Ict-Mediated Organizational Linguistics: A Bibliometric Review

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Abstract

Information and communication technologies have generated a significant change in all organizational processes, especially those related to communication channels and linguistics developed in these contexts. In this way, the present study is developed in order to describe the scientific production related to Organizational Linguistics mediated by ICTs through bibliometric tools. At the methodological level, a documentary study is presented in which bibliometric techniques are applied to scientific production in the Scopus database, taking into account the keywords "organizational linguistics" and "Information and Communications Technology". Within the results, a total of 450 published documents related to ICT and organizational linguistics can be observed; where there is a significant increase in the number of publications in recent years, which could be related to the strengthening of these tools in the framework of the development of companies in the recent years. It is concluded that this area of knowledge is currently growing, but it has a high presence of transitory authors; with a greater emphasis on the United States as the main focus of intellectual production.

Keywords: Organizational linguistics, information and communication technologies, bibliometric.

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Introduction

From a modern perspective, it is possible to understand organizations as a system in constant evolution and movement; which is exposed to suffer constant changes whether or not planned and expected by managers where those who make this system come to life with employees (Burbano-Pérez et al., 2019; Barba & Salguero, 2022); whose interactions directly define elements such as culture, organizational climate and other key elements for the day-to-day life of companies (Fernández et al., 2022; Garcia-Samper et al., 2022).

From the above, it is clear to understand the relevance of interaction processes within organizations between employees, with customers and with all other actors that are recognized as stakeholders for companies (Arévalo-Martínez & Ortiz-Rodríguez, 2019), reason why managers seek to generate spaces and contexts conducive to assertive, friendly and effective communication that supports the achievement of objectives and in turn creates a positive environment among the actors (Rodríguez-Fernández & Vázquez-Sande, 2019).

This is where organizational linguistics appears, as a science applied to the analysis of the communicational processes that happen within organizations, which can be for action or for possibilities (Dittus & Vásquez, 2016). In this sense, in recent years, new technologies applied to the business sector have appeared, which have changed significantly not only how production processes are developed but also how communication processes are generated between the actors of this system (Tineo & Mechan, 2021).

Nowadays it is possible to carry out communication processes through a wide number of channels and with high spatial and time distances, where communication tools (called information and communication technologies or ICT) are generated, both synchronous and asynchronous, such as emails, videoconferences, social networks, among others (Parra et al.,2019). This certainly becomes a highly competitive element for companies, by changing the formats of attention and interaction to adapt them to the real organizational and market needs; allowing to reduce costs, improve service process and even expand the client portfolio to various parts of the world (Bernal-Jiménez & Rodríguez-Ibarra, 2019).

Certainly, these changes in technology have generated a direct impact on all the communication processes that currently happen in organizations (Parejo, Nuñez & Núñez, 2021);

where these new channels also have their own characteristics, codes and other elements of study related to organizational linguistics. This has resulted in the generation of new scientific knowledge that has sought to study and test theories that revolve around these scenarios mediated by information and communication technologies. In this sense, this article is developed in order to describe the scientific production related to organizational linguistics mediated by ICT through bibliometric tools.

Methodology

A systematic literature search of the topic in the Scopus database was conducted in December 2022 with the keywords "organizational linguistics" and "Information and Communications Technology"; Below, Table 1 shows the standardization of keywords.

Table 1. Keywords' standardization

Keywords	Descriptors
organizational linguistics	* Business communication
	* organizational communication
	* corporate communications
Information and Communications Technology	* ICT
	* Communications Technology
	* Information Technology

Source: Own elaboration (2022)

The search equation considered in Scopus was: (TITLE-ABS-KEY ("organizational linguistics") OR TITLE-ABS-KEY ("Business communication") OR TITLE-ABS-KEY ("organizational communication") OR TITLE-ABS-KEY ("corporate communications") AND TITLE-ABS-KEY (ict) OR TITLE-ABS-KEY ("Information and Communications Technology") OR TITLE-ABS-KEY ("Communications Technology") OR TITLE-ABS-KEY ("Information Technology")); yielded 450 results related to organizational linguistics and ICTs and cover a period of time between 1970 and 2022.

