



Review Article

Examination of research publications on economics and management: An altmetric analysis

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Abstract

The landscape of scholarly communication has evolved significantly with the rise of digital platforms and social media, offering new avenues for disseminating and assessing research impact. This study explores the publication trends and altmetric attention of scholarly articles on the topic of “Economics and Management” based on the data derived from the Web of Science database’s Core Collection from 2004 to 2024. A total 348 records were retrieved, of which 251 articles with DOIs were analyzed for their online visibility using Altmetric Explorer. The analysis revealed that 123 articles had an Altmetric presence, with 28 receiving an Altmetric Attention Score above 10. The study identifies the most cited articles, top countries and journals, and it further evaluates engagement across digital platforms. Notably, China and the USA lead in research output, while journals like the Journal of Comparative Economics and *Inzinerine Ekonomika* showed high productivity. The findings of the study highlight the increasing significance of altmetrics in capturing the broader societal and scholarly influence of research beyond traditional citations, offering valuable insights into the evolving nature of academic impact in the digital age.

Keywords: Altmetric, Economics and Management, Web of Science, Citation Metrics.

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1. Introduction

For centuries, scholarly articles have served as the primary means of sharing research advancements, traditionally published in print journals. Over the past two decades, the dissemination and access of scholarly work have increasingly shifted to digital libraries and online platforms (Banshal, *et al.*, 2018). Of late the landscape of research has been altered by social media, which enabled researchers to communicate their research output for wider public use. One of the most essential features of modern scientific life is social media presence, which is increasingly used for disseminating, diffusing and acquiring scientific knowledge (Ortega, 2015). In today's digital era, the reach and impact of scholarly articles go beyond traditional citation counts. Altmetric analysis offers a contemporary method to assess the visibility and engagement of research across various online platforms

such as social media, news media, blogs, etc. Unlike traditional metrics, Altmetrics provide real-time data on how research is shared, discussed, and utilized by both academic and broader public audiences. This approach is increasingly important for evaluating the wider influence and societal relevance of scholarly communication. Altmetrics are generally understood as metrics that assess scholarly impact based on online activity and engagement (Priem, 2014). According to Bornmann (2014), the term refers to web-based indicators that measure the influence of publications and other scholarly outputs using data from social media and other digital platforms. Similarly, National Information Standards Organization (NISO) (2016) defines altmetrics as a comprehensive concept encompassing the digital collection and use of various assessment methods derived from interactions among diverse stakeholders within the research ecosystem.

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Traditional metrics systems have primarily focused on journals and articles, often overlooking other significant research outputs such as datasets, blogs, presentations, and broader academic discourses. In contrast, Altmetrics evaluate impact at the individual article level through social media engagement and also consider a wide range of research outputs across digital platforms (Ikhlaiq ur Rehman et al., 2023)

2. Review of Literature

The combined body of research reflects a growing interest in using altmetrics to assess the broader impact of scholarly communication beyond traditional citation methods. Khatale and Raut (2024) analyzed the online visibility of articles published in the DESIDOC Journal of Library and Information Technology (DJLIT) between 2005 and 2020, revealing that only 4.71% had an Altmetric Attention Score (AAS), with Twitter and Wikipedia as the main platforms of engagement. Despite DJLIT's academic significance, the study found limited public interaction and recommended better integration of altmetrics to reflect wider influence. Similarly, Shimray and Nongsiej (2024) investigated the top 100 most-discussed articles of 2023, showing a dominance of COVID-19 topics and engagement driven by platforms like X (formerly Twitter), Mendeley, and news outlets. Their findings highlighted open-access publishing and collaborative authorship, while also noting a weak correlation between AAS and citation counts—emphasizing that altmetrics capture societal relevance which was not always evident in academic citations.

