

Trends in Digitalization and Cultural Identity: A Bibliometric Study on Local Traditions in the Digital Era

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ABSTRACT

This study explores the interplay between digitalization and cultural identity with a focus on local traditions in the digital era, using a bibliometric approach. By analyzing academic publications from key databases, the research identifies trends, thematic clusters, and emerging areas of interest in this interdisciplinary field. Results indicate that "digitalization" and "digital transformation" serve as central themes, connecting topics such as cultural heritage, social media, and industry 4.0. The study reveals an evolving research focus, transitioning from foundational efforts in cultural preservation to contemporary issues like digital leadership, innovation, and sustainability. Network analyses highlight significant global collaborations, with dominant contributions from countries like the United States, China, and the United Kingdom. However, disparities in representation suggest a need for more inclusive research that incorporates perspectives from underrepresented regions. Emerging technologies such as AI and VR offer promising directions for future exploration, while the tension between globalization and localization underscores the importance of balancing cultural authenticity with modern adaptations. This study provides a comprehensive overview of the research landscape and offers practical implications for policymakers, cultural practitioners, and technologists in fostering sustainable cultural preservation in the digital era.

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1. INTRODUCTION

The advent of digital technologies has profoundly reshaped the socio-cultural landscapes across the globe, transforming how communities engage with and preserve their cultural identities. In recent years, there has been a significant interest in

understanding the intersection of digitalization and cultural identity, particularly focusing on how local traditions are maintained, transformed, or revitalized in the digital era [1]. This interest stems from the dual-edged nature of digital tools that offer both opportunities for enhancing the visibility

and practice of cultural traditions and challenges due to the potential for cultural homogenization [2].

Local traditions, encompassing practices, languages, arts, and rituals specific to particular communities, are pivotal to cultural identity. These traditions not only offer a sense of belonging and historical continuity but also contribute to the diversity of global cultural expressions [3]. However, the rapid spread of digital technology has prompted scholars and cultural practitioners to question how these technologies might be influencing local cultural practices. Digital platforms allow for the documentation and sharing of cultural expressions on an unprecedented scale, but they also raise concerns about the commodification and misrepresentation of cultural elements [4].

The concept of "digital cultural heritage" has emerged as a significant field of study, examining how digital tools can be used to preserve intangible cultural heritage that is vulnerable to extinction [5]. Through digital archives, virtual reality experiences, and online repositories, there is potential to create new spaces for cultural learning and engagement that transcend geographical and temporal boundaries [6]. These technologies have enabled smaller, often marginalized communities to project their voices and cultural narratives onto the global stage, challenging traditional power dynamics in cultural representation [7].

Despite these advancements, the digital transmission of culture also involves complex dynamics related to authenticity, ownership, and access. As digital platforms become the primary means for cultural engagement, there is a risk that the nuances of local traditions may be lost, misinterpreted, or oversimplified. The tension between global connectivity and local identities creates a rich area for scholarly inquiry, particularly as digitalization continues to penetrate more deeply into various cultural contexts [8].

While the potential of digital technology to support cultural preservation is widely acknowledged, there is a need for systematic research that maps the current

trends and directions in the digitalization of local traditions. A significant gap remains in understanding how these digital engagements affect the sustainability of local cultural identities and what measures can be taken to mitigate any adverse effects. This gap necessitates a bibliometric analysis to provide a comprehensive overview of the scholarly landscape, identify key themes and gaps, and understand the trajectory of research at the intersection of digitalization and cultural identity [9].

The objective of this study is to conduct a bibliometric analysis of the existing literature on the trends in digitalization and cultural identity, focusing particularly on how local traditions are represented and maintained in the digital era. This analysis will help identify the predominant research themes, the most influential studies, and the emerging trends in this field. By mapping the intellectual landscape, this study aims to contribute to a more nuanced understanding of the role of digital technologies in shaping cultural identities and provide insights that can guide future research and policy-making in cultural preservation.

2. LITERATURE REVIEW

2.1 *The Dynamics of Cultural Identity in the Digital Era*

Cultural identity is a complex construct that evolves with social, economic, and technological changes. In the context of the digital era, cultural identity is not merely adapting but is actively being reshaped by the proliferation of digital technologies. According to a foundational study by [10], cultural identity reflects the common historical experiences and shared cultural codes that provide us, as one people, with stable, unchanging, and continuous frames of reference. However, in the digital age, these frames of reference are

increasingly mediated by technology, which facilitates both the preservation and transformation of cultural narratives [11]. Scholars like [6] argue that while the internet provides a platform for the expression of cultural diversity, it also poses significant challenges by potentially diluting the distinctiveness of local cultural identities through global homogenization. The internet can act as a double-edged sword, where it enables the global dissemination of local culture while also exposing these cultures to external influences that may alter traditional practices [12].

2.2 Digital Tools and Preservation of Local Traditions

The use of digital tools in preserving cultural heritage has become a focal point in cultural studies. Digital archives, virtual museums, and online platforms have emerged as contemporary spaces where cultural heritage can be both preserved and explored. For instance, UNESCO's initiatives around digital cultural heritage aim to utilize digital technology for sustainable cultural preservation and accessibility [13]. [14] discusses how virtual reality (VR) and augmented reality (AR) technologies provide immersive experiences that can enhance the understanding and appreciation of cultural heritage, potentially reaching wider audiences than traditional methods. Furthermore, [6] highlight the role of digital storytelling and social media in keeping local languages and traditions alive. They provide examples of communities using blogs,

podcasts, and YouTube channels to teach and promote indigenous languages and crafts. These digital narratives allow for a living transmission of culture that is interactive and continuously evolving, contrasting with static museum displays or archived materials.