The results obtained were exported from Scopus in CSV format; Excel software, the Bibliometrix suite of the R statistical software and the VOSviewer software were used to analyze this information. From this, a variety of indicators were generated allowing the analysis of the number of documents published, types of documents, authors with the largest number of publications, the dynamics of the sources, as well as the institutions and countries with greater trends in the area and the behavior of citations. The general information of the studies consulted is presented in Table 2.

Tabe 2. Main information of the data obtained from Scopus.

MAIN INFORMATION ABOUT DATA	
Timespan	1970:2022
Sources (Journals, Books, etc)	336
Documents	450
Annual Growth Rate %	4,72
Document Average Age	13,7
Average citations per doc	18,03
References	15142
DOCUMENT CONTENTS	
Keywords Plus (ID)	1740
Author's Keywords (DE)	1200
AUTHORS	
Authors	865
Authors of single-authored docs	153
AUTHORS COLLABORATION	
Single-authored docs	174
Co-Authors per Doc	2,15

International co-authorships %	9,778
DOCUMENT TYPES	
article	259
book	5
book chapter	32
conference paper	122
conference review	1
editorial	2
note	3
review	25
short survey	1

Source: Own elaboration using the R software based on information from Scopus (2022).

Table 2 shows the main information of the documents consulted, you can see the period from 1970 to 2022; In total, 450 documents were analyzed, of which it can be ruled out that they are mostly articles (259), followed by conference articles (122).

Results and discussion

First, an analysis of the laws of bibliometric productivity is performed, secondly, different bibliometric indicators were analyzed and finally the analysis of relationships and co-occurrences was carried out.

Laws of bibliometric productivity

The estimate of the coefficient of Lotka's law, which measures the number of publications per researcher, there is a quantitative relationship between authors and contributions produced in a given field over a period of time, a few authors produce most of the scientific output, and a larger group of authors produces fewer articles (Alves, 2019; Barrera Suárez et al., 2021).

Table 3 shows compliance with Lotka's law, the largest number of authors (804) equivalent to 92.9% are those who have the least contributions with a single article, 4.5% have made 2 contributions, 1.6% have made 3 contributions, 0.5% have made 4 contributions, 0.2% have made 5 contributions and 0.1% have made between 8 and 9 contributions. From these it can be concluded that most of the contributions made are by researchers who carry out temporary or transitory research in the subject of study.

Table 3. Lotka's law

Published documents	N. of Authors	Author's proportion
1	804	0,929
2	39	0,045
3	14	0,016

4	4	0,005
5	2	0,002
8	1	0,001
9	1	0,001

Source: Own elaboration using the R software based on information from Scopus (2022).

On the other hand, when applying Bradford's law in Table 4, it is observed that 33.3% of the published articles are concentrated in the first 44 journals and that these belong to zone 1 of Bradford's law, which describes the behavior of the distribution of journals in zones according to productivity, in zone 1 a relatively small number of periodicals is concentrated and they are the most productive which in turn allows to identify the journals most used by researchers (Gregorio-Chaviano et al., 2020).

Of these, the first 6 journals can be highlighted, which correspond to 36% of the total magazines that compound zone 1 of Bradford: Journal of business communication, Corporate communications, IEEE transactions on professional communication, Proceedings of the annual Hawaii international conference on system sciences, Management communication quarterly and Corporate communications: an international journal.

Table 4. Bradford's Law

Zone	No. Journals	No. Titles	Percentages
Zone 1	44	150	33,33%
Zone 2	144	152	33,78%
Zone 3	148	148	32,89%

Source: Own elaboration based on Scopus information (2022).

