

NARCISSISM IN BUSINESS SCIENCE: A BIBLIOMETRIC ANALYSIS WITH VOSVIEWER SOFTWARE

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ABSTRACT

Narcissism appears as a concept of great importance in many disciplines. In the organizational behavior literature, narcissism is a multifaceted study subject that is addressed in interpersonal relations, organizational outcomes and an organizational identity. This study aims to analyze the studies on narcissism in organizations and to reveal the course of studies on narcissism in organizations. In this context, the words "narcissist" and "narcissism" were searched as "All Fields" in the Web of Science database. In the Web of Science Categories, search is limited to "Management" and "Business". 693 studies are analyzed with VOSviewer and the results are discussed. While the intensive use of keywords such as leadership, dark triad and personality draws attention in the analysis results, another striking point is the intense increase in the course of narcissism studies in recent years and the fact that the subject is discussed in different contexts.

Key Words: Narcissism, Narcissistic leader, Narcissistic employee, Research trends

Jel Codes: M00, M10, D23

1. INTRODUCTION

There are multiple stories about narcissism in mythology. However, the main idea of these stories is based on Narcissus, who fell in love with his reflection in the water and spent his life watching this love that he could never reach (Atay, 2010: 1-2). The history of narcissism as a concept dates back to the 1800s. Havelock Ellis (1898) first introduced the concept of "narcissus-like" with his definition from the framework of a woman whose sexual feelings have disappeared in her admiration for herself. In the 1900s, Freud used narcissism as a term in his work, and then the concept of narcissism in the psychoanalytic sense was first introduced by Otto Rank (1911), who used it to express sexual self-love, associating it with arrogance and self-admiration (cited in Atay, 2010: 2-3). Today, there are many different definitions of narcissism. Narcissism in its most general sense; refers to individual differences

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including the exaggerated belief that one is important (grandiosity), self-love and selfishness; consisting of self, interpersonal relationships and self-regulation strategies (Campbell et al., 2011: 269). Judge et al. (2009: 866) states that narcissistic individuals have a general tendency to look down on others. It is stated that the border point of narcissistic disorder is that the individual thinks that he/she is flawless in many issues and actions, and yet frequently brings about other people's mistakes (Yılmaz, 2014: 58). Individuals with narcissistic personality disorder have some distinctive characteristics. Yılmaz (2014) lists the markers of narcissistic personality disorder as follows;

- Has a grandiose feeling,
- Thoughts of success, power, intelligence, beauty and being admired occupy his/her mind.
- Believe that he/she is “special” and “unique” and can only be understood by or should have a relationship with such special people,
- Has excessive expectations of admiration,
- Has unreasonable expectations of automatic compliance with her/his expectations or preferential treatment.
- Tends to use people to achieve his/her goals,
- Has no sense of empathy,
- Often feels envious or believes that others envy him/her,
- Exhibits conceited, arrogant behavior or attitudes.

Narcissism began to be studied intensively in organizations much later than the concept itself (became more popular after the 1980s). Although research has revealed that students studying in business administration actually show higher narcissism scores than students in other disciplines, addressing the issue in an organizational sense has been delayed (Mathieu, 2013: 650). The early emergence trends of the issue were generally at the organizational and leader level. It is a commonly held notion that narcissism is a feature often observed in leaders (Liu et al. 2022c: 2011). Campbell et al. (2011: 272) state that narcissistic individuals have intense needs for power, prestige and ostentation, and that some of their personal characteristics, such as their ability to manipulate others and their ability to establish quick and superficial relationships, help them to be in senior executive positions. However, Campbell et al. (2011: 272) state that as a result of all these, narcissistic individuals are highly likely to be in senior management positions. As a matter of fact, Braun (2017) states that narcissistic individuals often desire to be leaders and are often preferred by others to leadership positions. One of the comprehensive studies on leadership and narcissism is the work of Grijavla et al. (2015). This study reveals the relationship between narcissism and leadership by examining the cause of impact and impact strength narcissism have on leadership. The study shines out as an important reference on the subject of

leadership and narcissism. Another study that focuses on leadership and narcissism in detail within the scope of the negative aspects of the leader and offers a multifaceted perspective is the work of Judge et al. (2009).