Banshal et al. (2018) examined the altmetric visibility of Indian research articles from 2016, particularly their presence on Research Gate, where 61% of Web of Science-indexed papers were also available. The study observed a weak correlation between reads and citations, pointing to the complementary nature of altmetrics in indicating early research attention. In a focused institutional study, Shrivastava and Mahajan (2017) assessed 173 Research Gate (RG) profiles from the University of Delhi's Department of Physics & Astrophysics, identifying strong correlations between RG Score and traditional impact indicators like citations and impact points, despite limited content uploads. Rehman et al. (2023) explored the top 100 articles with the highest AAS in 2020, revealing COVID-19 research dominance and widespread engagement across 'X' and other social platforms. Most of these articles were published in leading open-access journals like *Nature* and *Science*, often through international collaborations. The study underscored the importance of altmetrics in showcasing societal impact while cautioning about their limitations, such as data instability and potential for manipulation. Collectively, these studies affirm the growing significance of altmetrics in complementing traditional bibliometrics, capturing

dimensions of impact previously overlooked in scholarly assessment.

3. Objectives of the Study

1. To find out year-wise and country-wise count of articles published on the topic "Economics and Management" indexed in Web of Science from 2004-2024
2. To know Highly cited (Times cited >100) scholarly articles on the topic "Economics and Management" between 2004 and 2024.
3. To track Altmetric presence of articles on the topic "Economics and Management"
4. To know readers most preferred digital media platforms.
5. To identify Demographic details of Mendeley readers of articles on topic "Economics and Management"

4. Materials and Methods

The primary bibliographic data of scholarly articles related to the topic "Economics and Management" were retrieved from the Web of Science Core Collection on 2nd May 2025. The study covers publications from 2004 to 2024. A structured query was executed using specific field tags in the advanced search feature of Web of Science, which yielded a total of 348 bibliographic records. Among these, only 278 were classified as research articles, and of those, 251 included a DOI. To collect altmetric data, the DOIs of these 251 articles were searched using Altmetric Explorer—a free service offered by altmetric.com to librarians—which permits up to 50 identifiers per query. Accordingly, six separate searches were conducted to retrieve the secondary data. Out of the 251 articles, 123 (49%) were tracked by Altmetric.com, and among them, 28 articles (11.16%) had received an Altmetric Attention Score greater than 10. The details of these 28 articles were compiled and saved in an Excel file for further analysis.

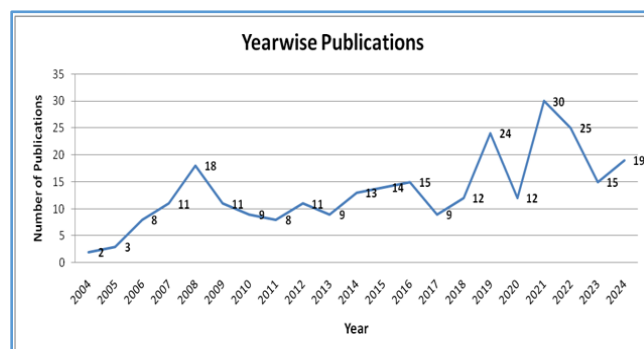


Figure 1: Year-wise distribution of publications on the topic "Economics and management"

Year wise distribution of articles on the topic "Economics and Management" between 2004 and 2024 is shown in the **Figure 1** figure 1. The trend starts with a small

production of merely 2 publications in 2004, with a slow but steady rise, touching 18 in 2008. This is an initial growth phase. Then, between 2009 and 2013, there was a see-saw of publications, between approximately 8 and 13, showing a phase of stagnation or relative stability. A gentle increase trend continued from 2014 to 2016, reaching its highest at 15 publications but was interrupted by a fall to 9 in 2017. A steep rise happened in 2019, with publications rising to 24, though this was followed by a fall to 12 in 2020. The most productive year was 2022, reaching its highest at 30 publications, indicating a high increase in research activity. But the subsequent years witnessed a dip, with figures falling to 25 in 2023 and then to 19 in 2024. Though there have been recent declines, the overall trend over the two decades indicates a positive growth pattern with occasional fluctuations.

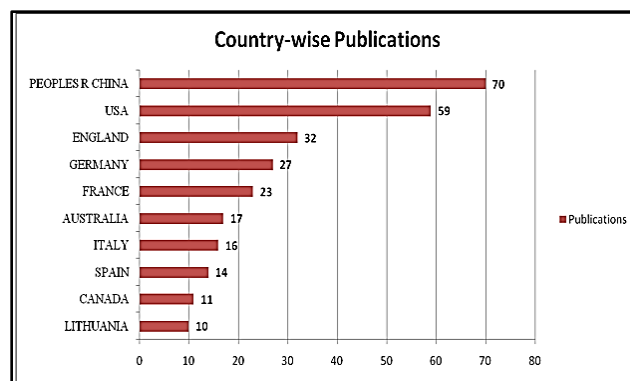


Figure 2: Top 10 prolific countries with total publications on the topic. Economics and management