Bibliometric indicators

Figure 1 shows that the annual scientific production related to the research topic has had an intermittent growth, the highest peaks of publications were presented in the years 2004, 2010 and 2020 that represent a relative frequency of 16% of the total articles published.
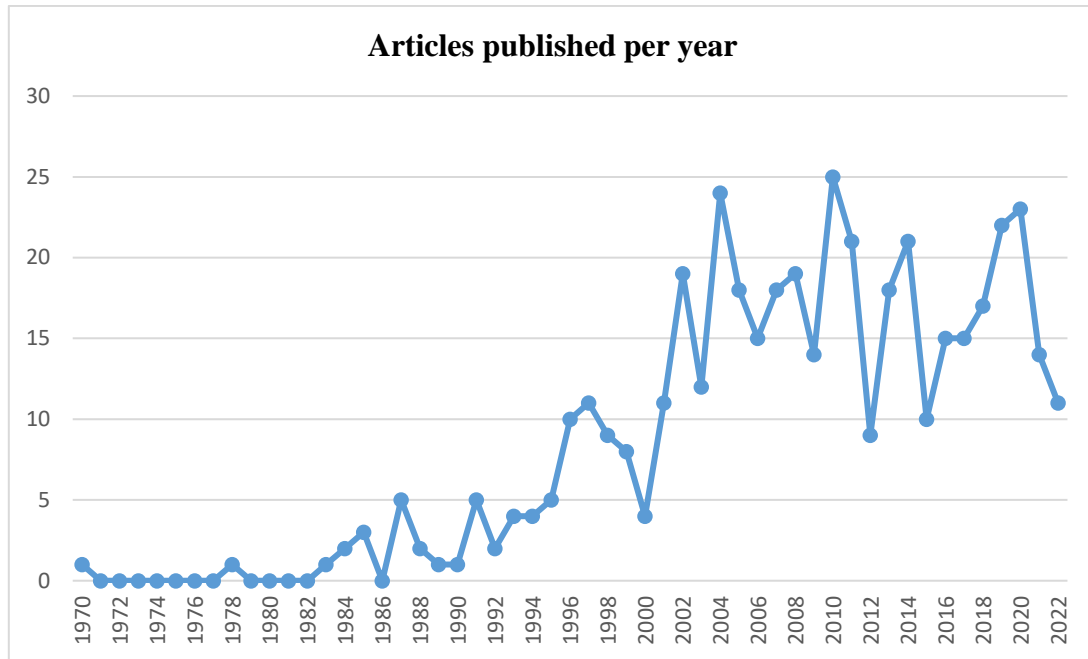
Figure 1. Annual scientific production. **Source**: Own elaboration based on Scopus information (2022).

A geographical analysis was carried out in order to know the countries in which research on the subject is being developed the most. Figure 2 shows the map of the countries that make contributions in the field of study, those in red and gray are the ones that contribute the most, it can be highlighted the United States (144), United Kingdom (22), Russia (20), Australia (19), Germany (17), Netherlands (15) and China (14).
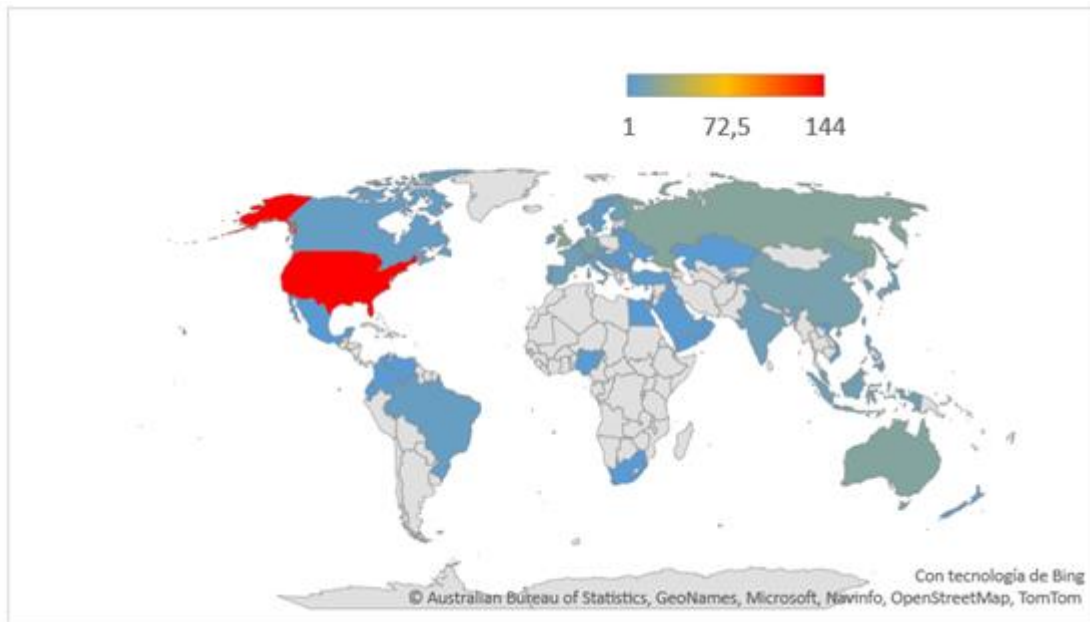

Figure 2. Scientific production by country. **Source**: Own elaboration based on Scopus information (2022).

