

ISSN 0974-763X

UGC-CARE Listed Journal

SOUTH ASIAN JOURNAL OF MANAGEMENT RESEARCH (SAJMR)

Listed in UGC-CARE
Special Issue

Volume 14, No.4

November, 2024



**Chhatrapati Shahu Institute of Business
Education & Research (CSIBER)**

(An Autonomous Institute)

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**Chhatrapati Shahu Institute of Business
Education and Research (CSIBER)**

**South Asian Journal of Management Research
(SAJMR)
Special Issue**

Volume 14, No. 4, November 2024

Editor: Dr. Pooja M. Patil

Publisher

CSIBER Press

Central Library

Chhatrapati Shahu Institute of
Business Education & Research (CSIBER)
University Road, Kolhapur – 416004, Maharashtra, India.
Phone: 91-231-2535706/07, Fax: 91-231-2535708,
Website: www.siberindia.edu.in
Email: csiberpress@siberindia.edu.in
Editor Email: editorsajmr@siberindia.edu.in

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ISSN: 0974-763X

Price: INR ₹ 1,200/-

Editor: Dr. Pooja M. Patil

Distributed By

CSIBER Press

Central Library

Chhatrapati Shahu Institute of
Business Education & Research (CSIBER)
University Road, Kolhapur – 416004, Maharashtra, India.
Phone: 91-231-2535706/07, Fax: 91-231-2535708,
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Systematic Analysis of Online Review Credibility: A Bibliometric Study and Research Trajectory

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Abstract

In the contemporary digital landscape, online reviews have become a crucial factor in consumer decision making processes. However, the credibility of these reviews is often under scrutiny due to increasing number of fake reviews, manipulation and bias. The purpose of this study is to comprehensively analyse and synthesize the existing global research literature on online review credibility and thereby identify gaps in knowledge and suggest avenues for future investigations. Drawing from the corpus of Scopus database spanning from 2006 to 2023, this paper used VOS Viewer and Biblioshiny to map the evolution and intellectual structure of this field in terms of publication trends, co-citation analysis and keyword co-occurrence analysis. The study revealed an upsurge in the publication trends in this area, with significant institutional contributions from China and the USA. Emerging research themes including source credibility and fake reviews are gaining attention. This research could guide platforms to develop more robust algorithms to filter and emphasize genuine reviews, thereby improving customer experience. The findings could also benefit customer education initiatives, helping users make better informed decisions.

Keywords: Online Review Credibility, Bibliometric Analysis, eWOM, Online Reviews, Word of Mouth

Introduction

Over the last decade, the Internet has revolutionised consumer behaviour and business practices. Online shopping has gained immense popularity on an international scale. A variety of emerging technologies including the Internet of Things, geolocation capabilities and magnetic chips now allow consumers to access real time information from their mobile phones, including product specifications, consumer reviews and status of their orders, making the process of shopping online seamless and smooth.

The emergence of digital platforms has amplified the significance of customer service, with online reviews, social media and word-of-mouth marketing through internet channels making customer care crucial for business success and reputation management. It has become a general practise for customers to share their post purchase experience over the internet. These are commonly referred to as online reviews. It can be conceptually defined as “any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet” (Hennig Thureau et al., 2003).

Back et al. (2015) assert that credibility holds paramount importance in the adoption of electronic word-of-mouth. Consequently, the credibility of online reviews is vital, as consumers often rely on them when making purchase decisions. The development of social media platforms and technological advancements have opened new avenues of research in online review credibility. Scholars have also begun to investigate how viral marketing, network dynamics and social influence shape the legitimacy and spread of online reviews. Furthermore, the academic field is now better equipped to analyse large scale data sets of online reviews more effectively with the advancements in data analytics and machine learning. Considering the significance of credibility in the realm of online reviews and the subsequent impact on purchase decisions, it is logical to conclude that review credibility garners significant attention from both consumers and marketers. Despite the significant importance of review credibility, particularly concerning consumers' purchase decisions, and the growing attention from researchers and practitioners on online reviews, there is currently limited research available on the credibility of eWOM communication overall, and specifically on online reviews and their determinants (Teng et al., 2014).

Through an extensive bibliometric analysis, the study aims to summarize the current situation and development trends of research fields and also provide directions for future research (Baker et al., 2021). There is a notable dearth of studies that examine the credibility of online reviews, particularly employing bibliometric analysis techniques, which is a distinct contribution of this study.

Bibliometrics refers to the application of mathematical and statistical methods to books and other means of communication (Pritchard, 1969). It provides a visual depiction of the overall advancement in scientific research related to the topic being studied (Donthu et al., 2021, Ellegaard & Wallin, 2015).

