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# **A Bibliometric Analysis of ISO 9000 Research from 2015 to 2020 Using VOSViewer Application**

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## **ABSTRACT**

This study aims to map scientific publications in the field of ISO 9000 visually at the global level indexed by scopus using bibliometric analysis. This study focused on articles of ISO 9000 at the international level. Research data were obtained from the Scopus database in Januari 2021 through the publish or perish software. All the discussions and analysis in this paper is based on the 46 papers consisting of 35 article, 4 conference papers, 3 reviews, 3 chapters and 1 book. Then the paper will be analyzed using the VOSviewer application for viewing and creating the desired bibliometric maps. In total, 46 papers from 2015 to 2020 were identified, the highest growth occurred in 2018 with 14 articles. The most productive countries, universities by contributing authors, and authors in the field of ISO 9000 publications are Indonesia, Politeknik Negeri Jember & Universitas Mercu Buana. Most international publications on ISO 9000 are published by International Journal of Educational Development with 3 papers. The development of the keyword network in this study is to become 6 clusters and performance is the keyword most frequently used or researched.

Keywords: Bibliometric, Publish or Perish, VOSviewer, and ISO 9000

## **INTRODUCTION**

Every scope in a quality company or organization, of course, has a target and a vision and mission that is conveyed in the quality management system which essentially aims as a means of satisfying the needs of society or consumers. In reaching a vision and mission that has been conveyed, of course the company or organization has a unique benchmark for designing a quality management system where this system can function as an implementer of the daily processes of the organization. ISO or *International Standard Organization* is an international organization that has a big responsibility in formulating the preparation of ISO standards or revisions that have been made. There are National Certification Bodies from 135 countries or more around the world which are monitored by ISO or the *International Standard Organization*.

ISO 9000 itself can be used as a form of international standard made by international institutions which is used for standardization in quality management. This ISO standard, comes with the important elements in detail of a formal quality assurance system. ISO 9000 is a reference for many international organizations that are on the path of improving product quality. Since the release of the 9000 edition by ISO, many international industrial sector organizations have accepted all forms of products and sizes at this ISO. To ensure that an expected outcome is achieved more efficiently, even when resources and activities are integrated, an ISO 9000 approach is needed (Jain, S.K. & Ahuja, I.S., 2015).

When a company has a very fast increasing competitiveness and where the demand for a consumer continues to change, then product quality is the main target for every CEO of the company. Because, in fact quality is difficult to measure and interpret clearly, it is necessary to standardize product quality. ISO 9000 has the goal of certifying or standardizing quality, which

is accepted without a doubt. In today's era, ISO 9000 has successfully achieved expectations and provided the best results (Chatzoglou, P., Chatzoudes, D., & Kipraios, N., 2015). ISO 9000 is a standardized management established to ensure that conditions are properly made and adhered to, so that products consistently meet consumer requirements. With such an understanding, the company should meet the standards properly so that the level of compliance is high with procedures and regulations (Gray, J. V., Anand, G., & Roth, A. V., 2014). In recent years, the number of international certification organizations has grown rapidly, totaling 1.12 million certified organizations worldwide in 2013. China has become the number one country in the field of ISO 9000 certification, making over 300,000 certified businessmen in the year 2013 (Du, Y., Yin, J., & Zhang, Y. (2015).

International Standard Certification such as ISO 9000 aims to support by creating, formulating and distributing services and products in compliance with regulations or policies which must be obeyed by the CEO in all fields in a company. So this ISO, has become a useful business management tool for developing the work efficiency of a product in order to show that the company manages the quality of the product properly, systematically and in detail (Kim, C., Kwon, S. & Park, Y., 2015). In addition, according to Chee Ming Ong ISO 9000 aims to improve organizational processes as customer expectations and increase the effectiveness and efficiency of a product (Ong, C. M., Kathawala, Y., & Sawalha, N., 2015). In addition, according to Inaki Heras Saizarbitoria ISO 9000 also aims to initiate quality trips for small and medium enterprises (MSMEs) (Heras-Saizarbitoria, I., & Boiral, O., 2015).

Since the publication of the ISO 9000 series, organizations in several industrial fields have received a wide acceptance, regardless of product or size. ISO 9001: 2008 standard is the latest version. This International Standard has a vision to introduce a process-based approach to quality management system development. This approach is based on the belief that the desired or achieved results will be more efficient or efficient when resources and activities are used as a process (Jain, S. K., & Ahuja, I. S., 2016).