Returning to narcissism at the organizational level, for example, Sohn (1985) and Brown (1997) discuss narcissism at the organizational level. On the subject, Brown (1997) states that the tendency of individuals to try to regulate their self-esteem in some ways to relieve anxiety is also valid for groups and organizations, and presented a comprehensive framework by discussing narcissism in organizations in this context.

Leadership and narcissism studies began to become popular after the 1980s. De Vries and Miller (1985) and Post (1986) are among the early studies examining narcissism in the context of leadership. Another relatively recent study on leader narcissism is the study by Chatterjee and Hambrick (2007), which tackles CEO narcissism and offers a different perspective. This study examines the impact of CEO narcissism on organizational strategy and performance by considering indicators such as the prominence of CEOs' photographs in reports, the prominence of the CEO in press releases, and the tone used by the CEO in interviews (frequently using the word "I"). In leadership studies, researchers also associate narcissism with leaders' tendency to behave ineffectively and unethically (Blair et al. 2008: 254). Blair et al. (2008) reveal that narcissistic individuals are perceived by their superiors as having poor sociability and honesty. In contrast, the research reveals that an individual's narcissistic tendency has no impact on his/her subordinates' opinion of him/her as sociable and honest. This research can be interpreted as subordinates accepting the narcissistic characteristics of their superiors. On the other hand, superiors reveal that they think their narcissistic subordinates are inadequate in terms of communication and honesty.

Narcissism is frequently associated with business performance, decision-making (Campbell et al., 2011) and ethics issues in organizations, apart from leadership (see Traiser and Eighmy, 2011; Bergman et al. 2014; Hoffman et al., 2013). As a matter of fact, Duchon and Drake (2009: 301) state that extremely narcissistic organizations cannot act ethically because they do not have a moral identity, and the reason for this is that these organizations' acts of gaining authority, self-aggrandizement, denial and rationalization sense with the efforts of trying to justify everything they do in an obsessive way towards themselves. Salehi et al. (2020) examines the relationship between narcissism and decision making through risk taking and narcissism. The study reveals that top management narcissism (CEO and board of directors) have a significant impact corporate risk taking and have a positive relationship. Additionally the study reveals that corporate risk-taking also have a positive and significant relationship with the overconfidence of top management.

Narcissism in organizations is discussed within the framework of the dark triad (Narcissism, Machiavellianism and Psychopathy) and is associated with various organizational outcomes and

processes. Mathieu (2013) shows that there is a positive relationship between narcissism and the big five personality traits extroversion and openness to experience, and a negative relationship between agreeableness and narcissism. Research shows that narcissism have a particularly significant impact on job satisfaction, and individuals with high in narcissism tendency tend to have lower job satisfaction. Liu et al. (2022a: 777) approaches to the impact of narcissism on work outcomes in a different way. The study (Liu et al. 2022a: 777) tackles the issue of "when and why narcissist employees have a tendency to take on responsibility" by making use of the concept of narcissism and self identity theory. In a later different study Liu et. al. (2022b:2372) focuses on the impact of narcissism on knowledge transfer. The study reveals that executive narcissism impedes inter-unit knowledge transfer. Another recent research in the context of organizational outcomes is Yu et al. (2022). Research (Yu et al., 2022) reveals that employee narcissism negatively affects organizational commitment and this process is mediated by perceived supervisor support.

Narcissism and the course of narcissism studies in the organizational context are tried to be summarized in this section. It is aimed to determine the course of the subject, especially in recent years (after 2020), with the results of the analysis, to reveal the authors, publications and journals that are effective and collaborative on the subject.

2. METHODOLOGY

In this study, bibliographic research method is used. Bibliometric analysis is expressed as an analysis of the physical characteristics of publications, their bibliographic citations and their substitutes (Broadus, 1987: 377). In other words, bibliometric analysis is defined as a method that helps to reveal the temporal course of the subject examined in scientific studies (country, institution, literature, source, researcher, etc.) by considering a certain part of the literature (Bozdoğan, 2020: 178).

