

Mapping the Landscape of Corporate ESG Reputation: A Bibliometric Approach

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ABSTRACT

This study aims to investigate an overview of the ESG and corporate reputation from 2008- 2025. This research uses data on ESG and corporate reputation collected through Scopus. Scopus is believed by many users to search for various types of academic literature, including journal articles, theses, books, conferences, and technical reports from various disciplines. The keywords used the terms "ESG + corporate reputation". Based on the results of the data search, 57 papers were collected through the Scopus database using Publish or Perish (PoP) with 51.82 citations per year. In addition, there were 881 citations per manuscript, and the 57 papers had 51.46 citations. This research aims to identify the development of ESG and corporate reputation through a bibliometric approach. Data was obtained from Scopus and processed using Publish or Perish (PoP) and VOSViewer. The results showed a significant increase in the number of publications and citations related to this theme, reflecting the increasing global awareness of the importance of ESG and corporate reputation. The theme analysis grouped the research results into eight main clusters, namely image firm, corporate social irresponsibility, corporate social responsibility, ESG performance, company strategy, firm performance, financial constraints, and investments.

Keywords: ESG, corporate reputation, eco-innovation, sustainability

1. INTRODUCTION

In recent decades, the concept of Environmental, Social, and Governance (ESG) has experienced rapid development in the fields of business and economics globally. Many companies have begun adopting ESG concepts in their daily operations. Entering 2025, the world anticipates a new era marked by strong commitments toward a more sustainable future. Companies must be increasingly aware of improving environmental quality both at the individual and corporate levels. Sustainability trends, from environmental, social, and corporate governance perspectives, continue to develop at a rapid pace. According to a report from Sustainability Magazine, seven sustainability trends are expected to dominate in 2025, one of which is ESG. The concept of ESG in financial management has emerged as a key focus for companies globally. Initially, in 2020, 68% of global companies had implemented ESG metrics, a number that has significantly increased to 81% in recent years. Additionally, more companies are incorporating ESG metrics into executive incentives, driven by the inclusion of carbon emissions reduction into global company metrics. Currently, many companies are aligning sustainability targets with both short-term and long-term incentive plans.

Despite the growing adoption of ESG metrics, there remains a lack of comprehensive studies that analyze the detailed impact of ESG on corporate reputation. Furthermore, while previous studies have focused on individual aspects of ESG, little attention has been paid to the holistic integration of these dimensions in global business strategies, especially with respect to their direct influence on firm reputation and financial outcomes. This study seeks

to fill this gap by examining the evolving relationship between ESG practices and corporate reputation in the modern business environment. By employing a bibliometric approach, this research will explore how the integration of ESG has reshaped company strategies, financial performance, and public perception. This sustainability trend has become a crucial element in business strategies, as many companies are committed to reducing their environmental impact in line with stakeholder expectations.

Environmental, Social, and Governance (ESG) is a framework used to assess an organisation's performance in three key dimensions: environment, social, and corporate governance (Zahari et al., 2024). In this context, the environmental dimension encompasses policies and practices related to ecological sustainability, such as waste management, carbon emissions, energy efficiency, and risk mitigation strategies to address climate change. The social dimension focuses on the organisation's interactions with the community, employees, and other stakeholders, including aspects of human rights, labour, diversity, and inclusion, as well as the social impact of the company's operations. The governance dimension addresses the company's internal management systems, including accountability, transparency, board structure, and decision-making processes that carry responsibility. In today's modern business and investment world, ESG discussions are becoming increasingly relevant as many companies realise that sustainability can enhance long-term value creation, reduce operational risks, and improve corporate reputation (Talan et al., 2024). Therefore, the application of ESG principles helps companies build more sustainable business models, comply with regulations, and enhance competitiveness in the global market. According to research (Celestin, 2024), the ESG principles have a positive impact on environmental sustainability, particularly in terms of natural resource management, energy efficiency, and carbon emissions reduction. ESG policies can be adopted by companies to strengthen their commitment to implementing environmentally friendly strategies, such as more effective waste management, the use of renewable energy, and innovations in green technology. When companies comply with established ESG standards, it encourages them to reduce negative impacts on ecosystems through more transparent and sustainable production practices. Companies with high ESG scores are considered more capable of making significant contributions to addressing climate change, conserving biodiversity, and creating business models oriented toward environmental sustainability.