ISO 9001: 2008 norms, are used to approach organizations that manage with quality principles. A management system (QMS) is needed by companies which can be used effectively to meet consumer demand with sustainable standards, produce the desired product and become good regulation. This management aims to organize and run the organization through a quality sphere. Currently, many companies or international organizations want to have ISO 9001 certification from QMS, which is to validate the quality of the company's products or services (Valmohammadi, C., & Kalantari, M., 2017).

Being a popular QMS, ISO 9000 received a sizeable response as a growing field of academic research, and the intellectual structure of the cumulative scientific knowledge within the research field is growing on a horizontal and vertical scale (Hussain, T., Eskildsen, J. K., & Edgeman, R., 2018).

## **LITERATURE REVIEW**

The ISO 9000 quality system is a common international standard of quality used by the industrial world. Quality standards were originally made especially for industrial world and to produce products according to certain standards must be guaranteed by a standard process. It is understandable when that process done in a factory following defined standards automatically the desired product will also be produced, but if there is a process deviation then the resulting product will deviate from expectations. Therefore, in every process in the factory it is always defined when it occurs deviations, what actions need to be taken so as not to interfere with the quality of expected product. All steps of the process can be written as steps procedures or work instructions outlined in the standard ISO process 9000, broken down into 20 process elements. 20 elements of the process can be grouped to form the Control Systems Quality, Operational Process, and Quality Resources (Widia Soerjaningsih, 2004).

Initially, if the management of an institution decides to use standard ISO 9000 quality system, the management of the institution needs to define the system quality that you want to apply, starting with determining the quality policy that will be selected and followed by the determination of quality objectives for a certain period. All the process to be carried out needs to be well documented so that each the implementer can at any time re-read the existing procedures and propose repair when needed. The ISO 9000 standard process requires all documents it needs to be written down so it is often said that the ISO 9000 motto is "Write what is done and Do what has been written ". The quality system document that needs to be defined consists of (a) a quality manual contains the quality policy, quality objectives, organizational structure of the institution, organizational structure quality, a description of the authority and responsibility for the quality function, an outline of the quality system; (b) Quality system procedures and descriptions of authorities and responsibilities; (c) Work instructions and form; (d) The quality plan which contains the name of the activity, the parameters of the inspection, acceptance criteria, examination methods, inspection frequency, recording of results examination, reference, and examiner executor (Widia Soerjaningsih, 2004).

Generally, humans have habits that are easy to forgive themselves so as to ensure that a process that is carried out correctly follows the standards which has been defined required the existence of observers from outside the organization. In terms of ISO 9000, the accreditation body is commonly referred to as the International Certification Body has the right to conduct checks and assessments and decide whether a process the company has met the expected ISO 9000 standards and is also compliant has implemented. For companies whose processes have met the requirements stipulated in the provisions of ISO 9000 and compliance to do so is automatically entitled get "ISO 9000 Certificate" (Widia Soerjaningsih, 2004).

## **METHOD**

The Bibliometric method comes from the word Bibliometrics, where the word biblio or in English bibliography, biblio means book and metrics is measuring. Bibliometry can be described as a method for analyzing or measuring a book / literacy using a data analysis approach. In addition, the purpose of bibliometry can be used as a process of analyzing data in writing using the Publish or Perish application, which is used as a forum to search for articles or journals from around the world. This research focuses on the map of article publications in the ISO 9000 field at the international level. The research data used were obtained from the Scopus database with the help of the Publish or Perish application where the search was carried out in January 2021 with a bibliometric approach. The data used comes from search results in publish or perish with the keyword ISO 9000 with a time period of 2015-2020. Data analysis on the Scopus service and publish or perish are visualized using the VOSviewer application. VOSviewer itself can serve as an output to visualize and build a bibliometric network, while visualizing data analysis is in the form of country, year, researcher, academic affiliation, type, keywords, growth in the number of works and authors.

