Investigation on Organizational Behavior and Organizational Culture at Home and Abroad: Visual Analysis Based on Citespace

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Abstract: The study is based on the theme of "organizational behavior and organizational culture". With the Chinese core journals, SCI source periodicals, EI source periodicals, CSSCI source periodicals collected in the CNKI database and the Web of Science core aggregate database, 1163 relevant Chinese literature and 9396 English literature are obtained. Cite Space5.3.R1 software is used for system analysis, and the research status and research hotspots of organizational behavior and organizational culture at home and abroad are visually displayed with a visual map. It is of great significance for relevant research results to promote the development of domestic organizational behavior disciplines and the progress of organizational management.

1. Introduction

Organizational behavior refers to the reaction of the group, individual of the organization or the organization itself to the stimulation of internal and external sources from the perspective of the organization, and it is the behavior produced by the interaction between the elements and the external environment in the organization (Liwen Tan, Zhenzhen Yi, Junyang Xiao, 2016).

Organizational culture is a kind of macro organizational behavior. The formation of organizational culture has experienced long-term survival and development in the organization. Organizational culture is the summation of the highest goals, basic beliefs, norms of conduct and value standard followed by most members of the organization, and the reaction in the organizational life. There is a certain degree of difference between different organizational cultures (Lujia Ge, 2009). Research on organizational culture helps us understand, anticipate and grasp the behavior of members of the organization and even the entire organization (Jianmei, Zheng, 2007).

This study uses the literature collected in the CNKI database and Web of Science core collection database.

2. Research methods and data sources

2.1 Research methods

The research takes the Cite Space software (Chen C.，2006) as the information visualization analysis tool, which is developed by Dr. Chen Chaomei, the information visualization specialist, the distinguished professor of Dalian University of Technology, professor in the School of Information Science and Technology, Drake and Searl University, USA, based on JAVA language. The software is based on the routing network algorithm and the co-citation analysis theory. It aims to measure the literature in a specific field, so as to explore the route and knowledge inflection point of disciplinary evolution, and to show the detection of frontiers in discipline development and the analysis of the dynamic mechanism of discipline evolution by generating a visual map (Yue Chen, Chaomei Chen, Zeyuan Liu, Zhigang Hu, Xianwen Zhang, 2015).

2.2 Data sources

High-quality research literature can improve the accuracy of knowledge map analysis, and building accurate search strategy is a prerequisite for obtaining high-quality data. Therefore, it is

necessary to constantly adjust the search strategy during the search process, so as to obtain comprehensive and accurate search results as much as possible (Wei Xin, Erqing Lei, Xiao Chang, Yunyun Song, Danmin Miao, 2014). The retrieval of foreign literature is based on the "organizational behavior OR organizational culture". The literature from 2008 to 2017 is searched in the Web of Science core collection database with the literature type of paper and comment, and categories of management and business, and a total of 9396 documents are retrieved. And the data samples of the domestic literature are taken from the EI source periodicals, SCI source periodicals, CSSCI source periodicals, and Chinese core journals in the CNKI General Library, At the same time, in order to ensure the relevance of literature and research, we classify the literature classification as "economics and management science". We use infinite truncation to search literature from 2008 to 2017 with "theme = organization * behavior *" or including * organization * culture *", and have got a total of 1163 search results. The data download date is July 20, 2018.

3. Data analysis

3.1 Subject analysis

The CiteSpace5.3.R1 software is used for the subject co-occurrence map analysis of the 9936 English literature. The size of the nodes in the map is positively correlated with the frequency of occurrence of the subject, that is, the higher the frequency is, the larger the node is. The CNKI database is used for the document visualization processing of 1163 Chinese literature. The co-occurrence map of English literature shows that the subjects of English literature are mainly distributed in "Business and Economics", "Psychology", "Commerce", "Management", "Social Science-Other Subjects", and "Ethics". The results of document visualization show that the subjects of Chinese literature are mainly distributed in "Management", "Enterprise Economy", "Macroeconomic Management and Sustainable Development". In addition, the authors also find that the research on "psychology" and "ethics" is relatively lacking in China, which is because that currently Economics and Management are the mainstream research disciplines in China, and the wider research has not yet been carried out (Jing Yuan, Shaoliang Tang, 2018).

3.2 Analysis of keywords

Key words are not only an important part of the thesis, but also the essence of the thesis. The key words can not only highly summarize and concise the purpose of the article, but also effectively and sensitively and objectively reflect the research status and hotspots in a certain field (Xiaoming Wang, 2018). The research hotspot is a topic or study with a strong connection and a large number in a field and in a period of time, and represents the most promising and advanced topic in the field. The TF*IDF weighting algorithm unique to the Cite Space software makes visual analysis of keyword co-occurrence possible.