A company's reputation is a collective perspective held by stakeholders, including employees, business partners, investors, regulators, and the wider community, based on their experiences, interactions, and important information about the company over a certain period of time (Saqib et al., 2025). Corporate reputation is considered important because it reflects the level of trust and recognition that stakeholders give to a company based on aspects such as business ethics, social responsibility, product or service quality, financial stability, organisational culture, and leadership (Arduini et al., 2024). Corporate reputation reflects the company's good name, which demonstrates the company's actual behaviour in managing the company. Several factors shape a company's reputation, including business policies, communication strategies, and the emergence of public issues such as crises, customer complaints, and involvement in social responsibility (Larsen,

2024). In business practice, corporate reputation is classified as a valuable intangible asset because it helps companies achieve competitive advantage, enhance customer loyalty, strengthen relationships with business partners, and attract investors to invest in the company. However, a poor reputation can lead to a decline in market value, loss of trust, and financial and legal risks (Larsen, 2024). Therefore, proactive reputation management is necessary through effective communication strategies and a commitment to ethical business practices to ensure the sustainability of the company.

2. METHODS

This paper uses bibliometric techniques to identify developments in ESG and corporate reputation. Bibliometric methods use publications such as books, journals, and proceedings to investigate trends in scientific developments in specific fields. This analysis is specifically used to examine scientific references cited in journals, map the scientific fields of journals, and group scientific articles according to research fields. Bibliometric analysis is used based on topics, fields, and specific research issues, with bibliometric components including authors, publication years, journals, titles, keywords, abstracts, citations, h-index, co-citations, and so on. The main concept of bibliometric analysis is the measurement of output, such as the number of citations in a study and the impact of research on a specific topic.

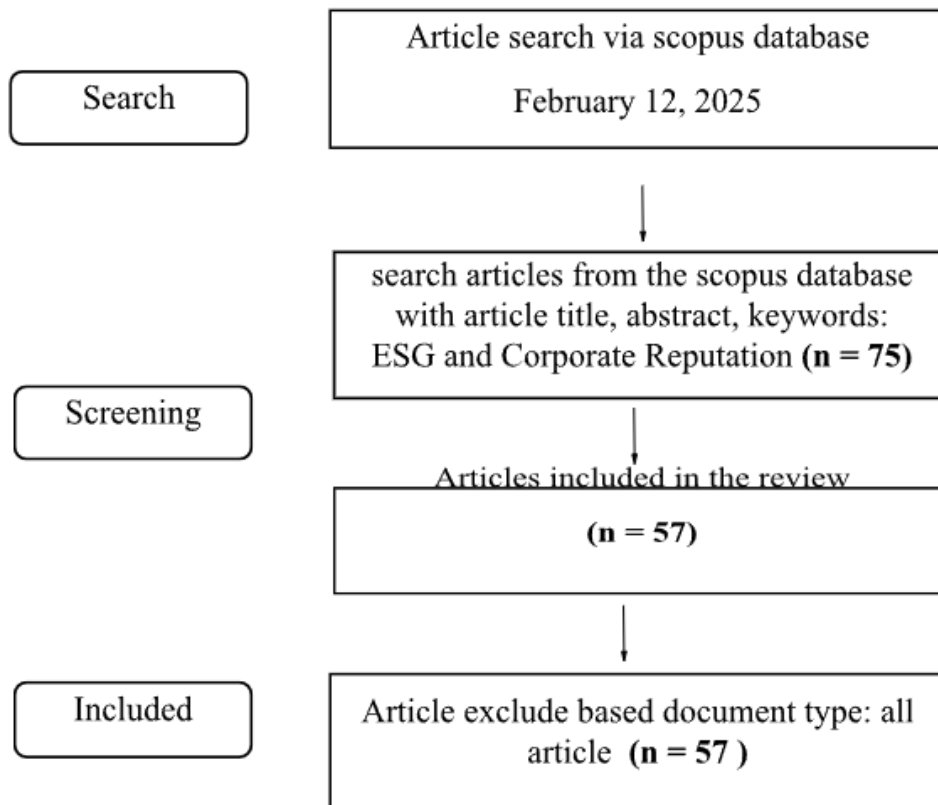
However, to support this systematic pattern search, appropriate data types are required. Co-authorship analysis is part of bibliometric analysis used to determine the relationship between various studies by examining research materials created by scholars. This method is very helpful in determining the direction of collaboration and establishing cooperation between universities and researchers in their respective fields (Rybníček & Königsgruber, 2019). Additionally, co-authorship network analysis also contributes to academic progress (Mishra et al., 2024). Co-occurrence analysis calculates paired data in collection units to statistically reveal research topics and determine the value of academic disciplines (Dwivedi et al., 2023). Bibliographic coupling analysis organises scientific and technical documents into different groups to facilitate scientific search and information retrieval (Mora-Valentín et al., 2022). Co-citation analysis is useful for mapping research subject specialisations, and the single-link clustering method is applied to group cited articles (Wijaya, 2022).

