

## Global Bibliometric Mapping of Zakat Marketing: Trends, Actors, and Digital Transformation (2000–2025)

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### ABSTRACT

This study aims to map the intellectual landscape and global evolution of scientific literature on zakat marketing from 2000 to 2025, identifying the trends, conceptual structures, key actors, and future directions of this rapidly growing research field. Using a bibliometric analysis method on data extracted from the Scopus database, quantitative analysis was conducted through performance analysis and science mapping. The results show exponential publication growth after 2017, driven by digital technology adoption accelerated by the COVID-19 pandemic, with a research landscape geographically dominated by a collaboration axis between Indonesia and Malaysia. Key research themes identified are the integration of zakat with Islamic banking to achieve economic growth, and the significant role of digital transformation through fintech, especially in the context of the COVID-19 pandemic. In conclusion, zakat marketing research has evolved from a limited niche into a dynamic and interdisciplinary field of strategic management, signifying a paradigm shift from normative studies towards a discipline integrated within the broader Islamic finance discourse. This study provides a comprehensive roadmap for practitioners and academics to optimize the potential of Islamic philanthropy in the digital age. *This is an open access article under [CC-BY-NC 4.0](https://creativecommons.org/licenses/by-nc/4.0/) license.*



### ARTICLE INFO

#### Keywords:

Zakat Marketing, Bibliometrics, Islamic Social Finance, Digital Transformation, Fintech, Crowdfunding

#### Article History:

Received: 2025-10-14

Revised: 2025-10-20

Accepted: 2025-11-16

Published: 2025-11-30

#### How to Cite in APA Style:

Khodijah, S., & Irfan Abdurahman, A. (2025). Global Bibliometric Mapping of Zakat Marketing: Trends, Actors, and Digital Transformation (2000–2025). *Educational Researcher Journal*, 2(3), 62–79. <https://doi.org/10.71288/educationalresearcherjournal.v2i3.87>

### Introduction

As a fundamental pillar of the Islamic social finance system, zakat has historically been a key instrument for wealth redistribution, poverty alleviation, and maintaining a social safety net in Muslim societies. However, in the face of the dynamics of the 21st-century global economy, globalization, and demographic changes, particularly the emergence of a digitally savvy generation of muzakki

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(donors), traditional zakat management and collection methods are beginning to show their limitations. Challenges such as transparency, accountability, limited reach, and operational efficiency are driving a paradigm shift. Zakat Collection Institutions (LAZ) worldwide are now required to transform into professional, modern, and adaptive entities.

In the midst of this transformation, the discipline of sciencezakat marketingZakat has emerged as a crucial field of study and practice. It is no longer viewed as a simple promotional activity, but rather as a strategic approach that integrates modern marketing principles, communications, and technology to optimize the potential of zakat. This evolution has been dramatically accelerated by the digital revolution. Innovations such as financial technology (fintech), platformscrowdfunding, social media, and data analytics have opened up new avenues for zakat institutions to build trust, increase donor engagement, and communicate their social impact more effectively.

Despite the rapid development of field practice, a systematic academic understanding of the structure, trends, and intellectual landscape of this research field remains under-charted. To address this knowledge gap, this study conducts a bibliometric analysis to quantitatively map the global literature on zakat marketing over the past quarter-century (2000–2025), with the aim of identifying its conceptual pillars, key actors, and evolutionary trajectory.

Based on this background, this study is designed to answer a series of key questions that will help map this field comprehensively. The main research questions are as follows:

1. What are the growth trends and temporal evolution of zakat marketing literature globally from 2000 to 2025?
2. What are the main conceptual themes that shape the intellectual structure of the field, and how is digital transformation reflected in these themes?
3. Who are the key actors—including authors, institutions, and states—who are most influential in the discourse on zakat marketing, and what are the patterns of collaboration between them?
4. Which scientific works and sources (journals) are the fundamental references and main dissemination channels in zakat marketing research?

