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Mapping the Evolution of Digital Economy Business Models: A Decade of Insights through Bibliometric Analysis

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Abstract

This study maps the evolution of research on digital economy business models over the past decade using bibliometric methods. Drawing on 226 articles retrieved from the Web of Science Core Collection (2013–2022), CiteSpace software was employed to visualize co-authorship, institutional networks, high-frequency and burst keywords, clusters, and co-citation patterns. The analysis reveals rapid growth of scholarship since 2018, yet highlights fragmented collaboration networks and limited integration across disciplines. Research hotspots such as digital transformation, platform innovation, and the sharing economy dominate the field, while emerging themes including artificial intelligence, circular economy, and digital entrepreneurship illustrate its expanding scope. Despite significant progress, the field remains in an exploratory stage, lacking a cohesive theoretical core. The study contributes by refining the intellectual map of digital economy business model research, identifying gaps, and outlining future directions for building integrated frameworks that link theory, innovation, and governance.

Keywords: Digital economy, Platform economy, Business model innovation, Bibliometric analysis, CiteSpace

Evidence for Practice

- Strengthen collaboration networks: Weak author and institutional linkages hinder theoretical integration. Building stronger interdisciplinary and international collaborations is essential for advancing digital economy business model research.
- Leverage emerging technologies: Artificial intelligence, big data, and blockchain represent key drivers of business model innovation. Firms and policymakers should prioritize these technologies to enhance value creation and competitiveness.
- Promote adaptive governance: The volatility of research hotspots underscores the need for flexible and

forward-looking regulatory frameworks that can accommodate rapid technological change while ensuring sustainable growth.

The digital economy, driven by technologies such as cloud computing, big data, and the Internet of Things, has fundamentally reshaped traditional business models. Since the concept was first introduced in 1997, it has evolved into what is now widely known as the platform economy, characterized by networked technologies that facilitate new forms of economic and business activity (Negroponte et al., 1997; Catalini, 2017). This transformation enables firms to innovate, expand services, and enhance consumer engagement, while platforms increasingly control key resources such as data, transactions, and market participants (Ju et al., 2016; Wang et al., 2016).

A business model defines how firms position themselves in markets by integrating strategy, operations, and economic logic to secure competitive advantage (Morris et al., 2001). As a dynamic system, it evolves over time, influencing cross-border interactions and long-term growth (Mayo & Brown, 1999). Yet despite the rapid expansion of the platform economy, research still lacks a systematic framework to capture its ongoing shifts.

Recent years have witnessed rapid growth in the digital economy, accompanied by a sharp rise in academic output. As summarized in **Table 1**, publications in the Web of Science Core Collection increased from only 21 articles in 2000 to more than 1,500 in 2021, with the most pronounced surge occurring after 2017. This expansion reflects the growing importance of digital transformation and its impact on business practices. In addition, the disciplinary distribution of this research is highly diverse. As illustrated in **Figure 1**, the top ten research areas most closely associated with the digital economy and business models span management, economics, information science, engineering, and other fields, underscoring the interdisciplinary nature of this emerging domain.

This study addresses the need for a systematic overview by conducting a bibliometric analysis of research on digital and platform-based business models. Using Web of Science (WoS) data from 2000–2022, it maps key trends, research hotspots, and emerging directions through CiteSpace visualization. By quantitatively analyzing 210,888 relevant articles—including 7,051 on the digital economy alone and 147 that explicitly link the digital and platform economy—this study provides a comprehensive overview of the field. The findings aim to refine theoretical frameworks, bridge disciplinary gaps, and offer practical insights into business model transformation in the digital economy.

Theory Research design

Research methodology

This study employs **bibliometric analysis** to investigate the development of business models in the digital economy.

Bibliometrics quantitatively examines academic literature to identify research trends, hotspots, and the intellectual structure of a field. For this purpose, we use **CiteSpace V.6.1.R3 Advanced Edition**, a widely applied tool for co-citation analysis and network visualization developed by Chaomei Chen at Drexel University (Chen et al., 2015). CiteSpace enables the detection of key research areas, emerging themes, and relationships across topics, and its visualizations help trace the evolution of research discourse (Chen, 2012; Chen, 2014).

The bibliometric analysis follows a structured process. First, relevant literature is selected according to research objectives and field boundaries. Second, targeted searches are conducted using defined terms and filters to retrieve the most pertinent articles. Third, the retrieved data are processed and cleaned with reference management software before being imported into CiteSpace. Finally, the analysis evaluates scientific output through citations, journals, and keywords, and then applies co-citation network analysis to identify influential authors and core journals (Costa et al., 2019).