The United States accounts for 32% of all publications; Several of his studies are aimed at the development of organizational communication measured by information and communication technologies and how this shapes the culture and organizational climate (Luftman et al., 2017; Atouba, 2018; Treem & Barley, 2018; Atouba & Lammers, 2020).
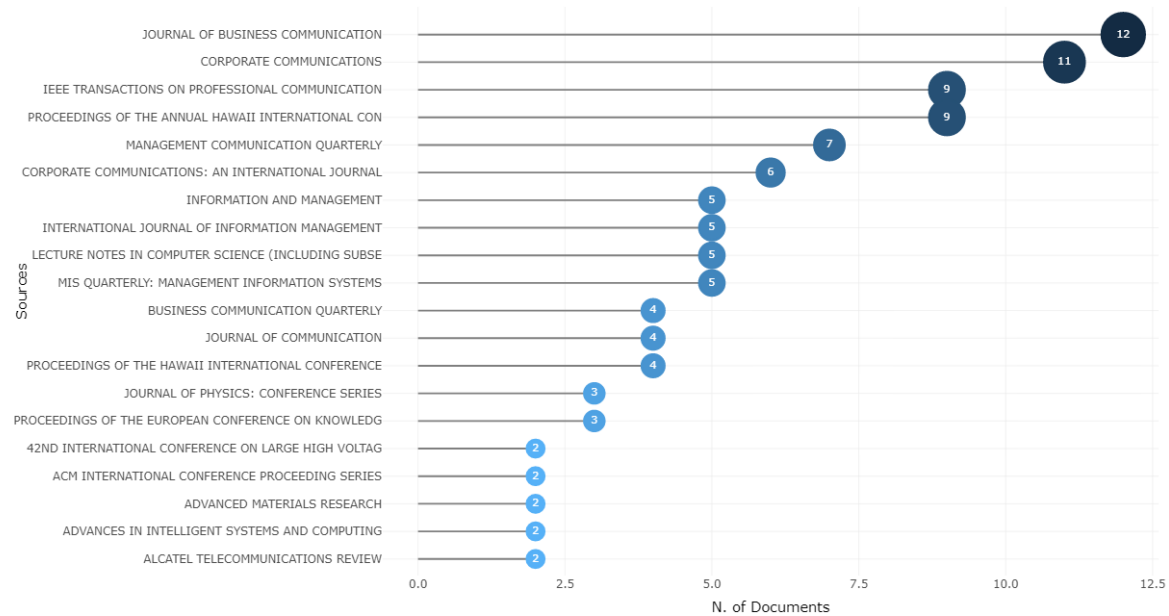

Figure 3. Most relevant sources, **Source**: Own elaboration using R software based on Scopus information (2022).

On the other hand, an analysis of the most relevant sources in the research topic was carried out; Figure 3 shows that the six journals that publish the most on the subject are Journal of business communication (12), Corporate communications (11), IEEE transactions on professional communication (9), Proceedings of the annual Hawaii international conference on system sciences (9), Management communication quarterly (7) and Corporate communications: an international journal (6).

In the Journal of business communication there are several publications related to the influence of the use of information and communication technologies in organizational communication and its importance and its improvement (Berry, 2011; Halbe, 2012; Pazos et al., 2013).

In the second journal with more publications, it can be found research that addresses the use of ICTs in organizational communication in the face of social networks (Pang et al., 2014; Walden, 2018).