Table 1: Highly cited (Times cited>100) scholarly articles on the topic “Economics and Management” from 2004 - 2024

Sr. No.	Article Title	Times Cited, WoS Core
1	Entrepreneurial finance and technology transfer	550
2	Comparative and International Corporate Governance	346
3	Measuring technological novelty with patent-based indicators	248
4	Weighing China's export basket: The domestic content and technology intensity of Chinese exports	208
5	Born to be green: new insights into the economics and management of green entrepreneurship	196
6	Thinking inside the box? Intellectual structure of the knowledge base of innovation research (1988-2008)	194
7	Trends in family business research	190
8	The Schumpeterian entrepreneur: a review of the empirical evidence on the antecedents, behaviour and consequences of innovative entrepreneurship	187
9	The good practices manifesto: Overcoming bad practices pervasive in current research in business	157
10	Action bias among elite soccer goalkeepers: The case of penalty kicks	142
11	Dynamic Games in the Economics and Management of Pollution	141
12	Incentives for CEOs with multitasks: Evidence from Chinese state-owned enterprises	130
13	Information and Communication Technology for Industrial Symbiosis	127
14	How does privatization work in China?	125
15	Leadership: What It Means, What It Does, and What We Want to Know About It	120
16	Health Systems Science Curricula in Undergraduate Medical Education: Identifying and Defining a Potential Curricular Framework	114
17	Declining discount rates: The long and the short of it	114
18	The Context of Entrepreneurial Judgment: Organizations, Markets, and Institutions	113
19	The health implications of social pensions: Evidence from China's new rural pension scheme	108
20	Glass ceiling or sticky floor? Examining the gender earnings differential across the earnings distribution in urban China, 1987-2004	101

Table 2: Top productive (≥ 3 publications) journals on the topic “Economics and Management”

Name of Journal	Publications
Journal of Comparative Economics	18
InzinerineEkonomika Engineering Economics	10
Sustainability	7
Research Policy	6
Ecological Economics	5
Scientometrics	5
Journal of Business Ethics	4
Environmental Resource Economics	3
European Management Review	3
Frontiers in Environmental Science	3
Higher Education	3

Journal of Business Research	3
Revista De Psicologia Del Deporte	3
Small Business Economics	3
Technological Forecasting and Social Change	3

Table 3: The list of 28 articles with authors and titles published on topic “Economics and Management” with Altmetric attention score is >10 tracked by Altmetric.

AN.	Altmetric Attention Score	Author	Title	Publication Year	Volume (Issue)
A1	420	Bar-Eli, M; Azar, OH; Ritov, I; Keidar-Levin, Y; Schein, G	Action bias among elite soccer goalkeepers: The case of penalty kicks	2007	28(5)
A2	66	Henderson, M; Shure, N; Adamecz-Völgyi, A	Moving on up: ‘first in family’ university graduates in England	2020	46(6)
A3	43	Walker, Ian; Zhu, Yu	Differences by degree: Evidence of the net financial rates of return to undergraduate study for England and Wales	2011	30(6)
A4	36	Foss, NJ; Klein, PG; Bjornskov, C	The Context of Entrepreneurial Judgment: Organizations, Markets, and Institutions	2019	56(6)
A5	35	Fenneman, J; Frankenhuis, WE; Todd, PM	In Which Environments Is Impulsive Behavior Adaptive? A Cross-Discipline Review and Integration of Formal Models	2022	148(7-8)
A6	29	Pirson, M	A Humanistic Perspective for Management Theory: Protecting Dignity and Promoting Well-Being	2017	159(1)
A7	28	Ong, D; Chan, HF; Torgler, B; Yang, Y	Collaboration incentives: Endogenous selection into single and coauthorships by surname initial in economics and management	2018	147
A8	26	Andreoli-Versbach, P; Mueller-Langer, F	Open access to data: An ideal professed but not practised	2014	43(9)
A9	24	Levi, M; Jackman, S; Rosenblum, N	Leadership: What It Means, What It Does, and What We Want to Know About It	2011	14
A10	23	Gonzalo, JD, et.al.	Health Systems Science Curricula in Undergraduate Medical Education	2017	92(1)
A11	19	Hoepner, AGF; Kant, B; Scholtens, B; Yu, PS	Environmental and ecological economics in the 21st century: An age adjusted citation analysis of the influential articles, journals, authors and institutions	2012	77
A12	19	Martinez-Alier, J	Mapping ecological distribution conflicts: The EJAtlas	2021	8(4)
A13	18	Jin, Y; Li, HB; Wu, BZ	Income inequality, consumption, and social-status seeking	2011	39(2)
A14	18	Lerner, J; Seru, A	The Use and Misuse of Patent Data: Issues for Finance and Beyond	2021	35(6)
A15	18	Lien, LB; Klein, PG	Can the Survivor Principle Survive Diversification?	2013	24(5)
A16	18	Walker, J. et.al.	The unintended consequences of the pandemic on non-pandemic research activities	2021	51(1)
A17	17	Li, HB; Meng, LS; Shi, XZ; Wu, BZ	Does attending elite colleges pay in China?	2012	40(1)
A18	14	Kang, LL; Peng, F; Zhu, Y	Returns to higher education subjects and tiers in China: evidence from the China Family Panel Studies	2019	46(8)
A19	14	Desmarchelier, B; Djellal, F; Gallouj, F	Innovation in libraries: A service-oriented perspective	2024	54(1)