It is claimed that this analysis technique is a particularly suitable method for researching and analyzing large volumes of scientific data, and with the advancement of bibliometric software such as VOSviewer and scientific databases such as Scopus / Web of Science, the technique has begun to be used more by researchers (Donthu et al. 2021). In VOSviewer, each element in the network visualization is shown as a circle. The larger the circle of the labels and the item means that the weight of that item is larger, and each item with different color represents different clusters. In the meantime, the lines seen between the items represent the links between the items and the strength of the links (Van Eck and Waltman, 2023: 9).

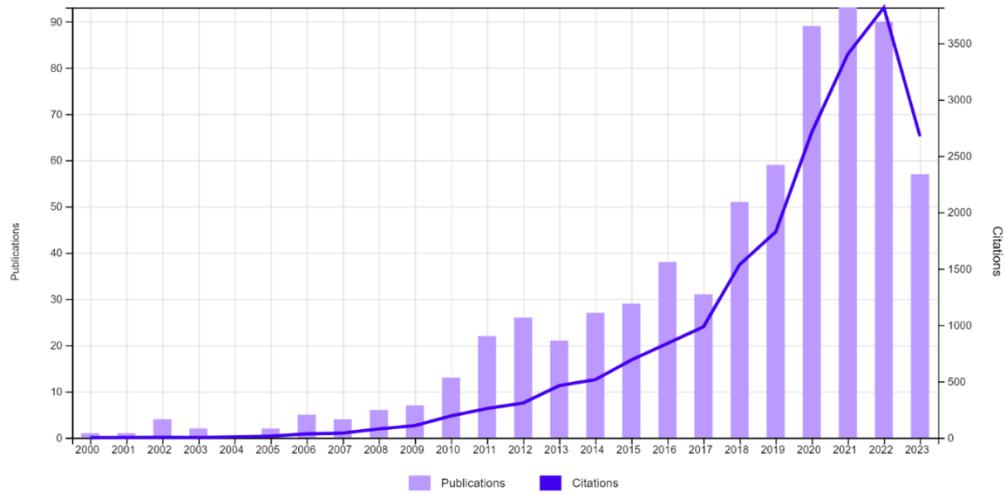
The first step of the research is the search the words "narcissist" and "narcissism" as "All Fields" in the Web of Science database. As a result, 9,007 pieces of data were obtained. As a second step, a filter was applied to the data as "Management and Business" according to Web of Science Categories. As a result, 693 data is included in the analysis. 693 data is analyzed with VOSviewer and the results are interpreted. The limitation of this research is that the publications scanned in the used database

cannot fully reflect the general results. The reason for this is that there are many important and influential research and links that are not included in the database in question. Another limitation is that the subject is limited to the words "narcissism and narcissist". Another limitation is that WoSviewer does not offer a standard method that can provide a representative view of the results found in the database, as it cannot take into account all issues that may affect the analysis (Merigo et al., 2017: 3).

3. ANALYSIS AND FINDINGS

In this section, the findings obtained as a result of the analyzes are presented and interpreted.

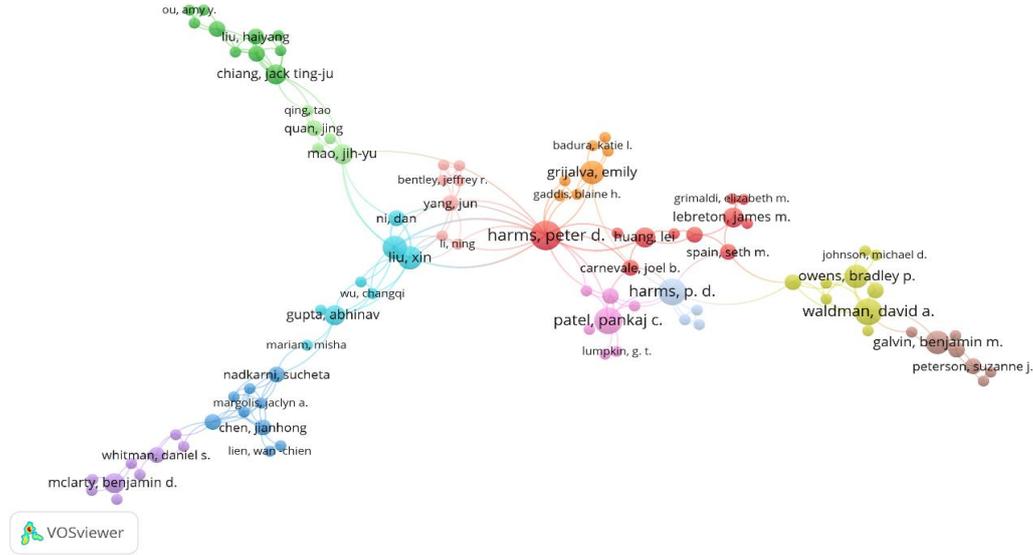
Table 1. Numerical Course of Studies on the Subject and Citations in Recent Years