This paper aims to address the following research objectives:

- To analyze the temporal evolution and growth trajectory of online review credibility research
- To identify the most prolific and influential authors in the field of online review credibility, along with their contributions to the body of knowledge
- To evaluate the leading academic journals that publish research on online review credibility, assessing their influence on the field
- To analyse the institutional distribution and impact of research outputs in the domain
- To identify primary areas of research interest to understand current academic focuses
- To highlight potential themes for future research and to suggest areas that require further innovation

To address the above research objectives, 652 documents from the Scopus database were examined, spanning from 2006 to 2023. Furthermore, Biblioshiny software and VOSviewer software developed by Van Eck, Waltman, Dekker & Berg (2010) was used to conduct a comprehensive and objective analysis of online review credibility by applying the visual elements based on the mapping techniques.

The study is articulated in the following manner. Section 2 provides a comprehensive literature review. Section 3 outlines the research methodology used in the study. A summary of the research findings is presented in Section 4. Future research directions, areas for further exploration and investigation are suggested in Section 5. Section 6 encapsulates the study's conclusions and Section 7 ends with the limitations.

Literature Review

The literature on credibility, particularly in the context of online reviews has evolved significantly over the years, reflecting the increasing importance of this topic in consumer behaviour research. Initial investigations focused on the relative credibility of media involving comparisons between newspapers, radio, TV and internet. (Meyer, 1988; West, 1994). Preliminary studies focussed on establishing the influence of online reviews on consumer attitudes and behaviour. These studies often examined the impact of source credibility, review valence, expertise, and volume on consumer perceptions of trust and purchase intention.

Prior studies have explored the various facets of credibility, particularly in the context of online reviews. Early studies by Hovland & Weiss (1951) and Kelman & Hovland (1953) introduced the concept of source credibility, which has since been adapted to the context of online reviews. Disclosure of reviewer identity enhances the transparency and credibility of online reviews and thereby leads to higher information adoption (Forman et al., 2008). Hussain et al. (2017) explored the relation between source credibility of eWOM, perceived risk, consumer's information adoption mediated by argument quality and information usefulness and found that perceived risk positively influenced the variables of trustworthiness, objectivity and expertness.

Cheung et al. (2009) extended their framework to online reviews, revealing that reviews deemed credible typically originate from sources perceived to have high expertise and reliability. Cheng & Ho (2015) discovered that recipients perceive online reviews written by experts to be more useful and these reviews have greater influence on recipients' purchase intention compared to reviewers without expert knowledge. Reviews written in a style that aligns with readers' expectations are deemed more credible, and this credibility is further enhanced when the reviewer demonstrates expertise (Jensen et al., 2013).

Various studies have explored the concept of argument strength which encompasses the dimensions of accuracy, completeness and timeliness. Accuracy refers to the reliability and correctness of online reviews and represents a major influencing factor (Jamil & Hasnu, 2013; Wang & Strong, 1996). Completeness is the extent to which social media information provides comprehensive and detailed information (Luo et al., 2013). Various scholars have suggested that completeness is an important aspect of argument quality and thus can be assigned to the central route of information processing. (Petty & Cacioppo, 1986; Bhattacharjee & Sanford, 2006). Filieri et al (2018) emphasise that timeliness of a review refers to how recent and up-to-date the information is.

Studies have also identified that the credibility of a review is influenced by its content, including aspects such as writing style, grammar, font, and mechanics. (Hernandez- Ortega, 2018; Ketron, 2017; Huang et al., 2018; Ghose & Ipeiritis, 2010). Mudambi & Schuff (2010) focused on length and depth of reviews as indicators of their quality and trust. While scholars such as Shukla & Mishra (2023) argue that review length have no impact on its credibility, scholars like Eslami et al. (2018) are of the opinion that the most helpful factor in predicting the helpfulness of a consumer review is its length.

Materials and Methods

The bibliometric data used in this study was retrieved from the Scopus database on February 2024. Scopus is one of the most comprehensive repositories for peer-reviewed research in social sciences. All articles published from 2006 to 2023 were collected for the study. This time frame was chosen to capture a comprehensive snapshot of the research landscape while ensuring relevance to contemporary issues and developments. Following the retrieval of the bibliographic data from the Scopus database, a rigorous screening process was implemented to identify eligible publications to be included in the study. Duplicate records were removed to eliminate redundancy and streamline the dataset. Publications deemed irrelevant and outside the scope of the study were excluded.