This study utilises ESG and corporate reputation data collected through Scopus. Scopus is widely used by many users to search for various types of academic literature, including journal articles, theses, books, conferences, and technical reports across various disciplines. Scopus provides tools that facilitate researchers in finding, accessing, and managing research references (Chen et al., 2024). The keywords used are “ESG + corporate reputation”. Search results were obtained from various types of international journal publications. Data were collected using the Publish or Perish (PoP) programme and exported to VOSviewer. Bibliometric analysis included citations and co-citations, bibliographic merging, and co-occurrence of keywords.

3. RESULTS AND DISCUSSIONS

3.1 Research Result

Picture 1. Systematic Literature Review information flow using PRISMA



3.2 Publication Trend

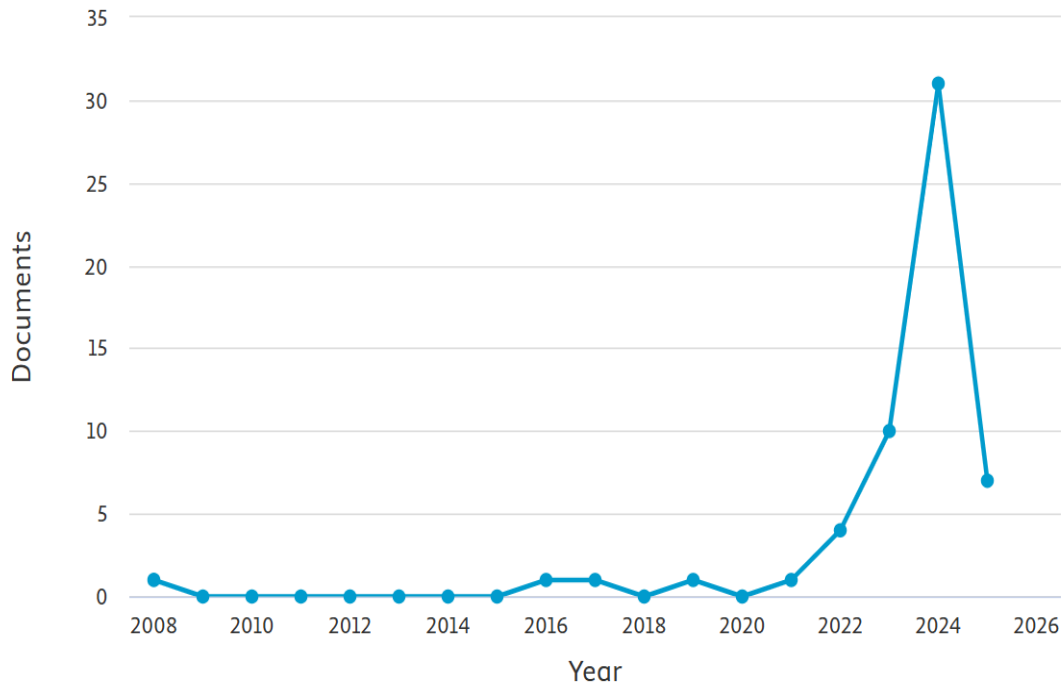
The data for this study was collected from Scopus using the Publish or Perish (PoP) tool, resulting in a total of 57 complete articles published between 2008 and 2025. This dataset reflects the increasing scholarly attention given to Environmental, Social, and Governance (ESG) factors over the years. The search period reveals a significant upward trend in publications, highlighting the growing importance of ESG in both academic research and corporate practices. The early years of the data collection period show a modest number of publications, but from 2015 onwards, there is a noticeable acceleration in the volume of ESG-related research. This growth is particularly evident in recent years (2020-2025), which aligns with the global shift towards more sustainable business practices and heightened regulatory attention to corporate responsibility. This trend underscores the critical role ESG factors now play in shaping corporate strategies and the increasing scholarly focus on understanding their impact on business reputation, performance, and long-term sustainability. The data search period ranged from 2008 to 2025 as follows:

