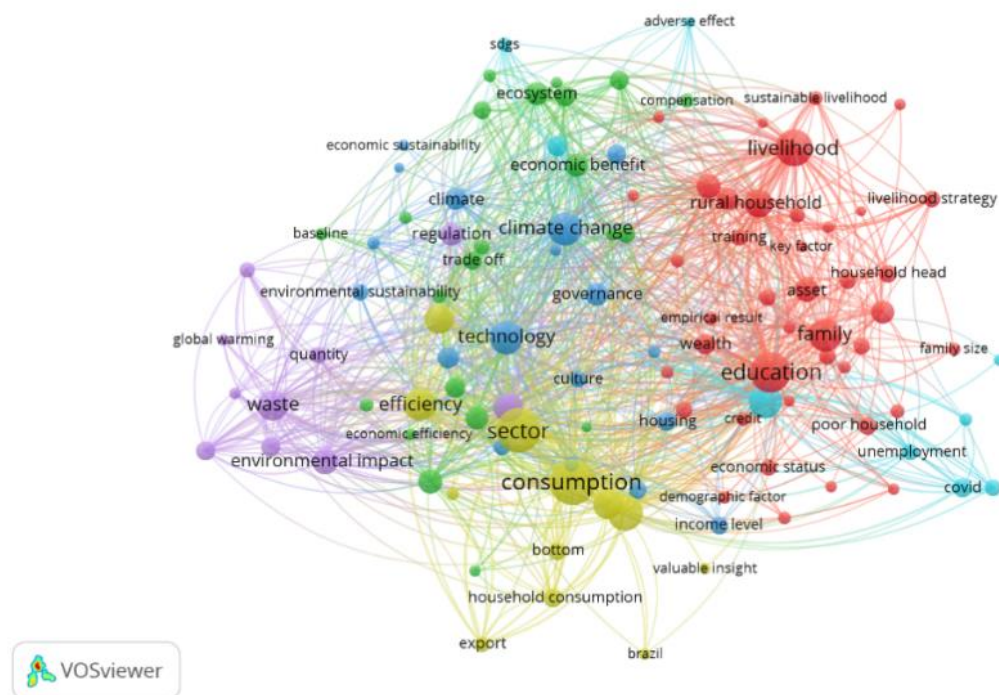


Figure 5. Network visualization before data screening.

3.1.4 The results of keyword occurrence

The visualization results, shown in Figure 4, display circles representing keywords. The size of the circle indicates how frequently the keyword appears in article titles, abstracts, or related keywords. When keywords frequently appear together, they tend to be grouped in the visualization, as seen in Figure 4. The keywords visualized in Figure 4 are grouped into six clusters, with two large clusters, two medium-sized clusters, and two small clusters. Keywords with the largest number of links become the main focus, and thereafter, keywords with the highest co-occurrence within the cluster are grouped in the same cluster. In other words, the larger the circle, the more frequently the keyword appears in relation to the topic. The red circle cluster represents the topics “education,” “livelihood,” and “rural household” on the right side of the image. The dark blue cluster represents topics related to “technology,” “climate change,” “governance,” and “economic benefit,” located on the upper left side. The yellow cluster represents the topics “consumption,” “efficiency,” “sector,” and “household consumption.” The purple cluster highlights frequently appearing topics such as “waste,” “environmental impact,” “regulation,” and “global warming.” The green circle cluster represents topics like “ecosystem” and “compensation.” Finally, the light blue cluster represents topics like “credit,” “SDGs,” and “unemployment.” Presenting classified topic information visually makes it easier to observe the relationships and trends among various concepts.