Source: Web of Science

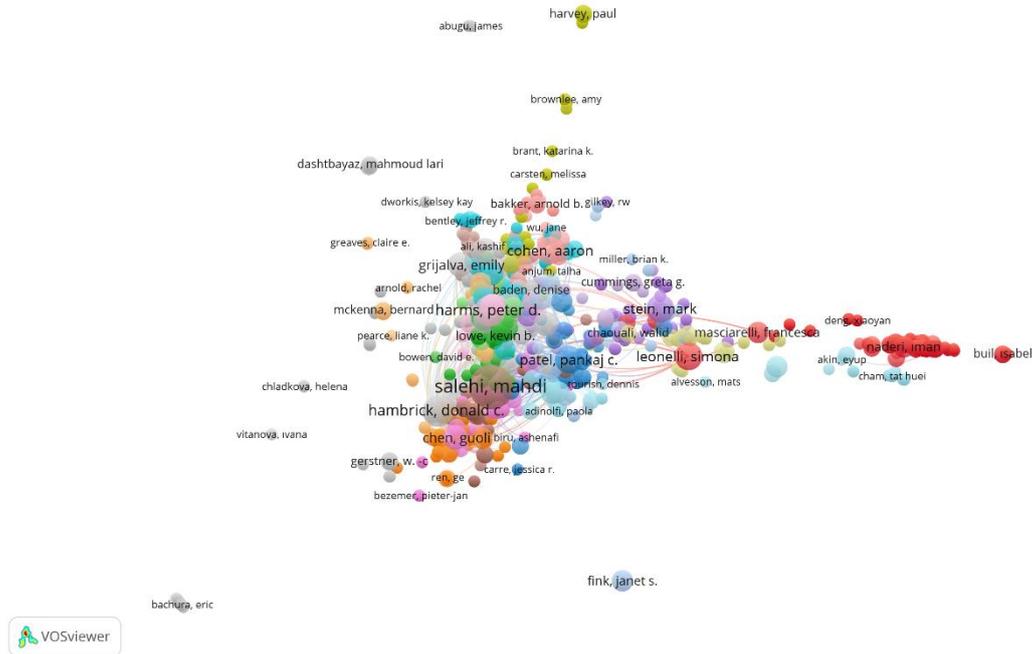
Looking at the numerical course of studies on narcissism, it can be seen that there is a remarkable increase in both publications and citations in recent years. Analysis reveals that there are 57 studies in 2023, 90 studies in 2022, 93 studies in 2021, 89 studies in 2020, 59 studies in 2019, 51 studies in 2018, and 31 studies in 2017. The most cited study on narcissism in the Web of Science database (without any bibliometric analysis) is the work of Chatterjee A. and Hambrick, D.C. (2007).

