

The Changing Landscape of Organizational Citizenship Behavior: A Bibliometric Analysis of Recent Research Patterns and Future Directions

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ABSTRACT

This study presents a comprehensive bibliometric and systematic review of Organizational Citizenship Behavior (OCB) literature, analyzing 47 articles published between 2021-2024. Using VOSviewer for network visualization and PRISMA protocols for systematic review, the analysis reveals five distinct research clusters: leadership-OCB relationships, justice-performance linkages, personality-culture interactions, digital transformation impacts, and citizenship pressure phenomena. Findings confirm that while Organ's foundational framework remains relevant, new constructs have emerged reflecting contemporary workplace realities, including virtual OCB, green citizenship behaviors, and compulsory citizenship behavior. Particularly noteworthy are cultural variations in OCB manifestations, with Asian contexts demonstrating unique interpretations through guanxi-based OCB and Confucian values. The study concludes that traditional OCB frameworks require expanded conceptualizations accounting for digital transformation, cultural diversity, and employee well-being costs. This research consolidates fragmented knowledge, identifies critical theoretical gaps, and proposes future directions for advancing OCB scholarship in evolving organizational landscapes.

Keywords: Organizational Citizenship Behavior, Bibliometric Analysis, Systematic Review, Network Analysis