Through this approach, CiteSpace provides a comprehensive view of the global research landscape on digital economy business models. By mapping collaboration networks, institutional linkages, and keyword clusters, the analysis highlights both established and emerging areas of inquiry, reveals gaps in existing literature, and offers insights for predicting future developments.

Data collection

The data for this study were retrieved from the **Web of Science (WoS) Core Collection** on October 31, 2022. The search targeted articles related to the digital economy and business models, using the keywords *"platform economy" OR "digital economy" AND "business model" OR "business models"* in the title, abstract, and author keywords. To ensure relevance and comparability, the document types were restricted to "Article" and "Review Article," and the publication period was set from January 2013 to December 2022. After the initial retrieval, irrelevant records (e.g., those focusing solely on IT innovations without economic implications) were manually excluded, and duplicates were removed using EndNote.

The WoS database was selected over Scopus because it provides broader coverage of core journals in social sciences and management, and its data are more compatible with CiteSpace, ensuring reproducibility and consistency. The final dataset comprised **226 articles**, which were imported into CiteSpace for analysis.

The time frame of **2013–2022** was chosen to capture the period of rapid expansion in both the digital economy and business model research. The keywords reflect the study's central focus on the evolution of business models in the digital and platform economy, ensuring coverage of both foundational and recent work.

In CiteSpace, the data were processed with **time slicing at one-year intervals** to capture annual developments. The **g-index** was applied to scale the networks, selecting the top 50 most-cited items from each slice to highlight high-impact research. Key network metrics—including node count (N), number of connections (E), density, and modularity—were

then calculated to assess the structural properties and developmental trends of the research landscape.

The Descriptive statistical analysis of publications on the platform economy's business model

Overall annual growth analysis

The annual growth of research on digital economy business models provides important insights into the evolution of academic interest and emerging trends. **Figure 2** illustrates publication patterns from 2013 to 2022, showing a sharp surge in output beginning in 2018.

This rapid increase can be attributed to multiple factors. The proliferation of the Internet, the widespread adoption of smartphones, and continuous advances in digital technologies expanded global engagement with the digital economy and its business models. The **COVID-19 pandemic** further acted as a catalyst, accelerating digital adoption across commerce and society. Social distancing and lockdowns intensified online shopping, digital communication, and mobile payment use, thereby stimulating research attention to digital business models (WTO, 2020). According to the *Cisco Annual Internet Report* (Cisco, 2020), 3.9 billion people were online in 2020, with global Internet penetration projected to reach nearly 67% by 2023.

This upward trajectory highlights both the **academic significance** and **practical relevance** of studying digital economy business models. It also underscores how global events—particularly technological change and the pandemic—reshape research priorities, offering critical reference points for future studies on digital transformation and business model innovation.

Influential co-authorship and co-institutions network analysis

Collaboration among authors and institutions provides critical insights into the intellectual structure and dynamics of research on digital economy business models. **Figure 3** visualizes the co-authorship and co-institution networks, where nodes represent authors or institutions, node size reflects publication volume, and links denote collaborative ties. The overall network density of 0.0071 indicates a relatively fragmented collaborative environment (Li, 2015), suggesting limited integration among researchers and institutions in this field.

Several influential scholars stand out in the co-authorship network. For example, **Li (2020a, 2020b)** has made significant contributions to understanding how digital technologies drive business model innovation in creative industries, with his work on iterative experimentation and sustainable competitive advantage receiving notable citations. **Romanova (2018a, 2018b)** has analyzed the digital economy's evolution in Russia and advanced economies, emphasizing the role of industrial policy and new business models in economic and social progress. **Kuebart (2019)** and **Kuebart and Ibert (2019)** highlight how digital platforms enable geographic and knowledge-sharing flexibility, fostering diversified

business models and strengthening entrepreneurial ecosystems. Similarly, **De Massis and Miroshnychenko** explore absorptive capacity and strategic flexibility in SMEs in Italy and Germany, demonstrating how dynamic capabilities mediate the effects of organizational factors, such as family ownership, on business model innovation (Miroshnychenko et al., 2021; Soluk et al., 2021).

Institutional collaboration remains equally limited. Applying **Price's Law (1976)**, 19 core institutions with at least two publications were identified. The **State University of Management (Moscow)** leads with five articles, followed by **Aalto University School of Business (Finland)** and the **International Institute for Applied Systems Analysis (Austria)** with three each. Together, these institutions contributed only 44 articles—just 19.5% of the total—far below the 50% threshold typical of mature fields. Moreover, citation counts for these institutions' publications remained under 100, underscoring their limited impact and collaborative influence.