A20	13	Demirel, P; Li, QC; Rentocchini, F; Tamvada, JP	Born to be green: new insights into the economics and management of green entrepreneurship	2017	52(4)
A21	13	Kube, R; Löschel, A; Mertens, H; Requate, T	Research trends in environmental and resource economics: Insights from four decades of JEEM	2018	92
A22	13	Goyanes, M; de-Marcos, L; Demeter, M; Toth, T; Jordá, B	Editorial board interlocking across the social sciences: Modelling the geographic, gender, and institutional representation within and between six academic fields	2022	17(9)
A23	13	Brewster, C; Fontinha, R; Haak-Saheem, W; Lamperti, F; Walker, J	Linking embeddedness to physical career mobility: How Brexit affected the preference of business, economics and management academics for leaving the UK	2023	52(9)
A24	12	Chi, W; Li, B	Glass ceiling or sticky floor? Examining the gender earnings differential across the earnings distribution in urban China, 1987–2004	2008	36(2)
A25	12	Verhoeven, D; Bakker, J; Veugelers, R	Measuring technological novelty with patent-based indicators	2016	45(3)
A26	12	Tshabangu, T; Salawu, A	Indigenous-language Media Research in Africa: Gains, Losses, Towards a New Research Agenda	2022	43(1)
A27	11	Block, JH; Fisch, CO; van Praag, M	The Schumpeterian entrepreneur: a review of the empirical evidence on the antecedents, behaviour and consequences of innovative entrepreneurship	2016	24(1)
A28	11	Sugimoto, K; Ota, K; Suzuki, S	Visitor Mobility and Spatial Structure in a Local Urban Tourism Destination: GPS Tracking and Network Analysis	2019	11(3)