Figure 1. Co-authorship of Authors



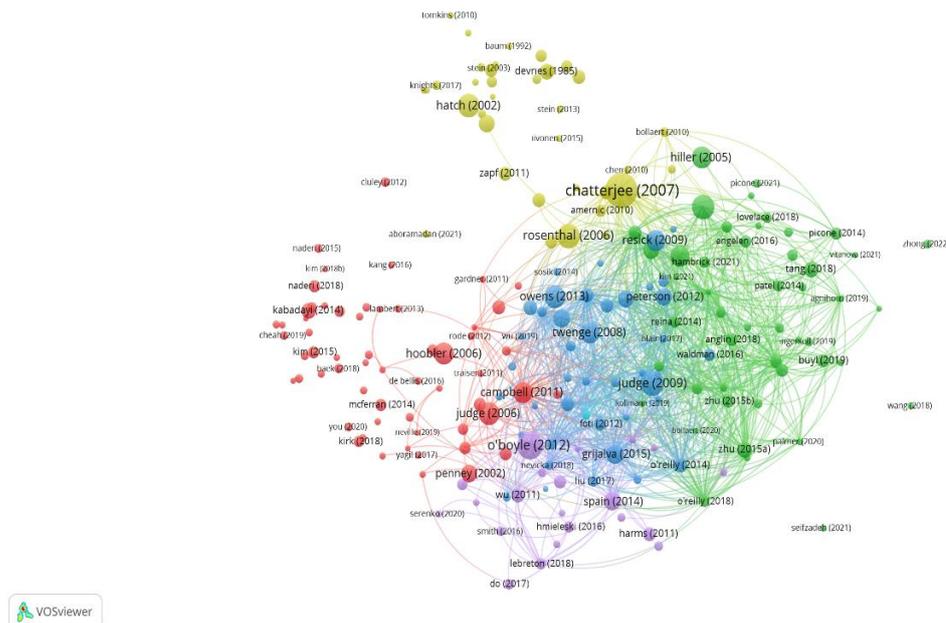
According to Van Eck and Waltman (2023: 6), in this analysis, the presence of co-authorship links between researchers refers to the number of co-authorship links a particular researcher have with other researchers. Total link strength shows the total strength of a particular researcher's co-authorship links with other researchers (Van Eck and Waltman, 2023: 6). Co-authorship analysis refers to the concretization of scientific collaboration in a specific field (Arslan, 2022: 38). In the analysis which is carried out to reveal the authors with the highest links and collaborations, a network map is created by selecting the criteria of "at least 1 publication" and "at least 1 citation". The program alert to include 93 item which are most linked is accepted. Analysis identifies 12 clusters and 204 links and total link strength is calculated as 223. It is seen that the most publications belong to Salehi Mahdi, Harms Peter D. and Hambrick, Donald C., respectively, and the most citations belong to Hambrick Donald C., Chatterjee, Arijit and Judge Timothy A. In the meantime, the authors with the highest link strength are found as Salehi Mahdi, Harms Peter D., Liu Xin and Zheng Xiaoming.

Figure 2. Co-citation Analysis of authors



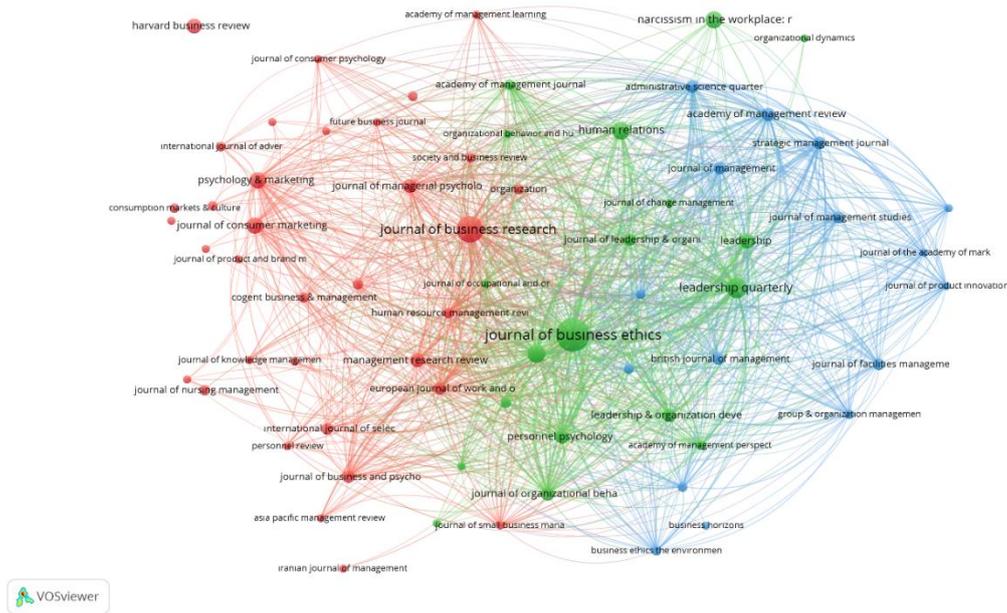
Co-citation analysis is defined as a type of analysis used to reveal the most important sources, references or authors in a field (Arslan, 2022: 45). In the analysis made on 1159 units suggested to be linked to each other, a total of 27 clusters and 22887 links are identified and total link strength is calculated as 27707. The authors with the highest link strength are seen as Hambrick, Donald C., Chatterjee, Arijit and Harms Peter D., respectively.

