

# Investigating the emerging and future trends of knowledge management in small and medium enterprises: a science mapping approach

Trends of  
knowledge  
management

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## Abstract

**Purpose** – This study aims to evaluate the knowledge structure of knowledge management (KM) applications within small and medium enterprises (SMEs). In pursuit of excellence, SMEs must adopt KM like large corporations, even with limited resources.

**Design/methodology/approach** – Through a bibliometric approach, this study evaluates current themes based on bibliographic coupling analysis and predicts future trends based on cword analysis. A total of 726 documents and 2,658 keywords were derived from the Web of Science database.

**Findings** – Findings show four clusters in bibliographic coupling and three in cword analysis. A common theme discovered converged on digital technology to ensure SMEs follow current market trends.

**Research limitations/implications** – Advanced application of Industry 4.0 requires digital transformation for SMEs' pursuit of excellence. Implications include sustaining SMEs through a considerable KM system integrated with digital technology for sustainable business activities.

**Originality/value** – To the best of the authors' knowledge, this study is among the first to provide a science mapping analysis on KM in SMEs by applying a bibliometric analysis.

**Keywords** Small and medium enterprises (SMEs), Knowledge management, Knowledge sharing, Digital transformation, Bibliometric analysis

**Paper type** Literature review

## 1. Introduction

In today's competitive business dynamic, organization competencies are determined by intellectual capital in the form of knowledge infrastructure and management know-how



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