2.3 Challenges in Digital Representation of Culture

While digital platforms offer significant opportunities for cultural preservation, they also present challenges concerning authenticity and ownership. [7] raises concerns about the authenticity of cultural expressions when they are translated into digital formats. The digital rendition of cultural artifacts might lack the contextual richness of their physical counterparts, leading to potential misrepresentations. Similarly, issues of cultural appropriation and copyright emerge as more cultural elements are digitized and shared globally [8]. Ownership disputes are particularly prominent in digital spaces where cultural content can be easily copied, modified, and distributed without proper attribution. These disputes often involve indigenous and local communities whose cultural and intellectual property is vulnerable to exploitation [15]. The ethical implications of digitalizing cultural content without consent or proper benefit-sharing mechanisms continue to be a significant area of debate.

2.4 Global Connectivity vs. Local Identities

The tension between maintaining local identities and

engaging in global digital networks is another critical area of study. [12] describes the impact of global networks on local cultures as "network society," where the power of the network can both empower and undermine local cultural forms. This dynamic is evident in how local traditions are often packaged for global consumption, sometimes at the cost of their intrinsic cultural meanings [10]. In response to these challenges, community-driven digital initiatives have begun to emerge, focusing on promoting local culture through technology while maintaining control over the representation and use of cultural content. These initiatives often involve collaborations between cultural practitioners, technologists, and academics to ensure that digitalization efforts are culturally sensitive and beneficial to the local communities [16].

3. METHODS

This bibliometric study employs a comprehensive literature review methodology to systematically examine the research landscape surrounding digitalization and cultural identity, particularly as it relates to local traditions. We utilized the Scopus database to collect data, given its extensive coverage of relevant peer-reviewed journals and conference proceedings. The search was conducted using a combination of keywords related to "digitalization," "cultural identity," and "local traditions" within the time frame from 2000 to 2024. We included articles, reviews, and conference papers written in English. Data extracted from Scopus included publication year, authors, citations, keywords, and geographical focus, which allowed for a detailed analysis of the publication trends, major themes, and research gaps. We employed VOSviewer for creating co-citation and co-occurrence networks to visualize the relationships between key research topics and identify the most influential studies and authors in the field.

4. RESULTS AND DISCUSSION

4.1 Descriptive Analysis

Documents by year

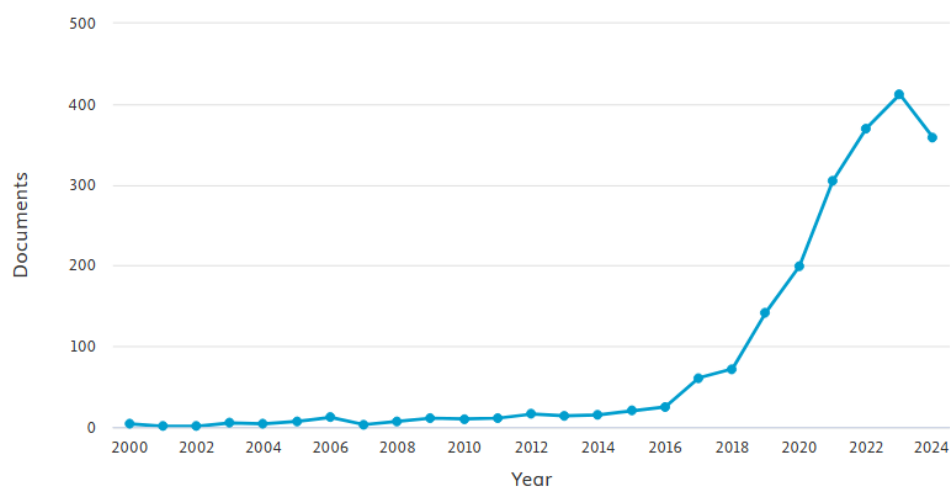


Figure 1. Documents by Year

Source: Scopus, 2024

This line chart illustrates the yearly growth in the number of documents related to digitalization and cultural identity from 2000 to 2024. The data shows a gradual increase in publications from 2000 to 2015, reflecting steady but limited scholarly interest during this period. From 2016 onwards, there is a noticeable upward trend, with a sharp acceleration beginning in 2018. This rapid growth likely corresponds to the increasing global focus on digital transformation and its

societal impacts. The number of documents peaks around 2023, indicating the height of scholarly attention to this field, before a slight decline in 2024. This trend highlights the growing recognition of the role of digitalization in shaping cultural practices, coupled with an expanding interdisciplinary interest in addressing its complexities and challenges. The decline in 2024 might reflect either a stabilization of interest or changes in publication trends.

Documents by affiliation

Compare the document counts for up to 15 affiliations.

