

ORGANIZATIONAL CITIZENSHIP BEHAVIOUR LITERATURE : AN OVERVIEW ON BINLIOMETRIC ANALYSIS

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ABSTRACT

The aim of this systematic literature review is to summarize some of the published research on issues in firms and organizations. Organizational Citizenship Behavior is a voluntary commitment by someone in an organization or company that is not part of their contractual duties. This study aims to describe the impact of OCBk on employee performance. using bibliometric analysis with the VosViewer application A total of 40 journals and 167 from 2014-2023. The results of this analysis identified the most active and influential co-authorship, co-occurrence, and citations in this field. Overall, the authors expect research results this can be used as an ingredient future written lessons and reflections.

Keyword : Organizational Citizenship Behaviour (OCB), Bibliometric Analysis

1. Introduction

The fast-changing and technology-driven environment of the 21st century requires the development and new understanding of leadership and the power of leadership. The world has entered an era where leadership is seen as an organizational skill rather than an individual attribute possessed by a small group of organizations (Hanjunkar, 2019).

Organizational Citizenship Behavior (OCB) refers to the manifestation of an employee as a social being ((Van Der Walt & De Klerk, 2014) By having the ability to empathize, employees can easily understand other people and their environment and align them with individual values and adhere to the values that are assumed by the environment, so that good citizen behavior becomes a skill or ability to work. This is part of OCB that can provide superior performance (Belwalkar et al., 2018). OCB is an idea that is still in the early stages of development concerning how and why employees contribute positively to their organizations beyond their defined job duties (Dubey et al., 2022)

Employees are an important element in a company (Budihardjo, M. 2015) so that currently many companies pay attention to employee welfare and provide rewards for employee performance to improve employee performance and loyalty to the company (Wibowo, 2019). The importance of the human component in a company is that no matter how



perfect the organization or its employees are, if employees do not carry out their duties with full interest and joy, then the company will not achieve the results it should (Wibowo, 2020). In addition, they have a desire to engage in team/team work to achieve higher common goals and moral and psychological balance to achieve individual and organizational goals without hurting each other. Employee behavior and criteria are often referred to as Organizational Citizenship Behavior (OCB) (Gibson et al, 2020).

The aim of this study is to describe OCB from 2014 to 2022 using bibliometrics as an analytical tool. Then in detail explain the authors, sources, citations and variables that affect the focus area of the theme then look at the thematic developments in that field. So in this study more emphasis on understanding the tools, methods, and approach in expressing the meaning of Organizational Citizenship Behavior (OCB) well.

2. Literature Review

Organizational Citizenship Behavior (OCB) is an idea that is still in the early stages of development concerning how and why employees contribute positively to their organizations outside of their assigned job duties (Zasuwa, 2019). Organizations wishing to promote OCB must identify specific elements and actions that can contribute to the development of an individual's condition. OCB has the ability to positively and negatively influence a person's behavior from the outside and within (Heaton et al., 2019).

The additional role of the individual is very important in increasing the effectiveness and efficiency of the organization, which ultimately affects the survival and progress of the organization, especially in today's turbulent business environment (Konovsky & Pugh, 1994). Additional roles are designed for various operationalization research variables, especially Organizational Citizenship Behavior (OCB) citizenship behavior. (Rafiei, 2017) defines OCB as an individual whose behavior is discretionary, does not directly and decisively receive rewards from the formal system, and overall effectiveness drives organizational functions. One of the factors that can shape OCB is personality.

Individual personality is a predictor that plays an important role in employee behavior (Organ, 2019). (Hetty Van Emmerik & Euwema, 2019) proves that personality includes three types of OCB, namely conscience (*conscientiousness*), the ability to agree (*agreeableness*), and open to experience (*openness*), which has a positive effect on OCB employees, whereas extraversion and emotional stability have a negative effect on OCB employees. Another important aspect that influences OCB is organizational commitment. (Rafiei, 2017) and (Organ et al, 2020) state that the variables of satisfaction, organizational commitment and belief in leadership are mediating variables that influence OCB. Meanwhile, according to (Feather & Rauter, 2020), the higher the organizational

commitment, the better the employee's OCB commitment. Employee commitment is the pride of the organization's employees and the thickness of the bond between employees and the organization which is believed to be able to increase OCB

3. Research Method

In this article, the method uses two steps out of a total of three steps (Shah et al., 2020) created based on the database in which VOSviewer is the analysis. This analysis database uses Vosviewer with sciMAT.

