

# A Bibliometric Analysis the Scope of Local, Global, And Glocal Studies

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**Abstract:** This article seeks to employ bibliometric analysis to offer a thorough picture of the research environment concerning local, global, and glocal contexts. Amidst the increasing globalization, it is imperative to deeply understand the interplay between local and global contexts and the "glocal" concept. This study investigates the current body of literature on these three areas by assessing patterns of publishing, trends in research, and collaborations among scientists. Using data from famous academic databases, we have found noteworthy keywords, notable authors, and esteemed publications pertaining to this topic. The research indicates a significant rise in the quantity of publications regarding local, global, and global contexts during the previous two decades. This research also illustrates a shift in focus from localized contextual examinations to a more inclusive approach that combines global and local perspectives. These findings are anticipated to offer scholars and practitioners a novel understanding of the dynamics of interaction between local, global, and glocal contexts. Moreover, these discoveries will be a significant reference for forthcoming investigations in this field.

**Keywords:** Local context; Global context; Glocalization; Bibliometric analysis; Research trends.

## 1. INTRODUCTION

The concepts of local, global, and glocal contexts have been extensively examined in multiple academic fields, such as sociology (Bauman, 1998; Biggart, 2015; Giulianotti & Robertson, 2006; Weiß, 2020), anthropology (Gille & Ó Riain, 2002; Giulianotti & Robertson, 2006; JonHoltzman, 2024; Kearney, 1995; Robertson, 1995), geography (Martin, 2004; O'Loughlin, 1988; 橘川, 2009), and cultural studies (Archer et al., 2014; Cawley et al., 2002; Sihlongonyane, 2020). These concepts offer a framework for comprehending the interaction between the local, global, and the spaces that exist in between. Understanding the dynamics of local, global, and glocal has gained significant importance. Various local and global factors significantly shape every decision in business, politics, or daily routines. These notions pertain to the interaction between local, global, and "glocal" elements, emphasizing the interdependence of various levels of human activity and the influence of globalization on local circumstances (Bjelland, 2014; Caniglia et al., 2018; Kennedy, 2007).

The notion of local, global, and glocal contexts offers a comprehensive framework for analyzing the intricate interplay among many tiers of human engagement. At the local level, it explores the distinct dynamics, cultures, and identities that are exclusive to a certain area (Coffey & Polèse, 1984). Simultaneously, the global context underscores the interconnectivity and interdependence of societies and cultures on a global level (Fang, 2023; Kennedy, 2007; Novák, 2020; Peng, 2023; Yankuzo, 2014). The idea of the glocal dimension recognizes the fusion of local and global impacts, highlighting the reciprocal impact of global forces on local surroundings, and vice versa. An example of this is the "glo-cal experience" post-pandemic modular skyscraper system, designed to rejuvenate tourism. Glocalization refers to the phenomenon in which local entities adjust to the global environment while preserving their distinct local identity (Drori et al.,

2014; Glocalization, 2019). Starbucks modifies its menus in other countries by incorporating local characteristics, such as Matcha Green Tea Latte in Japan or Panini Pesto Alla Genovese in Italy, to attract local customers while upholding its worldwide reputation.

This article will thoroughly analyze local, global, and glocal ideas and their significance in the contemporary world. We may make more calculated and tactical choices by better comprehending these circumstances. The study will investigate the local context's specific circumstances, examine the global context, and finally scrutinize how glocal notions link the two.

## 2. BIBLIOMETRIC APPROACHES

Bibliometric statistical analysis was employed to scrutinize the research works produced between 2014 and 2024, focusing on their local, global, and glocal contexts.

The Scopus database was selected as the main data source for this study to conduct an extensive search for scholarly articles on the use of local, glocal, and glocal contexts important to social sciences. A search was conducted in the Scopus database using the keywords "local AND global AND glocal," which yielded a total of 675 documents. The documents underwent a subsequent filtration process based on their publication period, specifically ranging from 2014 to 2024. Only documents written in English were considered. The result produced roughly 341 relevant documents. As a result, we chose just articles and reviews, which led to a reduced total of 608 documents. Data was retrieved from the selected papers, encompassing keywords, author information, institutional affiliations, nation contributions, journals, and quotations. The procedural aspect of this research is visually illustrated in Fig. 1, enhancing comprehension of the procedure.