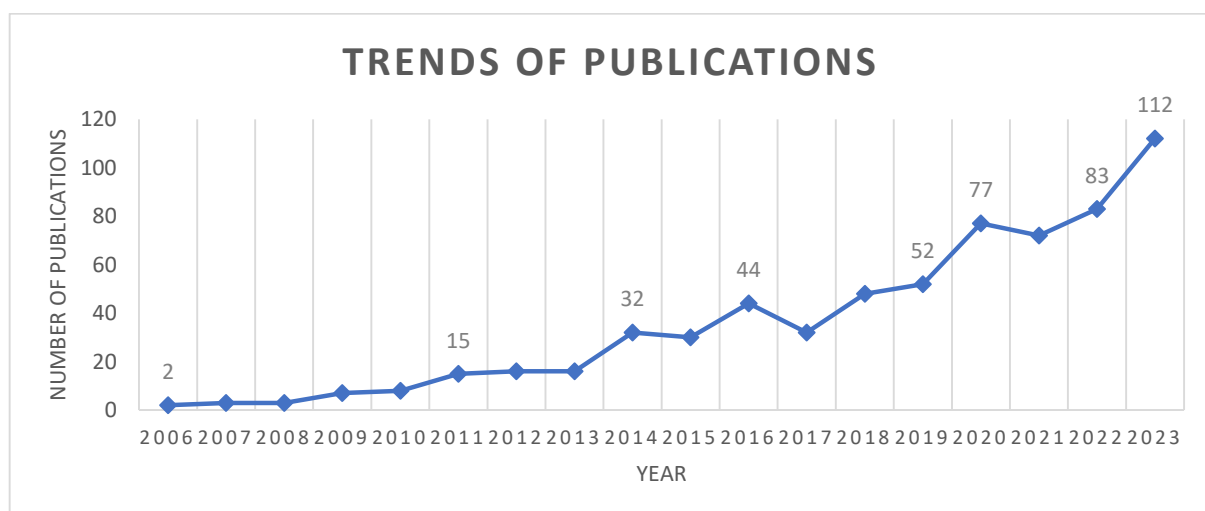
After reading the available literature, the following key words were used for the search: “online reviews”, “electronic word of mouth”, “eWOM”, “online customer reviews”, “product reviews”, “online consumer reviews”, “ratings and reviews”, “online user reviews” and “credibility or credible”. The search scope of the keywords was the title, abstract and keywords of papers. Only articles and conference papers were chosen and the language was set as English. 652 publications were finalised for the study.

Results and Discussion

Publication Trends

Figure 1 presents the outcomes depicting the trends in research publications in the field of online review credibility during the period. The research data indicates a collective count of 652 papers, revealing a consistent surge in the number of publications throughout the years. The pace of publications between 2006 and 2012 was sluggish, reflecting the nascent stage of research in this area and the relatively limited attention afforded to online reviews as a subject of scholarly inquiry. There has been a noticeable increase in the number of publications since 2013. This surge can be attributed to the advancements in information technology and the pervasiveness of social media platforms, which encouraged internet users to engage more in online shopping and e-commerce. Online reviews consequently became an increasingly important component of consumer decision making process. (Brown et al., 2007). As a result, scholars started demonstrating increased interest in researching topics related to online reviews. The outbreak of COVID-19 pandemic in 2020 resulted in a heightened reliance on e-commerce, prompting scholars to intensify their focus on online reviews and their impact. (Gu et al., 2021). As the significance of online reviews escalated, so did concerns regarding their credibility. Consequently, the prevalence of fake reviews has become a prominent subject of discussion in recent years. (Dwivedi et al., 2020). As a result, there has been a notable increase in the number of publications discussing the trust and credibility of online reviews since 2021.

Figure 1 Annual Trend of publications



Top Authors

Table 1 presents the top 10 authors in terms of output and citations in this specific area, each having contributed a minimum of five research papers to this domain. In terms of publication volume, Wang X ranks first with 11 articles, followed by Filieri R contributing 10 articles. Noteworthy contributions have also been made by authors including Lee J (8), Chakraborty U (7) and Chen H (6) to the respective literature. Taking into account the number of citations, Filieri R has the most cited publication with a citation count of 1655 for ten articles, followed by Chen H with a total citation count of 1044.

Table 1 Production by authors

Author	Number of documents	Citations	H-index
Wang X	11	243	8
Filieri R	10	1655	9
Lee J	8	346	5
Chakraborty U	7	303	6
Chen H	6	1044	4
Kim J	6	92	5
Zhang KZK	6	657	6
Zhao SJ	6	657	6
Abedin E	5	23	3
Karunasekera S	5	23	3

Leading Journals and Institutions

A total of 373 sources were examined and 652 documents were gathered finally. In terms of total publications, *Computers in Human Behaviour* and *Journal of Business Research* are the two most productive journals, with 21 and 16 articles respectively. In terms of total citations, *Computers in Human Behaviour* and *Decision Support Systems* demonstrated the highest scholarly impact with 3141 and 1511 citations respectively. In general, there has been a consistent upward trend in the number of articles published by each journal, with a notable increase in growth rate since 2015. This trend aligns with the broader pattern observed across publications. Table 2 presents the list of top ten journals according to their number of publications on online review credibility research.