Overall, the analysis highlights substantial gaps in co-authorship and institutional networks. While several prominent authors and institutions contribute to the field, the absence of a cohesive research community and established collaborative frameworks constrains intellectual integration. Strengthening inter-institutional partnerships, fostering interdisciplinary collaborations, and building on the contributions of leading scholars and institutions are essential steps toward developing a more cohesive and impactful research field.

Research hotspots analysis

Keywords serve as critical indicators of research hotspots and frontiers (Yan et al., 2014). By analyzing keyword co-occurrence in the WoS database, this study identifies the core themes and evolving trends in digital economy business model research. Using CiteSpace, a co-occurrence network was constructed with 221 nodes (N=221), 401 connections (E=401), and a density of 0.0165. The resulting knowledge map is presented in **Figure 4**, while **Table 3** summarizes the most frequent keywords and their metrics. To improve clarity, generic terms such as *"digital economy"* and *"business model"* were excluded.

Betweenness centrality, adapted from social network analysis, was applied to evaluate the importance of keywords in connecting different research themes (Freeman, 1977; Gilsing et al., 2008). A higher centrality score indicates stronger bridging potential.

As shown in **Table 3**, frequently occurring keywords include *"Innovation"* (27), *"Digital Transformation"* (24), and *"Technology"* (18), underscoring the field's focus on leveraging digital advances to reshape business practices. Other prominent terms—*"Sharing Economy"* (16), *"Digital Platform"* (15), and *"Management"* (15)—highlight collaborative and technology-driven strategies in organizational models. Keywords such as *"Performance"* (14) and *"Strategy"* (13) further reflect attention to outcomes and strategic alignment.

Centrality values reveal additional insights. *"Big Data"* (0.50), *"Two-Sided Market"* (0.36), and *"Corporate Social*

Responsibility" (0.35) exhibit high centrality, bridging otherwise distinct research areas. Similarly, *"Business Model Innovation"* (0.32), *"Performance"* (0.31), and *"Sharing Economy"* (0.28) function as connectors, facilitating interdisciplinary dialogue. Citation bursts also signal emerging priorities, with *"Big Data"* and *"Digital Transformation"* gaining prominence as drivers of innovative business models.

Overall, the findings reveal diverse but weakly systematized research hotspots. While *"Innovation," "Performance,"* and *"Digital Transformation"* dominate the field, opportunities remain to integrate emerging topics such as *"Big Data"* and *"Corporate Social Responsibility."* Future studies should explore how these themes intersect to shape sustainable and competitive digital business models.

The co-citation analysis of research on the platform economy's business model

Analysis of co-cited authors

Co-cited author analysis helps identify influential scholars and uncover the intellectual structure of a research field (Hu et al., 2013). Co-citation occurs when two authors are cited together, with node size representing citation frequency and link strength indicating co-citation intensity (Su et al., 2021). Link colors further reveal the timing of co-citation emergence (Chen, 2012).

In this study, CiteSpace was configured with the Node Type set to "Cited Author" (parameters: LRF=3.0, L/N=10, LBY=5, e=1.0). The network was pruned using the pathfinder algorithm, producing a map with 333 nodes, 751 connections, and a density of 0.0136 (see **Figure 5**).

The most frequently cited authors are **Teece DJ** (33 citations), **Parker GG** (28), **Zott C** (26), **Amit R** (23), and **Rochet JC** (22). Their contributions span dynamic capabilities and business model innovation (Teece), platform ecosystems (Parker), and two-sided market theory (Rochet). Centrality scores further highlight integrative scholars: **Eisenhardt KM** (0.41), **Breidbach CF** (0.32), **Parker GG** (0.29), **Nambisan S** (0.23), and **Casadesus-Masanell R** (0.20). These authors serve as bridges linking management, economics, and technology perspectives.

Emerging trends were revealed through citation burst and Sigma analyses. **Benkler Y (2015)** exhibited the strongest citation burst (2.40, 2015–2018), reflecting the influence of his work on collaborative economies and digital platforms. His Sigma score of 1.51 underscores the transformative character of this research, indicating both structural and temporal impact.

Overall, the results highlight the interdisciplinary nature of digital economy business model research. Foundational scholars such as Teece and Parker have established the theoretical base, while emerging voices like Benkler point to new directions in innovation and collaboration. Strengthening author networks and promoting cross-disciplinary

engagement will be vital for advancing both theoretical and practical insights in this field.

