



Evolving Scholarship in South Asia: Bibliometric Insights from the University of Kashmir

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Abstract

Purpose: The study aims to map and evaluate the research performance, publication trends, thematic focus, and collaboration patterns of the School of Social Sciences at the University of Kashmir over 40 years, highlighting its scholarly contributions and identifying growth opportunities.

Design/methodology/approach: A bibliometric analysis was conducted using data retrieved from Elsevier's Scopus database for the period 1985–2025, as no indexed publications were available before 1985. The search query targeted the institutional affiliation (AF-ID 60016300) within the Social Sciences subject area, yielding 977 publications. Data were analysed using Biblioshiny and VOSviewer to examine indicators such as annual scientific production, document types, citation patterns, co-authorship networks, institutional collaborations, thematic mapping, and keyword co-occurrence.

Findings: The School of Social Sciences accounts for 5.8% of the University's total research output, with marked growth in productivity since 2010. Journal articles dominate (77.08%), but only 25.99% of publications are open access. A strong co-authorship network exists, led by a few highly prolific authors, though collaboration is largely national. Thematic analysis reveals a concentration on regional issues (e.g., Kashmir, conflict, climate change) alongside emerging interdisciplinary areas such as deep learning and sustainable development. Citation impact has increased notably post-2010, peaking in 2020.

Originality/value: This is the first comprehensive bibliometric assessment of the School of Social Sciences at the University of Kashmir. By integrating performance indicators, collaboration mapping, and thematic evolution analysis, the study provides actionable insights to enhance research visibility, diversify thematic focus, and foster international partnerships.

Keywords: Bibliometrics, University of Kashmir, School of Social Sciences, Research Trends, Collaboration, Open Access, Co-authorship Network

Introduction

In the contemporary knowledge economy, research plays a vital role in advancing societal development, informing evidence-based policymaking, and shaping innovation-driven growth (Goduni, 2024; Kayyali, 2024). The global research landscape has witnessed a remarkable surge in scholarly output, particularly from higher education institutions, largely fuelled by technological advancements such as Artificial Intelligence (AI), big data

analytics, and digital infrastructure (Annapareddy, 2025). Scholarly output reflects the intellectual strength of an institution, enhances teaching quality, and fosters a culture of inquiry and critical thinking (Vaishya et al., 2025). Moreover, universities are accredited based on a range of quantitative and qualitative indicators that assess their performance across multiple dimensions, including teaching, research, internationalisation, and societal impact (Qazi & Al-Mhdawi, 2025). Leading ranking systems such as Quacquarelli Symonds (QS), Times Higher Education (THE), Academic Ranking of World Universities (ARWU), and the National Assessment and Accreditation Council (NAAC) rank universities on several parameters (Busurmankulova et al., 2025). Research output is considered one of the most important parameters, as it directly reflects the institution's contribution to advancing knowledge, innovation, and societal development (Toth et al., 2024). As a result, universities have emerged as key contributors to global knowledge production, often outperforming traditional research institutions through the active participation of doctoral students and academic faculty (Clark, 2023).

In India, the research ecosystem has become increasingly vibrant, with several universities, such as Jawaharlal Nehru University, Jamia Hamdard, the University of Delhi, and the University of Kashmir, making substantial contributions across various disciplines. The University of Kashmir, located in Srinagar, Jammu and Kashmir (India), has emerged as a leading institution for higher education and research in northern India. In recognition of its academic excellence, it was recently awarded the highest accreditation grade, A++, by the NAAC, a statutory body responsible for assessing and ensuring the quality of higher education institutions in India (NAAC, 2025). This accreditation reflects the university's outstanding performance across key parameters, including teaching, research, infrastructure, and governance (Aithal et al., 2016; Wagay & Dutta, 2023). The university offers a wide range of academic programs across faculties, including Arts, Business & Management Studies, Education, Law, Sciences, Engineering, and the Social Sciences.

Among these, the School of Social Sciences has emerged as a dynamic and interdisciplinary unit offering programs in Sociology, Political Science, Library and Information Science, Economics, and History (Brandmayr, 2025). This school plays a critical role in fostering civic awareness, ethical responsibility, and policy-relevant research addressing regional and national issues (Mdikana, 2025). Like natural sciences and humanities, social sciences contribute significantly to a university's research output by engaging with complex societal challenges and promoting evidence-based approaches to governance, development, inequality, and social justice (Grillitsch & Sotarauta, 2024; McDermott, 2025; Ruhana et al., 2024).