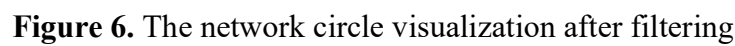
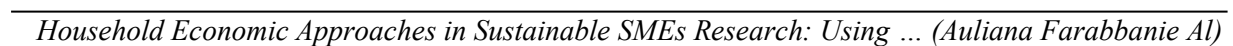


Figure 7. Keyword overlay visualization



The visualization results in Figure 7 display an overlay view, indicated by the color reflection on the keywords. The blue color represents low values, while green and yellow indicate higher values in the keyword assessment. The overlay visualization reveals the average number of publications per year from 2010 to 2025. The assessment is represented by the keyword scores, with the visualization highlighting the strength and relevance of topic development trends. The transition from blue to yellow reflects changes in the intensity and popularity of keywords over time, signaling the evolution of research trends during a specific period. Additionally, the visualization in Figure 6 suggests that future research trends will likely focus on topics such as “circular economy,” “sustainable development goals,” “climate change,” “Covid,” and “Environmental Sustainability.”

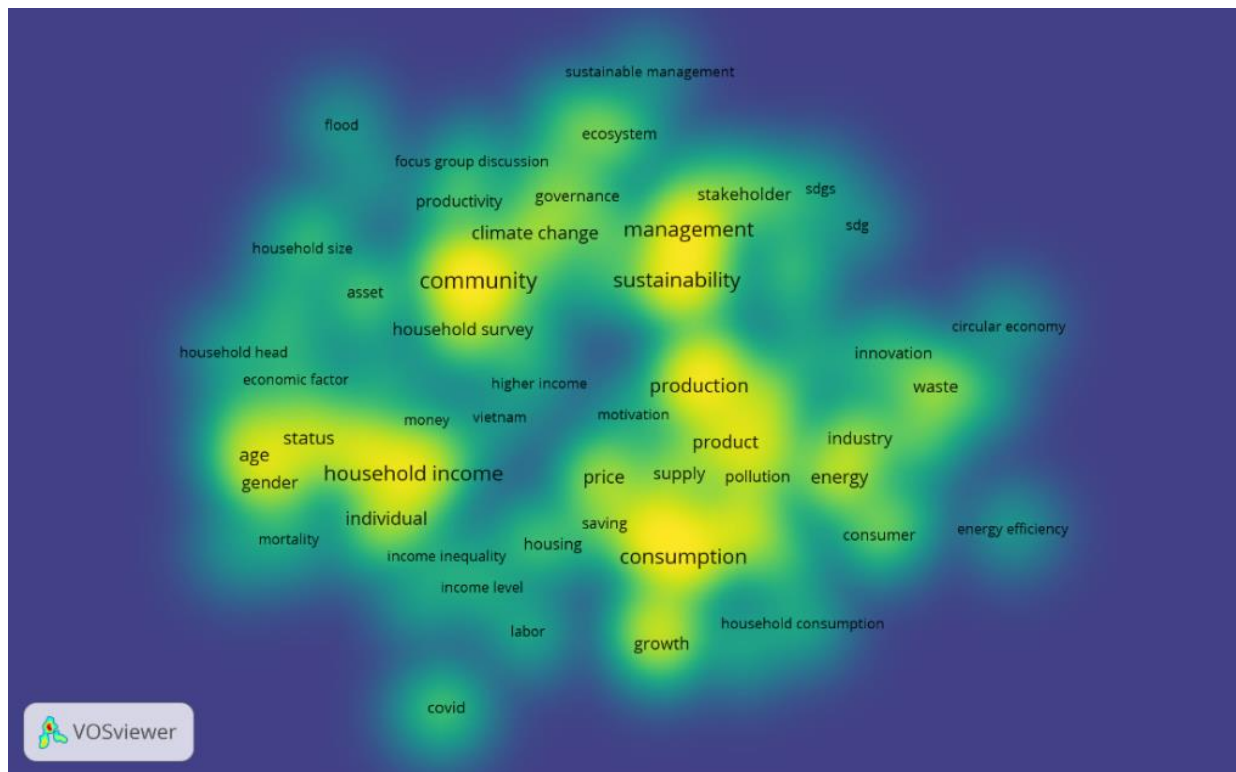


Figure 8. Density Visualization.

The bibliometric analysis results, presented in the form of a density visualization, display the relationships between topics or elements within the bibliometric network. The color intensity and circle density levels indicate the frequency of a topic or element's occurrence in the research. This study's findings reveal that the topic of household economic improvement in SMEs predominantly addresses issues such as household consumption, household income, production prices, products, sustainability management, and community surveys.