## Method

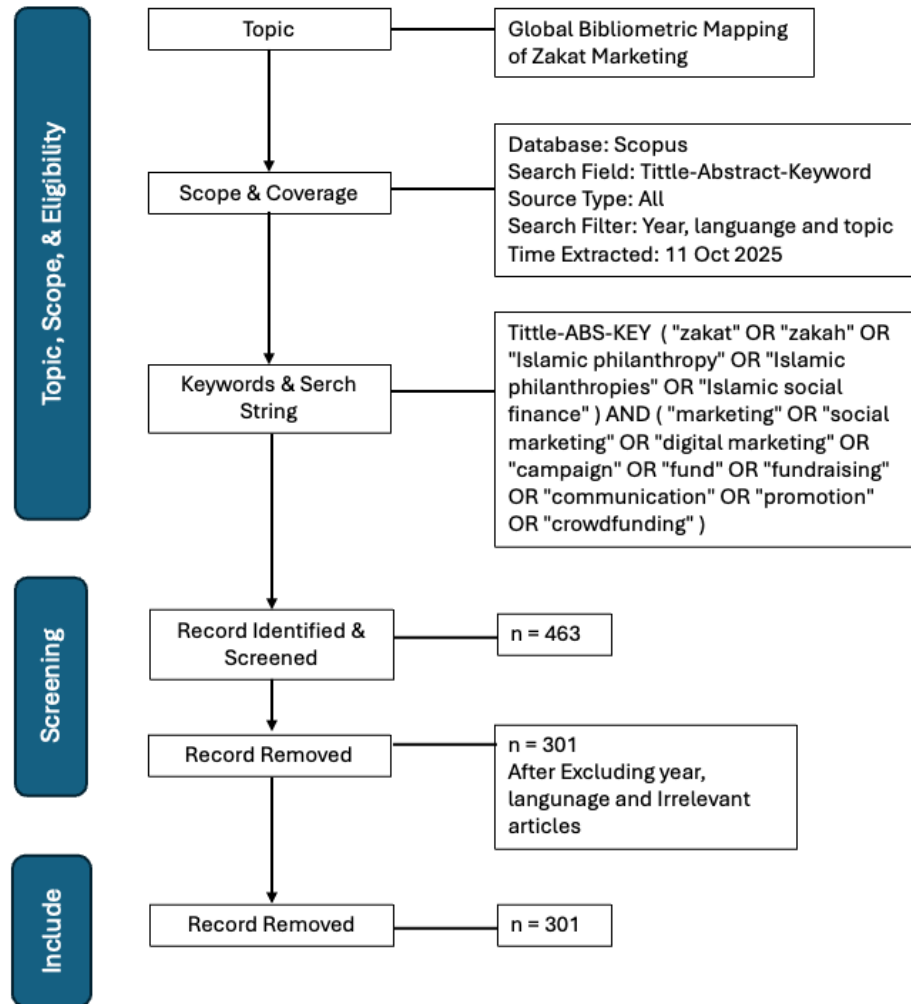
To achieve the research objectives, a bibliometric analysis approach was chosen because of its ability to provide an objective, systematic, and comprehensive review of a large body of scientific literature. This method allows for the identification of hidden patterns, intellectual structures, and historical trends that may not be apparent through a traditional qualitative literature review.

The primary data source for this study is the Scopus database, chosen for its extensive coverage of peer-reviewed journals, conference proceedings, and other scholarly publications across various disciplines, including social sciences, economics, and Islamic studies. The data extraction process was conducted on October 11, 2025, using a carefully designed search string to capture relevant literature. The search query was divided into two main components: (a) a core concept component, which includes terms related to Islamic philanthropy (zakat, zakah, Islamic philanthropy, Islamic social finance), and (b) a marketing and communication context component (marketing, fundraising, communication, fintech, crowdfunding, strategy). The time period was limited from January 1, 2000, to the extraction date to capture the longitudinal evolution of the field.

The extracted bibliographic data, including title, abstract, keywords, authors, affiliations, and citations, were then analyzed using specialized bibliometric analysis software. The analysis was conducted through two main lenses:

1. **Performance Analysis:** Used to measure the scientific productivity and impact of various entities. This includes analyzing annual publication trends to understand the growth of the field, identifying the most relevant journals that serve as primary channels for knowledge dissemination, determining the most cited documents that serve as intellectual pillars, and identifying the most productive authors, institutions, and countries.
2. **Science Mapping:** It is used to visualize the conceptual and social architecture of a research field. Keyword co-occurrence analysis is conducted to identify and group key research themes into thematic clusters. Furthermore,

collaboration network analysis is used to map patterns of scientific cooperation between countries, highlighting geographic centers of research.



**Figure 1 Document Selection Process**

**Results**

A comprehensive analysis of bibliometric data yields a series of significant findings, which collectively depict a dynamic and transforming landscape of zakat marketing research.

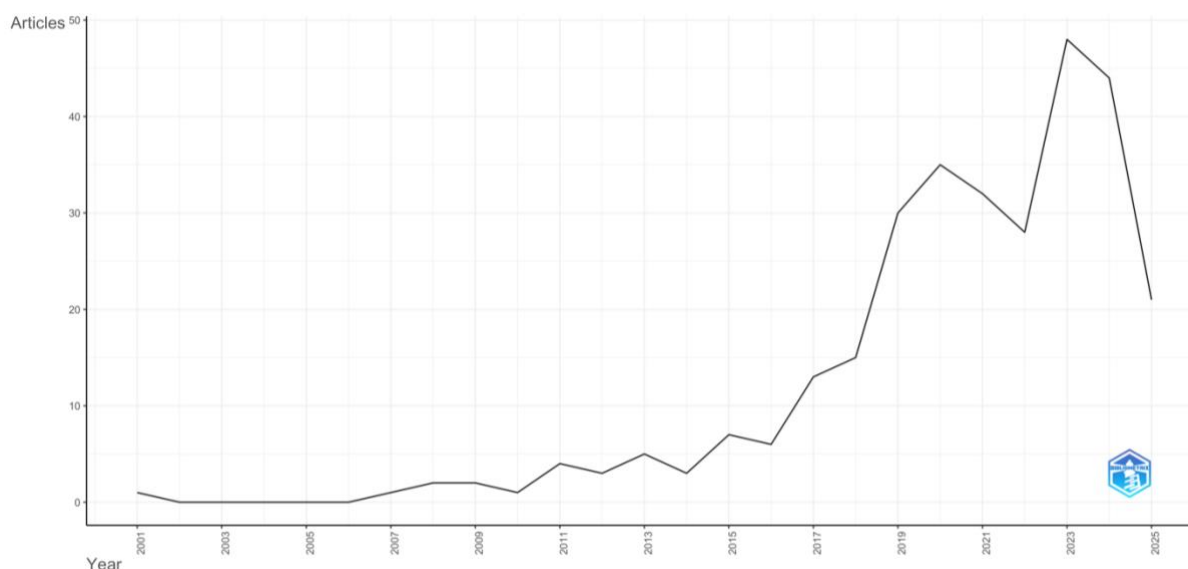
**Tabel 1 Main Information About Data**

Description	Results
MAIN INFORMATION ABOUT DATA	
Timespan	2001:2025
Sources (Journals, Books, etc)	163
Documents	301
Annual Growth Rate %	13,53

