

Unveiling Service Quality Trends in Public Sector Banks: A Bibliometric Study Leveraging Scopus Database

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Abstract: *This bibliometric study examines research trends in Service Quality in Public Sector Banks from 2003 to 2023. This study is significant for its capacity to combine extensive academic work, revealing trends, identifying major contributors, and emphasizing the increasing emphasis of research in the banking industry. The research utilizes the Scopus database to delineate annual trends, identify leading contributing nations, noteworthy journals, influential authors, significant connections, and investigate co-authorship patterns. The survey indicates an increasing interest in the issue over the last decade, with nations like India, Malaysia, and Pakistan demonstrating significant contributions. A notable increase in publications has been seen in recent years, indicating a growing academic emphasis on the subject. The research examines average citation patterns, identifying the most-cited authors and publications, therefore emphasizing significant contributions in the area. The study provides a thorough quantitative analysis while acknowledging its limitations, such as database limits and possible bias from restricted keyword searches. This study offers significant insights for academics and practitioners aiming to comprehend the evolution of service quality research in public sector banking; nonetheless, more qualitative research is advised for a more profound comprehension of contextual elements*

Keywords: Service Quality, Public Sector, Banks, Research Trends, Exponential Growth Model