Table 2 Top ten sources that published online review credibility research

Rank	Sources	Articles	TC	h-index
1	Computers in Human Behaviour	21	3141	17
2	Journal of Business Research	16	1047	8
3	Decision Support Systems	14	1511	11
4	Online Information Review	12	561	9
5	Journal of Retailing and Consumer Services	10	588	7
6	Electronic Commerce Research and Applications	8	289	6
7	International Journal of Hospitality Management	8	590	6
8	Journal of Marketing Communications	8	437	6
9	Journal of Research in Interactive Marketing	8	357	7
10	Electronic Commerce Research	7	330	5

Table 3 presents the most highly cited publications globally on online review credibility research. The study by Cheung et al. in 2009 titled “Credibility of Electronic Word -of -Mouth: Informational and Normative Determinants of online Consumer recommendations” was the most influential publication with highest number of citations (868) followed by that of Djafaroya et al. in 2017, garnering 675 citations. Research articles aiming to provide a comprehensive understanding of eWOM and its influence on consumer decision making are included in the works of Erkan et al. (2016), Zhang et al. (2014) and Cheung et al. (2014). A closer examination of highly cited publications suggests that scholarly investigations into novel social media platforms and online

discussion forums are receiving more attention. (Jin et al., 2014; Filieri et al., 2015; Djafarova et al., 2017). Notable research investigating the factors influencing eWOM credibility were also identified. (Filieri, 2016; Cheung et al., 2012)

Table 3 Top 10 cited articles in terms of total citations

Rank	Publication Title	Authors	Source Title	Citations	Year of Publication
1	Credibility of Electronic Word-of-Mouth: Informational and Normative Determinants of On-line Consumer Recommendations	Cheung, M. Y., Luo, C., Sia, C. L., & Chen, H.	<i>International Journal of Electronic Commerce</i>	868	2009
2	Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users	Djafarova, E., & Rushworth, C	<i>Computers in Human Behaviour</i>	675	2017
3	The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption.	Erkan, I., & Evans, C.	<i>Computers in human Behaviour</i>	617	2016
4	Why do travelers trust TripAdvisor? Antecedents of trust towards consumer-generated media and its influence on recommendation adoption and word of mouth	Filieri, R., Alguezaui, S., & McLeay, F	<i>Tourism management</i>	526	2015
5	What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM	Filieri, R	<i>Journal of business research</i>	498	2015
6	Examining the influence of online reviews on consumers' decision-making: A heuristic-systematic model	Zhang, K. Z., Zhao, S. J., Cheung, C. M., & Lee, M. K.	<i>Decision Support Systems</i>	448	2014
7	Following celebrities' tweets about brands: The impact of twitter-based electronic word-of-mouth on consumers' source credibility perception, buying intention, and social identification with celebrities	Jin, S. A. A., & Phua, J.	<i>Journal of advertising</i>	434	2014
8	Online travel reviews as persuasive communication: The effects of content type, source, and certification logos on consumer behavior.	Sparks, B. A., Perkins, H. E., & Buckley, R.	<i>Tourism management</i>	377	2013
9	What makes an online consumer review trustworthy?	Filieri, R.	<i>Annals of Tourism Research</i>	332	2016
10	How consumers evaluate eWOM (electronic word-of-mouth) messages	Doh, S. J., & Hwang, J. S.	<i>Cyberpsychology & behavior</i>	321	2009

A key focus of bibliometric analysis is to identify the most prolific universities or institutions. Table 4 shows that the City University of Hong Kong emerged as the most productive university. School of Management and University of North Texas, Bina Nusantara University and Kyung Hee University followed closely behind. The majority of institutions among the top ten are from China and Malaysia and other Asian countries, depicting the role played by the authors and institutions from these regions.