Document Average Age	4,49
Average citations per doc	10,2
References	2444
DOCUMENT CONTENTS	
Keywords Plus (ID)	142
Author's Keywords (DE)	864
AUTHORS	
Authors	769
Authors of single-authored docs	60
AUTHORS COLLABORATION	
Single-authored docs	63
Co-Authors per Doc	2,93
International co-authorships %	24,25
DOCUMENT TYPES	
article	301

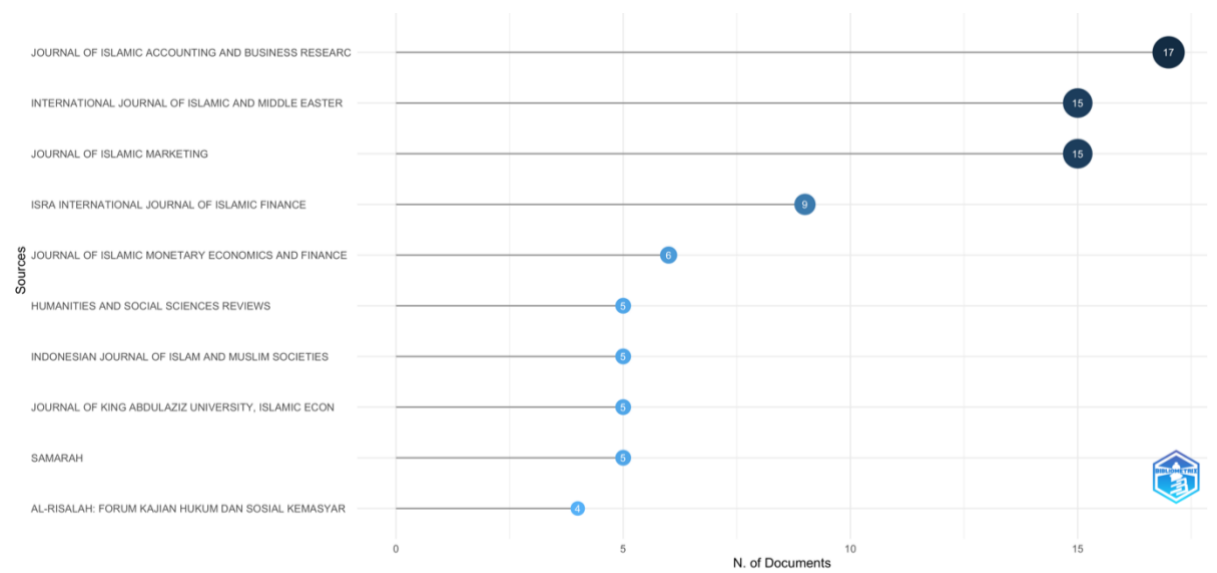
### Publication Trends: A New Era of Zakat Marketing Research

Figure 2 *Annual Scientific Production* clearly shows two distinct phases in the development of research on Zakat Marketing. **First phase (2000-2017)**, which can be called the "formative phase", consists of 48 articles whose focus tends to be theoretical and conceptual. Articles from this phase, such as *"Interrelationship between Zakat, Islamic bank and the economy"* (Choudhury & Syafri Harahap, 2008), And *"Poverty elimination through potential zakat collection in the OIC-member countries: Revisited"* (Shirazi & Amin, 2009), exploring the theoretical basis and macroeconomic potential of zakat, with the communication methods analyzed still being traditional as shown in the article *"Exploring the ethical identity of Islamic Banks via communication in annual reports"* (Haniffa & Hudaib, 2007)



**Figure 2 Annual Scientific Production**

In contrast, the second phase (2018-2025) was an "acceleration era," marked by a more than fivefold increase to 253 articles. Recent articles from 2025 clearly demonstrate this shift in focus, with titles such as "Integration of Islamic Philanthropy with Financial Technology."(Ulum et al., 2025), "Transforming Islamic social finance: determinants of blockchain technology adoption for zakat payment" (Afifah et al., 2025), dan "Regulatory and Economic Challenges in Contemporary Crowdfunding-Based Cash Waqf" (Saputra et al., 2025) This shift demonstrates that research has shifted significantly from the question of why zakat is important to how zakat is implemented, modernized, and transformed through digital technology in the contemporary era.