Information technology has not only facilitated interdisciplinary collaboration but also broadened the scope of scholarly inquiry (Tarafdar & Davison, 2018). This has resulted in a growing volume of academic publications, making it increasingly difficult for researchers to stay current with emerging trends and relevant literature. In this context, bibliometric analysis has emerged as a robust methodological approach to evaluate scholarly output systematically, assess research impact, enabling insights into citation patterns, co-authorship networks, journal impact, thematic evolution across fields (Alam et al., 2025; Kumar, 2025) and map intellectual structures across disciplines (Donthu et al., 2021). In today's era of open science and digital publication, bibliometrics is increasingly used by researchers, institutions, and policymakers to inform decisions on funding, research planning, and institutional strategy (Betouil et al., 2025; Tang et al., 2024).

Despite the growing scholarly activity in the region, focused bibliometric assessments of research trends and collaboration networks within the University of Kashmir's School of Social Sciences remain largely unexplored. While some prior studies have evaluated the broader research output in Jammu and Kashmir (Hamade et al., 2017; Malik et al., 2021; Pandita, 2015), none have specifically analyzed publication productivity, thematic evolution, and collaborative patterns in this school. Therefore, the study aims to bridge that gap by employing bibliometric analysis using the Scopus database to examine the research performance of the School of Social Sciences at the University of Kashmir. The study evaluates trends in publication output, co-authorship networks, preferred journals, and thematic concentrations, offering a comprehensive understanding of the school's scholarly contributions over time.

Review of Literature

Bibliometric research has gained global recognition as a systematic approach to evaluate the growth, structure, and dynamics of scholarly literature. Studies by Bornmann and Mutz (2015) and Zupic and Čater (2014) have laid the foundation for understanding research productivity, collaboration patterns, and thematic evolution using bibliometric tools like VOSviewer, SciMAT, and Bibliometrix. Donthu et al. (2021) offered practical guidelines for conducting bibliometric analyses, emphasizing their applicability across disciplines, such as Folate Receptor Research (Didion & Henne, 2020), Bioinformatics Literature (Veeramuthu, 2023), Genetic Engineering (Mareeswari et al., 2014), Bio-Technology Literature (De la Vega Hernández et al., 2024), and cryptocurrencies (Jan & Haq, 2024). These studies have been conducted in the past and continue to be carried out to quantitatively assess scholarly output across disciplines based on several parameters and indices. Sweileh (2021) provided a global overview of e-

learning research in higher education and demonstrated how bibliometric techniques could reveal emerging trends in social sciences. Similarly, Aria and Cuccurullo (2017) introduced the Bibliometrix R package, which has become essential for mapping science and analyzing performance indicators such as total publications, h-index, and co-citation networks. These studies collectively underscore the importance of bibliometric methods in capturing the intellectual and structural patterns of academic research across disciplines and regions. Dessa and Dani (2025) analyzed research trends at the University of Debrecen's Faculty of Informatics using Scopus data, noting a rise in publications focused on machine learning, virtual reality, and deep learning. Key publication venues included *Lecture Notes in Computer Science* and *Annales Mathematicae*. Another study by Haq (2020) on Social Science research in Pakistan identified the *Pakistan Development Review* as the most preferred journal and the United States as the most preferred country for international research collaboration. Similarly, Yan et al. (2022) conducted a study in China that identified various research hotspots in the field of research data, including data literacy education, research data sharing, data integration management, joint library cataloguing, and data research support services.