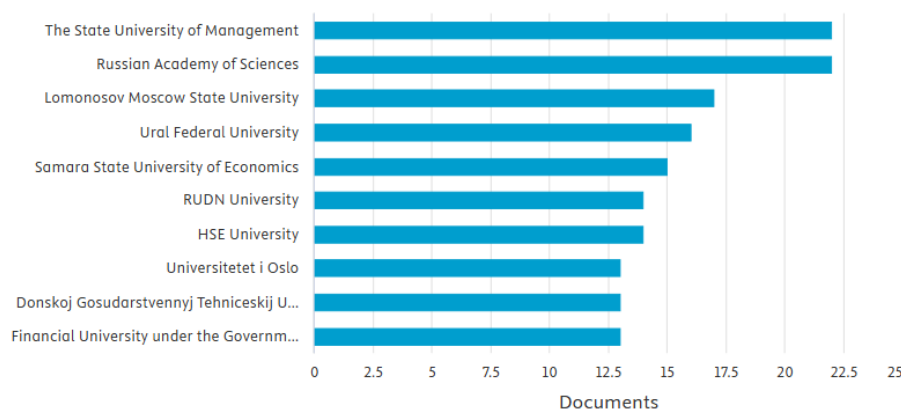


Figure 2. Documents by Affiliation

Source: Scopus, 2024

This bar chart highlights the number of documents related to digitalization and cultural identity produced by various academic institutions. The State University of Management and the Russian Academy of Sciences lead the list, each contributing the highest number of publications (over 20 documents). These are followed by Lomonosov Moscow State University, Ural Federal University, and Samara State University of Economics, all producing a significant number of documents, indicating their active research in this domain. Other institutions like RUDN University, HSE University, and Universitetet i Oslo also show

notable contributions, reflecting a mix of Russian and international academic involvement. The concentration of leading affiliations in Russia suggests a regional emphasis on digitalization research, potentially driven by local academic priorities and government initiatives. The inclusion of non-Russian institutions such as Universitetet i Oslo indicates growing international interest and collaboration in this interdisciplinary field. This distribution highlights the central role of Russian universities in advancing research on digital transformation and cultural identity.

Documents by type

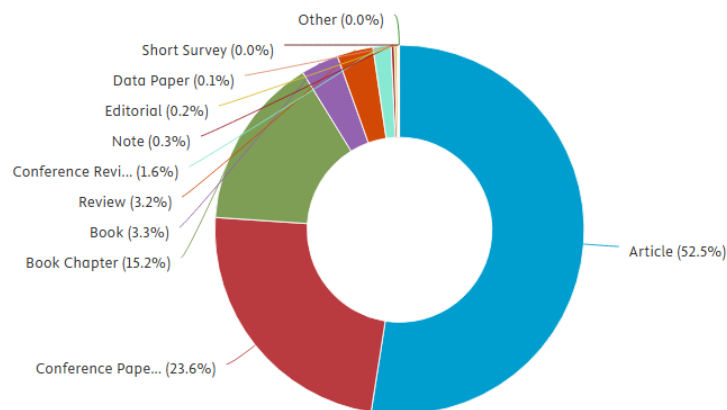


Figure 3. Documents by Type

Source: Scopus, 2024

This pie chart illustrates the distribution of document types related to digitalization and cultural identity. The majority of publications are articles, accounting for 52.5% of the total, indicating that peer-reviewed journal articles are the predominant medium for disseminating research in this field. Conference papers make up the second-largest category at 23.6%, reflecting the importance of conferences as platforms for presenting emerging ideas and fostering collaboration. Book chapters contribute 15.2%, highlighting the relevance of in-depth contributions to edited volumes.

Smaller proportions include reviews (3.2%), books (3.3%), and conference reviews (1.6%), which provide broader perspectives and syntheses of existing research. Marginal contributions come from editorials (0.2%), notes (0.3%), and data papers (0.1%). The dominance of articles and conference papers suggests that the field is dynamic and rapidly evolving, with researchers prioritizing timely dissemination of their findings. Meanwhile, the presence of book chapters and reviews points to ongoing efforts to consolidate and contextualize knowledge in this interdisciplinary domain.

Documents by subject area

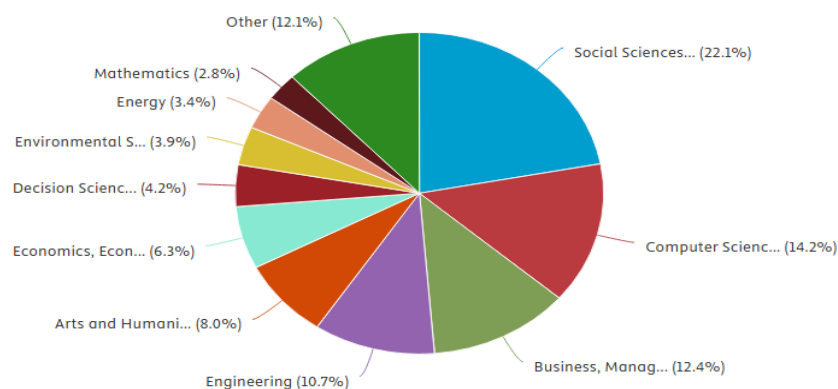


Figure 4. Documents by Subject Area

Source: Scopus, 2024

This pie chart illustrates the distribution of documents by subject area in research related to digitalization and cultural identity. Social sciences dominate the field, accounting for 22.1% of the publications, reflecting a strong emphasis on understanding the societal impacts of digitalization and its interaction with cultural practices. Computer science (14.2%) and business, management, and accounting (12.4%) also make substantial contributions, highlighting the technological and organizational dimensions of digitalization. Engineering (10.7%) and arts and humanities (8%) indicate a multidisciplinary approach, with engineering focusing on technological

implementations and the arts addressing cultural preservation and representation. Smaller proportions include economics (6.3%), decision sciences (4.2%), and environmental science (3.9%), showcasing the broad applications of digitalization across diverse fields. Mathematics (2.8%) and the energy sector (3.4%) contribute less but reflect niche areas of interest. The other category (12.1%) suggests additional, less prominent fields engaging with digitalization. This distribution emphasizes the interdisciplinary nature of the field, combining societal, technological, and cultural perspectives to address the complexities of digital transformation and cultural identity.