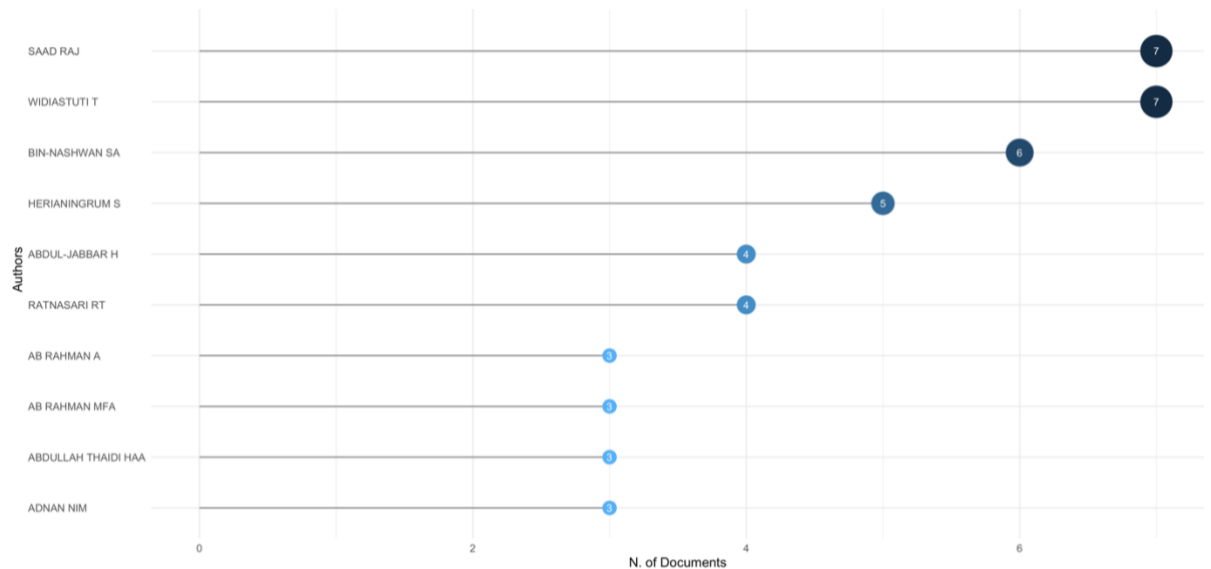


**Figure 3 Most Relevant Sources**

Figure 3 "Most Relevant Sources" shows that journals such as the Journal of Islamic Accounting and Business Research, the International Journal of Islamic and Middle Eastern Finance and Management, and the Journal of Islamic Marketing are the leading publication outlets. For example, the Journal of Islamic Accounting and Business Research contains articles such as " Transforming Islamic social finance: determinants of blockchain technology adoption for zakat payment " (Afifah et al., 2025). International Journal of Islamic and Middle Eastern Finance and Management menerbitkan karya berjudul "The role of Islamic social finance during Covid-19 pandemic in Indonesia’s economic recovery" (Ascarya, 2022).

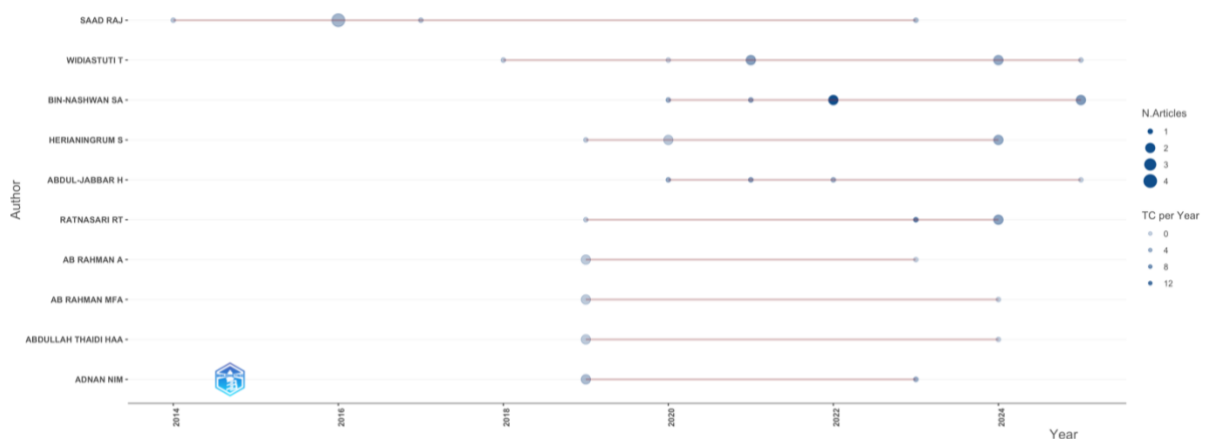
Journal of Islamic marketing features marketing studies such as " Zakah as tool for social cause marketing and corporate charity: a conceptual study " (Abdullah, 2019).

The presence of specific articles in these specialized journals indicates that the topic of zakat has developed into a mature field of study with its own academic standards, where researchers are actively discussing and building knowledge.



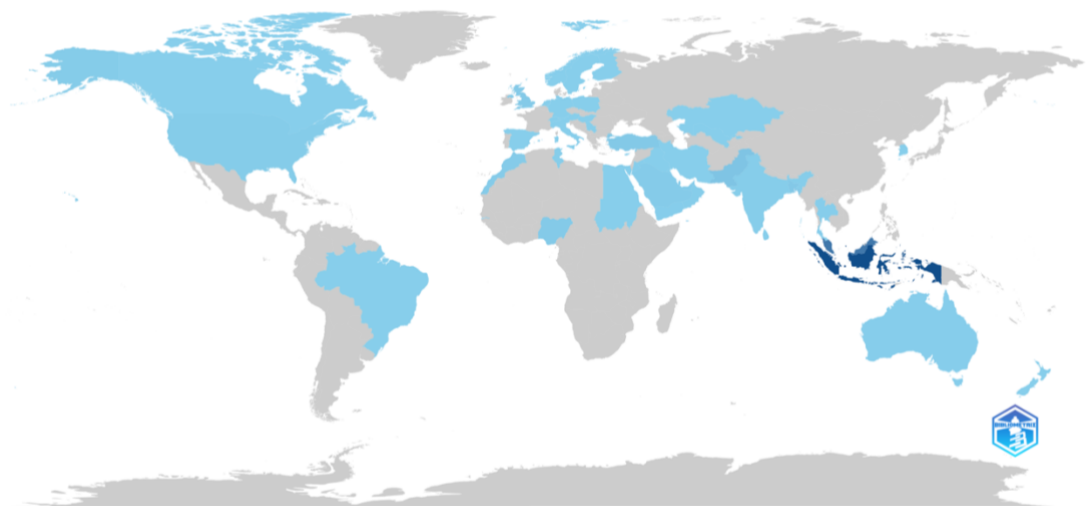
**Figure 4 The most relevant and productive authors**