Table 1 : Publication Trend 2008-2025

Number	Year	Publication	Citation
1	2008	1	40
2	2009	0	0
3	2010	0	0
4	2011	0	0
5	2012	0	0
6	2013	0	0
7	2014	0	0
8	2015	0	0
9	2016	1	47
10	2017	1	186
11	2018	0	0
12	2019	1	77
13	2020	0	0
14	2021	1	23
15	2022	4	246
16	2023	10	161
17	2024	31	97
18	2025	7	2

Based on Table 1 above, it can be seen that the data on the number of publications taken from the Scopus database with the keywords “ESG + corporate reputation”. The results of the table above show that the trend of publications on ESG and corporate reputation has continued to increase significantly from 2016 to 2025. From 2008 to 2025, a total of 57 articles were published. The development of discussions on ESG and corporate reputation is driven by the interaction between investor demand, advancements in methodology and data, social and environmental impacts, and technological progress (Yuan et al., 2024).

Documents by year



Source : Scopus.com

Between 2008 and 2020, the number of documents published was relatively low. Perhaps during this period, ESG and corporate reputation were not yet a major focus of research, or research on these topics was only just beginning to develop gradually. A significant increase occurred starting in 2021, with the number of documents published surging dramatically to more than 30 documents. This increase reflects that ESG and corporate reputation have become highly relevant and attracted the attention of researchers, policymakers, and business practitioners after 2020. Finally, there was a decline again in 2024, indicating that although ESG and corporate reputation were the main focus in 2021-2023, there is a possibility that in 2024 there will be a decline in publications related to this topic. The decline could be attributed to various factors, such as research on ESG may have reached a certain level of saturation, or other topics may begin to replace the focus on ESG in scientific publications.