The output per author is moderate compared to the number of articles published from 1970 to 2022. As can be seen in Figure 4, the 3 authors with the most published articles are Pikhart M (8), Georgiou A (5) and Stephens K.K (5).
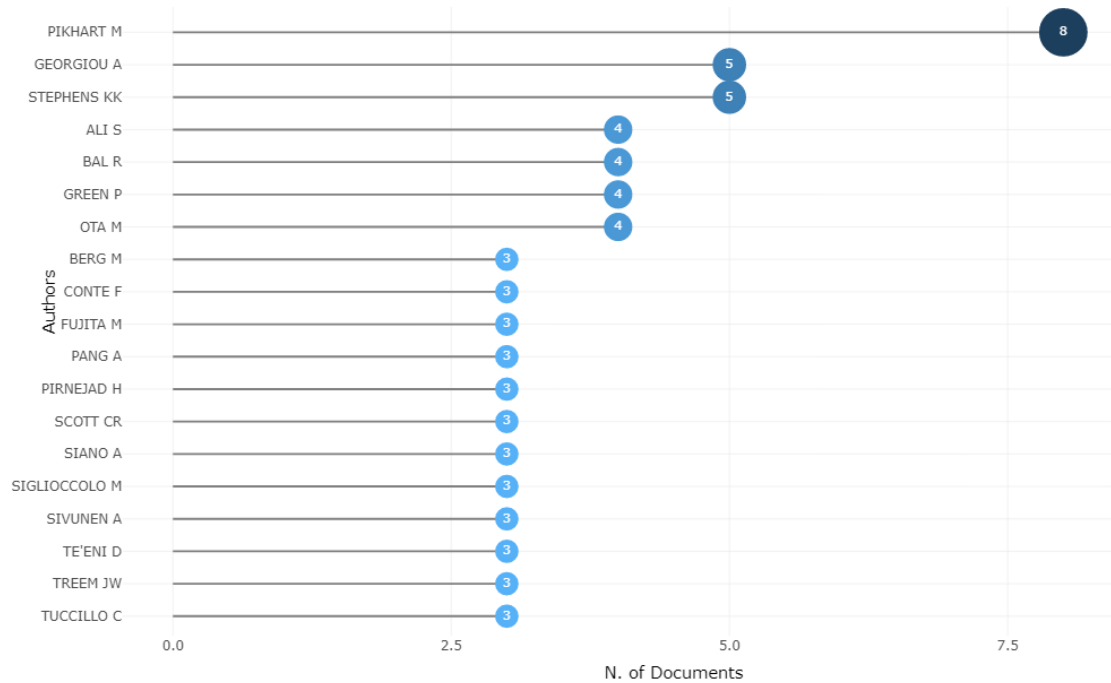
Figure 4. Most relevant authors. **Source**: Own elaboration using R software based on Scopus information (2022).

Pikhart M, the author with more contributions made, has research aimed at lingustics applied to business communication mediated by ICTs (Pikhart, 2020; Pikhart & Klímová, 2021).

Table 5. Most cited articles

Articles	DOI	Total Citaciones
JOHNSTON AC, 2010, MIS QUART MANAGE INF SYST	10.2307/25750691	828
NGWENYAMA OK, 1997, MIS QUART MANAGE INF SYST	10.2307/249417	481
PAWLOWSKI SD, 2004, MIS QUART MANAGE INF SYST	10.2307/25148658	396
TE'ENI D, 2001, MIS QUART MANAGE INF SYST	10.2307/3250931	367
MYERS KK, 2010, J BUS PSYCHOL	10.1007/s10869-010-9172-7	358
FULK J, 1991, J MANAGE	10.1177/014920639101700207	225
MARTINSONS MG, 1997, INF MANAGE	10.1016/S0378-7206(96)00009-2	215
CARLSON PJ, 1998, MIS QUART MANAGE INF SYST	10.2307/249669	169
VAN SLYKE C, 2007, EUR J INF SYST	10.1057/palgrave.ejis.3000680	160
ALI S, 2012, INF SYST FRONT	10.1007/s10796-009-9183-y	121