Table 4 Top five productive universities in terms of number of publications

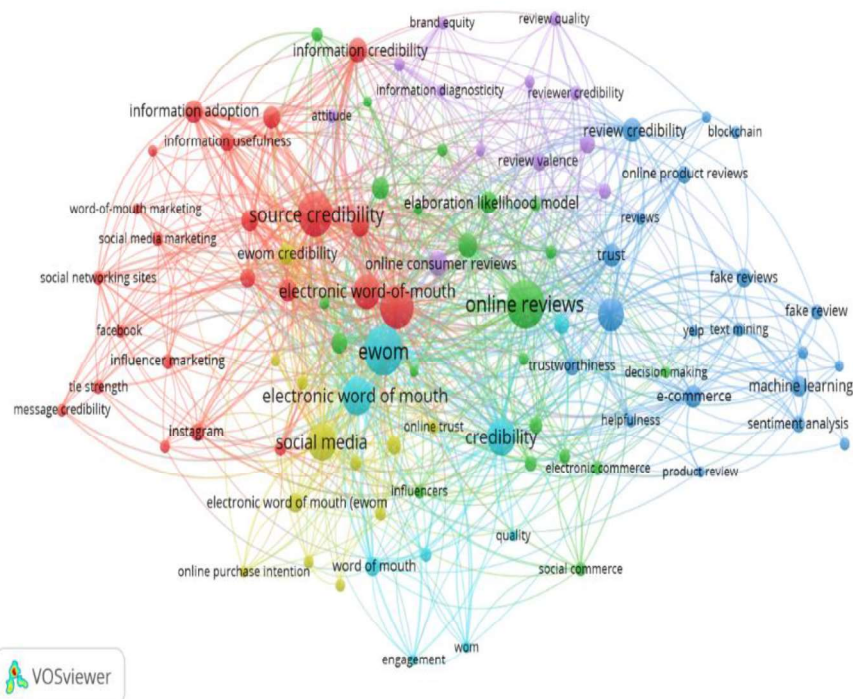
Rank	Affiliation	Country	Articles
1	City University of Hong Kong	China	17
2	School of Management	China	14
3	University of North Texas	USA	13
4	Bina Nusantara University	Indonesia	12
5	Kyung Hee University	South Korea	12

Co-occurrence of Keywords

Keywords are the fundamental terms that encapsulate the essence of an article's content. By analysing the co-occurrence of keywords in the literature, we can visually represent emerging trends, areas of interest and avenues for future research. The keyword co-occurrence method has been extensively used in bibliometrics to assist scholars in identifying research hotspots. (Ding et al., 2001). Given the extensive number of documents involved in the study, employing keyword analysis to identify thematic elements within the field was deemed appropriate. (Zhang & Trubey, 2019). From a total of 1728 keywords, we selected those that occurred at least 5 times for our analysis. This frequency threshold resulted in 96 author keywords qualifying for inclusion. For each of the 96 keywords, the total strength of the co-occurrence links with other keywords was calculated and the keywords with the greatest total link strength were selected. The output of the same resulted in the formation of six clusters.

The topics in Cluster #1 (Red) are mainly related to information assessment and adoption, such as “argument quality”, “homophily”, information adoption”, “ information quality and “source credibility”. Cluster # 2 (Green) mainly deals with factors influencing consumer decision making process such as “brand awareness”, “consumer behaviour”, “decision making”, “perceived credibility” and “purchase decision”. The topics in Cluster #3 (Navy blue) corresponds to emerging technologies and methods in text analysis such as “ block chain”, “deep learning”, “machine learning”, “opinion mining”, “text mining” and “sentiment analysis”. Cluster #4 (Yellow)deals with user behaviour, covering topics like “customer behaviour”, “satisfaction”, “online trust” and “persuasion”. The topics in Cluster #5 (Purple) are related to online reviews and ratings such as “review helpfulness”, “product involvement”, “review quality”, “review valence” and “review credibility”. Cluster #6 deals (light blue) deals with topics related customer engagement such as “engagement”, “quality”, “WOM” and “attitude”.