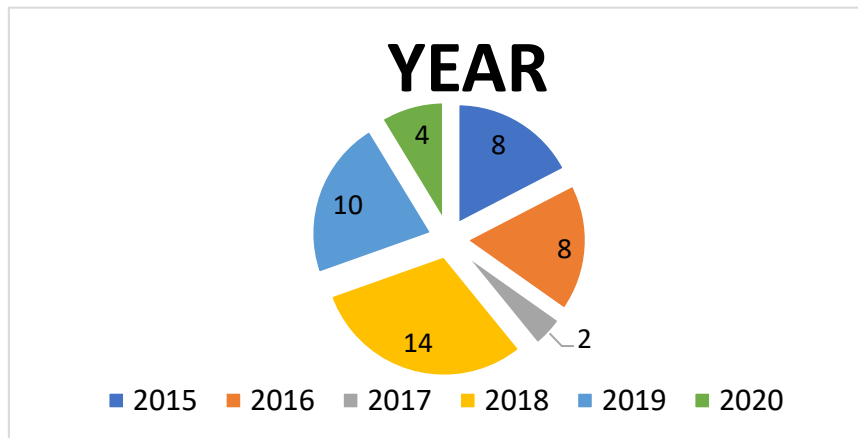
In this study, keywords related to ISO 9000 have been identified, this ISO 9000 type can be searched in related articles in the Scopus database with a total of 46 academic documents issued in 2015 to 2020 at the universal level. The keywords used in searching for this article in the Scopus application are TITLE - ISO 9000 and the timeframe is between 2015-2020.

## **RESULT AND DISCUSSION**

In this discussion, the results and discussion are obtained from a research method where this method is used to seek data analysis from journals or articles published around the world. In searching for the data, an application is needed to search for articles and journals, namely Publish or Perish, this application is very helpful in finding a journal or article. In this study,

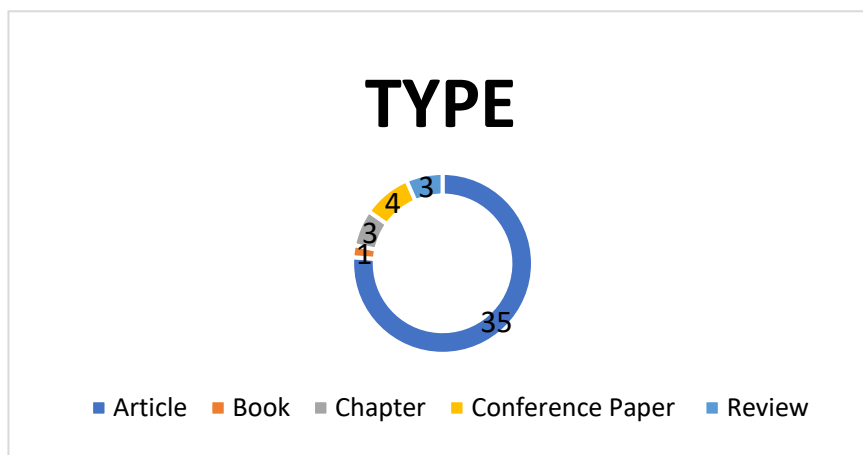
the method used is the bibliometric method, where this method can be interpreted as a method of analysis where the data used will be measured in various aspects of data analysis visualization in the form of country, year, researcher, academic affiliation, type, keywords, growth in the number of works. and author.

The results of the search on the Publish or Perish application found 46 journal documents or articles with the theme of ISO 9000 originating from various countries, besides that it can be seen by various universities from around the world, besides that it can also be seen by writers who often make scientific works. In addition, it can also be seen the types of scientific works, types of articles, types of books and others. Apart from that, you can also see publications from various universities. In addition, it can also be seen the years of articles that are often made. In addition, it can also be seen that writers have made scientific works from various countries. Main research fields in the figure 1 is development of the number of ISO 9000 papers from 2015-2020.



**Figure 1.** Development of the number of ISO 9000 papers from 2015-2020

It can be seen in the chart for the year figure 1 above, here the search for articles about ISO 9000 was carried out in the period 2015 to 2020. Where it is clear that articles that are often made or that are often published in 2018 (Yellow) with a total of 14 documents, for the lowest being in the year 2017 (Gray) with a total of 2 documents. So the total articles or scientific papers that appeared in the period 2015 to 2020 were 46 scientific paper documents. The kind of scientific work being made in the figure 2 as follows.