Figure 3. Bibliographic coupling of Documents



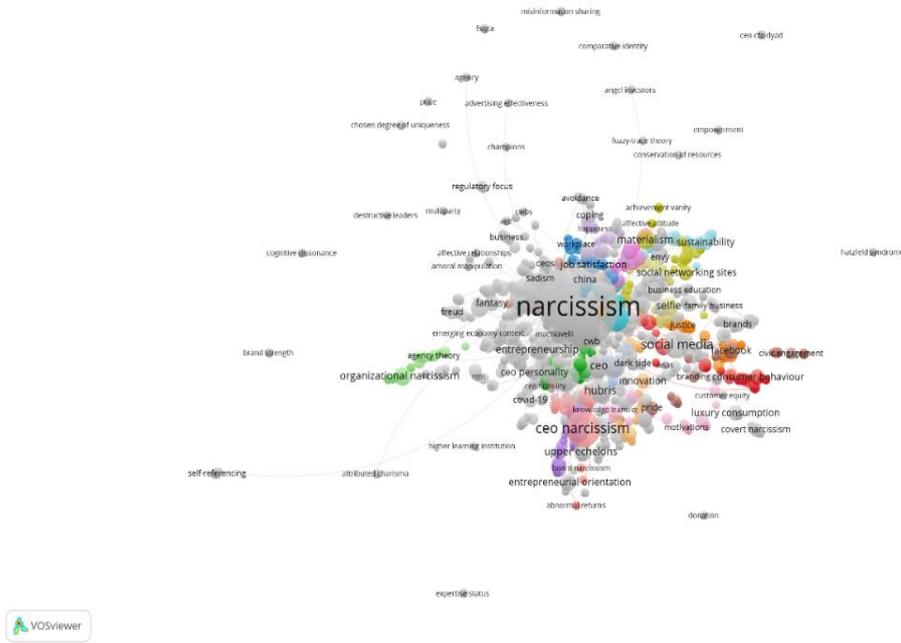
“Bibliographic matching refers to the situation of citing a common work cited by two independent sources” (Dirik et al., 2023: 178). In this analysis, the minimum number of citations of the author is limited to 20. Thus, 208 publications are analyzed and 6 clusters and 12310 links are identified. The publications with the highest links are Chatterjee (2017), Grijalva (2014), Asad (2020), Campbell (2011).

Figure 4. Bibliographic Coupling of Sources



Bibliographic analysis, which also allows the discovery of conceptual links between articles that are not cited because they are recently published, is an analysis method that links publications that refer to the same publications (Rehn et al., 2014: 7). In the analysis, the minimum number of documents in a source was chosen as 3, and the minimum number of citations in a source was chosen as 5. 69 sources met the threshold. According to the analysis results, the journals with the highest link strength are Journal of Business Ethics, Leadership Quarterly, Journal of Business Research, Journal of Applied Psychology, Journal of Organizational Behavior, respectively. Looking at this analysis, it can be said that the most important source on the subject is the Journal of Business Ethics. The most cited journals on the subject are the Journal of Applied Psychology and Leadership Quarterly, respectively. The journals with the most documents on the subject are the Journal of Business Ethics and the Journal of Business Research, respectively.