4.2 Citation Analysis

Table 1. Top Cited Research

Citations	Authors and year	Title
1360	[17]	Building dynamic capabilities for digital transformation: An ongoing process of strategic renewal
356	[18]	The role of leadership in a digitalized world: A review
352	[19]	Inactivation of Digoxin by the Gut Flora: Reversal by Antibiotic Therapy
277	[20]	The relationship between organizational culture, sustainability, and digitalization in SMEs: A systematic review
270	[21]	Transformational shifts through digital servitization
261	[22]	How can SMEs successfully navigate VUCA environment: The role of agility in the digital transformation era
258	[23]	Digital transformation: Five recommendations for the digitally conscious firm
253	[24]	Digital transformation at logistics service providers: barriers, success factors and leading practices
214	[25]	Healthcare professionals' competence in digitalisation: A systematic review
207	[26]	Digital transformation challenges: strategies emerging from a multi-stakeholder approach

Source: Scopus, 2024

4.3 Keyword Co-Occurrence Network

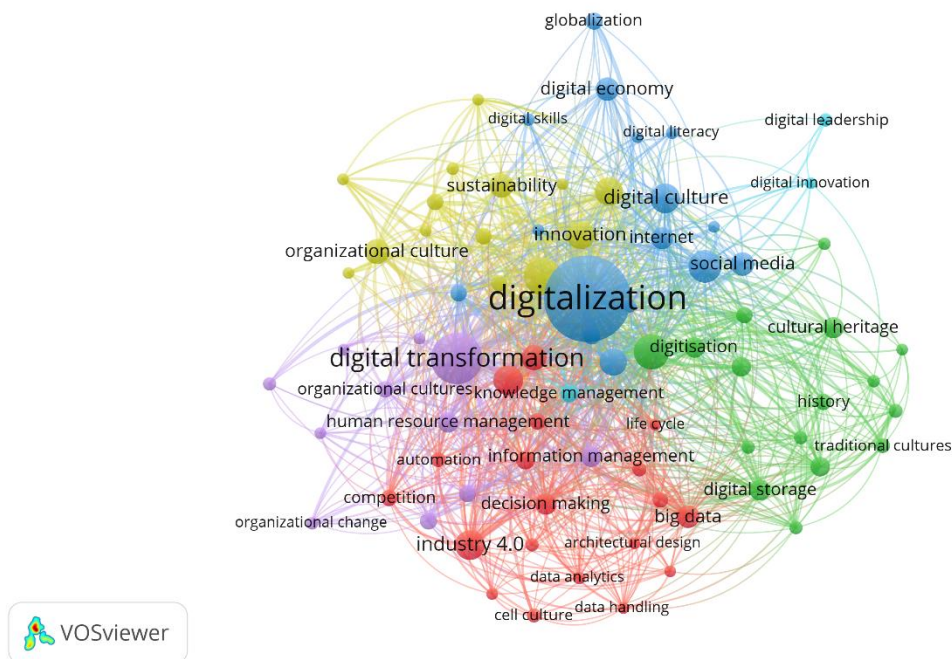


Figure 1. Network Visualization

Source: Data Analysis Result, 2024

This visualization represents a bibliometric analysis of the co-occurrence of keywords related to digitalization and cultural identity in academic literature. The network is color-coded into thematic clusters, with node size indicating the frequency of keyword occurrences and link thickness reflecting the strength of co-occurrence relationships. The central prominence of "digitalization" signifies its foundational role as the core theme connecting various subtopics within the research field. The green cluster, located on the right side, focuses on themes related to cultural identity, heritage, and traditional practices. Keywords such as "cultural heritage," "history," "traditional cultures," and "digital storage" are strongly interconnected, suggesting significant scholarly attention on the preservation and digitization of cultural artifacts. This cluster highlights the intersection of digital tools with cultural conservation efforts, emphasizing how local traditions are archived and shared through modern technology. The red cluster, situated at the bottom, is primarily associated with technological advancements and their

implications for organizations. Terms like "industry 4.0," "big data," "data analytics," and "decision making" dominate this segment, indicating a focus on the role of digital transformation in shaping organizational practices and processes. This cluster reflects the integration of digital technologies into various sectors, including architecture, automation, and knowledge management, and its potential impact on operational efficiency and innovation. The blue cluster, located at the top, revolves around broader societal and economic implications of digitalization. Keywords such as "digital economy," "digital culture," "globalization," and "social media" are central to this cluster. The connections between these terms underscore the role of digital technologies in shaping societal behaviors, cultural norms, and economic structures. The integration of "social media" within this cluster highlights its significance as a platform for cultural expression and global interconnectedness, further bridging local traditions and modern influences. Lastly, the yellow cluster, at the top left, reflects sustainability and

organizational culture within the digital transformation discourse. Keywords like "sustainability," "organizational culture," and "digital skills" highlight the emphasis on human-centric approaches to digitalization, focusing on capacity building and the alignment of organizational values with technological progress. This cluster

underscores the importance of fostering digital literacy and leadership to navigate the challenges posed by the rapid pace of digital innovation. Together, these clusters paint a comprehensive picture of the multifaceted relationship between digitalization and cultural identity, offering valuable insights for future research.