Cluster analysis of keywords in articles

To identify innovation points and examine the framework of business models in the digital economy, a **keyword clustering analysis** was conducted using WoS data in CiteSpace. The node type was set to *"Keywords"*, the pathfinder algorithm was applied, and the Log-Likelihood Ratio (LLR) method was used for clustering. Reliability and quality were assessed through **Modularity (Q)** and **Mean Silhouette (S)** metrics: values of $Q > 0.3$ indicate significant cluster structures, while S values approaching 1 suggest high internal consistency (Chen, 2014).

The analysis produced a network of 211 nodes and 401 connections, with a density of 0.0165. The results ($Q = 0.7972$, $S = 0.9391$) confirm that the clusters are both reliable and well-structured. Each cluster was named after the keyword with the highest LLR score, as summarized in **Table 4**. The findings reveal distinct research trends and thematic developments in digital economy business models.

The **"Sharing Economy" cluster** (Cluster 0, Silhouette = 0.859) includes terms such as *"platform capitalism"* and *"collaborative consumption,"* extending platform and multi-sided market theories with innovations in value creation and distribution. Real-world cases like Airbnb and Uber exemplify how sharing economy models reshape industries and consumer behavior (Hamari et al., 2016). The **"Digital Business Model" cluster** (Cluster 2, Silhouette = 0.976) highlights concepts such as *"multi-sided platforms"* and *"sensitivity analysis,"* emphasizing the transformative role of digital technologies in business model innovation, particularly in e-commerce, fintech, and online education.

Overall, the clustering results reveal three main directions:

1. **Theoretical foundations** – including sharing economy and platform models;
2. **Innovation-driven themes** – such as dynamic capabilities, technological innovation, and analytical models;
3. **Applications and governance** – covering consumer protection, customization, advertising, competition law, and cybersecurity.

Emerging areas such as **artificial intelligence, circular economy, digital entrepreneurship,** and even **low-earth orbit satellites** highlight the expanding interdisciplinary scope of the field, bridging economics, technology, and management. These results provide a comprehensive overview of the research landscape, underscoring both established theories and emerging frontiers. They also point to opportunities for future exploration in sustainability, governance frameworks, and advanced technologies, paving the way for continued innovation in digital economy business models.

Analysis of references with keywords bursts

Burst detection is a useful method for identifying keywords and articles that attract sudden attention from the academic

community within specific periods (Zhou et al., 2018). The strength of a burst reflects the intensity of growth, while its duration indicates how long a topic remains influential. High-intensity bursts often signal the research frontiers of a field (Wang & Cheng, 2022).

Using CiteSpace, this study constructed keyword and citation emergence maps to identify frontier research in digital economy business models. In these maps, "Strength" denotes the intensity of a burst, while "Begin" and "End" mark its time span. Red bars indicate active phases of a keyword, while blue bars show the broader research timeline. Between 2013 and 2022, ten keywords exhibited notable bursts (**Figure 8**).

The keyword *"industry"* (intensity 1.29, 2013–2015) reflected early discussions of industrial trends and challenges such as privacy and copyright. In 2017–2018, the *"sharing economy"* emerged, highlighting research on collaborative consumption, value acquisition, and platform-based business model innovation. The strongest burst was *"digital technology"* (intensity 2.56, 2019–2020), emphasizing the transformative role of cloud computing, artificial intelligence, and the Internet of Things (IoT) in driving business model innovation. During this period, the COVID-19 pandemic further accelerated digital adoption, spurring e-commerce, online education, and remote work. From 2021 to 2022, keywords such as *"digital platform"* (1.48), *"social media"* (1.27), and *"information technology"* (1.27) underscored the growing influence of platforms and digital communication in shaping business practices. However, the short duration of these bursts suggests that research hotspots remain volatile and lack long-term stability.

The emergence and decline of hotspots are closely tied to technological advances, economic conditions, and policy frameworks. Variations in national strategies—such as China's *"New Infrastructure"* initiative or the European Union's *Digital Markets Act*—often act as catalysts, triggering short-term surges of academic interest that quickly evolve into new themes. This volatility reflects both the rapid pace of technological change and the exploratory stage of this research domain.

From a disciplinary perspective, digital economy business model research remains immature. The fragmented co-authorship and institutional networks, coupled with weak theoretical consolidation, suggest that the field is still in an expansionary phase, consistent with Price's Law. As a result, research topics often emerge abruptly in response to external stimuli but struggle to achieve long-term continuity or theoretical accumulation.