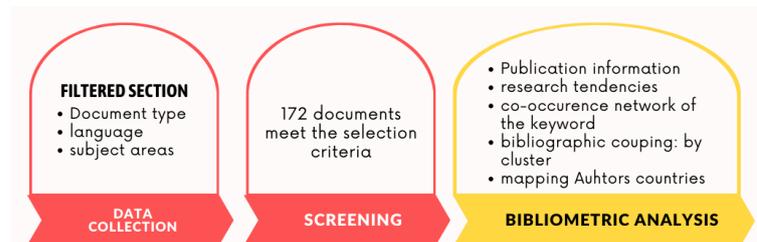


Fig. 1. The technical flowchart illustrates the research analysis in this study

## 3. RESULT AND DISCUSSION

### 3.1. Local and Global Context: Examining the Regional and Worldwide Setting

Local context encompasses the specific circumstances, cultural norms, traditions, and social interactions that are distinct to a given geographical area or community. An extensive comprehension of the local context is crucial as each location possesses distinct characteristics that impact persons and organizations' interactions and decision-making processes (Geertz, 1973). To fully understand the local context, one must thoroughly examine the complex network of circumstances, customs, and social interactions that influence a particular area or group. This encompasses not only the observable elements such as customs and cultural customs, but also the fundamental social frameworks, power dynamics, and historical accounts that significantly influence the manner of life in that specific area.

The revitalization of local wisdom in environmental education exemplifies the utilization of the local context to cultivate sustainable practices (Hilman & Sunaedi, 2017). By tapping into a community's abundant cultural heritage and traditional knowledge, environmental education initiatives can be crafted to resonate with the local populace and encourage environmentally conscientious behaviors deeply rooted in longstanding values and practices. Place-based

education, a method that utilizes the distinctive characteristics of a certain location to improve learning, has been proven to be an effective strategy in the social studies classroom. It promotes a stronger bond with the town and its history (Resor, 2010). This approach acknowledges that communities' social, cultural, and environmental difficulties are most effectively tackled by considering the local population's specific circumstances, lived experiences, and traditional knowledge systems. These localized factors significantly influence individual and collective decision-making (Hilman & Sunaedi, 2017; Resor, 2010; Robottom, 2004; Schlottmann, 2005).

Incorporating educational initiatives rooted in a community's specific circumstances makes it possible to foster a stronger sense of identity, belonging, and empowerment. This approach enables communities to address issues that directly affect their daily lives effectively. The local context plays a vital role in comprehending human behavior and decision-making, as it serves as the basis for developing sustainable, inclusive, and effective solutions to the complex challenges faced by communities worldwide.

The evaluated studies examine cultural identification, integration, adaptability, and resilience, specifically emphasizing immigrants and individuals in multicultural environments. The chapter underscores the need to comprehend cultural disparities in different situations, such as mergers, expatriate adjustment, and innovation. It emphasizes that cultural adaptation is a dynamic process encompassing emotional, behavioral, and cognitive reactions to evolving local cultures. The text explores many tactics, including integration, isolation, fusion, and marginalization, and how cultural transformation entails replacing traditional culture with modern culture, affecting physical, institutional, behavioral, and mental components (Sun & Wang, 2022). The options for cultural adaptation that have been discussed include assimilation, isolation, fusion, and marginalization. These tactics significantly affect individuals and groups in multicultural communities by shaping their emotions, actions, and thoughts toward local cultures. Assimilation and isolation are practical manifestations, fusion is an optimal approach, and marginalization represents individualistic psychological functioning during cultural adaptation. The interplay between preserving old customs and embracing current cultural influences is crucial in influencing the cultural adaptation process within multicultural cultures.

Gaining a comprehensive understanding of the local context extends beyond surface-level observations of customs and cultural behaviors. It entails exploring the complex network of circumstances, customs, and social interactions that influence a particular area or group. These factors encompass not only the observable elements, but also the underlying social frameworks, power dynamics, and historical narratives that significantly influence the manner of life in that specific area. Moreover, it is important to recognize the interdependence between the local context and broader societal and global influences. Local communities are interconnected entities that operate within a broader context influenced by global trends and forces. Furthermore, it is essential to recognize the historical narratives that have influenced the local area to comprehend its present condition and possible future paths. By acknowledging these interdependencies, a more thorough comprehension of the specific local circumstances can be attained, facilitating the development of more efficient plans and initiatives that are attuned to the distinct dynamics of each community.

