



## **A Bibliometric Retrospective of Thematics, Collaboration, and Impact in the *International Journal of Atharva***

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### **Abstract**

**Background:** The *International Journal of Atharva* is an important platform for interdisciplinary scholarship, especially on issues pertaining to the South Asian context. A much-needed quantitative, systematic investigation into its publication landscape will provide



insight into its intellectual structure, collaborative networks, and scholarly impact-areas that have not been previously explored.

**Objectives:** The present study undertakes a comprehensive bibliometric analysis of the *International Journal of Atharva* to outline the core research themes, analyze the co-authorship networks, and appraise its interdisciplinary character.

**Methods:** Publication metadata were obtained from the database of Lens.org. The data were analyzed with two main tools, VOSviewer for building and visualizing bibliometric networks of keyword co-occurrence and author collaborations, and wordsift.org to create a word cloud identifying predominant terms in article titles.

**Findings:** The analysis highlights a dominant disciplinary focus on Psychology, Business, and Computer Science with a strong applied research orientation to educational, service-industry, and health-related studies in Nepal. The co-authorship network is decentralized and contains distinct collaborative clusters anchored by prolific authors. Subash Adhikari has been identified as a central connecting node. Key themes emerge on student satisfaction, service quality, and mental health-a research ecosystem deeply engaged with the local socio-economic issues.

**Conclusion:** The *International Journal of Atharva* demonstrates a strong and distinctive interdisciplinary identity, integrating the social sciences with applied business and health studies. This is reflected in its research output, characterized by robust local relevance and an emerging collaborative network. The journal successfully creates a platform for regionally important, problem-centered research.

**Implementation:** The findings carry implications for the journal editors to identify emerging topics for special issues and refine their strategic direction. Researchers might use this map to identify potential collaborators and niche areas for submission, while libraries and policymakers might learn more from the contribution of this journal to regional scholarship.

**Keywords:** Bibliometric Analysis, *International Journal of Atharva*, Research Trends, Co-authorship Network, Interdisciplinary Research.

## **Introduction**

### **Background**

Interdisciplinary research that addresses complex, real-world problems by bringing together varied fields of knowledge is increasingly becoming characteristic of the academic landscape (Anand & Singh, 2025; Rana et al., 2025). The primary carriers of this knowledge are scholarly journals, whose individual characteristics will shape intellectual discourse within and across disciplines (Karki et al., 2025; Lam, 2024; Shrestha et al., 2024; Kumar et al., 2024, Karki, 2019). The *International Journal of Atharva* has clearly emerged as a significant platform, not least within the South Asian context, nurturing a diverse body of research. Preliminary indications are that the social sciences dominate its publication portfolio, with strong representation from Psychology, Business, and Computer Science, and significant coverage of applied fields like Medicine, Marketing, and Education. The interdisciplinary nature of the journal, along with an apparent emphasis on local contexts as seen in the centrality of keywords



like "Nepal," "Kathmandu," and "students," makes it an interesting subject for a systematic investigation with a view to gaining detailed insights into its distinctive scholarly footprint.

### **Bibliometric Analysis**

Bibliometric analysis, as a quantitative methodology, uses statistical and computational techniques to map cumulative scientific knowledge within a given domain (Mahat et al., 2023). Going beyond the limitations of traditional literature reviews, it offers an objective data-driven look at the evolution, structure, and dynamics characteristic of research fields (Neupane & Lourdasamy, 2024). This generally includes the analysis of publication patterns, citation networks, keyword co-occurrences, and author collaborations. By applying techniques such as co-word and co-authorship analysis, bibliometrics are able to uncover emerging research fronts, detect the composition of core thematic clusters, and delineate the social network of contributing scholars to a journal. For a multidisciplinary journal like the *International Journal of Atharva*, this method will be important in deciphering the complex interconnections of its varied research themes and the collaborative ecosystem that produces them.

### **Problem Statement**

Despite the growing corpus of its publications and its apparent role in disseminating regionally and topically diverse research, there is a lack of a comprehensive, quantitative assessment of the *International Journal of Atharva*. Without this, it is difficult to objectively determine what the core intellectual structure of the journal is, what its leading and declining themes are, and what the nature of scholarly collaborations within it is. Important questions remain: What are the definitive research themes that define the journal? How do authors from different institutions and disciplines collaborate through the journal's pages? Is there a cohesive research agenda, or does the journal's content remain fragmented? The absence of a systematic bibliometric analysis means the journal's contributions, strengths, and possible gaps are not documented in a formal manner, which limits the capacity of editors, authors, and readers to strategically guide its future direction and assess academic impact.