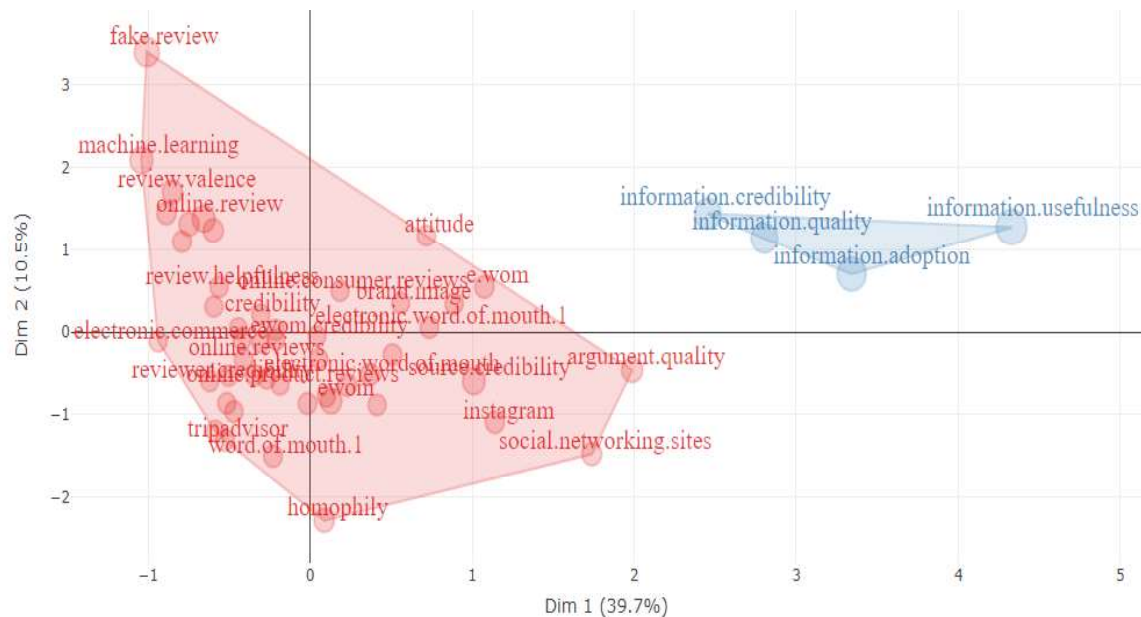
Figure 2 Keyword co-occurrence analysis



Conceptual Structure Map Using Factorial Analysis

A conceptual mapping of keywords related to factorial analysis is presented in Figure 3. To present the comprehensive keyword dataset in a condensed manner, the Multi- Correspondence Analysis (MCA) methodology was adopted. Word proximity within the graph structure indicates the similarity with keywords, suggesting the most current areas of study. (Ding et al., 2001). Applying MCA to the Author's Keywords field unveiled two distinct clusters in the resulting factorial network. Each cluster comprises at least 50 terms, features a label size of 10 and are based on a minimum of 5 documents. The cluster in red comprises of keywords relating to documents concentrating on WOM, eWOM, source credibility, and social media. The blue cluster is related to information credibility, credibility, usefulness, quality and adoption.

Figure 3 Conceptual structure map



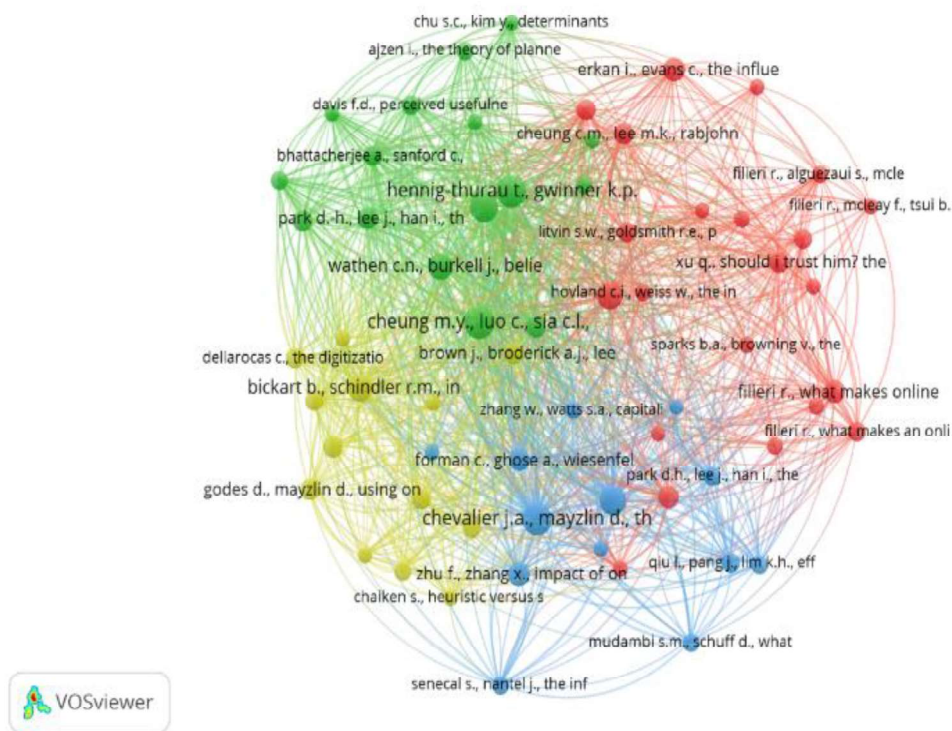
Reference co-citation analysis

Reference co-citation analysis examines the relationships between academic papers based on their co-citation patterns. The strength of this co-citation relationship is typically determined by the number of times the two papers are co-cited by other papers or by the number of authors citing both papers. Higher co-citation counts suggest stronger relationship between the two papers, indicating that they are often cited together in the literature and are likely related in terms of content, topic or methodology.