Analysis the timelines of co-citation clusters

A timeline analysis of co-cited documents provides insights into the evolution of research hotspots and directions in digital economy business model studies. Using WoS data imported into CiteSpace, the analysis generated 297 nodes and 916 connections, with a network density of 0.0208. The timeline visualization from 2013 to 2022 is presented in **Figure 8**.

In the timeline map, each node represents a cited document, with size reflecting citation frequency. Red rings highlight

emerging references, while horizontal lines represent clusters. A total of 42 clusters were identified, of which six major clusters are particularly influential: **#0 digital platform, #1 family influence, #2 cultural heritage, #3 internalization theory, #4 personal information,** and **#5 corporate financialization perspective**.

- **Cluster #0 "Digital Platform"** (37 members, silhouette = 0.857) is the largest cluster. It includes Täuscher and Laudien's (2018) *Understanding Platform Business Models: A Mixed-Methods Study of Marketplaces*, which develops a taxonomy of platform business models and emphasizes the absence of a universal framework for value creation, delivery, and capture.

- **Cluster #1 "Family Influence"** (34 members, silhouette = 0.96) features Soluk et al. (2021), *Family Influence and Digital Business Model Innovation*, which demonstrates how dynamic capabilities mediate the relationship between family ownership and business model innovation, moderated by environmental vitality.

- **Cluster #2 "Cultural Heritage"** (33 members, silhouette = 0.88) is represented by Russo-Spena et al. (2022), *A Digital Business Model: An Illustrated Framework from the Cultural Heritage Business*. This study identifies value orchestration, customer experience design, and value sharing as key modules for digital transformation in cultural heritage.

Together, these clusters illustrate the breadth of research in digital economy business models, spanning platform theories, family business dynamics, and sector-specific applications. The timeline analysis highlights both the diversity and dynamism of the field: emerging themes and influential works continuously shape its development. By engaging with these clusters, researchers can identify gaps, extend existing frameworks, and explore interdisciplinary opportunities to advance the study of digital business models.

Expectation and conclusion on the frontier of digital economy's business model

This study employed CiteSpace to visualize and analyze the knowledge structure of digital economy business model research in the WoS database over the past decade. By examining co-authorship networks, institutional linkages, high-frequency and burst keywords, clustering, and co-citation patterns, it offers a comprehensive overview of the field, highlights emerging trends, and identifies research gaps.

First, although research on the digital economy and business models has grown rapidly, integration between the two domains remains limited. Unlike established frameworks in dynamic capabilities and platform ecosystems (Teece, 2018), this field lacks cohesive author and institutional networks, constraining interdisciplinary collaboration. Nonetheless, the expansion of digital economy research presents opportunities to bridge these gaps.

Second, the analysis reveals dynamic but fragmented hotspots—including platform innovation, governance, and digital

transformation. In contrast to the more consolidated field of business model innovation (Zott et al., 2011), this trajectory reflects the volatility of technological change (Guan & Guo, 2021). Longitudinal and integrative approaches are therefore needed to consolidate scattered findings.

Third, current hotspots span theoretical, practical, and governance dimensions. These results echo Soluk et al. (2021), who emphasize dynamic capabilities as a bridge between theory and practice. Yet the absence of consistent evaluation systems and methodological rigor limits broader applicability, underscoring the need for methodological innovation and interdisciplinary approaches.

This study makes both theoretical and practical contributions. Theoretically, by mapping fragmented networks and volatile hotspots, it empirically supports Teece's (2018) dynamic capability framework, showing that firms and scholarly communities must continuously reconfigure resources under uncertainty. It also extends Amit and Zott's (2001) model by demonstrating how multi-sided platforms and the sharing economy generate co-created value. Practically, the findings suggest that SMEs should enhance absorptive capacity and strategic flexibility to adapt to evolving platform ecosystems, while regulators should adopt forward-looking and adaptive frameworks to balance innovation with stability.

Limitations remain. Restricting data to WoS may exclude relevant non-English or non-indexed studies, and bibliometric analysis cannot fully capture the qualitative depth of research. Future work could combine bibliometrics with systematic reviews or case studies to generate richer insights.

Looking ahead, three research frontiers stand out:

1. Developing unified, cross-disciplinary frameworks integrating dynamic capabilities, value creation, and governance mechanisms to overcome current fragmentation.
2. Examining how emerging technologies—such as artificial intelligence and blockchain—reshape value creation processes within platform and sharing economies.
3. Investigating the role of policies and governance regimes in shaping the sustainability of digital economy business models, with particular attention to regulatory diversity across regions.