(Source: Altmetric.com) A=Article

Table 4: Altmetric presence of articles on the topic Economics and Management

A. N.	Altmetric Attention Score	Total Mentions																			Number of Mendeley readers
		News	Blog	Policy	Patent	X	Peer review	Weibo	Facebook	Wikipedia	Google+	LinkedIn	Reddit	Pinterest	F1000	Q&A	Video	Clinical guidelines	Bluesky	Syllabi	
A1	420	31	6	0	0	231	0	0	0	1	3	0	0	0	0	0	0	0	0	0	272
A2	66	6	0	1	0	24	0	0	0	0	0	0	0	0	0	0	0	0	1	0	64
A3	43	0	5	6	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	140
A4	36	0	0	0	0	97	0	0	12	0	0	0	0	0	0	0	0	0	0	0	253
A5	35	0	1	0	0	40	0	0	0	0	0	0	0	0	0	0	0	0	0	0	35
A6	29	2	1	0	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	187
A7	28	0	1	1	0	23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	26
A8	26	0	1	1	0	19	0	0	1	0	0	0	0	0	0	0	0	0	0	0	254
A9	24	0	1	9	0	3	0	0	0	1	0	0	0	0	0	0	0	0	0	0	330
A10	23	0	0	0	0	36	0	0	1	2	0	0	0	0	0	0	0	0	0	0	203
A11	19	0	3	0	0	2	0	0	2	0	0	0	0	0	0	0	0	0	0	0	195
A12	19	0	1	1	0	11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	220
A13	18	0	1	3	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	119
A14	18	1	0	0	0	8	0	0	0	1	0	0	0	0	0	0	0	0	0	0	173
A15	18	0	2	0	0	4	0	0	1	0	0	0	0	0	0	0	0	0	0	0	106
A16	18	0	1	0	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	74
A17	17	0	2	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	81
A18	14	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	44
A19	14	0	2	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
A20	13	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	739
A21	13	0	0	0	0	18	0	0	0	1	0	0	0	0	0	0	0	0	0	0	157
A22	13	0	0	0	0	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	28
A23	13	2	0	0	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	63
A24	12	0	1	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	136
A25	12	0	0	4	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	427
A26	12	0	1	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	31
A27	11	0	0	1	0	13	0	0	1	0	0	0	0	0	0	0	0	0	0	0	834
A28	11	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	158
(Source: Altmetric.com) AN.= Article Number.																					

Top 10 prolific countries with total publications on the topic “Economics and Management” is revealed in Figure 2. China takes the lead with the highest count at 70 publications, followed by the USA with 59, a huge lead from other nations. England (32), Germany (27), and France (23) contribute moderately, while nations such as Australia, Italy, Spain, Canada, and Lithuania have relatively lower quantities, at 17 to 10. The statistics reveal a conspicuous clustering of

research output in some top countries, primarily China and the USA, with a sharp decline among the rest. **Table 1** shows the Highly cited (Times cited >100) scholarly articles on topic “Economics and Management” from 2004 – 2024. Between 2004 and 2024, a number of research articles in "Economics and Management" have had high citation rates (more than 100 citations), which testify to their scholarly influence. The best-cited paper is "Entrepreneurial finance and technology transfer" with 550 citations, followed by "Comparative and International Corporate Governance" (346) and "Measuring technological novelty with patent-based indicators" (248). Most of the best-cited papers address policy topics in terms of entrepreneurship, corporate governance, innovation, environmental management, and Chinese economic dynamics. Of particular interest, some of the papers address China-specific topics, testifying to the country's importance in global economic debates. In general, the list testifies to a lively interest in entrepreneurship, technological innovation, governance, and socio-economic systems, with a focus on applied, policy-oriented research.

In **Table 2** the Journal of Comparative Economics is the most prolific journal in the subject category of “Economics and Management”, with 18 publications followed by InzinerineEkonomika – Engineering Economics with 10 reflecting their strong interest in the subject category. Journals such as Sustainability (7), Research Policy (6), and Ecological Economics (5) reflect the increasing overlap of economics with environmental and innovation concerns. However, some other journals such as Journal of Business Ethics, Scientometrics, and Small Business Economics made three to five publications, reflecting a wide and interdisciplinary interest in economic and management studies. Overall, the results reflect an eclectic publishing culture with both field-specific and interdisciplinary journals actively publishing in the subject category.

Table 4 presents the Altmetric presence of articles related to the topic “Economics and Management.” Among the 276 scholarly articles indexed in the Web of Science, only 251 had a DOI. Of these, Altmetric tracked 123 research outputs (44.56%), with 107 articles (38.77%) receiving mentions. Notably, 28 articles (10.14%) achieved an Altmetric Attention Score greater than 10. Among these 28, five were published within the last two years of data collection—three in 2022, one in 2023, and one in 2024. The article titled “*Action Bias Among Elite Soccer Goalkeepers: The Case of Penalty Kicks*” received the highest Altmetric Attention Score of 420. Meanwhile, article A27, titled “*The Schumpeterian Entrepreneur: A Review of the Empirical Evidence on the Antecedents, Behaviour and Consequences of Innovative Entrepreneurship*,” published in 2016, had the highest number of Mendeley readers (834).