As presented in Figure 4, the colour of a bubble denotes the cluster to which a reference belongs. The thickness of the line between the two bubbles represents the strength of co-citation relationship between the two papers. The cited references are divided into four clusters. The minimum number of cited references were fixed at 20. Of the 29923 cited references, 64 met the threshold. For each of the 64 cited references, we computed the total strength of the co-citation links with other cited references and selected those references with the highest total link strength.

The red cluster encompasses articles focusing on methodological frameworks and measurement scales for analysing information adoption and credibility. For example, Fornell and Larcker (1981) explored the measurement error of the structural equation model and Ohanian (1990) developed a 15-item semantic differential scale to measure perceived expertise, trustworthiness and attractiveness. The green cluster aggregates studies investigating the factors affecting credibility of eWOM. Chueng et al. (2009) studied the credibility dimensions of eWOM, taking into consideration the informational and normative determinants. The studies included in the blue cluster examine the impact of online reviews on product sales. A study by Chevalier & Mayzlin (2006) discussed the effects of online reviews on sales. The documents in the yellow cluster mainly focus on online communities and internet forums and their influence on consumer behaviour. Bickart & Schindler (2001) investigated whether exposure to online discussions generated greater interest in the product than exposure to marketer generated information.

Figure 4 Reference co-citation analysis network

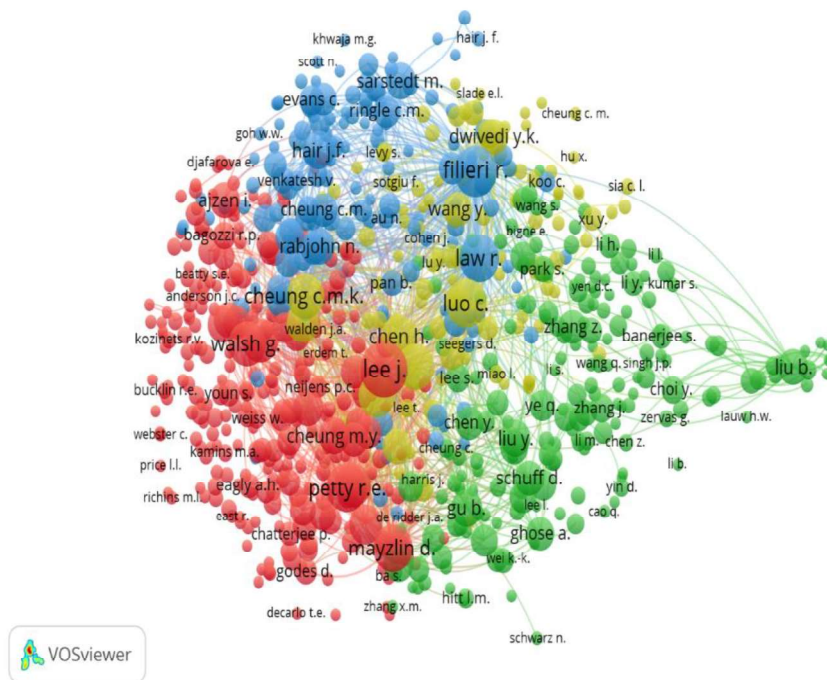


Author Co-Citation Analysis

Author co-citation analysis in VOSviewer identifies and analyses the relationships between authors based on the co-citation of their works in the academic literature. If two authors are frequently cited together in the same set of documents, it suggests that there is a relationship between their works. Each author is represented as a node and the strength of the relationship between authors is represented by the thickness of the connecting lines between the nodes. Author co-citation analysis also helps in identifying key authors, detecting research trends and also measure the impact of authors within the network.

Authors with at least 20 citations were considered in this analysis. Of the 30728 authors, 724 met the criteria. As presented in Figure 5, there are four primary clusters, among which, red is the largest. Scholars within this cluster primarily investigate topics relating to emerging technologies and behavioural sciences. Lee J, one of the most prominent researchers in this cluster focuses on research areas like data mining and machine learning. The researchers in the green cluster mainly focus on digital ecosystems and information management. Authors such as Dellarocas have published many articles relating to social media, information economics and big data. The researchers in the blue cluster focus on advanced analytical techniques in marketing and consumer research. For example, Filiari R and Hair J have published articles relating to social media, business analytics and technology adoption. Scholars in the yellow cluster pay attention to social media, ecommerce and digital business strategies.

Figure 5 Author co-citation analysis network



Future Research Agenda

Numerous scholars have extensively studied the credibility of online reviews, yielding significant findings. However, there remains ample room for further exploration and advancement in this field. Building upon the aforementioned research outcomes, this paper offers suggestions for future studies on online review credibility, aiming to inspire future scholars in their research.