By addressing these issues, future research can provide deeper theoretical contributions and more actionable guidance for advancing digital economy business models.

Tables and Figures

[Table 1 WoS publications over time]

Year	WoS Publications	Year	WoS Publications
2000	21	**2011**	233
2001	39	**2012**	263
2002	36	**2013**	348
2003	35	**2014**	330
2004	38	**2015**	398
2005	45	**2016**	424
2006	25	**2017**	570
2007	32	**2018**	700
2008	68	**2019**	908
2009	136	**2020**	1117
2010	187	**2021**	1548

[Table 2 High frequency keywords of digital economy's business model]

No.	Count	Betweenness Centrality	Year (first occurrence)	Keywords
1	27	0.07	2018	Innovation
2	24	0.16	2018	Digital Transformation
3	18	0	2018	Technology
4	16	0.28	2017	Sharing Economy
5	15	0.03	2017	Digital Platform
6	15	0.26	2018	Management
7	14	0.31	2018	Performance
8	13	0.26	2018	Strategy
9	12	0.17	2019	Impact
10	11	0.15	2018	Value creation

[Table 3 The cluster analysis by keywords]

Cluster ID	Size	Silhouette	Label (LLR)
0	26	0.859	sharing economy, platform economy, collaborative consumption, platform capitalism, business models
1	23	0.991	competition law, big data, industrial policy, digital economy, platform economy
2	22	0.976	digital transformation, multi-sided platforms, canvas business model,

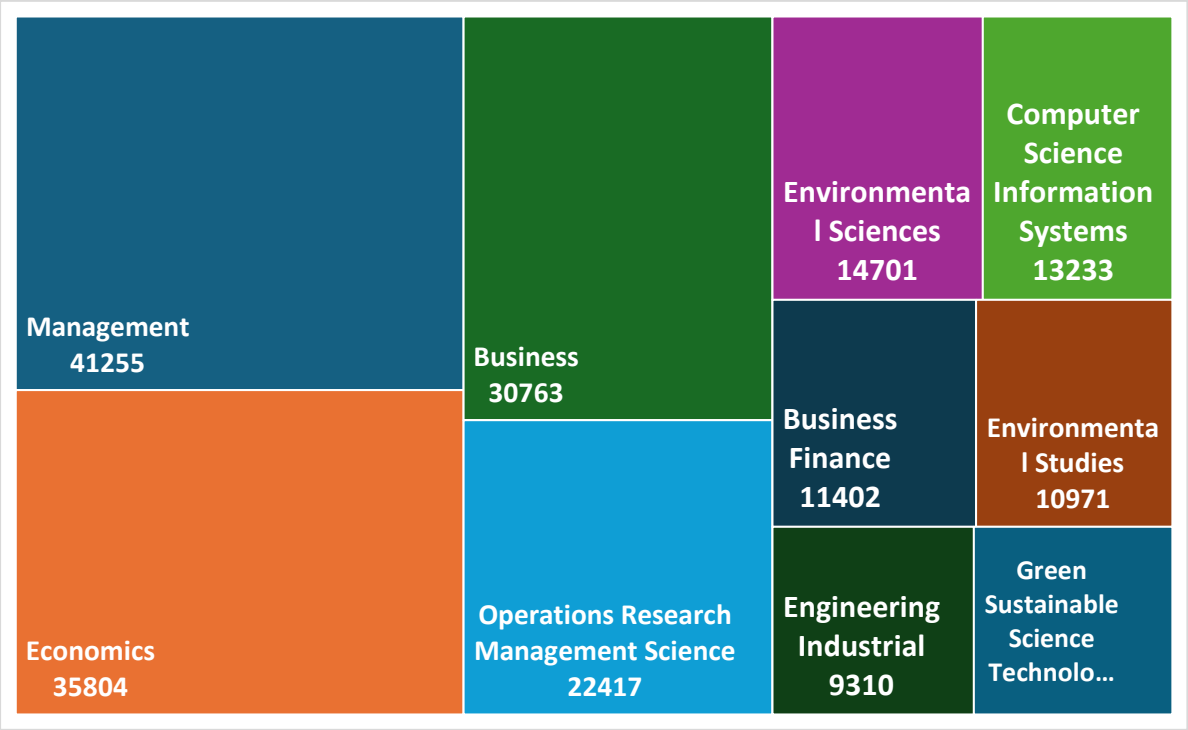
			sensitivity analysis, social inequality
3	22	0.943	consumer protection, segmentation, field, advertising, customization
4	20	0.885	multicriteria decision making (mcdm), degrowth, trust, models of innovation, analytical hierarchy process (ahp)
5	18	0.923	business, dynamic capabilities, technological innovation, analytical models, 6g mobile communication
6	17	0.95	management, innovation insight, economy, standards, policy
7	14	0.971	artificial intelligence, receiver optimisation, low earth orbit satellites, circular economy, satellite broadcasting,
8	11	0.965	arms length principle, demand-side view, video games, digital economy, digital media
9	11	0.937	digital entrepreneurship, bibliometric analysis, small business, home-based business, nascent entrepreneur
10	10	0.908	information technology, outcomes, legitimacy theory cybersecurity framework, access control
11	8	0.978	multi-sided platform mnes, knowledge brokers, emerging markets, firm-specific advantage, entrepreneurial ecosystems
12	7	1	digital business models, corporate tax residence, tax avoidance, digital enterprises, network effects