Gaining a comprehensive understanding of the local situation requires going beyond superficial observations. It entails fully engaging with the community's customs, language, and belief systems but also recognizing the impact of past events and institutional processes that have molded the local surroundings. These factors may encompass the lasting effects of colonization, the historical experiences of indigenous peoples, economic inequalities, and social rankings that require thoughtful examination and reverence to grasp the local intricacies fully. Moreover, to fully comprehend the local context, it is necessary to delve into the complex web of interpersonal connections, community traditions, and local governing structures that uphold the region's essence. To achieve this, it is important to actively include community leaders, elders, and

stakeholders in order to understand the fundamental traditions and principles that shape the way decisions are made and social interactions occur within the local setting. Ultimately, to successfully traverse the local environment, it is crucial to go deeper and fully embrace the historical, social, and cultural complexities that define each region's distinct identity and influence how individuals reside and engage with one another. Through this approach, individuals and organizations can establish significant relationships and make well-informed choices that align with the values and dynamics of the local community.

Globalization has greatly influenced socio-cultural, educational, and social interactions worldwide. Our society's globalization has transformed how people and communities interact, from the diffusion of international cuisine and popular culture to the sharing of ideas and expertise through educational partnerships. Globalization has resulted in the amalgamation of traditions and customs, fostering a more diverse and integrated global society within the socio-cultural framework. This has enhanced the diversity of human culture and promoted greater comprehension and tolerance of varying values and customs. Globalization has not only enabled the merging of traditions and practices, but it has also ignited discussions about cultural appropriation and authenticity. With the increasing interconnectedness of societies, there is a continuous trade and circulation of cultural materials, resulting in both positive appreciation and apprehension. The influence of globalization on socio-cultural interactions is intricate since it involves both the acknowledgment of diversity and the possible weakening of distinctive cultural traditions.

Globalization has created opportunities for collaboration and sharing of information in the field of education. Higher education institutions have progressively participated in international collaborations, facilitating the interchange of students, faculty, and research. This has enhanced the academic experience and promoted a deeper comprehension of varied educational perspectives and methodologies. Nevertheless, there are worries regarding the possible imposition of Western-focused curricula and the exclusion of local educational customs in light of globalized norms (Singh, 2016). Additionally, globalization's swift advancement of technology has made it necessary to incorporate twenty-first-century skills, such as critical thinking, creativity, and digital literacy, into educational structures (Pacho, 2020). Globalization has revolutionized the methods by which knowledge is obtained and shared in the field of education. Partnerships between educational institutions throughout the globe have facilitated the sharing of teaching techniques, research discoveries, and viewpoints, enhancing the academic environment. Nevertheless, it has also posed difficulties, such as the prevalence of Western educational frameworks and the exclusion of indigenous knowledge systems. However, incorporating global competencies into curricula has become a top concern for educators, as they want to provide students with the essential abilities needed to navigate a more interconnected world (Machekhina, 2016; Singh, 2016).

The impact of globalization on social interactions has been significant. Digital technologies have made it easier for people to form virtual communities and connect with individuals from different cultures. This has led to the exchange of ideas and values, which can both enrich cultures and create tensions. The facilitation of worldwide communication has also facilitated the swift spread of information, concepts, and social movements, which can significantly influence local communities. Nevertheless, there are worries regarding the possibility of social relations becoming more uniform and local communities being pushed to the outside due to global influences. Globalization has enhanced social connectivity by enabling the movement of individuals, commodities, and concepts, resulting in increased cross-cultural engagements and the dismantling of geographical limitations. The emergence of global networks and communities has facilitated the development of a shared identity and common responsibility for addressing transnational concerns (Peng, 2023). However, the fast rate of change has also raised worries about the gradual disappearance of local identities and the possibility of heightened social

conflicts as communities struggle with the intricacies of cultural interchange. In addition, the widespread use of new media and digital platforms has greatly magnified the social influence of globalization, enabling individuals to participate in global conversations and the widespread distribution of collective knowledge (Peng, 2023). Globalization has fundamentally transformed how people engage with one another on a social level. Social media and digital communication have facilitated global connectivity, enabling individuals to form virtual communities and participate in transnational movements. The emergence of these novel modes of social engagement has presented both prospects for significant connections and apprehensions surrounding privacy, cyberbullying, and the impact of digital echo chambers. Given the ongoing influence of globalization on our socio-cultural, educational, and social environments, it is imperative to thoroughly analyze its effects and devise methods to promote inclusive and fair exchanges in this interconnected world.