3.3 Most Cited Publications

Rank	Article	Source	Year	Citation
1	Is Corporate Reputation Associated with Quality of CSR Reporting? Evidence from Spain	Corporate Responsibility and Environmental Management	2017	186

Rank	Article	Source	Year	Citation
2	Stock market reactions to adverse ESG disclosure via media channels	British Accounting Review	2022	183
3	The Effect of Environmental, Social, and Governance (ESG) Performance	Corporate Reputation Review	2023	86
4	Corporate social responsibility behaviors and corporate reputation	Social Responsibility Journal	2019	77
5	Building corporate reputation through corporate social responsibility (CSR) reports: The case of extractive industries	Corporate Reputation Review	2016	47
6	In His Own Words: The Effectiveness of the CEO as Spokesperson on CSR-Sustainability Issues – Analysis of Data from Sethi CSR Monitor	Corporate Reputation Review	2019	40
7.	Product market competition, board gender diversity, and corporate sustainability performance: international evidence	Journal of Financial Reporting and Accounting	2022	32
8.	ESG Reputation risks and board monitoring committees	Finance Research Letters	2022	23
9.	Defining and deterring corporate social irresponsibility: embracing the institutional complexity of international business	Multinational Business Review	2021	23
10.	The link between green innovations, corporate performance, ESG activities	Environmental Science and Pollution Research	2023	15

Rank	Article	Source	Year	Citation
	and sharing economy			
11.	Dodging the bullet : overcoming the financial impact of the Ukraine armed conflict with sustainability business strategies and environmental approaches	Journal of Risk Finance	2023	15
12.	A preliminary study for developing a perceived ESG scale to measure public perception toward organizations' ESG performance	Public Relations Review	2024	14
13.	How does ESG performance impact corporate outward foreign direct investment	Journal of International Financial Management and Accounting	2024	13

Based on the results of the search for the number of publications shown in Table 2, it can be seen that the article entitled 'Is Corporate Reputation Associated with Quality of CSR Reporting? Evidence from Spain, published in 2017, has received 186 citations and was published in Corporate Social Responsibility and Environmental Management. This article was written by María D. Odriozola and Elisa Baraibar-Diez. The second paper, which has 183 citations, was published in the British Accounting Review. This article was written by Jin Boon Wong and Qin Zhang. The third paper, which has 86 citations, was published in Corporate Reputation Review. This article was written by Anis Maaloul, Daniel Zeghal, Walid Ben Amar, and Sari Mansour.

3.3 Productive Authors

A productive writer is a writer who has produced the number of publications shown in table 3 below :

Tabel 3 : Penulis Yang Produktif

Rank	Author	Afiliation	Document	Citation	Link Strength Citation
1.	María D. Odriozola dan Elisa	University of Cantabria, Spanyol	1	186	0

	Baraibar-Diez				
2.	Jin Boon Wang dan Qin Zhang	Macquarie University, Australia	1	183	0
3.	Anis Maaloul, Daniel Zeghal, Walid Ben Amar, dan Sari Mansour	TELUQ University of Quebec, University of Ottawa, University of Ottawa, TELUQ University of Quebec, Canada	1	86	0

From the table above, the results of the author's search show that the most productive authors writing about ESG and corporate reputation are María D. Odriozola and Elisa Baraibar-Diez, who are affiliated with the University of Cantabria, with 1 document cited in 186 documents. The second most productive authors are Jin Boon Wang and Qin Zhang, affiliated with Macquarie University, with 1 document cited in 183 documents. The third most productive authors are Anis Maaloul (TELUQ University of Quebec), Daniel Zeghal (University of Ottawa), Walid Ben Amar (University of Ottawa), and Sari Mansour (University of Quebec), with 1 document cited in 86 documents.

Figure 1 : Network of Authors Based on Scopus Data



3.4 Network Theme Analysis

Network theme analysis helps to explain the relationship between main themes and specific themes. In this study, there were 44 main sections that were successfully searched