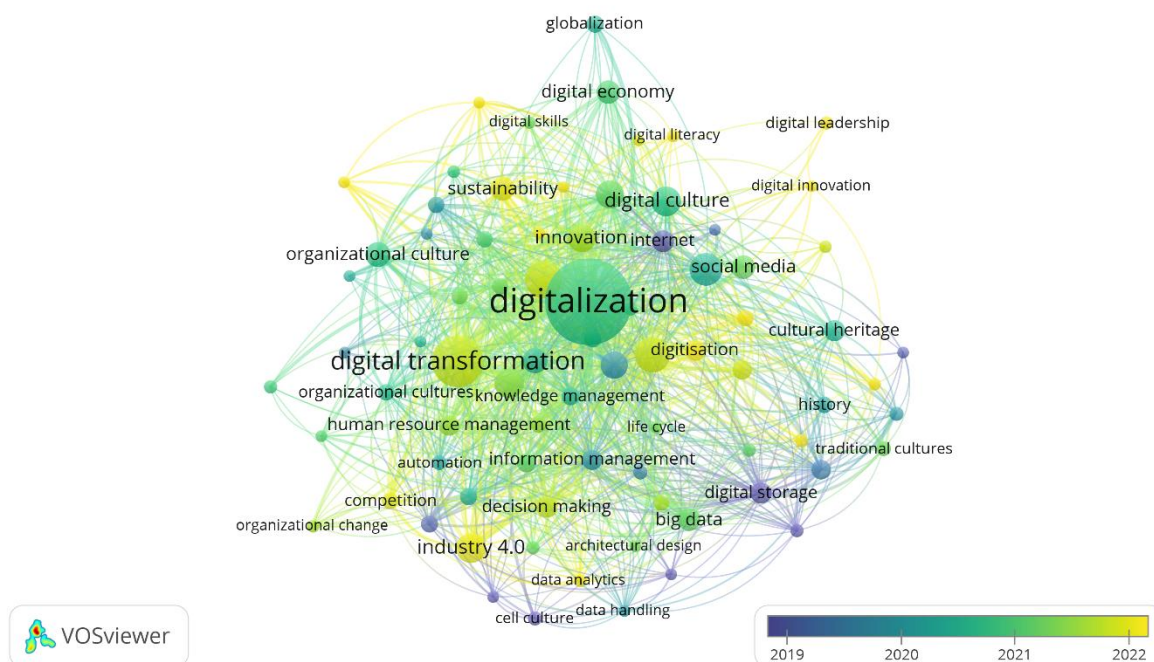


Figure 2. Overlay Visualization
Source: Data Analysis Result, 2024

This visualization provides a temporal view of the evolution of keywords in research on digitalization, cultural identity, and related themes. The colors represent the average publication year for articles associated with the keywords, with blue indicating earlier publications (2019) and yellow highlighting more recent works (2022). The size of each node corresponds to the frequency of keyword occurrences, while the thickness of the connecting lines reflects the strength of co-occurrence between keywords.

At the center of the network, "digitalization" and "digital transformation" serve as the primary nodes, representing the foundational topics that connect various subfields. These terms are linked to a wide range of topics, including "cultural heritage,"

"industry 4.0," "digital culture," and "social media." The blue nodes in areas like "cultural heritage," "history," and "traditional cultures" suggest that research on the digitization of cultural artifacts and traditions was a significant focus in earlier years (2019-2020). These studies likely emphasized the use of digital tools for preservation and documentation, particularly for safeguarding intangible cultural heritage.

Conversely, yellow nodes such as "digital innovation," "digital leadership," and "sustainability" indicate more recent research interests (2021-2022). These topics reflect the growing emphasis on digital skills, leadership strategies, and sustainability in navigating digital transformation. The appearance of terms like "social media" and "digital

economy" in yellowish-green underscores the ongoing exploration of digital platforms as tools for cultural expression and economic development. This temporal analysis reveals a dynamic shift in focus from foundational studies on digitization to more contemporary

issues related to leadership, innovation, and societal impacts in the digital era. Together, the visualization highlights the evolving priorities and emerging themes in the intersection of digitalization and cultural identity.