Furthermore, the significance of globalization on social connections cannot be disregarded. The convenience of communication and transportation has facilitated the connection of individuals from all parts of the world, resulting in the sharing of ideas, the establishment of worldwide friendships, and the emergence of global social movements that promote common causes. Given the ongoing influence of globalization on our society, it is crucial to carefully analyze its effects on socio-cultural, educational, and social relationships, recognizing the advantages and difficulties it presents.

### **3.2. How does the glocal context work?**

The glocal context acts as a crucial link between the local and the global, recognizing the way local and global forces overlap and interact. Glocalization refers to the process of modifying global products, services, and ideas to suit local preferences and contexts, while still preserving certain aspects of their original global identity. This concept highlights the interactive and mutually influential relationship between local and global contexts. It acknowledges that local cultures are not simply consumed or replaced by global influences but actively interact with and mold these influences to align with their own requirements and traditions (Yankuzo, 2014; Zafar et al., 2020).

In education, the concept of glocalization refers to how higher education institutions modify worldwide curricula, teaching approaches, and research priorities to suit their specific local circumstances while keeping ties to international academic networks. In the social sphere, people and communities face the challenge of balancing global cultural influences with the desire to maintain their local identities. This often leads to the creation of hybrid cultural expressions and social interactions that combine aspects from both global and local sources. In essence, the glocal context highlights the significance of recognizing the simultaneous existence and reliance of the local and global aspects, and the necessity of creating approaches that promote mutually advantageous interactions and adjustments between these interconnected domains. By embracing the combination of local and global influences, we can create chances for enhanced cultural comprehension, societal unity, and long-lasting progress as both local and global factors collaborate to tackle the intricate issues confronting our ever-more interconnected globe.

The "glocal" concept has been well recognized in academic discussions since it represents the complex interconnection between global and local occurrences. This notion is highly pertinent for comprehending the ever-changing cultural shifts taking place in Indonesia, a country that has historically been at the crossroads of various global influences and deeply ingrained local customs (Salikin et al., 2021; Yankuzo, 2014).

The term "glocal" is a neologism formed by combining the words "global" and "local." It signifies the notion that global phenomena are frequently modified and reconfigured to suit local communities' particular circumstances and requirements (distribution, 2012). Glocalization refers to the practice of adapting a company or product to conform to the specific laws, habits, and preferences of a new market when entering it. In Indonesia, the glocal notion is demonstrated

through the interaction between introducing American popular culture and safeguarding traditional Indonesian cultural practices. Indonesians have shown an impressive capacity to selectively embrace and modify American music, films, and consumer goods to fit their own cultural environment, despite the undeniable impact of these global influences on their cultural scene (Dewi, 2013; Sutanto et al., 2023). The research conducted by Bachtiar (Salikin et al., 2021) demonstrates the ongoing evolution and practice of traditional Madurese engagement rites, despite the societal changes resulting from globalization. The study examining the influence of globalization on traditional performing arts in Indonesia demonstrates that electronic media have impacted how these art forms are presented. However, local communities have managed to incorporate new technologies without completely forsaking their cultural heritage (Dewi, 2013; Sutyono, 2020). Moreover, the research on the change in consumer buying habits in Indonesia indicates that although foreign goods have impacted consumer behavior, Indonesians have shown a strong preference for their domestic products, showcasing the durability of their cultural identity amid global influences.