### **Significance of the Study**

The present study will be of considerable value to several stakeholders in the academic community. First, for the editors and editorial board of the journal in question, the findings will help present an evidence-based overview of its trajectory, serving to develop and maintain the journal's editorial policy, identify relevant special issues, and position the journal strategically within the landscape of scholarly publishing. For potential contributors and researchers in general, the analysis will delineate the intellectual territory of the journal, pointing out strong research fronts and less-well-represented emerging niches, and thus guiding a submission strategy and literature review process. For library and information scientists, it will add one more case study to the literature about the evolution of a journal that is both interdisciplinary and regionally focused. Finally, this study constitutes a reflective mirror for the journal itself, as it documents its scholarly journey and forms one basis for its sustained growth and relevance.



## **Objective**

The purpose of this paper is to undertake a thorough bibliometric analysis of the *International Journal of Atharva*, with the aim of mapping its intellectual and social dynamics. To that effect, the study aims at the following: It aims to identify the leading research themes and their evolutionary trends within the journal by using keyword co-occurrence and frequency analysis. To examine collaboration patterns among authors by analyzing co-authorship networks in search of key contributors and influential research clusters. The aim is to gauge the interdisciplinary nature of the journal through mapping the distribution and integration of knowledge in its dominant subject areas, which include Psychology, Business, Computer Science, and Health.

## **Methodology**

Data for this bibliometric analysis was sourced from the Lens.org database, which is a comprehensive open scholarly platform (Neupane & Lourdusamy, 2025). A focused search was used to capture the entirety of the publication history of the *International Journal of Atharva*. The specific metadata for all articles, reviews, and other citable documents published in this journal, including titles, authors, affiliations, keywords, abstracts, and citation data, were exported from Lens.org. The dataset was then cleaned and standardized for consistency-for example, merging variant spellings of author names-to ensure reliability as a basis for further analysis.

In the analytics phase, two software tools were used to analyze different dimensions of the data about the publications. For the core of the analysis, VOSviewer, robust software for constructing and visualizing bibliometric networks, was utilized. With the cleaned data, several network maps were generated: a co-occurrence analysis of author keywords to detect major thematic clusters and their interrelations, and an analysis of co-authorship that maps the collaborative networks between different researchers and institutions. Complementing the network-based insights of VOSviewer, wordsifr.org was used to generate a word cloud based on words in article titles as a means of intuitively and visually representing the most frequent and prominent terms in the research output of this journal.

This stage consisted of a systematic interpretation of the generated visualizations and data underlying them. Inferences pertaining to the intellectual structure and social collaboration pattern of the *International Journal of Atharva*'s scholarly ecosystem were drawn from the clusters, links, and node size in the VOSviewer maps. The word cloud generated from wordsifr.org was used as a supplemental tool for a fast understanding and validation of dominant research themes. This multi-tool approach, based on extensive data from Lens.org, network analysis capabilities from VOSviewer, and the visual simplicity from wordsifr.org, ensured comprehensive and multi-faceted scrutiny of the journal's publication landscape.

## Results and Analysis

### Word-cloud: Keywords of Research Article Titles



Figure 1: Word-cloud ( Keywords used in the titles)

### Central Themes and Dominant Focus

In the word cloud, the largest and most central terms are Nepal, Kathmandu, students, study, and satisfaction. Their size would mean that most of the research topics, keywords, or themes revolve around Nepal-based contexts and student-related inquiries. The prominence of satisfaction, industry, health, and management may indicate that academic and professional studies in the corpus significantly dwell on understanding perceptions, performance, and experiences in service sectors and educational settings in Nepal.

## Strong Tradition of Education and Student-Focused Research

One of the largest clusters includes the words students, school, college, undergraduate, academic, learning, knowledge, and education. Most of these studies examine one or another behavioral or psychological aspect of the students' attitude or approach to learning. This shows a strong trend toward 'academic' research into how students understand, experience, and interact with their educational environments.



### **Service Industry, Banking, and Hospitality Trends**

Words like banking, commercial, banks, customer, service, hospitality, hotel, and industry reveal that another substantial area of research is service-sector studies. Terms like satisfaction, performance, quality, and management provide additional indication that such studies are oriented toward service quality assessments, customer behavior, and institutional performance metrics. This shows a growing interest in consumer-focused and organizational research in Nepal's thriving service sectors, especially those related to banking and hospitality.