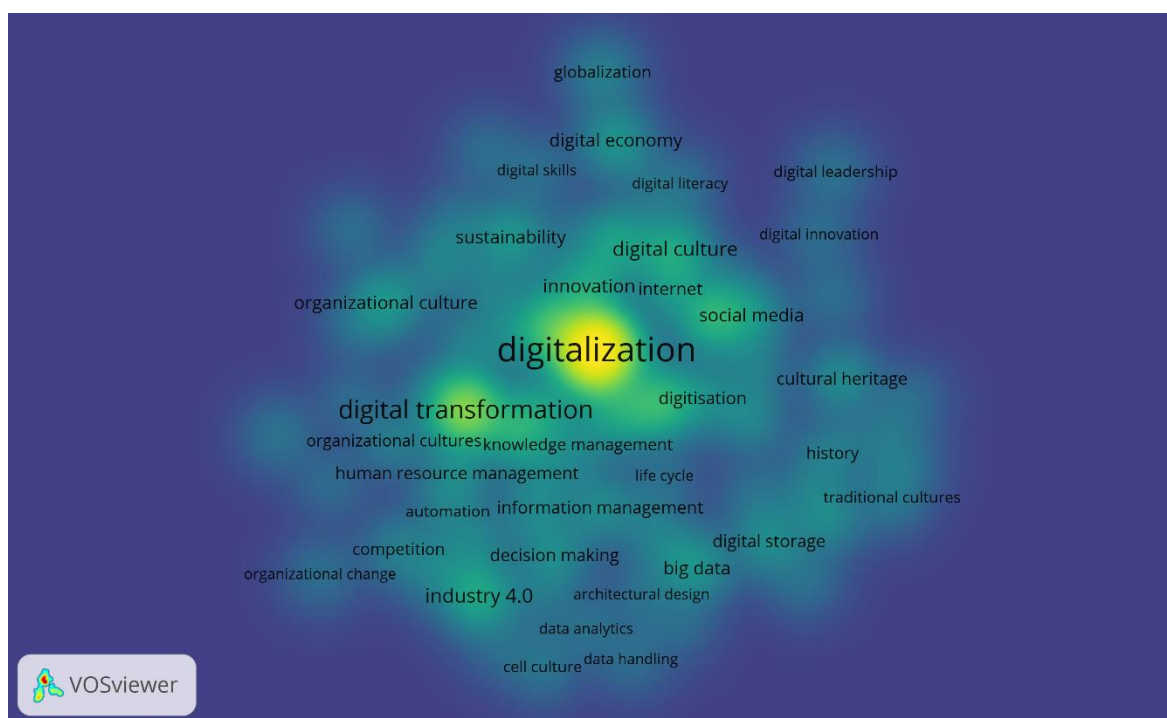


Figure 3. Density Visualization

Source: Data Analysis, 2024

This heatmap visualization highlights the density of co-occurrence between keywords related to digitalization and its associated themes in academic literature. The brighter regions, particularly around "digitalization" and "digital transformation," indicate areas of concentrated research interest and frequent keyword usage, reflecting their central role in the discourse. Nearby terms like "digital culture," "social media," "industry 4.0," and "cultural heritage" also show relatively high density, suggesting

significant attention to how digital technologies impact cultural practices, organizational processes, and societal structures. In contrast, the darker, less dense areas around terms like "digital literacy," "digital leadership," and "architectural design" imply emerging or less extensively explored topics. Overall, the visualization emphasizes the dominance of foundational themes while pointing to opportunities for further research in peripheral areas.

4.4 Co-Authorship Network

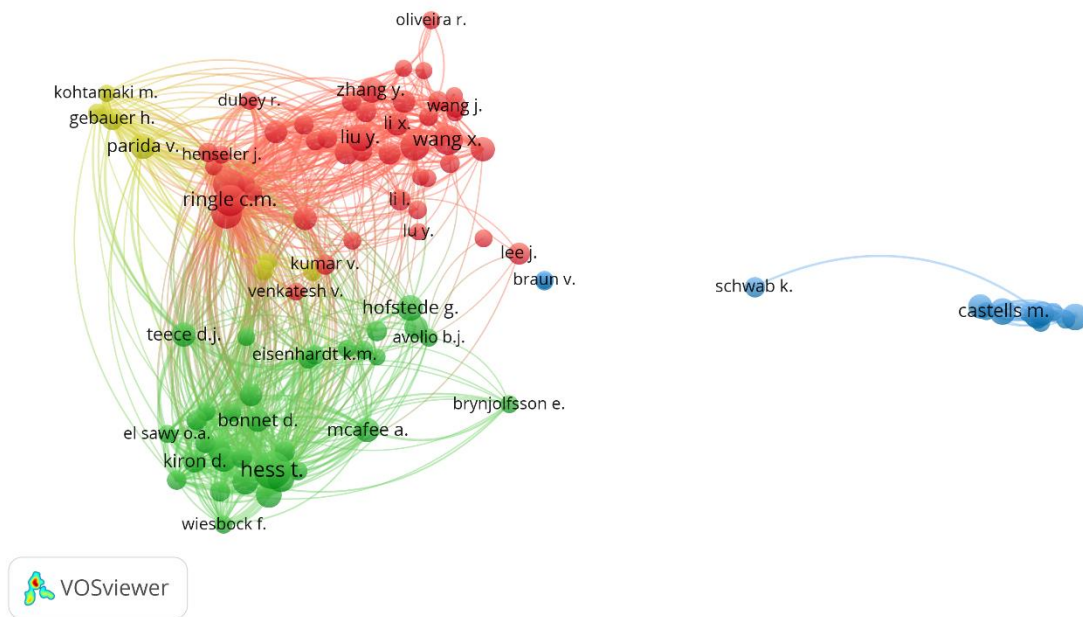


Figure 4. Author Collaboration Visualization
Source: Data Analysis, 2024

This co-authorship visualization highlights the collaboration patterns among researchers in the field of digitalization and related studies. The network is divided into distinct clusters, with the red and green clusters indicating densely interconnected groups of researchers who frequently collaborate. The red cluster, centered around authors like "Ringle C.M." and "Henseler J.," appears to focus on quantitative and structural equation modeling methodologies, often applied in digital transformation research. The green cluster, featuring authors

like "Teece D.J." and "Hess T.," leans toward organizational and technological innovation studies, reflecting interdisciplinary approaches. In contrast, the isolated blue cluster, linking authors like "Schwab K." and "Castells M.," represents foundational theoretical contributions to digital economy and network society concepts, operating independently of the larger collaborative networks. This separation highlights differences in research focus and methodology among key contributors in the field.