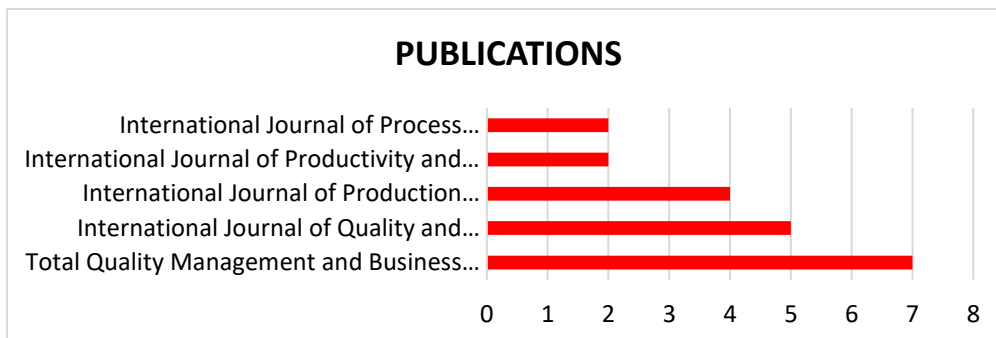
**Figure 2.** The kind of scientific work being made

It can be seen in the graph of the types of scientific papers figure 2 above, in a search on Publish or Perish there are various types of scientific papers, ranging from Articles, Books, Chapters, Conference Papers and Reviews. It can be seen that the type of scientific paper that is mostly written is Article (dark blue) where as many as 35 article documents. For the lowest one made is Book (orange) where as many as 1 document book. So the total articles or scientific papers that appeared in the period 2015 to 2020 were 46 scientific papers with a variety of different scientific works. In the Most Productive Authors can be seen in table 1 as follows.

**Table 1.** Most Productive Authors of ISO 9000 Publication

No.	Authors	Documents
1	E. Siougle	2
2	S.K. Jain	2

It can be seen in the table 1 above, there are two authors who often make scientific papers, namely E. Siougle with 2 scientific papers (Article), besides S.K. Jain with 2 scientific papers (Article). The article by E. Siougle is entitled "Does ISO 9000 certification matter for firm performance? A group analysis of Greek listed companies "and" Linking ISO 9000 certification to firm performance and financial crisis: a matched sample longitudinal analysis ". In addition, articles by S.K. Jain entitled "Evaluation of business performance measurements for ISO 9000 initiatives in Indian manufacturing industry" and "Implementation model of ISO 9000 for achieving business performance in Indian manufacturing organizations". The Most Published Journal on ISO 9000 can be seen in figure 3 as follows.



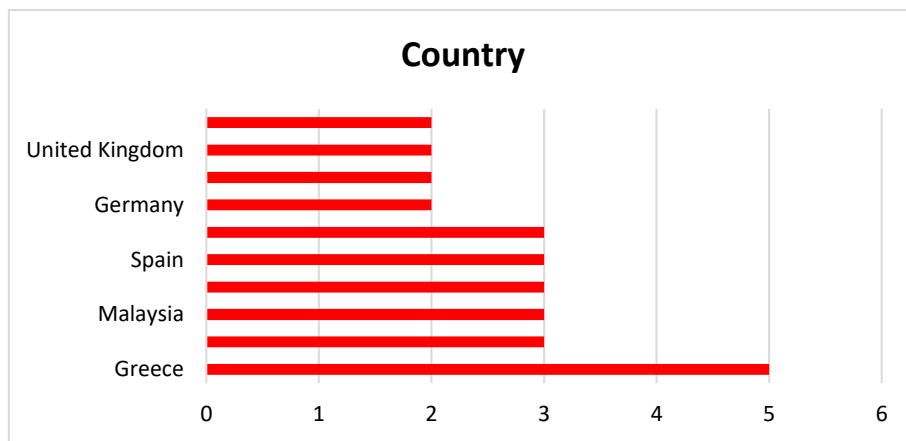
**Figure 3.** The journal with the most published papers

Based on the Publications chart figure 3 above, it can be seen that the highest publications or the ones that often publish many scientific papers are Total Quality Management and Business Excellence with 7 publications. The lowest or those that rarely publish scientific papers are two, namely the International Journal of Process Management and Benchmarking with 2 publications and the International Journal of Productivity and Quality Management with 2 publications as well. Thus, the total number of publications is 20 publications. Main Affiliations in ISO 9000 Research in the table 2 as follows.