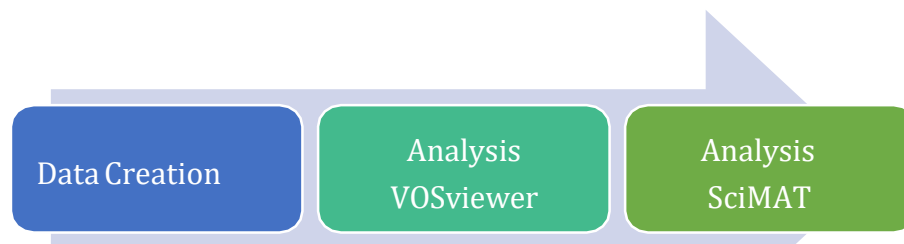


Figure 1

The main objective of the research (Shafiri et al, 2021)

a. Data Base Compilation

To achieve this goal, the extensive literature on the term Organizational Citizenship Behavior (OCB) should be searched for the keyword OCB. The keywords above were searched in the form of English review articles and research articles. A search for these articles and documents was conducted on May 7, 2023 using a database from the journal Taylor and Francis, Emerald Insight, Science Direct. The articles retrieved from the database only reviewed the last 10 years, namely the 2014-2023 period and 40 articles were stored in the RIS format for analysis at a later stage (Sharifi et al., 2021).

b. Analysis Using Vosviewer

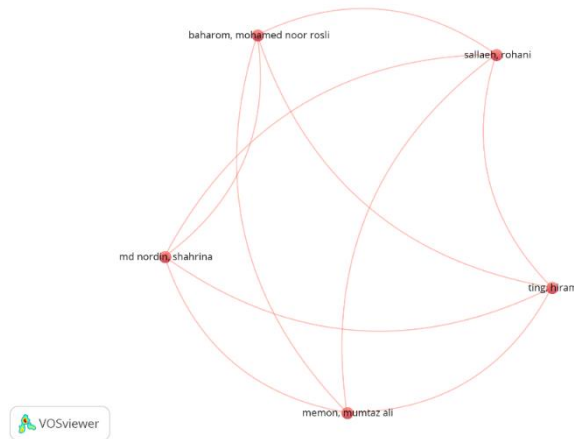
To achieve the objectives discussed, various tools or applications have been used for scientific mapping and bibliographic analysis over the last two decades. Apart from making it easier for users, VOSviewer can be used for various graphs such as journals, authors, organizations, countries and bibliometric networks (Murray et al., 2019). The development of this network is related to writing refers to other authors by citing references or joint quotations. That way this article tool can answer research objectives that provide for analyzing the main research topic and connecting it with other research topics.

4. Result and Discussion

In this section the keywords used for the purpose of literature analysis are "Organizational Citizenship Behavior (OCB)" (Lee & Allen,

2022) International indexed journals for the period 2014-2023 and English literature sources representing this research (Balstad & Berg, 2020) The purpose of this research is to examine more deeply related to the use of literature with bibliometrics and the authors use VOSViewer to explore 3 aspects, namely co-authorship, co-occurrence and citation. Description of the analysis as follows