### 3.3. Analysis bibliometric: Interconnecting between keywords

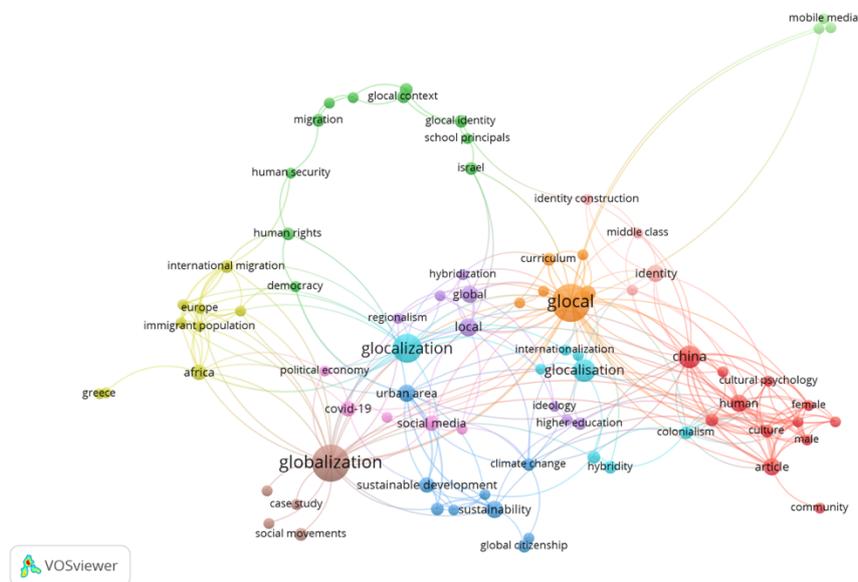


Fig. 2. A visual representation map of the bibliographic by keyword

The visualization largely focuses on the fundamental ideas of "glocal," "glocalization," "globalization," and "glocalisation." These phrases indicate a notable academic emphasis on the interaction between global and local phenomena, commonly described as "glocalization." This concept entails modifying worldwide concepts, products, or practices to fit into specific local circumstances, emphasizing how globalization influences local cultures, identities, and practices. The prevalence of "glocal" in the network indicates a significant focus on how individuals and organizations handle their identities and behaviors within a globalized framework. This is further supported by the interconnections with disciplines like as education, identity formation, and internationalization, highlighting the importance of glocalization in establishing cultural and educational frameworks in a world that is becoming more interconnected.

The term "globalization" is associated with significant social and economic concerns, including sustainable development, social movements, and political economy. This connection illustrates the continuous discussions regarding the effects of globalization on economic systems, environmental sustainability, and social structures. Moreover, the existence of discrepancies in

the term "glocalisation" suggests a wide-ranging and heterogeneous involvement with the idea in various bodies of literature. The interconnections between sustainability, urban regions, and global citizenship emphasize the importance of glocalization in tackling current global issues, such as urbanization and the pursuit of sustainable lifestyles.

In summary, the network visualization highlights the intricate connections between global and local dynamics, with glocalization being a vital foundation for comprehending the processes of adaptation and negotiation that take place at various societal levels. This underscores the diverse effects of globalization, encompassing not just economic and social systems, but also cultural identities and local customs. The academic emphasis on these topics indicates an increasing curiosity in investigating the ways in which global phenomena are adapted to local contexts and how local customs might impact and modify global patterns.

Keywords of local, global, and glocal context intersection

Cluster	Item of concepts	Number of Items (Color)
<b>Cluster 1</b>	China, community, cultural psychology, culte, female, human, human esperiment, innovation, knowledge, male, south Africa.	12 items (red)
<b>Cluster 2</b>	Cosmopolitanism, democracy, glocal context, glocal identity, human rights, human security, israel, language education, learner identity, migration, school principals.	11 items (green)
<b>Cluster 3</b>	climate change, emission control, equity, global citizenship, sustainability, sustainable development, sustainable development goals, urban area, urban development.	9 items (blue)
<b>Cluster 4</b>	Africa, Europe, governance approach, Greece, immigrant population, immigration policy, international migration, migration governance, protest.	9 items (yellow)
<b>Cluster 5</b>	Global, higher education, hybridization, ideology, interculturality, local, regionalism, world literature.	8 items (purple)
<b>Cluster 6</b>	Colonialism, cultural identity, education, gender, glocalisation, glocalization, hybridity, internationalization.	8 items (purple)
<b>Cluster 7</b>	Curriculum, glocal, representation, rhetoric, subjectivity	5 items (orange)
<b>Cluster 8</b>	case study, Hungary, social movements, Vietnamese higher education	4 items (brown)
<b>Cluster 9</b>	covid-19, political economy, social media, social media platforms, twitter.	5 items (green)
<b>Cluster 10</b>	Identity, identity construction, middle class, perception, mobile media, Philippines, social intimacy.	7 items (pink)

The co-occurrence analysis of keywords has identified ten distinct clusters; however, five dominant clusters are prominently represented in the visualization, indicating a concentration of research focus within these areas. These clusters are characterized by their respective central themes: "glocalization," "globalization," "migration and security," "cultural identity," and "sustainability." The "glocalization" and "globalization" clusters are particularly dominant, reflecting a substantial scholarly interest in the interplay between global and local dynamics. These clusters emphasize how global processes are adapted to local contexts and how local practices influence global trends. The keyword clusters in the visualization reflect distinct yet interconnected thematic areas, highlighting the complexity and multi-dimensionality of the topics studied.