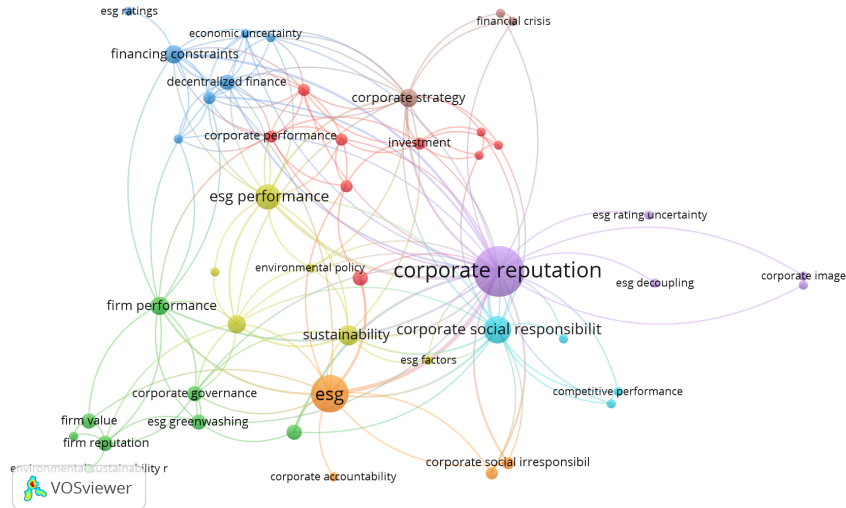
through VOSViewer and grouped into 9 clusters. The results of the theme search based on keywords and abstracts are presented in Table 4 and visualised in Figure 2.

Table 4 : Related Publications Keywords

Rank	Keyword	Occurances	Total Link Strength
1.	Business Development	1	5
2.	Kinerja ESG Company Performance	1	5
3.	Company performance	2	10
4.	Economic policy uncertainty	1	5
5.	Financial performance	2	6
6.	Green Innovation	2	6
7.	Innovation	2	6
8.	Investment	2	9
9	Sustainable development	3	5
10.	Corporate governance	3	7
11.	Sustainable development	1	1
12.	ESG Greenwashing	3	6
13.	Financial constraints	3	6
14.	Company performance	4	14
15.	Corporate reputation	3	7
16.	Firm value	3	4
17.	Sustainable business	1	2
18.	Company	2	4
19.	Desentralized finance	3	14
20.	Digital Transformation	1	8
21.	Uncertainty economy	1	8
22.	ESG Rating	1	6

Rank	Keyword	Occurances	Total Link Strength
23.	Financial constraints	4	17
24.	Enviromental Policy	1	5
25.	Uncertainty Enviroment	1	2
26.	Factor factor ESG	1	3
27.	Perfomance ESG	8	21
28.	Stakeholder	4	14
29.	Sustainability	5	12
30.	Corporate image	1	2
31.	Corporate Reputation	31	62
32.	ESG Separation	1	1
33.	ESG Management	1	2
34.	ESG uncertainty	1	1
35.	Competitive performance	1	1
36.	Corporate social reporting	1	2
37.	Company accountability	9	23
38.	ESG Company	1	3
39.	Corporate social irresponsibility	2	6
40.	ESG	17	26
41.	Social norms	2	6
42.	Corporate Strategy	4	21
43.	Financial Crisis	1	3
44.	Resseccion	1	3