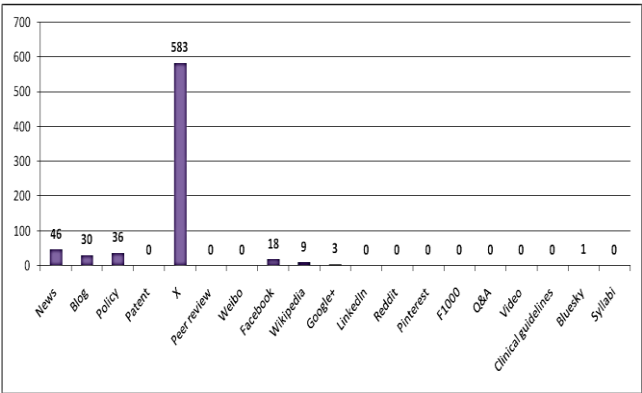


Figure 3: Most used digital media platforms by readers of the “Economics and Management” topic (Source: Altmetric.com)

The **Figure 4** and **Figure 3** the bar chart illustrates the most used digital media platforms by readers of the “Economics and Management” topic. The majority of mentions came from *X* platforms (583 mentions), significantly outpacing all other sources. News outlets (46), policy documents (36), and blogs (30) were the next most prominent sources. Social media platforms such as Face book (18), Wikipedia (9), and Google+ (3) contributed relatively few mentions. Other platforms—including Reddit, Pinterest, LinkedIn, and F1000—showed no activity. Minor activity was observed in Bluesky (1), while no mentions were recorded for patents, videos, Q&A sites, or syllabi.

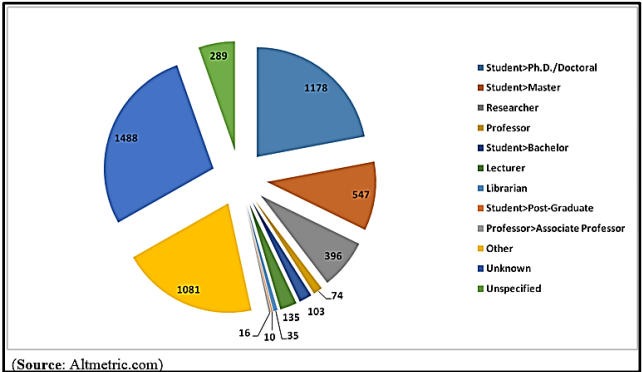


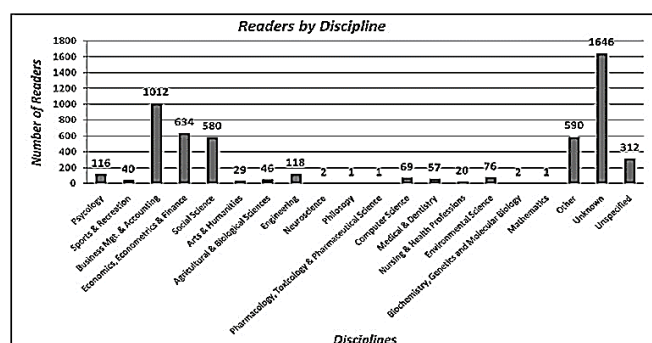
Figure 4: Demographic details of readers of the “Economics and management” topic

In **Table 5** and **Figure 4**, the demographic analysis of active readers of articles on “Economics and Management” shows a predominantly student-driven and academically diverse readership. *Ph.D./Doctoral students* account for the largest identifiable group (22.01%), followed by *Master’s students* (10.22%) and *Researchers* (7.40%). While *Professors*, *Lecturers*, and *Bachelor’s students* contribute smaller shares (ranging from 1.38% to 2.52%), categories like *Librarians*, *Post-Graduate students*, and *Associate Professors* show minimal engagement. Notably, a significant portion of readers falls under *Unknown* (27.80%) and *Other* (20.20%), indicating that nearly half of the readership lacks clear categorization.