3.2 Discussion

After several screening stages, a total of 79 articles analyzing the Household Economic Approach with a sustainability focus were identified in the Scopus database. The systematic literature review process began with an initial search that yielded 12,866 documents. Following the screening stage, which involved excluding specific subject areas, the count decreased by 5,350, leaving 7,516 documents. During the eligibility phase, titles were screened, resulting in the exclusion of 7,323 documents and leaving 193 articles. Finally, in the inclusion phase, the

number was further reduced by 110, resulting in the final 79 articles. At this stage, articles were categorized based on their H-index and citation counts. The highest frequency of articles analyzing the keyword “Household Economic Approach” occurred in 2021, likely due to the impact of the COVID-19 pandemic.

Another study addressing the Household Economic Approach is ‘Household finance research: A systematic bibliometric analysis of evolution, trends, and emerging research directions’. The results indicate that households are not merely consumption units, but also key participants in financial markets. Their decisions regarding portfolio choice, savings, consumption, and risk management not only affect their own economic well-being but also have a profound impact on macroeconomic stability and the development of financial markets. This study applies bibliometric analysis and network visualization technology (CiteSpace) to systematically review 3,470 articles on household finance published from 2006 to 2024 in the Web of Science Core Collection database. The findings show that the number of publications in this field has been steadily increasing. Research hotspots include financial technology (fintech), financial literacy, and the impact of macroeconomic factors. Furthermore, this study identifies three future directions for the field. First, the integration of household finance and the silver economy in the context of population aging. Additionally, research on sustainable consumption and green investment by households within the framework of green finance. Lastly, the application of artificial intelligence (AI) in household financial decision-making. This study contributes to the literature by providing researchers in the field of household finance with an analysis of its developmental trajectory and frontier dynamics.

Research with high citation rates points to findings indicating a direct positive relationship between financial literacy, access to finance, and SME sustainability. Furthermore, financial literacy has proven to be a predictor of financial access and financial risk attitude. Within the study of the Household Economic Approach, these elements are considered integral to livelihood strategies. Financial literacy, a key factor in SME sustainability, and access to finance serve as vital survival strategies for business continuity. Bibliometric analysis reveals numerous clustered keywords. A larger cluster indicates a higher degree of connectivity between topics. Overlay visualization data highlights high-value keywords that indicate future research trends. The high frequency of certain keywords demonstrates their popularity over time, suggesting that these popular keywords will remain the most researched topics in the field. The contribution of this study to SME sustainability lies in viewing SMEs as agile economic units that nonetheless face resource scarcity. The literature focuses on capital access, traditional management, and marketing strategies, which serve as crucial determining factors in the sustainability of the SME lifecycle.

4. CONCLUSION

This study examines how households of SMEs adopting environmentally friendly practices manage their well-being. Bibliometric analysis, utilizing data from the Scopus website and the VOSviewer application, provides an in-depth understanding of research trends and the contribution of knowledge in the field of well-being improvement for SMEs adopting environmentally friendly practices. The trend of Scopus articles on the Household Economic Approach in SMEs sustainability from 2010 to 2025 has shown little fluctuation. A decline in article publications occurred in 2017, followed by a peak in publications in 2021. The article with the highest citation count and most frequently referenced by researchers is titled “How does financial literacy promote sustainability in SMEs? A developing country perspective.”

The visualization results from the bibliometric analysis, presented in the network visualization, keyword overlay visualization, and density visualization, provide a clear depiction of the relationships between keywords, future research trends, and citation impact.

The selection and analysis of frequently occurring keywords, categorized into several clusters, offer insights into the relationships between concepts. It is anticipated that the findings of this study will enhance understanding of the scope of research focused on SMEs, with variations in keyword analysis trends, including household income, household consumption, and sustainability management. This study is anticipated to provide significant implications for future research exploring the Household Economic Approach within the context of household consumption and income.

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