Figure 5. Co-occurrence of Author Keywords



While keyword analysis reveals the frequency of keywords used together (Doğan et al. 2021: 171), "author keyword analysis" in the map given in Figure 4 indicates the use of author keywords together (Karakuş, 2018: 43). As a result of the analysis, 1658 items, a total of 91 clusters, 6122 links are identified total links strength is calculated as 6593. The keywords with the highest link strength are narcissism, leadership and the dark triad. In the meantime, the most frequently repeated keywords are; Narcissism (215 repetitions), leadership (50 repetitions), dark triad (46 repetitions), personality (41 repetitions), Machiavellianism (31 repetitions), CEO narcissism (29 repetitions), psychopathy (26 repetitions), social media (16 repetitions), personal characteristics (13 repetitions), leader narcissism (13 repetitions), ethics (12 repetitions), CEO (11 repetitions), corporate social responsibility (11 repetitions), organizational behavior (11 repetitions), arrogance (10 repetitions), performance (9 repetitions), gender (9 repetitions), modesty (8 repetitions), consumer behavior (8 repetitions), entrepreneurship (8 repetitions), upper echelons theory (8 repetitions), firm performance (8 repetitions), psychology (7 repetitions), overconfidence (7 repetitions), materialism (7 repetitions), metaanalysis (7 repetitions), entrepreneurial intention (7 repetitions), abusive supervision (7 repetitions), corporate governance (7 repetitions), narcissistic leadership (7 repetitions).

Table 2. Keyword Frequency

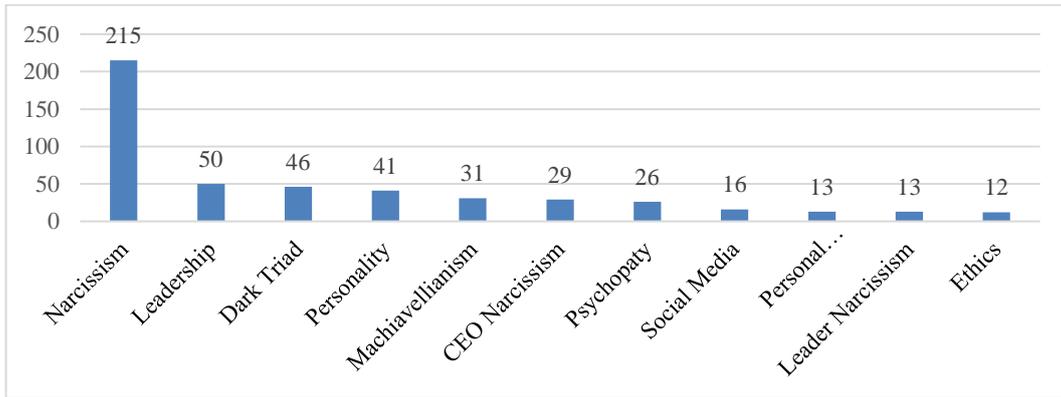


Table 2. shows the frequency of most used 11 keywords as a graph.