RODWELL JJ, 1998, HUM RESOUR MANAGE	3.0.CO;2-E" target="_blank">10.1002/(SICI)1099-050X(199823/24)37:3/43.0.CO;2-E	121
BERRY GR, 2011, J BUS COMMUN	10.1177/0021943610397270	115
LUFTMAN J, 2017, J INF TECHNOL	10.1057/jit.2015.23	109
DESANCTIS G, 1998, J COMPUTER-MEDIATED COMMUN	10.1111/j.1083-6101.1998.tb00083.x	108
RICE RE, 2017, J COMMUN	10.1111/jcom.12273	103
FRITZ MBW, 1997, J MANAGE INF SYST	10.1080/07421222.1998.11518184	89
OTA M, 1993, REG SCI URBAN ECON	10.1016/0166-0462(93)90018-A	85
PANDEY SK, 1997, J PUBLIC ADM RES THEORY	10.1093/oxfordjournals.jpart.a024335	81
CARTER JR FJ, 2001, INF MANAGE	10.1016/S0378-7206(00)00065-3	80
CUNNINGHAM C, 1993, INT J INF MANAGE	10.1016/0268-4012(93)90044-5	80

Source: Own elaboration using R software based on Scopus information (2022).

Table 5 shows the 20 publications that have the most citations, the three most representative are Johnston AC, 2010, MIS Quart manage inf syst (828), Ngwenyama OK, 1997, Mis quart manage inf syst (481) and Pawlowski SD, 2004, Mis quart manage inf syst (396); In turn, Table 6 contains a description of the ten most cited articles in relation to the research topic.

Table 6. Ten most cited articles

Highlights	Year	Source	Citation
Influence of fear appeal to achieve information systems security, human-computer interaction and organizational communication on the basis of utility for threat mitigation	2010	MIS QUART MANAGE INF SYST	(Johnston & Warkentin, 2010)
Wealth of organizational communication mediated by computers and email from a critical social theory perspective	1997	MIS QUART MANAGE INF SYST	(Ngwenyama & Lee, 1997)
Understanding knowledge intermediation from the perspective of IT professionals as a reflection on their work practice facilitating the flow of knowledge about IT practices and organizations	2004	MIS QUART MANAGE INF SYST	(Pawlowski & Robey, 2004)
Cognitive-affective model of organizational communication for IT design and achieve balance between the medium and the form of the message	2001	MIS QUART MANAGE INF SYST	(Te'eni, 2001)
Communicative insights into millennials' relationships and organizational performance, how their communication will affect organizations and how they will develop relationships with other members of the organization	2010	J BUS PSYCHOL	(Myers & Sadaghiani, 2010)
Review of emerging theories of organizational communication, media choice, computer-supported	1991	J MANAGE	(Fulk & Boyd, 1991)

group decision-making, communication technology and organizational design, and communication networks			
Explanatory theory of management information systems in Chinese business culture, which are shaped by factors such as paternalism, personalism, and high-context communications	1997	INF MANAGE	(Martinsons & Westwood, 1997)
Selection of means between directors and managers and their interpretation of communication, concluding that directors lean towards means based on criteria of access and ease of use, while managers are oriented more towards criteria of means' richness and its social presence	1998	MIS QUART MANAGE INF SYST	(Carlson & Davis, 1998)
Perceived criticism influences organizations' choice and adoption of media and communication technologies	2008	EUR J INF SYST	(Van Slyke et al., 2007)
Effective IT governance mechanisms, effective governance will ensure alignment between IT and business objectives	2012	INF SYST FRONT	(Ali & Green, 2012)

Source: Own elaboration based on Scopus information (2022).

Analysis of relationships and Co-occurrences.

The analysis of relationships and co-occurrences was performed using the VOSviewer software; For the co-authorship analysis, it was taken as a parameter that the author has a minimum of one document and a minimum of one citation.

The co-authorship analysis shows that of 854 authors, 607 meet the parameters, of these only 20 are connected to other authors; We can see this in figure 5, in which 5 clusters can be identified. From this it can be said that there are very few authors who are connected working with other authors on the research topic of 607 only 20 do so which is equivalent to 3.2%.
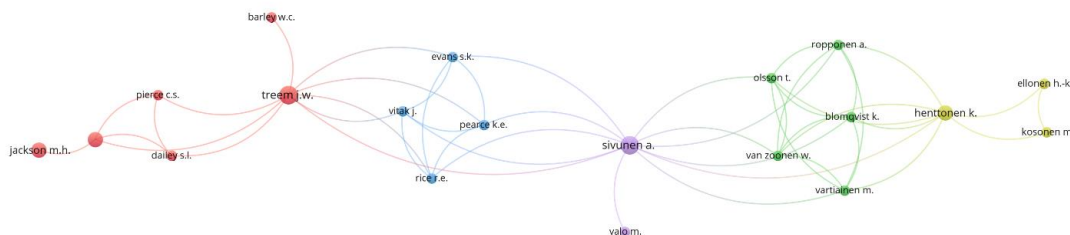

Figure 5. Co-authorship relationship. **Source**: Own elaboration using VOSviewer, based on Scopus information (2022).

