

E-BANKING ADOPTION: A BIBLIOMETRIC ANALYSIS OF LAST TWO DECADES

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ABSTRACT

In the new normal world to which we are still adjusting, distance banking has become more of a requirement than an option. In the recent decade, this topic has piqued the interest of scholars from several disciplines. This article analyzes 891 publications on e-banking adoption that were published between 2001 and 2021. The data was gathered from the Scopus database. The data after the filtration has been analyzed using VOSviewer. This study will present a general outlook of the current literature on e-banking adoption in various subject areas. The author discusses the findings after analyzing them from various perspectives. The publication trend by year has been given, as well as the top journals and countries in this discipline. Year-wise publications trend has been shown, leading journals and leading countries in this field are highlighted. The organizations, countries, journals, and authors who have prominent contributions in this field are revealed by computing the average citation per document. A list of the most frequently used keywords is provided. The findings will help in the understanding of the contributions made in last two decades and may be useful to researchers working in this domain.

KEYWORDS: *Bibliometric Analysis, Cluster Analysis, Co-Citation Analysis, E-Banking, Network Analysis.*

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