*First*, the green cluster, which includes terms like "migration," "human security," and "international migration," suggests a focus on migration issues and their implications for security and human rights. This cluster likely addresses the challenges and dynamics associated with population movements in a globalized world, touching on policy and social dimensions. *Second*, the red cluster, centered around terms such as "China," "cultural psychology," and "identity," likely delves into cultural and psychological aspects of globalization, with a specific focus on China. This cluster highlights issues of identity, cultural adaptation, and the psychological impacts of globalization, reflecting a nuanced understanding of how global influences are perceived and

internalized at the individual and community levels. *Third*, the yellow cluster, with keywords such as "Europe," "immigrant population," and "human rights," appears to concentrate on regional issues, particularly within the European context. This cluster indicates a scholarly interest in the implications of immigration and human rights within this geographic and sociopolitical space. *Fourth*, the intersection with the green cluster shows how migration and human rights concerns overlap, particularly in regions experiencing significant immigration flows; and *Five*, the brown cluster, featuring terms like "globalization," "social movements," and "sustainable development," emphasizes the broader societal impacts of globalization. This cluster is likely to explore how global processes affect social and economic structures, including the emergence of social movements advocating for sustainable development and equitable globalization. The connection to the "political economy" suggests an analysis of the economic dimensions of these global processes.

The connectivity between these clusters illustrates the interdisciplinary nature of research on globalization and glocalization. The overlap between clusters suggests that issues like migration, human rights, and identity are not isolated phenomena but are deeply intertwined with broader global processes and local adaptations. This connectivity also underscores the importance of a holistic approach in studying these themes, recognizing that changes in one area (e.g., migration) can have significant implications for others (e.g., human security, cultural identity). This interconnectivity highlights the need for integrated policies and interventions that address these complex, overlapping issues in a comprehensive manner.