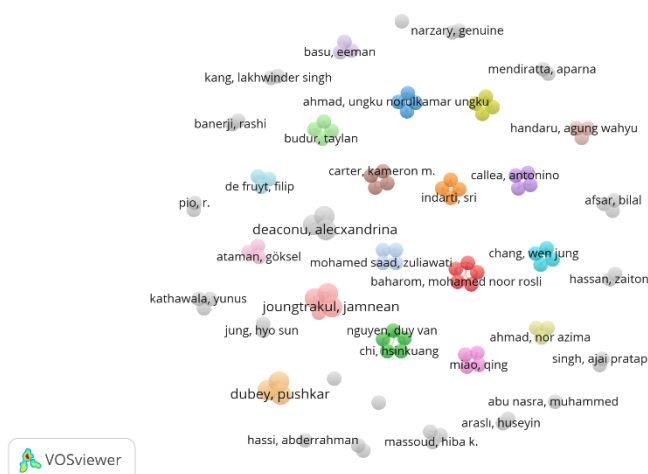
a. Co-Authorship (related)



Co-Authorship from metadata

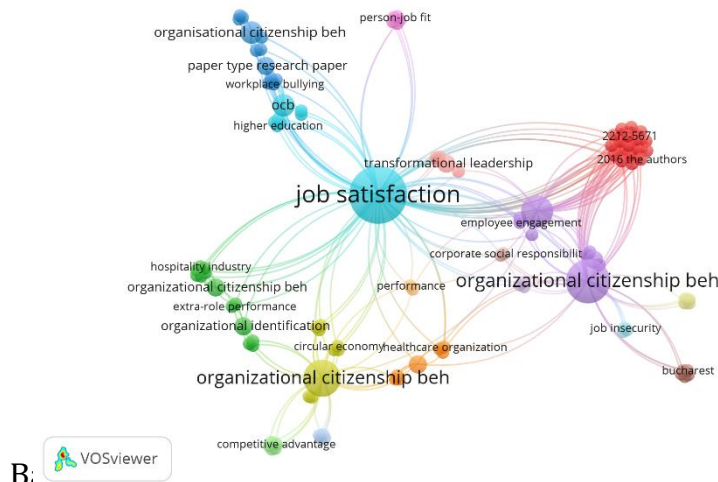
Based on Figure 2, it is explained that the authors have a relationship with each other and network with each other. Author network in figure 2 It only has one color which is red. Which means that the color is the only and strongest network

b. Co-Authorship (bound)



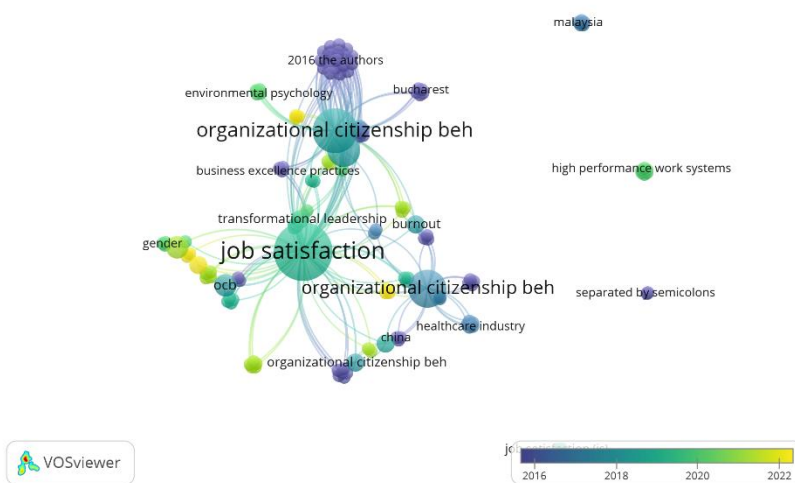
Based on Figure 3, it explains that the authors have no connection with each other and are not networked. In this picture the author has chosen which topics are related but not tied to Organizational Citizenship Behavior (OCB). In this article there are 167 authors who conducted research on work family conflict variables with a total of 40 journals.

c. Co-Occurrence (keyword)



B: network visualization on the OCB subject. The results obtained allow it to be researched and developed into many categories related to Organizational Citizenship Behavior. This shows that future researchers can associate OCB with other variables.

d. Co-Occurrence (overlay)



Based on Figure 5, the results of keyword coverage have increased from year to year. The results show that the more blue clusters the longer the research is conducted. Besides that, the group said that the yellower the keyword meant the newer the research. This Organizational



Citizenship Behavior discussion topic is a topic that discusses voluntary by someone to an organization or company that is not part of their contractual obligations (Indarti et al., 2017) Postgraduate researchers are expected to be more able to adapt and develop more keywords that are relevant and meet needs future (Kukah et al., 2022).