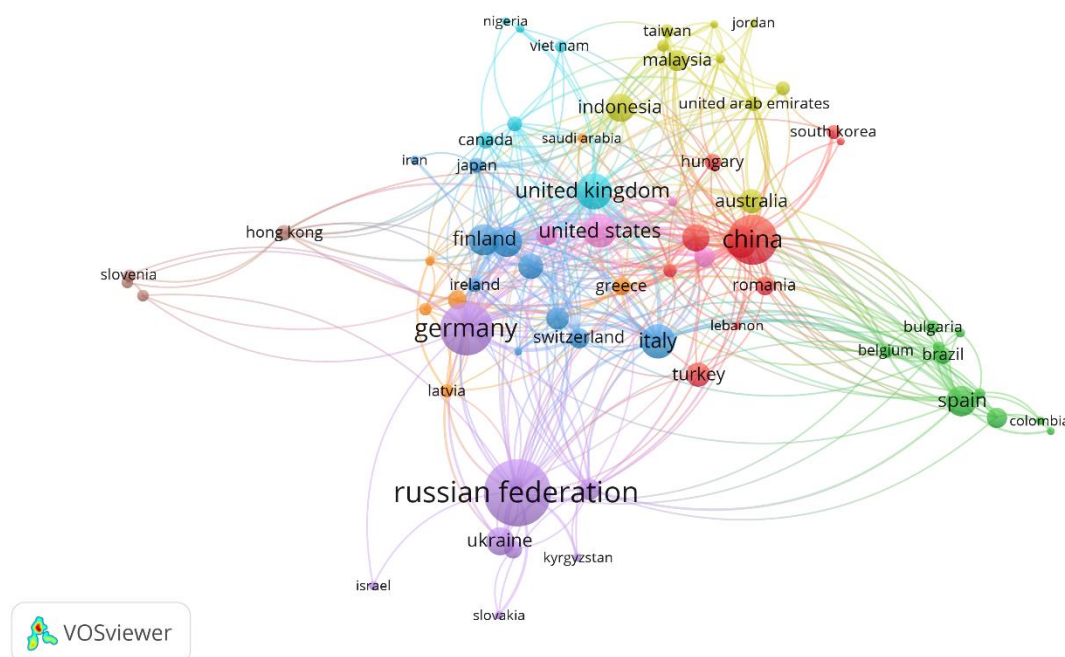


Figure 5. Country Collaboration Visualization

Source: Data Analysis, 2024

This visualization illustrates international collaboration networks in research related to digitalization, with countries represented as nodes and connections reflecting co-authorship or joint research endeavors. The size of the nodes indicates the volume of research output, while the density and thickness of the links demonstrate the strength of collaboration between countries. Central hubs such as the United States, China, and the United Kingdom dominate the network, reflecting their significant contributions and extensive global collaborations. Clusters are color-coded, highlighting regional or thematic collaborations. For example, the red cluster prominently features China, connected to countries like Australia and South Korea, suggesting regional cooperation in Asia-Pacific. The blue cluster, anchored by the United States and United Kingdom, involves widespread collaboration across Europe, Canada, and Asia. Meanwhile, the purple cluster led by the Russian Federation showcases partnerships within Eastern Europe and neighboring regions. Spain, in the green cluster, exhibits strong ties with Latin

American countries like Colombia and Brazil. This visualization emphasizes the global nature of research on digitalization, with specific regions forming distinct collaborative networks while also maintaining interconnections across continents.

Discussion

1. Centrality of Digitalization and its Transformative Role

The keyword analysis underscores the centrality of "digitalization" and "digital transformation" in the discourse, reflecting their foundational role in shaping research across diverse fields. These terms are intricately linked to adjacent concepts such as "digital culture," "social media," "cultural heritage," and "industry 4.0," indicating a multidisciplinary approach to understanding how digital technologies influence cultural practices, organizational processes, and societal behaviors. This centrality aligns with the broader narrative that digitalization is not merely a technological phenomenon but a cultural and social force that redefines how traditions are preserved, adapted, and shared. The emergence of terms like "social media"

and "digital economy" highlights the dual role of digital platforms as tools for cultural expression and economic development. Social media platforms, for instance, have become crucial for disseminating local traditions to global audiences, enabling cross-cultural exchange while also presenting challenges such as cultural appropriation and the commodification of heritage. The integration of "industry 4.0" and "big data" further suggests that digitalization extends beyond cultural preservation to encompass innovations in organizational and economic domains, reflecting its pervasive influence.

2. Evolving Research Focus

The temporal visualization of keywords reveals an evolving research focus, with earlier studies concentrating on the preservation of cultural heritage and more recent works exploring leadership, innovation, and sustainability in the digital age. This shift highlights the adaptive nature of research in response to technological advancements and societal changes. Earlier emphasis on topics like "history," "traditional cultures," and "digital storage" suggests a foundational phase where digitalization was primarily viewed as a means of safeguarding heritage. Over time, the focus has expanded to include contemporary issues such as "digital innovation," "digital skills," and "sustainability," reflecting the growing complexity of digital ecosystems. This evolution also points to the increasing relevance of digital leadership and literacy in navigating the challenges of the digital era. Researchers have begun to explore how leaders and organizations can leverage digital technologies to foster cultural resilience and innovation. This shift aligns with the broader discourse on the role of human agency in shaping the trajectory of digitalization, emphasizing the need for capacity-building initiatives to equip communities with the skills and tools necessary to thrive in a digital world.