Figure 2: ESG Theme Analysis and Corporate Reputation



After conducting a visualisation analysis using VOSViewer, it was found that there were eight clusters grouped based on relationships in the form of purple, orange, light blue, yellow, brown, green, dark blue, and red. In this study, the main focus was on ESG and corporate reputation towards the environment, which occupied clusters 1 and 2. Clusters 1 and 2 discussed the main themes of ESG and corporate reputation directly related to the environment. These clusters indicate that the use of ESG and corporate reputation can reduce environmental impact. ESG and corporate reputation are the most important aspects of the environment because companies that actively comply with ESG principles, particularly in terms of environmental policies, often gain a good reputation in the eyes of the public and investors. This reputation will strengthen the sustainability of the company, as the public increasingly values the company's seriousness in reducing negative impacts on the environment. The first cluster of the theme that has the potential for further study is the company's image related to ESG and corporate reputation. A company's image, shaped by good ESG actions, will strengthen its long-term reputation. A company known for its sustainability and social responsibility will be more valued by the public, investors, and employees. A good corporate image, shaped by consistent ESG policies and actions, will strengthen the company's reputation. The second cluster of the theme that has potential for further study is corporate irresponsibility related to ESG and corporate reputation. When a company fails to meet ESG standards, the impact is not only detrimental to its image in the public eye but can also erode trust from investors, customers, and employees. This can ultimately lead to financial losses, reduced market appeal, and increased legal risks. Therefore, maintaining a commitment to ESG principles is crucial for a company's long-term reputation. The third cluster of themes that warrants further examination is corporate social responsibility related to ESG and corporate reputation. Both concepts focus on how companies interact with society and the environment and how they are managed ethically and transparently. Effective CSR can enhance a company's reputation, and its impact can be more significant in the context of ESG. The fourth cluster of themes with potential for further exploration is ESG performance related to ESG and corporate reputation. ESG performance is closely related to corporate reputation. Companies that

focus on environmental, social, and governance sustainability can not only enhance their positive image in the eyes of the public and stakeholders but also create a positive impact on financial performance and attract investors who are more concerned about sustainability issues. The fifth cluster of themes with potential for further exploration is corporate strategy related to ESG and corporate reputation. Integrating strong ESG policies not only impacts environmental sustainability, social well-being, and good governance but also gives companies a strong reputation in the eyes of consumers, investors, and society. Companies that successfully implement ESG often enjoy higher customer loyalty, global recognition, and better market value, all of which contribute to a positive reputation and competitive advantage in their industry. The sixth cluster of themes with potential for further exploration is company performance related to ESG and corporate reputation. Good ESG performance tends to build a positive corporate reputation in the eyes of consumers, investors, and society. Companies that effectively manage environmental, social, and governance aspects will enjoy a stronger reputation, which can enhance competitiveness, investor confidence, and customer loyalty.

Conversely, failure to meet ESG standards can damage reputation, reduce financial performance, and increase legal risk. The seventh cluster of themes that warrants further examination is the financial constraints associated with ESG and corporate reputation. Financial constraints can affect a company's ability to implement effective ESG policies, and failure to do so can have a negative impact on the company's reputation. However, with the right strategies—such as resource optimisation, strong partnerships, and transparent communication—companies can still improve or maintain their reputation despite facing financial challenges. The eighth cluster of themes that warrants further exploration is investments related to ESG and corporate reputation. ESG investments have a significant impact on corporate reputation, whether in improving the company's image in the public eye, attracting investors, or creating better competitiveness. Good ESG practices also help companies mitigate risks and maintain long-term sustainability. A company's reputation built through commitment to ESG can provide significant benefits, both financially and in terms of relationships with customers, employees, and the broader community. The eight clusters above, which have been grouped into several themes, can serve as a reference for further research.

4.CONCLUSION

This bibliometric analysis traces the evolution of research on ESG (Environmental, Social, and Governance) and corporate reputation from 2008 to 2025, drawing on 57 articles indexed in the Scopus database. The study highlights the significant academic contributions in this area, with an average of 51.82 citations per year and 15.46 citations per article. The most cited paper, "Is Corporate Reputation Associated with Quality of CSR Reporting? Evidence from Spain" (2017), stands out with 186 citations, reflecting the importance of corporate social responsibility in shaping corporate reputation.

The keyword analysis identified eight key clusters related to ESG and corporate reputation, revealing important research areas for future exploration. These include links between corporate image, irresponsibility, social responsibility, ESG performance, corporate

strategy, performance, and financial constraints with ESG and corporate reputation. The findings indicate that ESG factors are increasingly integrated into business strategies, influencing both corporate performance and reputation. Future research can build on these connections to further investigate the evolving role of ESG in corporate governance and its broader impact on sustainability practices.

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