Trend 1: Expand the application of advanced computational techniques for detection and mitigation of fake reviews

One of the primary challenges facing online review platforms is the proliferation of fake reviews and review manipulation tactics aimed at deceiving consumers and influencing purchasing decisions. Researchers have identified numerous types of review fraud such as paid endorsements, incentivised reviews and review spams, highlighting the necessity for effective detection and mitigation strategies. A combination of features such as POS tag frequencies, text-categorisation based features LIWC output etc can be utilised for effective review spam detection (Crawford et al., 2015). Singh et al. (2022) proposed the implementation of a system using Ethereum Blockchain, IPFS and smart contracts to ensure transparent and tamper-proof review platforms. Integration of deep learning and hybrid models have been the interest of scholars recently (Li et al., 2017; Rayana & Akoglu, 2015). Future research can build on these foundations to explore new algorithms and improve already-existing models to further enhance the integrity of online review systems.

Trend 2 : Expand the application of artificial intelligence in review moderation

The amount of user-generated content on e-commerce platforms, social media, and other online forums has grown exponentially, making human moderation techniques inadequate. AI presents viable answers to these problems. Davidson et al. (2017) developed a robust model for detecting hate speech on social media platforms using a combination of natural language processing (NLP) techniques and machine learning algorithms. Gao et al. (2018) proposed an AI model to identify reviews that were inappropriate or required human intervention. Research by Zhang et al. (2020) proposed a customisable AI moderation framework that allows social media platforms to define specific rules for effective content moderation. Scholars can further delve into the challenges related to accuracy, bias and transparency to fully harness the benefits of AI in this domain.

Trend 3: User behaviour analysis

Behaviour analysis, which examines the patterns and actions of both consumers and reviewers, is often considered as a vital tool to assess the credibility of online reviews. Factors such as review timings and patterns (Jindal & Liu, 2008), user interaction networks (Akoglu et al., 2013) and behavioural footprints (Fei et al., 2013) can be used to identify patterns and anomalies. Future research can focus on behavioural analytics and patterns of user interactions by incorporating more advanced data analytics, machine learning models, and real-time monitoring systems.

Conclusions

The insights gained from this research have several implications for both research and practice in the field of online review credibility.

Research Implications: The study adds to the current body of literature by conducting a thorough review of online review credibility. When compared to the previous literature, this study focuses on the niche aspect of credibility, covering a longer time span (2006-2023) and larger number of publications (652 documents) published in the Scopus database. The gradual rise in publications since 2013 can be assumed to be driven by the growing importance of social media, technological advancements, fraudulent reviews and the broader societal and regulatory ramifications of online review systems. Notably, universities in China and the USA have made significant institutional contributions. Authors, including Wang X, Filieri R, Lee J and Chakraborty U are among the most prominent in the field. The keyword co-occurrence network analysis explains the current state of knowledge about online review credibility. The identification of emerging thematic trends and research clusters provides scholars with valuable insights for future research. Through author co-citation and reference co-citation analysis, the study identified key authors (Lee J, Filieri R, Dellarocas Chrysanthos) and classic papers (Fornell & Larcker, 1981; Cheung et al., 2009; Chevalier & Mayzlin, 2006; Bickart & Schindler, 2001). Understanding the network of collaborations among researchers and institutions can facilitate partnerships, funding, and knowledge sharing. By integrating insights from multiple disciplines and methodologies, scholars can leverage existing knowledge and expertise to address multifaceted research questions and push the boundaries of academic research.

Practical Implications: The insights from the bibliometric analysis offers actionable insights for practitioners and policy makers for enhancing the trustworthiness of online review platforms. By understanding the factors that influence review credibility and consumer behaviour, enterprises and review platforms can implement measures to foster transparency and authenticity in online reviews. Educational institutions can offer training programmes for students and public on how to identify genuine reviews and avoid deceptive ones, ultimately leading to the creation of a transparent online marketplace.

Limitations

It is important to acknowledge the limitations of this study that can be used to guide future research. First, this study has only considered articles published in Scopus database. Future research can integrate multiple databases such as Web of Science to provide a more comprehensive picture. The study could be susceptible to biases owing to the selection of specific keywords and search phrases.

Author's Contribution

This manuscript is the combined effort of the authors. Serene Anna Sam envisioned the idea and extracted the relevant literature. Dr. Gireesh Kumar provided guidance on the initial concept, supervised the entire work and offered crucial inputs. Both the co-authors collaborated on the final presentation and editing of the manuscript.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organisation or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript. This research was conducted in the absence of any commercial or business relationships that could be considered as a potential conflict of interest. The opinions expressed in this article are the authors' own and do not reflect the view of any funding organization or institutional affiliation.

Funding Acknowledgement

The authors received no financial support for the research, authorship and/or for the publication of this article.

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