### 3.4. The most contributing countries and citations

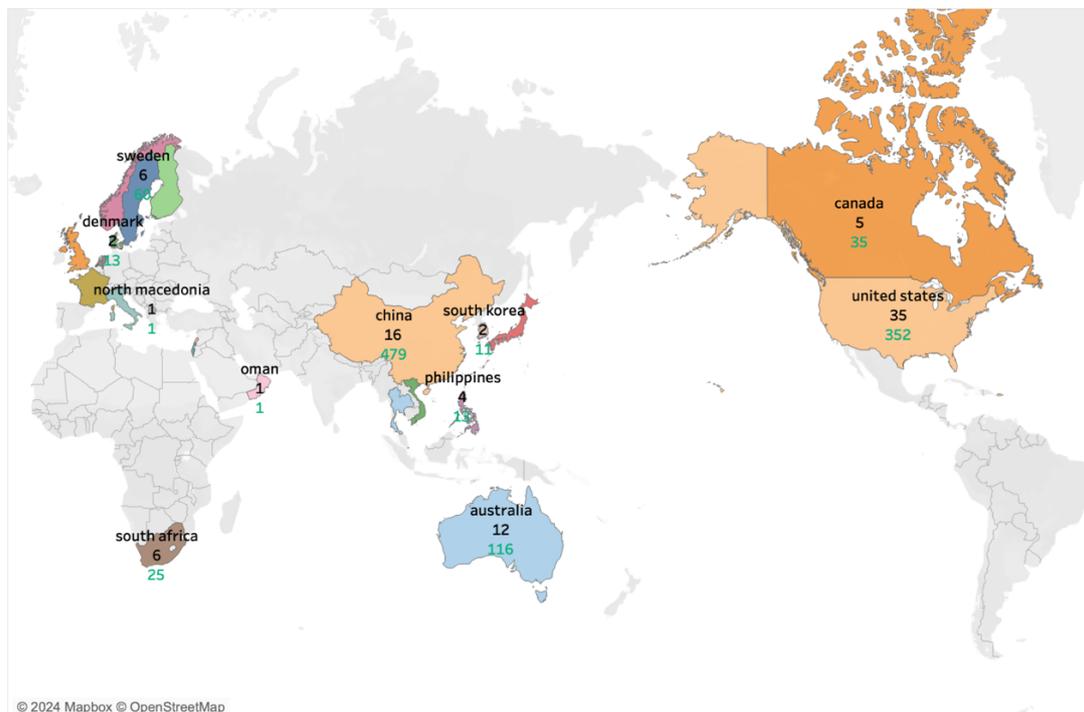


Fig. 3. Visualization map contributions from every country by tableau.

The data presented in the map illustrates the distribution of academic articles and citations related to the topics of glocalization, globalization, and local issues, as published by authors from various countries. The numbers in black denote the total number of articles published, while the green numbers indicate the number of citations those articles have received.



The overlay visualization presented above illustrates the co-occurrence of keywords related to globalization and its variants, such as "glocalization" and "glocal." The keywords are interconnected, indicating the thematic linkages and research trends in this field over the years from 2018 to 2022, as depicted by the color gradient.

**Central Themes and Keywords:** The most central and frequently occurring keywords are "globalization," "glocalization," and "glocal," signifying the core focus of the research. The size and centrality of these nodes suggest that they are pivotal topics within the academic discourse. Keywords like "cultural identity," "sustainability," "climate change," and "human rights" are also prominent, indicating their significant roles in discussions surrounding globalization. **Temporal Trends:** The color gradient indicates the temporal evolution of these research themes. Keywords shaded in yellow and green, such as "sustainable development goals," "human security," and "cosmopolitanism," suggest emerging interests or newer research topics. In contrast, nodes colored blue, like "globalization," "glocalization," and "human rights," point to well-established areas of study. **Cluster Formation:** Distinct clusters can be identified within the map. For example, one cluster associates "glocalization" with "cultural identity," "education," and "sustainability," reflecting an integrated approach to understanding the local-global nexus. Another cluster centers around "migration governance," "international migration," and "human security," highlighting research focused on the implications of globalization on population movements and security issues. **Peripheral Keywords:** Keywords such as "mobile media," "rhetoric," and "protest" appear more peripheral, indicating niche areas of study or less central topics in the current discourse.

Overall, this overlay visualization provides a comprehensive view of the research landscape on globalization and related concepts, showcasing the breadth of interdisciplinary approaches and the evolution of thematic focus over recent years. This analysis underscores the dynamic nature of globalization studies, with emerging themes reflecting contemporary global challenges and academic inquiries.

#### 4. CONCLUSION AND LIMITATION

This study does a bibliometric examination of local, global, and glocal contexts, focusing on the literature published in the last ten years. The results of our research indicate a substantial rise in the number of publications focusing on these topics, which indicates a growing academic and practical interest in comprehending the interaction between local and global forces. This study emphasizes a transition from separate analyses of local or global events to a more comprehensive approach that acknowledges the interconnectedness of these levels. Glocalization is a significant theory that highlights how local entities modify global influences to suit specific cultural, social, and economic circumstances while preserving their distinct identities. Our investigation has identified the crucial patterns, noteworthy writers, and important publications that have influenced this discipline. These findings are essential for scholars and practitioners who want to understand and contribute to a rapidly globalizing society. They provide a basis for future study and policy-making that considers the complex interplay between local and global factors.

The main constraint of the paper is its dependence on bibliometric analysis, which primarily emphasizes quantitative measures such as the number of publications, frequency of keywords, and citation analysis. Although this method is useful for spotting patterns and providing an overview of the research field, it does not thoroughly examine the qualitative intricacies of the material in the referenced works. Consequently, the analysis can fail to consider nuances in how the local, global, and glocal terms are understood and applied in various circumstances. Furthermore, the study's focus is restricted to papers that are included in academic databases, which may result in the exclusion of pertinent studies published in less easily available or non-English language journals. This constraint may lead to a distorted comprehension of the research environment by not adequately expressing viewpoints from countries with varied linguistic and

academic customs. To gain a more thorough and detailed understanding of how local, global, and glocal environments interact, future studies should include qualitative assessments and examine a wider variety of sources.

**Conflicts of Interest:** These authors declare no conflict of interest

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