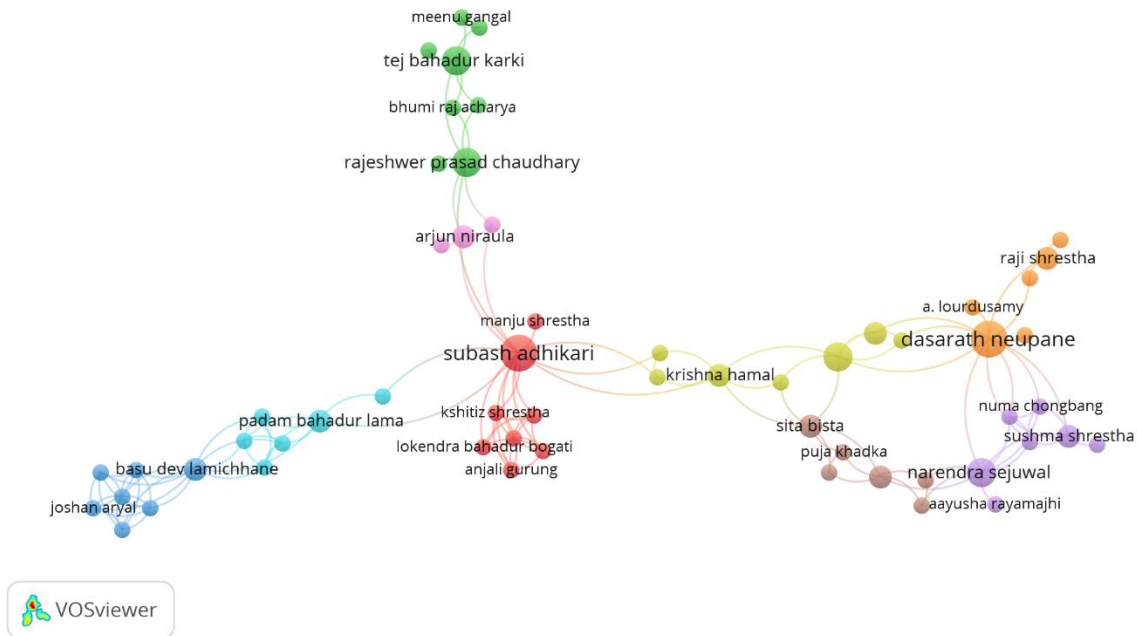
### **Dimensions of Health, Psychology, and Well-being**

Another major area represented includes health, mental, patient, healthcare, stress, and risk. Their presence indicates a strong research orientation toward public health, mental health, patient care, and psychological well-being. Words such as behavior, self, factors, and impact are indicative that many studies analyze the determinants of behaviors and health outcomes for various groups, especially students and consumers. This points out the concerns regarding well-being and healthcare in the academic research landscape of Nepal.

### **Emerging Themes, Diversity, and Methodological Approaches**

The inclusion of terms like green, sustainable, urban, rural, diversity, technology, innovation, and trends points toward emerging and evolving areas of study. Such a usage indicates the growth of academic interest in areas such as sustainability, demographic change, and environmental questions through the process of digital transformation. Moreover, methodological keywords like bibliometric, case, review, analysis, and assessment point to a mix between qualitative, quantitative, and review-type research methods. In general, the word cloud depicts a dense and diverse research landscape which ranges from education and health over management and consumer behavior to national development.

## Network Visualization



*Figure 2: Co-authorship*

## Central Nodes and Overall Structure

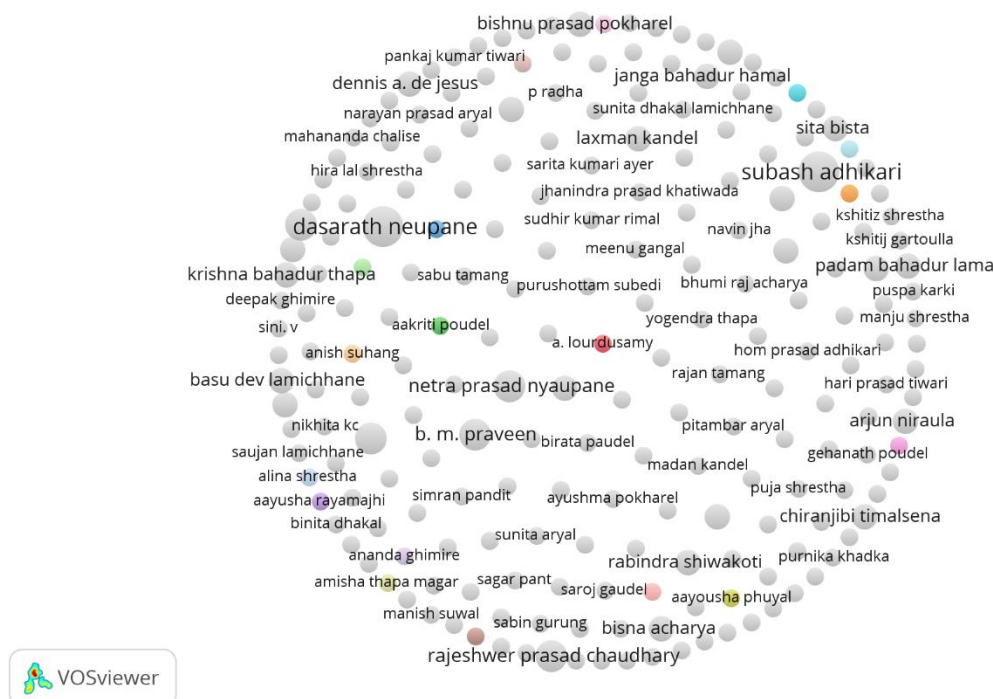
This network visualization presents Subash Adhikari as the most central and influential node, marked by dense connections reaching across multiple clusters. Centrality, as such, depicts a high level of co-authorship and a connecting node for researchers representing different groups. Such a core node is encircled by other authors like Manju Shrestha, Lokendra Bahadur Bogati, and Kshitiz Shrestha, manifesting strong collaborative relationships and hence forming a cohesive research hub.

