

Understanding the Video Game Business: A Bibliometric Review of 25 Years of Research

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Abstract

The video game industry has become a key player in the global economy, attracting increasing attention from business and management scholars. Yet, research in this domain remains fragmented across diverse fields. In this study, we conduct a bibliometric analysis of 1,350 publications on video games in the business and management literature from 2000 to 2025, combining performance analysis and science-mapping techniques. Our goal is to map the intellectual structure and thematic evolution of the field, offering a comprehensive overview and outlining key directions for future research in this dynamic field. A co-citation analysis revealed five major research clusters: (1) adoption, continuance, and in-game purchasing; (2) network effects, organizational structures, and strategic industry dynamics; (3) advertising in video games and advergames; (4) psychological underpinnings of video gaming; and (5) experiential consumption, spectatorship, and esports.

Track: Marketing Strategy & Theory