Figure 6. Distribution of Keywords by Years

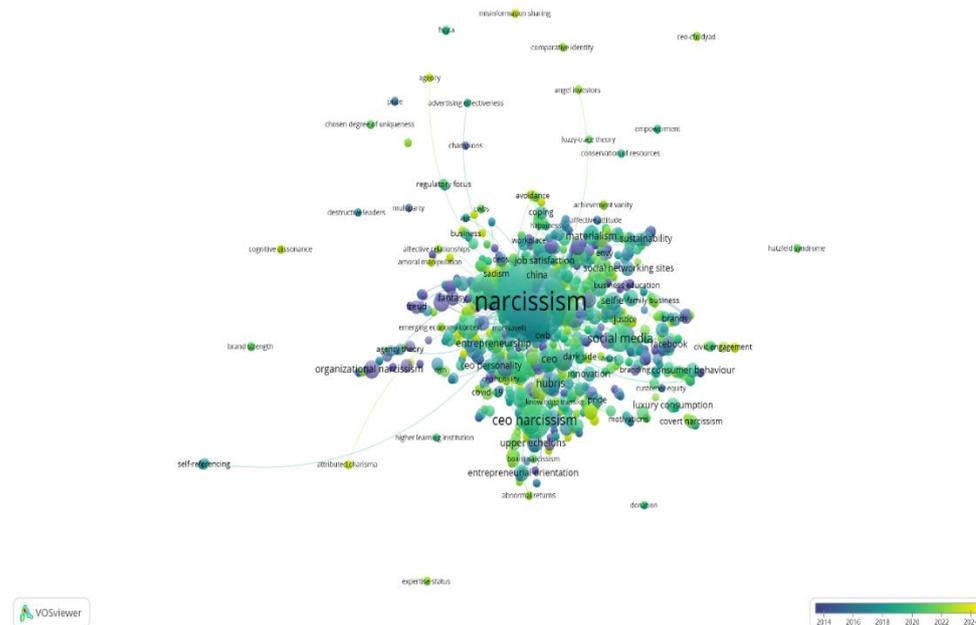


Figure 6. shows the trend of keyword usage over the years. Dark personality traits, the use of which has increased between 2022 and 2024, upper echelon theory, emotional burnout, amoral manipulation, emotional stability, employee outcomes (employee outcomes refer to the impact on the employee's attitudes and behaviors (Posada, 2017)). Concepts such as procrastination, self-regulation theory, pandemic, covid 19, digital consumption, green innovation, perfectionist leader attract attention.

4. DISCUSSION AND CONCLUSION

This research tries to reveal the general course of narcissism studies in organizations and important studies, authors and journals on the subject. In this respect, the research aims to contribute to future studies. In addition, the scope of the subject has been tried to be revealed by considering the most

frequently used keywords and their historical course. As a result of the analyses, it is seen that narcissism studies are gaining importance and intensifying day by day. This concentration is a natural consequence of the fact that arrogance, selfishness, and the desire to be liked increase day by day and these characteristics take part in organizations. In the meantime, a narcissistic individual cannot be expected to present a different character in the organization as a superior and a subordinate. Various impacts a narcissistic individual can have on his interlocutors, especially psychologically, is a subject deep enough to be a completely separate research topic. In this context, it is clear that the increasing interest in the subject will increase in the future.

In the co-author analysis, it is seen that the two authors with the highest link strength are Salehi Mahdi and Harms Peter D. As a result of the co-citation analysis, the authors with the highest link strength were determined to be Hambrick, Donald C., Chatterjee, Arijit, respectively. This result means that the author with the highest number of co-authorship link is Salehi Mahdi.

As a result of the bibliographic coupling analysis, the publications with the highest links (documents) are seen as Chatterjee (2017), Grijalva (2014), Asad (2020), Campbell (2011). According to this result, Chatterjee (2017) is the joint work most cited by two independent sources. According to this analysis, Chatterjee and Pollock (2017), Grijalva and Harms (2014), Asad and Sadler (2020), Campbell et al. (2011) studies may be recommended for authors working on this subject to be reviewed. As a result of Bibliographic Coupling of Sources, the journal with the highest link strength is found as Journal of Business Ethics. Looking at this analysis, it can be said that the most important source on the subject is the Journal of Business Ethics. The most cited journal on the subject is the Journal of Applied Psychology, and the journal with the most documents on the subject is the Journal of Business Ethics.

Evaluating at Co-occurrence of Author Keywords, the keywords with the highest link strength, apart from narcissism, are seen as leadership and the dark triad. This result supports the study of narcissism in organizations in the context of leadership.

When looking at the course of keyword usage over the years, it is seen that the subject is discussed in different contexts. Especially between 2022 and 2024, keywords such as upper echelon theory, emotional exhaustion, amoral manipulation, emotional stability, procrastination, self-regulation theory, digital consumption, green innovation reveal that the subject is discussed with different contexts that expand its scope.

It should be taken into consideration that the results of this research are based on results filtered with certain words in the Web Of Science database and represent a limited sample group. Future research should reveal results regarding the course of narcissism research, especially with a larger sample. Because studies on the subject increase every year and the subject is discussed in different contexts.

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