Furthermore, **the most relevant and productive writers** in forming the discourse of zakat marketing can be identified in Figure 4. shows that authors such as Saad Raj, **Widiastuti, T.**, **Bin Nashwan SA.**, And **Herianingrum S.** are some of the names that appear most frequently as authors of articles. The productivity of these authors demonstrates their central role in leading and directing the evolution of research, from conceptual discussions to more modern digital strategy analyses.



### **Figure 5 Authors' Production over Time**

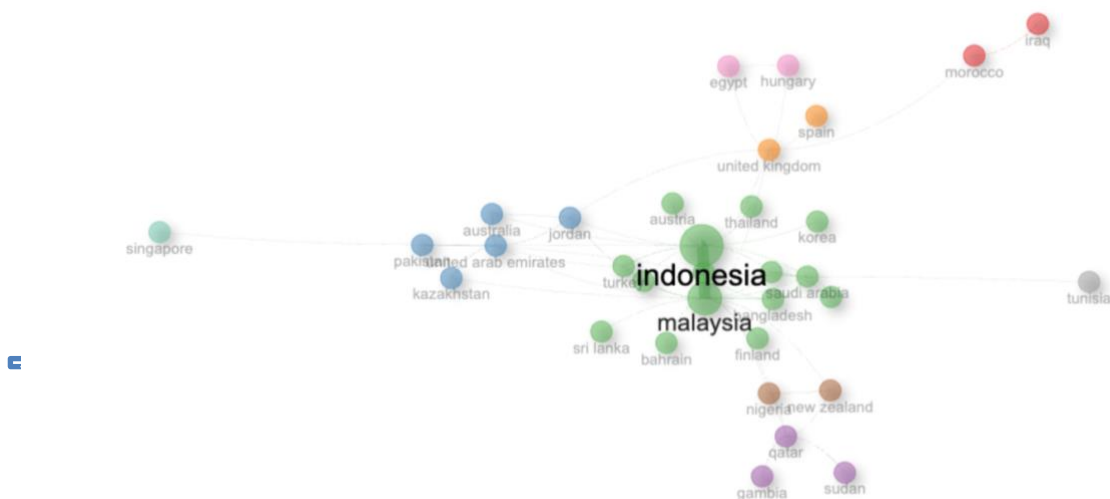
The "Authors' Production over Time" visualization in Figure 5 provides a dynamic overview of key authors' contributions over time, which closely aligns with the findings of the two phases of research evolution. Authors such as Saad R have contributed since the formative phase, building the theoretical foundations of the field with works such as "*Zakat Surplus fund Management*" which was published in 2016 (Saad et al., 2016). However, authors such as Widiastuti, T., and Bin-Nahwan S. showed a significant surge in productivity during the acceleration phase (post-2018). For example, most of Widiastuti, T.'s publications indexed in this data appeared after 2020, with titles explicitly discussing new tools in zakat management, such as "*Zakat scorecard model as a new tool for zakat management*" (Widiastuti et al., 2020) while Bin-Nashwan S wrote an article entitled "*Toward diffusion of e-Zakat initiatives amid the COVID-19 crisis and beyond*" which explains the digital Zakat formula post-COVID-19 (Bin-Nashwan, 2022). This phenomenon demonstrates the regeneration and specialization of researchers, with a new generation of academics now leading studies on the implementation of technology in Islamic philanthropy.



**Figure 6 Country Scientific Production**

INDONESIA	401	NEW ZEALAND	2
MALAYSIA	263	SINGAPORE	2
PAKISTAN	30	SOUTH KOREA	2
BANGLADESH	18	SUDAN	2
TURKEY	16	AUSTRIA	1
UK	13	CANADA	1
NIGERIA	12	EGYPT	1
MOROCCO	9	FINLAND	1
SAUDI ARABIA	9	GAMBIA	1
dear	8	HUNGARY	1
QATAR	7	IRAQ	1
UNITED ARAB EMIRATES	7	ITALY	1
MY	5	KAZAKHSTAN	1
INDIA	4	NETHERLANDS	1
TUNISIA	4	NORWAY	1
AUSTRALIA	3	POLAND	1
CYPRUS	3	SERBIA	1
JORDAN	3	SPAIN	1
THAILAND	3	SRI LANKA	1
YEMEN	3	SWEDEN	1
BAHRAIN	2	SWITZERLAND	1
BRAZIL	2	UZBEKISTAN	1
GERMANY	2	NEW ZEALAND	2
IRAN	2	SINGAPORE	2
KUWAIT	2		