[Table 4 Summary of the largest 7 clusters of co-cited literature]

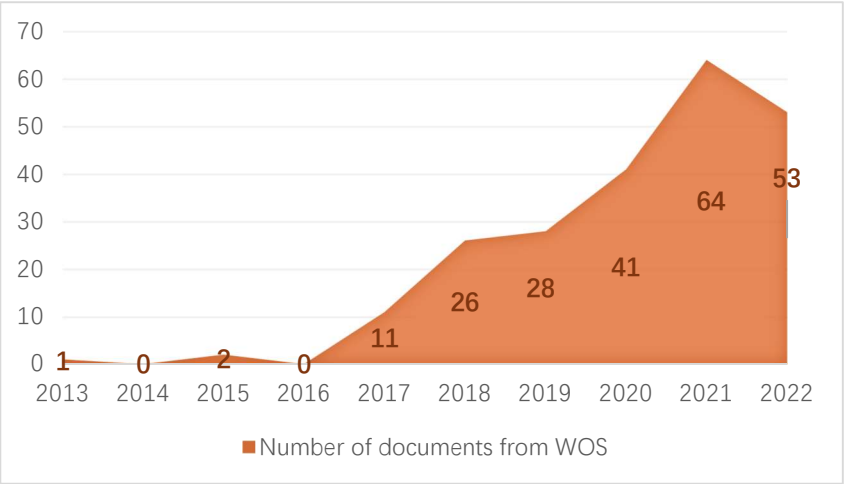
Cluster ID	Size	Silhouette	Label (LSI)	Label (LLR)	Label (MI)	Average Year
0	37	0.857	digital platform	digital platform	future scenario (0.44)	2015
1	34	0.96	dynamic capabilities	family influence	radical reform	2018
2	33	0.88	cultural heritage business	cultural heritage	resource	2019
3	31	0.954	multi-sided platform mne	internalization theory	radical reform	2016
4	26	1	personal information	personal information	digital platform	2010

5	16	0.971	big tech	corporate financialization perspective	maussian bargain	2018

[Figure 1 Top 10 research areas related to the digital economy and business model]



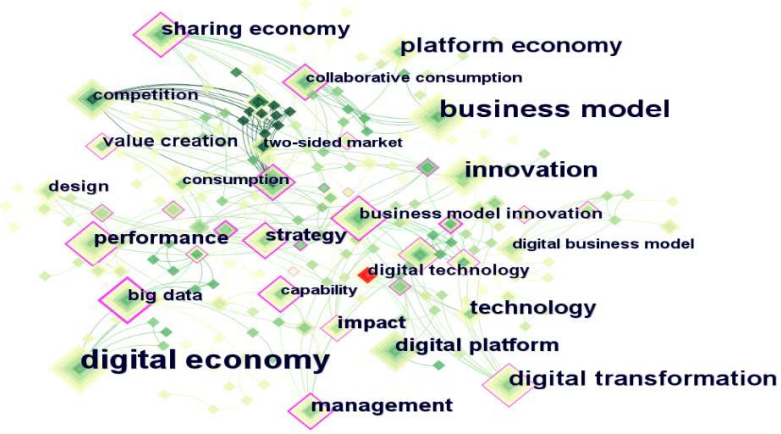
[Figure 2 Number of documents from the WoS from 2013 to 2022]