Then, a co-occurrence analysis of keywords was performed, the parameter was that the minimum number of occurrences of a keyword is 5, from 2523 words only 106 meet the parameter, this can be evidenced in figure 5 where 6 clusters are identified; The words information technology, business communications, organizational communication, societies and institutions information and communication technologies can be highlighted; In turn, this can be seen in Figure 6.
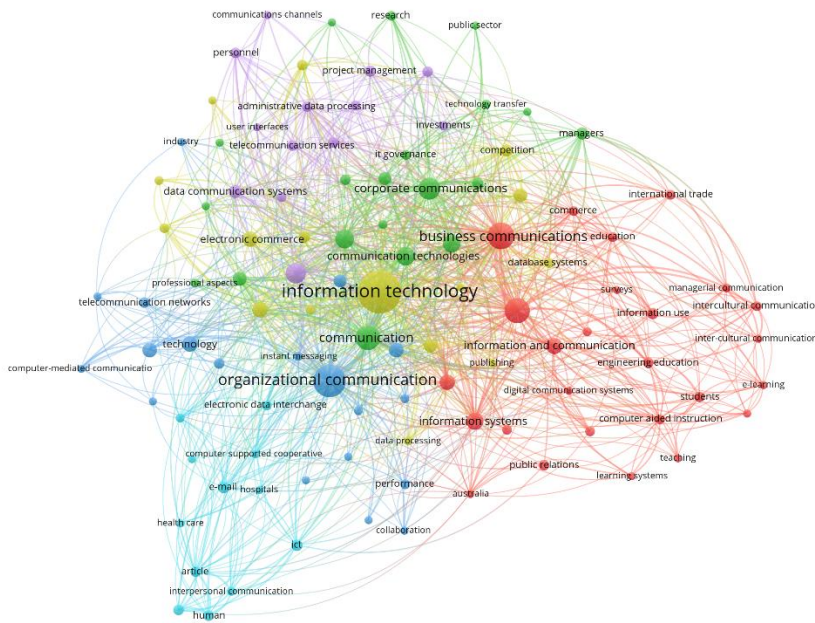
Figure 6. Co-occurrence of keywords. **Source**: Own elaboration using VOSviewer, based on Scopus information (2022).

Figure 7. Keywords. **Source**: Own elaboration using R software based on Scopus information (2022).

Conclusions

Of the 450 documents analyzed in this bibliometric study carried out based on information from the Scopus database on organizational linguistics and ICTs, it can be concluded: 57% of the documents consulted are articles, 27% are conference articles and the remaining 16% in other formats. The scientific production analyzed in the period from 1971 to 2022 shows an intermittent interest in the research topic The highest peaks of publications occurred in the years 2004, 2010 and 2020 that represent 16% of the total of the articles published.

The United States, United Kingdom, Russia, Australia, Germany, the Netherlands and China represent 56% of the countries that generated the most publications in the field of research. On the other hand, the journals that publish the most on the subject are Journal of business communication, Corporate communications, IEEE transactions on professional communication, Proceedings of the annual Hawaii international conference on system sciences, Management communication quarterly and Corporate communications: an international journal, concentrate 12% of publications, the rest of the publications are dispersed among different journals. In turn, the most productive authors are Pikhart M, Georgiou A and Stephens K.K, each with at least 5 articles; This taking into account that 93% of researchers in this field are transient.

In this way, it is possible to understand that the emergence of information and communication technologies within organizations has been a before and after for the study of communicational and linguistic processes that occur within these contexts, where entering a large number of new variables that over the years and the strengthening of technologies in the work of companies allows us to identify that the future of organizational linguistics lies in the contexts mediated by ICT.

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