



















source type of publication for “Data Analytics”. This finding may indicate that Data Analytics was welcoming many new and innovative topics from researchers, including preliminary works.

## CONCLUSION

Technology is fast changing how businesses operate and the development of Data Analytics. On top of the industrial voice saying Data Analytics is an emerging topic, the findings from this paper provide an additional reference for industrial participators, policy makers, and academia to conduct, promote and support the Data Analytics related research.

In overall, we conclude this study is the first time that specific research has been conducted to systematically review the development trends of Data Analytics. We hope that this study can provide new insights on this emerging research topic.

## Conflict of Interests

The authors declare that they have no conflict of interests.

## Acknowledgement

The authors are thankful to the institutional authority for completion of the work.

## REFERENCES

- Borasi, P., Khan, S., & Kumar, V. (2021, Sep). *Big Data and Business Analytics Market 2022*, Allied Market Research. <https://www.alliedmarketresearch.com/big-data-and-business-analytics-market>
- Columbus, L. (2018, Aug 8). *Global State of Enterprise Analytics*. Forbes. <https://www.forbes.com/sites/louiscolombus/2018/08/08/global-state-of-enterprise-analytics-2018/?sh=3472147a6361>
- Fisch, C., & Block, J. (2018). Six tips for your (systematic) literature review in business and management research. *Management Review Quarterly*, 68(2), 103-106. <https://doi.org/10.1007/s11301-018-0142-x>
- Leong, K., Sung, A., Au, D., & Blanchard, C. (2021). A review of the trend of microlearning. *Journal of Work-Applied Management*, 13(1), 88–102. <https://doi.org/10.1108/JWAM-10-2020-0044>
- Liao, J. Kickul, J. & Ma, H. (2017). Organizational Dynamic Capability and Innovation: An Empirical Examination of Internet Firms. *Journal of Small Business Management*, 47(3), 263-286. <https://doi.org/10.1111/j.1540-627X.2009.00271.x>
- Wang, C.C. & Chen, C.C. (2010). Electronic commerce research in latest decade: a literature review. *International Journal of Electronic Commerce Studies*, 1(1), 1-14. <http://dx.doi.org/10.7903/ijecs.898>
- White, H.D. & McCain, K.W. (1998). Visualizing a discipline: an author co-citation analysis of information science, 1972–1995. *Journal of the American Society for Information Science*, 49(4), 327-355.