**Table 2.** Main affiliations in ISO 9000 research

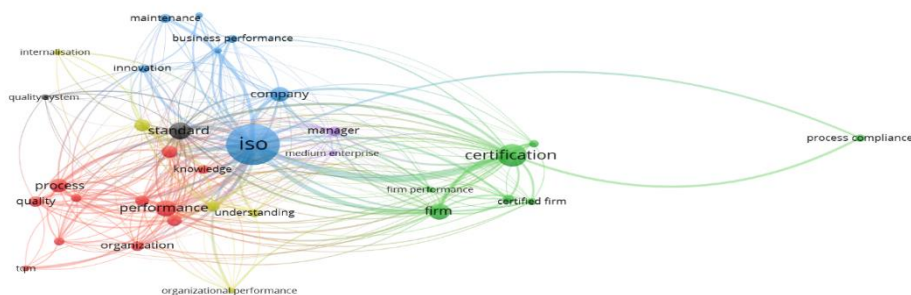
No.	Institution Affiliation	Number of Papers	Regions
1	Universiti Utara Malaysia	2	Malaysia
2	Athens University of Economics and Business	2	Greece
3	Ambala College of Engineering and Applied Research	2	India
4	University of Canterbury	2	New Zealand

Based on the table 2 above which contains universities that often publish or make scientific papers such as articles or journals, it can be explained that Universiti Utara Malaysia which is in the country of Malaysia has a total of 2 scientific papers. Furthermore, Athens University of Economics and Business in Greece has 2 scientific papers. Then, Ambala College of Engineering and Applied Research in India has 2 scientific papers. And finally the University of Canterbury in New Zealand also has 2 scientific papers published. So, it can be concluded that the highest in making or publishing a scientific work are 4 universities. Most Frequent Country Affiliation of ISO 9000 Publication in the figure 4 as follows.



**Figure 4.** Development of the number of SBM papers by country

From the results of data analysis on Publish or Perish, it can be seen in the graph figure 4 above, which contains countries that often make or publish journals or articles in the period 2015 to 2020. Where the highest country is Greece which has 5 scientific papers. Furthermore, there are five countries that have the same number of scientific papers as many as 3 scientific papers, namely the United States, India, Spain, Malaysia and China. In addition, the lowest were 4 countries that published 2 scientific papers, namely New Zealand, United Kingdom (UK), Indonesia and Germany. So in total, all the countries that published scientific papers on the theme of ISO 9000, in which the period 2015 to 2020 amounted to 28 countries. The Network Visualization can be seen in the figure 5 as follows.

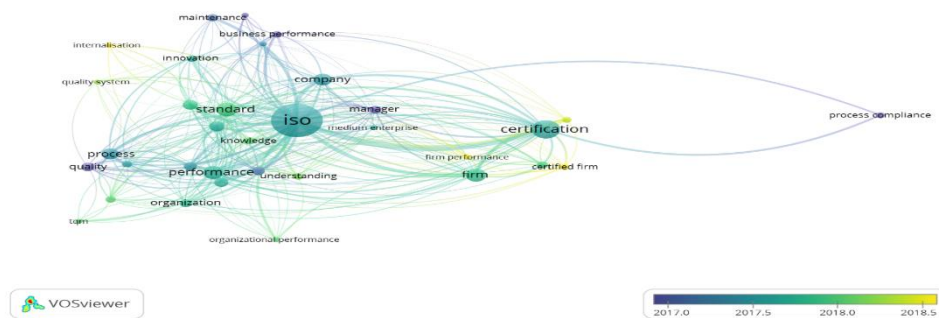


**Figure 5 .** Network visualization map of high frequency keywords

Based on the Network Visualization output from VOSviewer in the Figure 5 above, it shows that the ISO 9000 bibliometric analysis process is divided into 6 clusters (red, green, dark blue, yellow, purple, orange and black). The picture also visualizes the relationship