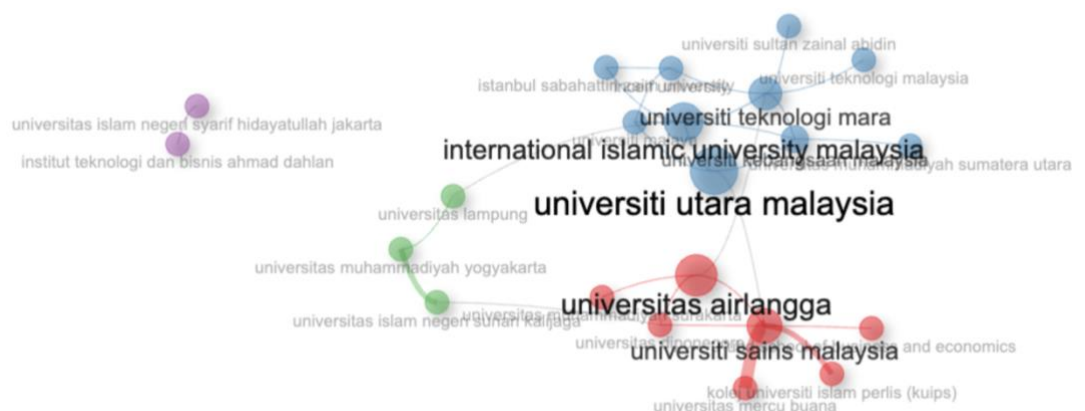
Collaboration maps and productivity data show that the global discourse on zakat marketing is firmly dominated by two Southeast Asian countries: Indonesia and Malaysia. These two countries are not only the largest producers of knowledge but also form a very strong hub of collaboration, creating a mutually enriching research ecosystem.



### Figure 7 Country Collaboration Network

These two countries are not only the largest producers of knowledge but also form a very strong axis of collaboration, creating a mutually enriching research ecosystem. This geographic dominance is reflected in the affiliations of the most prolific authors, such as Huda M., Widiastuti T., and others, most of whom come from institutions in both countries. Their works are consistently published in leading specialist journals, while fundamental articles by authors like Abduh M. continue to be key references that form the theoretical foundation of this field.

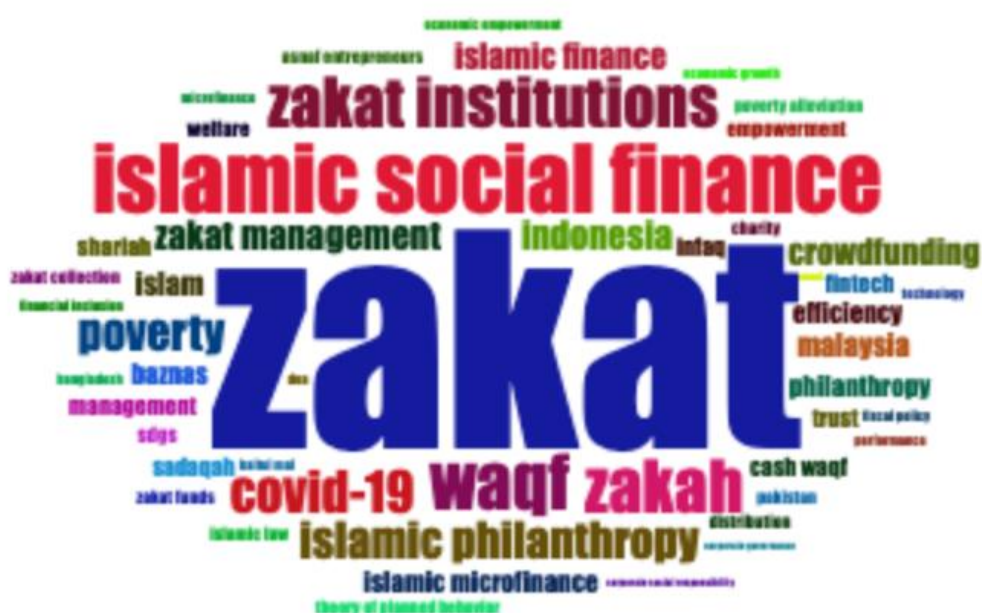
A concrete example of this Indonesia-Malaysia collaboration axis can be seen in the article entitled "Islamic Social Finance And SDG 2: Measuring The Social Impact Of Islamic Religious And Malay Tradition Council In Perak State" which was written jointly by affiliates from Universities in Indonesia and Malaysia. (Abdul Khir et al., 2025) This synergy is strengthened by contributions from leading institutions in both countries. For example, authors affiliated with Airlangga University in Indonesia have produced a work titled "Muzakki and Mustahik's collaboration model for strengthening the fundraising capacity of Islamic social finance institutions during COVID-19," which focuses on the behavior of muzakki and mustahik. (Herianingrum et al., 2024) Such institutional collaboration and specialization enrich and accelerate the development of scientific discourse, making Southeast Asia a center of gravity for global zakat marketing research.