## Cluster Formation and Collaborative Patterns

Several different clusters emerge, with the specific identification of groups of researchers collaborating extensively. The blue cluster of, for example, Basu Dev Lamichhane, Joshan Aryal, and Padam Bahadur Lama forms a single, highly connected unit, which suggests a persistent institutional or project-based collaboration. The green cluster of Rajeshwer Prasad Chaudhary, Bhumi Raj Acharya, and Tej Bahadur Karki has moderate internal connectivity, while the purple and brownish clusters are smaller but focussed teams. These represent thematic or departmental cohesion in the general research network.

### Peripheral Connectors and Cross-Cluster Linkages

The other important node on the right is Dasarath Neupane, who is thus in a dedicated cluster with collaborators including A. Lourdasamy, Raji Shrestha, and Narendra Sejuwal. This cluster shares links to other groups through bridging nodes such as Krishna Hamal, which suggests cross-group collaboration and knowledge sharing. This structure thus reflects an interconnected academic community where some authors play the role of bridges, increasing the flow of ideas and fostering interdisciplinary research.



*Figure 3: Authors Network*

### Overall Structure and Distribution

The network displays a wide constellation of authors linked by co-authorship, in a roughly circular and dispersed structure. The large number of small grey nodes suggests a wide pool of contributors who have collaborated occasionally, but with a few somewhat larger nodes accounting for authors with a relatively higher frequency of co-authorship. It thus reflects a scattered, bottom-up character for the scholarly ecosystem, in which collaboration is widespread but without being dominated by any single overarching cluster.

### Emerging Influential Figures and Localized Clusters

This visualizes a decentralized structure of collaborations, with a few leading authors with somewhat larger node sizes, for instance, Subash Adhikari, Dasarath Neupane, Padam Bahadur Lama, Arjun Niraula, and Rajeshwer Prasad Chaudhary. These nodes act like semicentral anchors around which smaller contributors cluster. The map here presents some pockets of



localized collaboration, with authors working with each other within thematic or institutional circles. In fact, the whole map typifies a multi-centered network marked by independent research groups that sometimes intersect.

### **Connectivity, Integration, and Collaborative Pathways**

The inter-linkages among authors denote a reasonable level of integration across various research groups. Though not sharply defined, the light coloration of some nodes hints at subtle subgroup formations-most probably symbolizing research teams of similar interests or belonging to academic institutions. Links extending from figures such as Subash Adhikari and Dasarath Neupane play the role of bridges to knit together different parts of the network for better cohesion in collaboration. This pattern suggests an expanding collaborative landscape where cross-group academic engagement has continued to develop.

### **Thematic Areas**



**Figure 4: Subject Areas**

Looking at the list provided, which seems to be a frequency count of subject areas from a corpus of academic literature (*International Journal of Atharva*), a clear hierarchy of research focus appears. There is a single major field that is most dominant by a significant margin, which is Psychology, with a count of 50. This is then complemented by a respectable level of activity in its constituent subfields: Social Psychology standing at 12 and Applied Psychology at 7. This therefore represents wide and deep interest in human behaviour, cognition, and application. Next in line are Business at 41 and its ancillary domains of Marketing at 27 and Advertising at 7, forming a second major pillar and indicating a strong research emphasis on commerce, market dynamics, and consumer engagement. Therefore, the dataset is most probably sourced from an interdisciplinary repository of social sciences and business, where an understanding of human behavior in commercial and societal contexts is a central theme.