The Cite Space5.3.R1 software is used, and the threshold value is set to Top20, that is, 20 keywords with the highest frequency per year are selected as the analysis objects. We highlight high-cited keywords and improve the clarity of the network. The keyword co-occurrence map of English literature shows that the keywords of "execution", "behavior", "design", "organizational citizenship behavior" and "management" appear frequently. The keyword co-occurrence map of Chinese literature shows that the keywords of "organizational culture", "organizational behavior", "organizational citizenship behavior" and "organizational behavioristics" appear frequently. It can be seen that the keywords of "organizational citizenship behavior" and "management" appear frequently in Chinese and English literature, while the research on "execution and design" is still lacking in the Chinese literature. This also shows that the scholars in China pay more attention to the theoretical analysis and less attention to the theoretical practice. So scholars in China should focus on the combination of research and practice in the future.

3.3 Co-citation analysis

From the perspective of bibliometrics, citations show the frontiers of research and reflect the

knowledge base and development status in the research field. The current most concerned research area and the theoretical foundation for promoting the development of the field can be found from the analysis of the citation situation of literature [1]. We use Cite Space5.3.R1 software to conduct the literature co-citation analysis of 9396 English literature. And the results show that the literature with highest number of cited times is the research conducted by Mathieu, John et al. with the cited times of 694, in which by focusing on typical team research surveys they set fruitful directions for future research and call on scholars to accept the complexity of organizational design around modern teams as they move forward. It is followed by the research "Identification in Organization: Investigation of Four Basic Problems" conducted by Ashforth, Blake E., et al., and they discussed the results of individuals and organizations and several topics related to the mainstream organizational behavior. The papers of Siemsen, Enno et al., Conway, James M. et al., and Gioia, Dennis A. on the impact of the research method bias on organizational behavior results respectively rank the third, fourth, and fifth. The sixth paper is the work conducted by Rich, Bruce Louis, et al.. They proposed the prevention and influence of job participation on job performance, namely, the relationship between the coherence in participation in mediation value, perceived organizational support and core self-assessment, and two job performance dimensions: task performance and organizational citizenship behavior. From the above we can see that most of the cited documents take business management as the subject, which mainly includes team organizational design, the results of individuals and organizations, the impact of organizational research method bias on organizational behavior results, task performance and organizational citizenship behavior. The Top 10 cited English literature is shown in Table 1.

Table 1 Top 10 cited English literature.

Author(s)	Cited times	Year	Literature title
Mathieu, John et al.	694	2008	Team effectiveness 1997-2007: A review of recent advancements and a glimpse into the future
Ashforth, Blake E. et al.	672	2008	Identification in organizations: An examination of four fundamental questions
Siemsen, Enno et al.	667	2010	Common Method Bias in Regression Models With Linear, Quadratic, and Interaction Effects
Conway, James M. et al.	616	2010	What Reviewers Should Expect from Authors Regarding Common Method Bias in Organizational Research
Gioia, Dennis A. et al.	607	2013	Seeking Qualitative Rigor in Inductive Research: Notes on the Gioia Methodology
Rich, Bruce Louis et al.	599	2010	JOB ENGAGEMENT: ANTECEDENTS AND EFFECTS ON JOB PERFORMANCE
Walumbwa, Fred O. et al.	588	2008	Authentic leadership: Development and validation of a theory-based measure
Magee, Joe C. et al.	578	2008	Social Hierarchy: The Self-Reinforcing Nature of Power and Status
Podsakoff, Nathan P. et al.	571	2009	Individual- and Organizational-Level Consequences of Organizational Citizenship Behaviors: A Meta-Analysis
Connelly, Brian L. et al.	518	2011	Signaling Theory: A Review and Assessment

We sorted 1163 Chinese documents according to the number of citations in CNKI database, and the results show that the top 10 documents that are most frequently cited are mainly about "the impact of organizational behavior on employees' work behavior", "the impact of organizational internal behavior on value creation", "organizational citizenship behavior" and "organizational ethics and organizational support" and so on. The top 10 cited Chinese literature is shown in Table 2.

It can be seen from the authors of the cited literature that the most cited English documents are individual research papers and research reports published by government departments or organizations, while the Chinese papers are mostly research papers written by individuals. It can be seen that the work done by relevant organizations and related associations in China on

organizational behavior is still relatively small, and the domestic research in this field lacks authoritative guidance. And the Chinese literature can also reflect the characteristics of current research in China, such as focusing on the impact of organizational behavior and culture on employees at work.