## Figure 8. Institution Collaboration Network

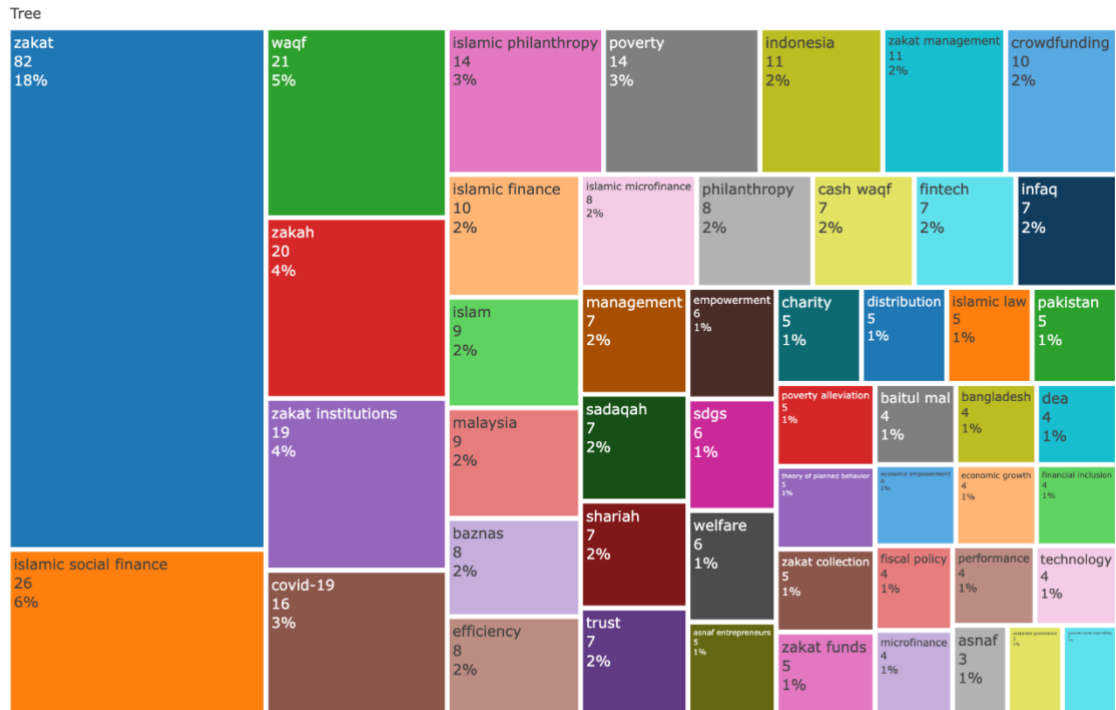
### Main Themes and Topics

Based on the analysis of the co-occurrence of keywords in *word cloud*, the main focus of this research is **zakat**. This concept most often appears in conjunction with "**islamic banking**" And "**islamic finance**", which shows that this literature intensively examines the integration and synergy between zakat philanthropic instruments and the Islamic commercial financial sector. The most dominant geographic context for this study is "**Indonesia**", where the most frequently measured impact is "**economic growth**". This indicates a strong research trend to position zakat as a tool for economic development. Furthermore, the significant emergence of the keyword "**fintech**" And "**covid-19**" simultaneously with zakat, it highlights the crucial sub-theme of digital transformation in zakat management, a trend accelerated by the pandemic.



## Figure 9. Word Cloud

Studies on the synergy between zakat and financial sector investment can be seen in articles such as " Fintech Adoption And Its Investment Impact In Islamic Social Finance: The Case Of Zakat " oleh Amri et al., which explores how Zakat as Islamic Social Finance adopts technological developments (Amri et al., 2024).