The data further indicates a powerful interdisciplinary and applied research trend, where pure academic disciplines are often linked to practical, real-life issues. This becomes apparent in the prominence of areas such as Medicine (24), Medical Education (12), and Health Care (6), demonstrating a heavy emphasis on medical practice and training. At the same time, there is a strong clustering in the area of environmental and societal well-being, for example, Environmental Science (4), Environmental Planning (6), and Environmental Health (4). The inclusion of terms such as Service (business) (7), Knowledge Management (5), and Job Satisfaction (4) further underlines a research interest in the sphere of organizational dynamics and applied business operations, translating theoretical economics or psychology into professional settings. The long tail of the terms appearing less frequently sets context for what falls within the dataset's scope and its probable origin. Well-represented social sciences include Political Science (28), Sociology (22), Law (22), and Economics (17). These indicate that there is a strong social science core. The presence of technical fields like Computer Science (29) and Artificial Intelligence (9) points to the presence of digital technology and data science across all research areas. However, almost no mention is made of core physical sciences and engineering fields, except for very minor mentions of Chemistry, Engineering, and Chromatography; and as mentioned above, some terms are highly particularistic, like "Contact (archaeology)" and "Perspective (graphical)". This thus does not derive from a general university but rather from either a specific interdisciplinary database or from some sort of collection heavily biased toward the social sciences, business, health, and environmental studies.

## **Discussion**

The findings from this bibliometric analysis therefore point to a distinct intellectual identity that anchors the *International Journal of Atharva* strongly in the social sciences, with the stronghold of Psychology, Business, and Marketing, alongside the high occurrence of keywords like "students," "satisfaction," and "service," indicative of a research agenda invested in understanding human behavior within educational and commercial contexts in Nepal. This would suggest, too, that the journal is an important repository for region-specific studies that go beyond theoretical discourses into applied issues relevant to the local socio-economic environment, such as educational outcomes, consumer behavior, and service industry performance.

The journal also shows strong interdisciplinarity, connecting fields one might not intuitively associate. The strong representation of Computer Science and Artificial Intelligence alongside Psychology and Health demonstrates a trend toward incorporating technological views into research in social and medical studies. This confluence likely reflects the broader global trends in digital transformation but also covers local needs. The co-authorship network structure, with its decentralized nature, several strong, localized clusters connected by bridging authors,



reinforces this interdisciplinary nature. It shows a research community with deep, specialized collaboration within institutional or thematic groups that allows for cross-pollination through key integrators, thereby enriching the scholarly output of the journal.

Yet, network analysis also underlines a challenge of decentralization: the coexistence of several clusters means healthy bottom-up research activity, while at the same time, connectivity based on few key nodes might result in potential fragility for the wider collaborative network. This may impede the dissemination of ideas throughout the entire community of the journal. It underlines the stage of the journal's development-vibrant and growing-but with the possibility of wider and more systematic interdisciplinary collaboration that might give it even greater academic impact and cohesion.

## **Conclusion**

This bibliometric study, therefore, successfully maps the intellectual and social structure of the *International Journal of Atharva*. The analysis affirms that this journal has carved out an important niche as a platform for interdisciplinary applied social science, business, and health research within the Nepalese and South Asian context. The publication landscape is characterized by core themes of student psychology, service management, and public health by a network of collaborative yet clustered authors. The journal's contribution to regional scholarship is significant in that it is based on evidence-based insights into local development challenges. Its nature has evolved through a definite inclusion of technology and a focus on modern issues such as mental health and sustainability, situating it as one of the dynamic players within the academic field. The findings not only document the past and present of the journal but also provide a foundational map from which its future trajectory can be strategically guided.

## **Recommendation**

Conclusively, and based on the findings, the editorial board of the *International Journal of Atharva* is suggested to actively encourage higher network integration and thematic evolution. Special issues could be commissioned on emerging interdisciplinary topics identified in this study, such as "AI in Mental Health" or "Sustainable Business Models in the Service Industry," with explicit encouragement for collaborations between authors from different existing clusters. Strategies aimed at attracting more international authors and studies with a comparative focus will further widen the scope and impact, firmly establishing the journal as one of the key venues for both regionally relevant and globally linked interdisciplinary research.

**Transparency Statement:** The authors confirm that this study has been conducted with honesty and in full adherence to ethical guidelines.

**Data Availability Statement:** Authors can provide data.

**Conflict of Interest:** The authors declare there is no conflicts of interest.

**Authors' Contributions:** The authors equally conducted all research activities i.e., concept, data collecting, drafting and final review of manuscript.



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