

# Strategic Agility in the Digitalization Age: A Bibliometric Analysis

**Abdur Rehman**

Riphah School of Business and Management, Riphah International University, Lahore, Pakistan

## ABSTRACT

**Purpose:** This bibliometric study aims to provide a comprehensive overview of academic research within the dynamic domains of agile project management, strategy, and digital transformation. By analyzing 438 research documents extracted from Scopus and Web of Science databases on 25th Dec 2023, the study seeks to identify influential contributors, emerging trends, and the thematic evolution of these fields.

**Design/Methodology/Approach:** Leveraging the Bibliometrix Package for R and Biblioshiny, our research employs advanced bibliometric techniques. The analysis focuses on key elements, including journals, papers, researchers, institutions, and countries. Bibliometric indicators such as productivity, citations, H-index values, and thematic analysis are utilized to assess and visually represent the academic landscape. Graphical analyses delve into co-authorship patterns, keyword co-occurrence, and the evolution of research topics, unveiling influential networks within digital transformation.

**Findings/Results:** The study reveals intricate details of the academic landscape in agile project management, strategy, and digital transformation. Graphical analyses uncover co-authorship patterns, keyword co-occurrence, and the evolution of research topics, providing a nuanced understanding of influential networks. Bibliometric indicators such as productivity, citations, and H-index values offer insights into the impact and significance of various contributions.

**Practical Implications:** Our research consolidates crucial insights into digital transformation and agile project management, serving as a foundational resource for scholars, practitioners, and policymakers. The findings offer practical implications for shaping the trajectory of these dynamic fields. By identifying key contributors, emerging trends, and thematic evolution, this study provides actionable insights for those engaged in research, industry, and policy formulation.

**Originality/Value:** This bibliometric study stands out in its comprehensive approach to analyzing the academic landscape of agile project management, strategy, and digital transformation. The use of advanced bibliometric techniques, including graphical analyses and thematic categorization, contributes to the originality and value of this research. The content analysis of thematic areas offers a unique perspective, highlighting avenues for future research endeavors and shaping the direction of scholarship in these evolving fields.

**Keywords:** *Bibliometric Analysis, Bibliometrix, R, Digital Transformation, Digitalization, Agile, Agility, Scopus, Web of Science*