3. Interdisciplinary Collaboration and Research Networks

The co-authorship analysis reveals distinct clusters of researchers collaborating on related themes, reflecting the interdisciplinary nature of the field. The red cluster, centered around quantitative methodologies, demonstrates a strong focus on empirical analysis and structural equation modeling, often applied to studies of digital transformation. In contrast, the green cluster emphasizes organizational and technological innovation, highlighting the integration of digital tools into business and cultural domains. The isolated blue cluster, led by theorists like Castells and Schwab, underscores the foundational contributions of theoretical frameworks in understanding the societal impacts of digitalization. The limited interaction between these clusters suggests opportunities for greater interdisciplinary collaboration. Bridging theoretical and empirical approaches could yield more comprehensive insights into the multifaceted nature of digitalization and its cultural implications. For instance, integrating the theoretical perspectives of the blue cluster with the empirical rigor of the red and green clusters could enhance the understanding of how digitalization shapes and is shaped by cultural, organizational, and societal contexts.

4. Global Collaboration Patterns

The country-level collaboration network highlights the global nature of research on digitalization and cultural identity, with central hubs like the United States, China, and the United Kingdom leading the discourse. These countries exhibit extensive collaborations across regions, reflecting their significant research output and influence. The visualization also reveals regional clusters, such as the Asia-Pacific network centered around China and the Europe-Latin America network anchored by Spain, indicating the regional dynamics of research collaborations. However, the prominence of certain countries raises questions about the inclusivity and representation of global perspectives. While

developed nations dominate the discourse, contributions from developing countries are less visible, despite their rich cultural heritage and unique challenges in navigating digitalization. Addressing this disparity requires fostering international collaborations that include underrepresented regions, enabling a more equitable and diverse exploration of digitalization's cultural impacts.

5. Tensions Between Globalization and Localization

A recurring theme in the findings is the tension between globalization and localization in the digital era. Digitalization facilitates the global dissemination of local traditions, enabling cross-cultural exchange and understanding. However, it also introduces the risk of cultural homogenization, where dominant global narratives overshadow local identities. This duality is evident in the keyword network, where terms like "globalization" and "digital economy" coexist with "cultural heritage" and "traditional cultures." This tension underscores the importance of balancing global visibility with local authenticity. Researchers and practitioners must navigate the challenges of representing local traditions in digital spaces without compromising their contextual richness or cultural significance. This requires ethical frameworks and participatory approaches that involve local communities in decisions about how their heritage is digitized, represented, and shared.

6. Emerging Themes and Future Directions

The findings highlight several emerging themes that warrant further exploration. The prominence of terms like "sustainability," "digital skills," and "digital leadership" suggests a growing interest in the human-centric dimensions of digitalization. Future research could examine how digital tools can enhance cultural sustainability, empowering communities to preserve their traditions while adapting to modern contexts. The limited focus on emerging technologies

such as artificial intelligence (AI) and virtual reality (VR) in the keyword network suggests an underexplored area with significant potential. These technologies offer innovative ways to document, simulate, and experience cultural heritage, opening new avenues for research on their implications for cultural identity. For instance, VR can enable immersive experiences of traditional practices, while AI can facilitate the analysis and synthesis of large cultural datasets. Additionally, the findings reveal a gap in understanding the long-term effects of digitalization on cultural identity. While many studies focus on immediate changes, there is a need for longitudinal research to assess how digitalization influences cultural practices and identities over extended periods. This could provide valuable insights into the sustainability of digital transformations and their impact on cultural resilience.

7. Implications for Policy and Practice

The insights from this study have important implications for policymakers, cultural practitioners, and technologists. Policymakers must design frameworks that support the equitable digitization of cultural heritage, ensuring that underrepresented communities have access to the resources and tools needed to preserve their traditions. This includes addressing issues of digital literacy, infrastructure, and funding to bridge the digital divide. Cultural practitioners can leverage digital tools to enhance the visibility and sustainability of local traditions, adopting participatory approaches that involve communities in the digitization process. This not only ensures the authenticity of digital representations but also empowers communities to take ownership of their cultural narratives. Technologists play a crucial role in developing platforms and tools that cater to the unique needs of cultural preservation. Innovations in AI, VR, and blockchain could transform how cultural heritage is documented, shared, and

protected, enabling more inclusive and sustainable approaches to digitalization.

8. Limitations and Challenges

While this study provides valuable insights, it is not without limitations. The reliance on bibliometric data may exclude relevant contributions from non-academic sources, such as grassroots initiatives and community-led projects. Additionally, the focus on co-occurrence and collaboration patterns may overlook the qualitative

5. CONCLUSION

The findings of this bibliometric study demonstrate the multifaceted nature of digitalization and its impact on cultural identity, offering valuable insights into the evolving research landscape. By highlighting key trends, emerging themes, and gaps, this discussion provides a foundation for future

dimensions of digitalization's cultural impacts, which require ethnographic and case study approaches. Future studies could address these limitations by incorporating diverse data sources and methodologies, providing a more holistic understanding of digitalization and cultural identity. This includes exploring the lived experiences of communities navigating digitalization and examining the ethical implications of digital transformations.

research and practical initiatives aimed at fostering inclusive and sustainable approaches to digitalization. As the digital era continues to reshape cultural practices and identities, interdisciplinary collaboration and equitable representation remain critical to understanding and addressing the complex challenges of this dynamic field.

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