Table 2 Top 10 Cited Chinese Literature

Author(s)	Cited times	Year	Literature title
Xizhou Tian, et al.	375	2010	The Impact of Organizational Support on Employees' Work Behavior: An Empirical Study of the Role of Mediation of Psychological Capital
Xiaochun Zhou, et al.	285	2008	Research on the Influencing Factors of M&A Value Creation
Lin Wang, et al.	204	2009	Leadership - Subordinate Exchange,Insider Identity Cognition and Organizational Citizenship Behavior
Kai Yao	163	2008	A Research Review on Self-Efficacy
Xun Cui, et al.	161	2012	Labor relation Atmosphere and Employee Job Satisfaction: the Adjustment Role of Organizational Commitment
Chunjiang Yang, et al.	148	2010	Predicting dimission from the Perspective of retention: A Research Review on Work Embeddedness
Wenbin Liu, et al.	120	2010	Empirical Study on the Effect of Organizational Culture on Employees' Anti-Production Behavior
Yuanjiang Miao, et al.	120	2009	An Overview of Work Well-Being
Li He, et al.	117	2008	Research on the Influence of Different Types of Organizational Culture on Employees' Organizational Identity and Job Input
Wen Zong, et al.	101	2010	Research on the Mechanism of Organizational Support and Organizational Citizenship Behavior

3.4 Analysis of research frontier

CiteSpace software provides a method of burst detection to discover the research frontier. Burst in Burst Detection means a sharp increase, and a huge change, that is, the huge change of a variable in the short run (Yajun Zhang, 2015). The CiteSpace 5.3.R1 software is used to analyze the burst terms in 9936 English documents. The results show that the burst terms in English documents from 2008 to 2010 mainly focus on personnel change rate, ethics, workplace, fairness, and system, and that the research frontiers of English literature from 2011 to 2014 mainly focus on knowledge management, organizational change, business, mediation role and so on. It can be seen that during this period of time, foreign researches focus more on the management of corporate culture and the regulation role of organizational culture in the transformation of enterprises. After 2015, the burst terms are mainly concentrated in enterprise, social responsibility, social identity, self-efficacy and so on. It can be seen that during this period of time, foreign researches on the corporate social responsibility and organizational self-evaluation have gradually matured, and that more and more organizations and enterprises start to pay attention to   their social responsibilities and identities.

The CiteSpace 5.3.R1 software is used to analyze the burst terms in the 1163 Chinese documents.The results show that from 2008 to 2010 domestic scholars focus on knowledge management, building work models and improving performance. From 2011 to 2013, after experiencing "Eleventh Five-Year Plan", domestic social organizations and civic awareness developed rapidly. Therefore, the frontiers of domestic researches are mainly organizational socialization and employee innovation behavior. Since 2014, the public opinion in the domestic society has been dominated by the responsibility sense of social progress and the public expectations for national development. The overall public opinion atmosphere is good. During this period, the domestic researches are no longer limited in individual and group organizations but rise to the level of behavioral science and national organization.

4. Conclusions and enlightenment

The Citespace 5.3.R1 software is used in this paper to analyze the domestic and foreign literature of organizational behavior and organizational culture. The results show that certain research results in research hotspots and research directions of domestic organizational behavior and organizational culture have been achieved, while there are still some differences with foreign countries. Currently, there are mainly the following problems:

(1) In terms of subject basis, the foreign studies focus more on interdisciplinary integration and the basic theories of diversification. Management, Psychology, Ethics, and Economics are the basic theories that are commonly used. While in China, Economics and Management are the main research disciplines, and researches on "Psychology" and "Ethics" are relatively lacking. Domestic scholars should conduct a wider research in this field, focus on organizational behavior and organizational culture from different perspectives, and promote organizational behavior and organizational culture to show more significant diversification and dynamic orientation.

(2) Foreign studies pay more attention to the combination of theory and practice, while the domestic scholars mainly conduct deductive research by studying paradigms and theoretical frameworks, which results that in the existing research, neither the scientific methodology adapted to the subject objects has been developed, nor has the theoretical system highly matched with the research objects been established, and that the existing theories have limited contribution to explaining actual management phenomena, and that the practical value has not been fully reflected [10]. Domestic scholars should actively promote the combination of theory and practice while researching, and truly integrate the theoretical results into the organization.

(3) At the level of the burst terms in literature, the research frontiers at home and abroad coincide to a certain extent, which shows that domestic researches have made a breakthrough to some extent. However, the theories in China have not been accepted by the international academic cycle, but only stay at the individual level or the small group level. In the future, the scholars in China should learn to use the advanced existing Western theories to explain the theories of organizational behavior in China, combine the national conditions and social trends in China, and test, improve and develop the theories by combining theories and practices [11], so as to promote the development of researches on organizational behavior with Chinese characteristics.

Acknowledgements

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