Table 5: Demographic details of readers of articles on the topic “Economics and management”

A No.	Student>Ph.D./Doctoral	Student>Master	Researcher	Professor	Student>Bachelor	Lecturer	Librarian	Student>Post-Graduate	Professor>Associate Professor	Other	Unknown	Unspecified	Total
A1	56	38	35	25	17	0	0	0	0	54	47	0	272
A2	0	9	5	0	4	6	0	0	0	13	20	7	64
A3	29	14	18	0	12	11	0	0	0	31	25	0	140
A4	63	26	0	0	0	21	0	0	0	65	60	18	253
A5	5	2	3	0	3	0	0	0	0	1	14	7	35
A6	52	19	13	0	9	0	0	0	0	36	58	0	187
A7	6	3	0	3	2	0	0	0	0	5	7	0	26
A8	53	32	25	0	0	0	33	0	0	93	18	0	254
A9	116	45	24	0	17	0	0	0	0	65	63	0	330
A10	36	20	18	15	0	0	0	0	0	58	56	0	203
A11	57	28	29	0	16	0	0	0	0	45	20	0	195
A12	24	19	21	0	0	15	0	0	0	36	80	25	220
A13	24	14	11	0	7	0	0	10	0	28	25	0	119
A14	49	14	11	0	0	0	0	0	0	32	55	12	173
A15	42	0	0	8	0	0	0	0	11	15	15	15	106
A16	9	3	7	0	0	0	0	0	5	10	40	0	74
A17	28	5	6	0	6	0	0	0	0	19	17	0	81
A18	9	3	0	4	0	4	0	0	0	6	13	5	44
A19	1	1	0	0	0	0	0	0	0	0	1	0	3
A20	70	51	32	0	0	53	0	0	0	127	306	100	739
A21	37	19	14	0	0	0	0	0	0	35	44	8	157
A22	2	2	0	0	0	0	2	0	0	9	10	3	28
A23	15	0	4	0	0	4	0	0	0	10	16	14	63
A24	31	12	7	0	0	8	0	0	0	29	43	6	136
A25	137	49	56	19	0	0	0	0	0	70	96	0	427
A26	2	3	0	0	2	3	0	0	0	1	16	4	31
A27	204	103	57	0	0	0	0	0	0	162	262	46	834
A28	21	13	0	0	8	10	0	0	0	26	61	19	158
Total	1178	547	396	74	103	135	35	10	16	1081	1488	289	5352
(Source: Altmetric.com)													

This suggests widespread interest across academic levels, but also highlights gaps in user identification.



(Source: Altmetric.com)

Figure 5: Details of readers by discipline

The "Readers by Discipline" **Figure 5** clearly indicates that the majority of readers of articles on the "Economics and Management" topic are from academically related disciplines. The majority of the readers are from Business Management & Accounting (1,012), Economics, Econometrics & Finance (634), and Social Science (580), reflecting strong interest from directly related disciplines. Other significant groups are Engineering (118), Psychology (116), and Environmental Science (76), reflecting cross-disciplinary interest. Majority of the readers fall in the group of Unknown (1,646), Other (590), and Unspecified (312), collectively making a significant portion of the data. This reflects both general interest from across disciplines and some restriction in the classification or reporting of readers by discipline.

5. Conclusion

Bibliometric and altmetric examination of the topic "Economics and Management" for the period 2004–2024 captures dominant trends in research activity, geographical distribution, publication impact, and public attention. Overall publication trend indicates improving trend with fluctuation, depicting ongoing and increasing academic interest in the topic. China and the USA lead the research output, reaffirming their dominant position in economic research globally. Highly cited publications focus on topics like entrepreneurship, innovation, corporate governance, and environmental economics, setting high priority on applied and policy-related research. Journal names such as Journal of Comparative Economics and Inzinerine Ekonomika – Engineering Economics were the most desired publication outlets, and interdisciplinary journals began to develop greater interest in the field. Altmetric data indicate that few articles experienced high levels of public interest, with only 10.14% of them surpassing an Altmetric Attention Score of 10. Of those, the paper "Action bias among elite soccer goalkeepers" recorded the highest attention score, demonstrating the appeal of behavioral economics topic content to wider audiences.

The field "Economics and Management" describes a dynamic and evolving research landscape with increasing global contribution, interdisciplinary, and prudent public visibility. While traditional bibliometric measures of academic influence take center stage, altmetric data highlights the importance of public and media engagement in defining research influence beyond the academy.

Altmetrics is significant in quantifying academic and societal learning by tracking the influence of knowledge shared through online media outlets. It is significant that scholars comprehend and utilize Altmetrics in research dissemination and evaluation. Because of its multifaceted use, it is critical to examine this approach to quantify research impact on academia and society in general.

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7. Conflict of Interest

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