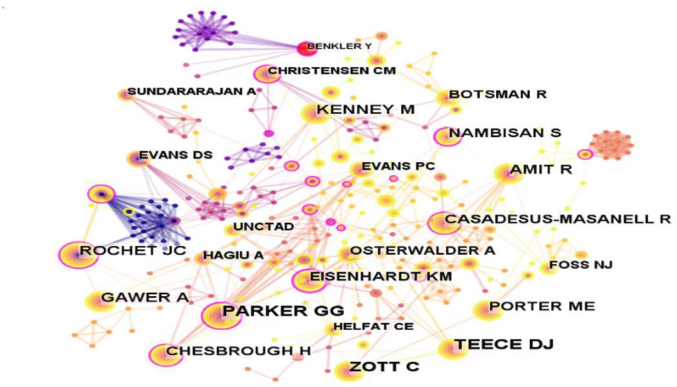
[Figure 3 Influential co-authors network and co-author institutions network]



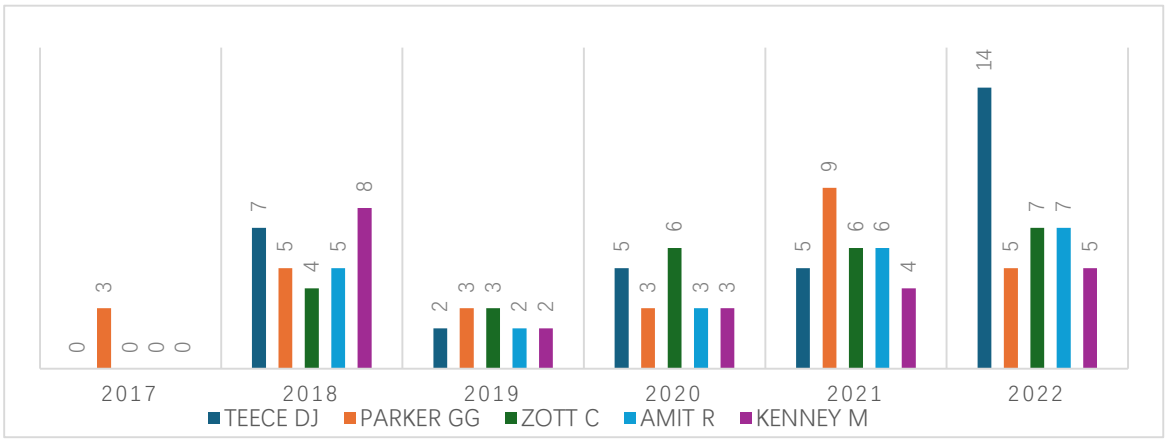
[Figure 4 Co-occurrence map of keywords]



[Figure 5 Co-citation author network]



[Figure 6 Top co-citation authors in WoS by year]

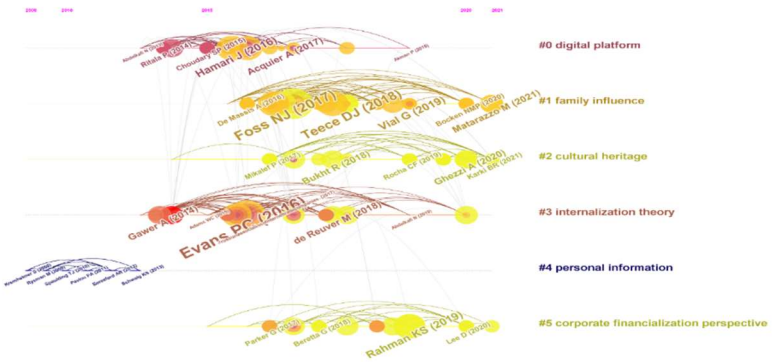


[Figure 7 Time zone of keywords with strongest citation bursts]

Top 10 Keywords with the Strongest Citation Bursts

Keywords	Year	Strength	Begin	End	2013 - 2022
industry	2013	1.29	**2013**	2015	
sharing economy	2013	1.23	**2017**	2018	
multi-sided platform	2013	1.79	**2018**	2019	
performance	2013	1.38	**2018**	2019	
digital technology	2013	2.56	**2019**	2020	
digital economy	2013	2.07	**2019**	2020	
digital business model	2013	1.78	**2020**	2020	
digital platform	2013	1.48	**2021**	2022	
social media	2013	1.27	**2021**	2022	
information technology	2013	1.27	**2021**	2022	

[Figure 8 The timeline map of co-cited literature]



Conflict of Interest

The authors declare no conflict of interest.

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