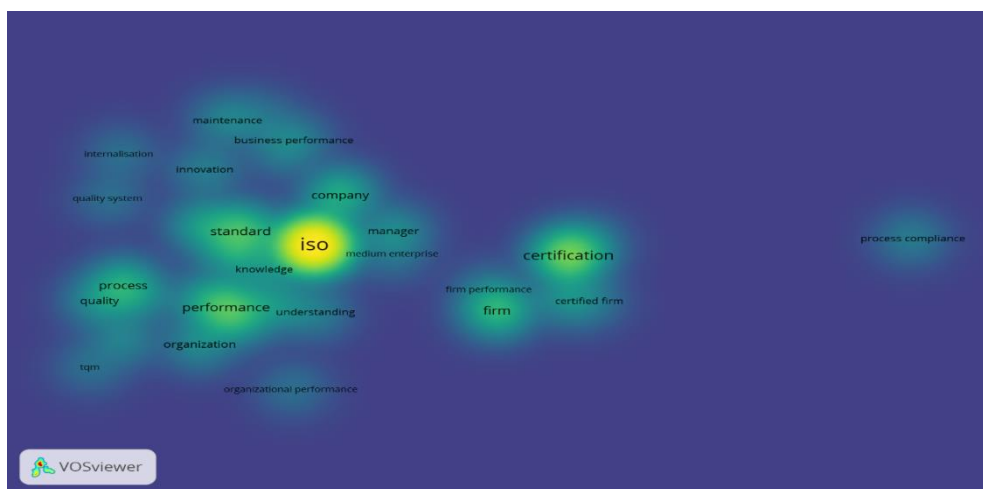
between keywords so that it can help to understand and reflect on the ISO 9000 journal for five years. The division of the clusters is as follows and only the most keywords appear in the image. 1. Performance (red). In this cluster, we can find themes from ISO 9000. This cluster is related to the following keywords and training. 2. Certification & Firm (green). This cluster is dominated by the keywords firm performance, certified firm. 3. ISO (dark blue). This cluster is dominated by the keywords company, business performance, innovation and maintenance. 4. Understanding (yellow). This cluster is dominated by the keywords understanding and internalization. 5. Manager (purple). This cluster is dominated by the keywords manager and medium enterprise. 6. Standard (black). This cluster is dominated by standard keywords and quality system. The Overlay Visualization map of high frequency keywords can be seen in the figure 6 as follows.

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**Figure 6 .** Overlay visualization map of high frequency keywords

Based on the Overlay Visualization output from VOSviewer, the figure 6 above shows the timing of various keywords. The time indicator is located at the bottom right, the darker the circle indicates that the keyword has been highlighted before. On this indicator you can also see dark blue, light blue, dark green, light green and yellow. For example the color of the ISO circle is dark blue, following the color reference in the lower right corner of the image, we can tell that the ISO keyword occurred around early 2017, which indicates that research was focused on that topic at that time. Likewise, the highlighted keywords such as firm performance, certified firm, and internalisation that occurred around 2020, indicate that there is a new direction in the focus of ISO 9000 research. The Density Visualization map of high frequency keywords can be seen in the figure 7 as follows.



**Figure 7.** Density visualization map of high frequency keywords



Based on the Density Visualization output from VOSviewer, the figure 7 above shows the depth of the research. This is indicated by the darker the color that appears, so it can be said that there is still a lot of research on this keyword. For example, from the image above, it can be seen that the ISO keyword has a thick color, which indicates that there have been many studies using that keyword.

## CONCLUSION

This paper or journal discusses the development of ISO 9000 papers published from 2015-2020 and analyzes the bibliometric results of 46 papers or journals that have been processed in the VOSviewer application. The highest growth of ISO 9000 papers indexed by Scopus in 2015-2020 occurred in 2018 with 14 articles. Most of the international publications on ISO 9000 Published by Total Quality Management and Business Excellence with 7 publications. Meanwhile, the country that publishes the most scientific papers is Greece with 5 scientific papers and universities that often issue scientific papers, namely Universiti Utara Malaysia which is in Malaysia has 2 scientific papers. Furthermore, Athens University of Economics and Business in Greece has a total of 2 scientific papers. Then, the Ambala College of Engineering and Applied Research in India has 2 scientific papers. And finally the University of Canterbury, which is in New Zealand, also has 2 scientific papers published. So, it can be denied that the highest production or publication of a scientific work is 4 universities. Writers who often make scientific papers, there are two authors, namely E. Siougle with 2 scientific papers (Article), besides S.K. Jain with 2 scientific papers (Article). E. Siougle's article entitled "Is ISO 9000 certification important to company performance? Analysis of group of listed Greek companies "and" Linking ISO 9000 certification to company performance and financial crisis: a suitable longitudinal analysis sample. "Additionally SK Jain's article is entitled" Evaluation of Business Performance Measures for ISO 9000 Initiative in Indian Manufacturing Industry And "ISO 9000 Implementation Model to Achieve Business Performance in Indian Manufacturing Organizations." Development of the keyword network in this study into 6 clusters and ISO is the keyword that is most often used or researched.

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