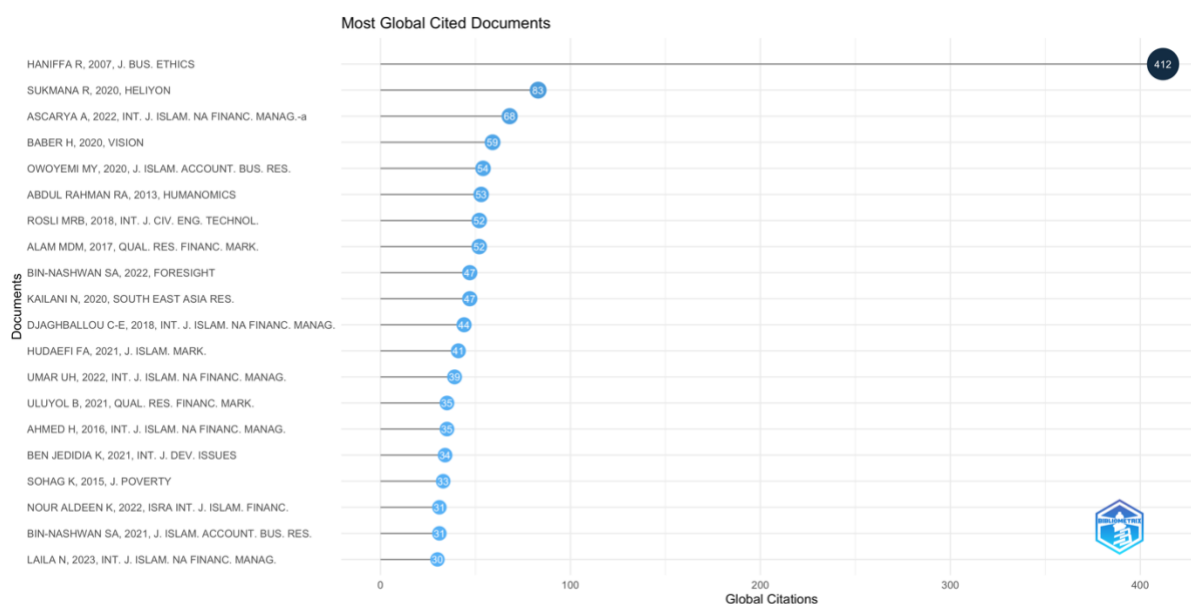


**Figure 10 Tree Map**

The trend that positions zakat as a tool for economic development in Indonesia is reflected in works such as "**The Zakat, Infaq, and Alms farmer economic empowerment model**" by Saripudin which explicitly links zakat with community empowerment and national economic development(Saripudin et al., 2020). Meanwhile, the sub-theme of digital transformation accelerated by the pandemic is very clearly visible in the study entitled " The Innovative Technique of AD/AC and ZP/ZR Appraising of Malaysia’s Zakat Fund Practice in The Presence of Covid-19 Pandemic: The Case of Fully, Partially and Non-Privatized State Zakat Institutions " This article evaluates the performance of Malaysian zakat institutions from 2016-2020, focusing on the adoption of new technologies (known as AD/AC and ZP/ZR) for fund collection and disbursement. This quantitative study found that although many institutions have begun to use such

techniques, their disbursement performance is inconsistent and the use of technology for fund disbursement and reporting is still lacking. (Abdullah, 2023).

## Citation Analysis



**Figure 11 Most Global Cited Document**

These most cited articles serve as intellectual pillars that show the evolution of thought in this field. The fundamental work by Haniffa, R. (2007) entitled "*Exploring the ethical identity of Islamic Banks via communication in annual reports*" laying the foundation for the importance of transparency and ethical communication in Islamic financial institutions, a principle that is at the heart of public trust in modern zakat management (Haniffa & Hudaib, 2007). Over time, the focus of research shifted towards mapping and critical assessment of the field of study itself, as shown by Sukmana, R. in his article "*Critical assessment of Islamic endowment funds (Waqf) literature: lesson for government and future directions*". Unlike specific implementation studies, this research is a literature survey that

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identifies key trends and scopes in waqf research. The study found that finance (35%) and economic development (25%) dominate the literature, while the majority of research (59%) still uses a normative rather than empirical approach. By mapping both well-researched and under-researched areas, this work provides important insights for government policy and direction for future researchers, demonstrating the potential for philanthropy to be studied more strategically. (Sukmana, 2020).

Further development towards applications oriented towards productive economic impact is evident in Ascarya's (2022) work entitled "*The role of Islamic social finance during Covid-19 pandemic in Indonesia's economic recovery*" This research innovatively offers a holistic solution based on Islamic social finance (zakat, infaq, and waqf) to address the health and economic crises caused by the Covid-19 pandemic in Indonesia. The context is to position Islamic philanthropic instruments not only as a social safety net (*social safety net*) for households, but also as strategic capital to save businesses, especially Micro, Small, and Medium Enterprises (MSMEs), through financial and business assistance such as digital marketing. Thus, this article represents the pinnacle of current thought evolution, where zakat is marketed as a multifunctional instrument that not only contributes to sustainable economic growth but also as a responsive and comprehensive crisis management tool. (Ascarya, 2022).

## **Conclusion**

This bibliometric study systematically maps the intellectual landscape of zakat marketing, confirming its transformation from a limited niche to a dynamic and relevant field of study in the digital age. The study's main conclusion is that zakat marketing research has entered a technology-driven "era of acceleration," with a conceptual framework that balances innovation, impact, and Sharia compliance. This research landscape is firmly led by scholars and institutions from Indonesia and Malaysia, who together form the global epicenter for modern zakat marketing practice and theory.

The theoretical implications of these findings indicate a paradigm shift in the study of Islamic philanthropy. Research no longer focuses solely on normative or

theological approaches, but has evolved into an interdisciplinary strategic management discipline. The emergence of thematic clusters centered on "fintech" and "economic growth" indicates that zakat marketing is now viewed as an integrated subfield within the broader Islamic finance discourse, where operational efficiency and measurable impact are the primary focus. This paves the way for the development of a new theoretical framework for digital philanthropy management in an Islamic context.

Practically, these findings provide valuable insights for managers of zakat institutions (LAZ). The dominance of digitalization emphasizes that technology adoption is no longer an option but a necessity to maintain relevance and public trust. Furthermore, the shift in marketing narrative toward "socio-economic impact" provides guidance for LAZ to design more effective communication strategies, particularly to attract the more critical millennial and Gen Z donor segments. Successful models widely studied in Indonesia and Malaysia can serve as benchmarks and sources of inspiration for zakat institutions in other countries.

In conclusion, this study has contributed by providing a clear map of the current state, key actors, and conceptual structure of zakat marketing research. However, it suffers from limitations inherent in bibliometric analysis, such as reliance on a single database (Scopus) and potential bias in keyword selection. Nevertheless, the resulting map remains a solid foundation for understanding the evolution of this field and, more importantly, a starting point for future research that will incorporate more in-depth and diverse analyses.

### **Further Research Directions**

Based on the findings of this study, further research directions need to be enriched through several approaches. Empirical studies are needed to measure the specific effectiveness of various digital channels such as social media and...*crowdfunding*, as well as in-depth qualitative research to understand the factors of trust and behavior of muzakki towards digital platforms. Furthermore, a cross-regional comparative analysis comparing the Southeast Asian model with other regions such as the Middle East or the West will provide valuable contextual insights. Finally, an exploration of the potential of advanced technologies such as artificial intelligence (AI) for personalized communication, *big data* for distribution

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optimization, and *blockchain* for transparency can be a new frontier in zakat marketing research.

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