This research shows that there are many outside writers who analyze OCB. However, from the whole, only the 10 biggest or the most related variables are taken. While there are many citations in the article, there are some articles that have few links. Therefore, future researchers will not only learn to quote good quotes, but also be able to expand relationships with other writers. This can contribute to the topic of Organizational Citizenship Behavior (Kelly et al., 2014).

e. Citation

10 journals with the most citations

No	Title/Author/Year	Journal	Citation	publishers
1	(Jung & Yoon, 2015) Hye Hyun The Impact Of Mployees' Positive Psychological Capital On Job Satisfaction And Organizational Citizenship Behaviors In The Hotel	International Journal of Contemporary Hospitality Management	327	Emerald
2	(Newman et al., 2016) The impact of socially responsible human resource management on employees' organizational citizenship behaviour: the mediating role of organizational identification	The International Journal of Human Resource Management	291	Taylor & Francis
3	(Singh & Singh, 2019) Interplay of organizational justice, psychological empowerment, organizational citizenship behavior, and job satisfaction in the context of circular economy	Management Decision	205	Emerald
4	(Indarti et al., 2017) The effect of OCB in relationship between personality, organizational commitment and job	Journal of Management Development	205	Emerald



satisfaction on performance				
5	(Pio & Tampi, 2018) The Influence Of Spiritual Leadership On Quality Of Work Life , Job Satisfaction And Organizational Citizenship Behavior (Study On Nursing Staff Of Private Hospital In North Sulawesi)	Journal of Law and Management	141	Emerald
6	(Basu et al., 2017) Impact of organizational citizenship behavior on job performance in Indian healthcare industries: The mediating role of social capital	International Journal of Productivity and Performance Management	182	Emerald
7	(Pio & Tampi, 2018) The Influence Of Spiritual Leadership On Quality Of Work Life , Job Satisfaction And Organizational Citizenship Behavior (Study On Nursing Staff Of Private Hospital In North Sulawesi)	Journal of Law and Management	141	Emerald
8.	(Tharikh et al., 2016) Managing Job Attitudes: The Roles of Job Satisfaction and Organizational Commitment on Organizational Citizenship Behaviors	Procedia Economics and Finance	105	Sciencedirect
9	(Memon et al., 2017) The relationship between training satisfaction, organisational citizenship behaviour, and turnover intention: A PLS-SEM approach	Journal of Organizational Effectiveness	78	Emerald
10	(Mousa et al., 2020) Gender, diversity management perceptions, workplace happiness and organisational citizenship behavior	Employee Relations	58	emerald

Table 1 above, it can be seen that the 10 most cited articles and ranked first are Jung, (Jung & Yoon, 2015) with a total of 327 citations. This study aims to assess the impact of the article. Inconsistency in measuring employee effectiveness. This study also found that individual characteristics



are very important in OCB. Moreover, the second most cited finding is a 2016 study by (Newman et al., 2016). Aims to reduce employee errors in the organization.

Then in the third finding the most citations were 205 which were made by (Singh & Singh, 2019). This study focuses on OCB. In this study, researchers combine strategies, working conditions, and OCB conditions within companies or organizations.

5. Conclusion

Organizational Citizenship Behavior has extraordinary relevance to other topics of discussion. Researchers used the bibliometric analysis method from 40 articles which were then summarized in the 2014 to 2023 RIS format with international journals. This database was taken from Emerald, Taylor&Francis and ScienceDirect with selected journals, explained and found variables related to OCB. In general, as authors we hope that this research can serve as a reference for future research and be a consideration in writing and help find future research themes.

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