In the Indian context, the social sciences are witnessing a steady rise in scholarly output, particularly from institutions such as Jawaharlal Nehru University, Delhi University, and the University of Hyderabad (Ali et al., 2024). Nishavathi and Jeyshankar (2018) analysed the research output of the All-India Institute of Medical Sciences (AIIMS) over 10 years, based on records retrieved from the Scopus database. The study identified journals as the most preferred publication pattern, with the *Indian Journal of Paediatrics*, *Indian Journal of Medical Research*, and *Indian Paediatrics* being the most preferred journals. Patra (2021) conducted a bibliometric analysis of library and information science research in Indian universities and reported a high degree of collaboration, increased journal publications, and concentration in core journals. Region-specific studies, such as those by Rehman et al. (2023), have highlighted growing research productivity in Kashmir, especially in Library and Information Science (LIS), Human Resource Management (HRM), and governance-related fields. The University of Kashmir has contributed significantly to this trend, as evidenced by the publication of the *Kashmir Journal of Social Sciences* and numerous faculty-led publications in Scopus and WoS-indexed journals. Wani and Ganaie (2022) explored grey literature and demonstrated the use of bibliometric visualisation tools to uncover evolving themes and author networks. Other studies, such as those by Chadegani et al. (2013) and Gerasimov et al. (2024), provide comparative insights into databases such as Scopus and Web of Science, which are critical for assessing publication trends, citation impact, and open-access availability. These developments suggest that a comprehensive bibliometric

study of the University of Kashmir's School of Social Sciences, considering publication trends, author productivity, collaboration networks, open access, and thematic evolution, can be effectively positioned within the broader national and international research landscape.

Research Questions of the Study

- RQ1: What are the key publication trends, subject areas, and types of scholarly output in the School of Social Sciences at the University of Kashmir?
- RQ2: What is the nature and accessibility of publications, and how does data flow reflect the structural trends in research output?
- RQ3: Who are the leading contributors to research, and how has their productivity and collaboration evolved?
- RQ4: What are the key research themes and their evolution over time as reflected through keyword analysis and thematic mapping?

Methodology

Bibliometric analyses rely extensively on robust quantitative data sourced from reputable bibliographic databases (Gan et al., 2022). In this study, bibliographic data were retrieved from Elsevier's Scopus database, specifically targeting publications affiliated with the School of Social Sciences at the University of Kashmir as of 28 June 2025. The search was executed using the search string:

AF-ID (60016300) AND SUBJAREA (SOCI) AND (LIMIT-TO
(SUBJAREA, "SOCI"))

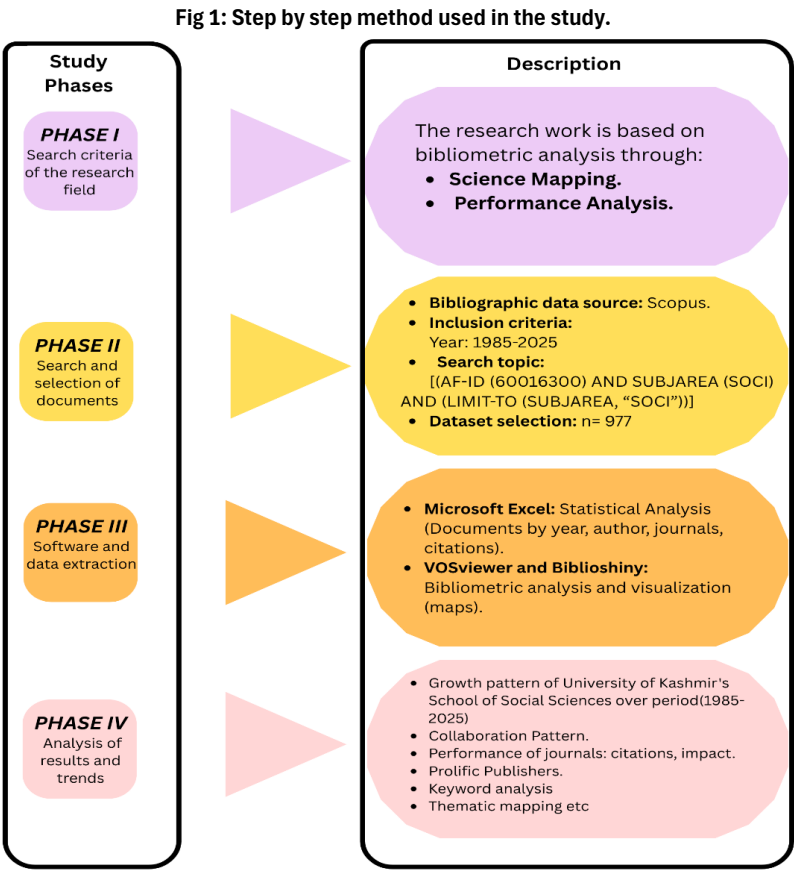
The study period was defined from 1985 to 28 June 2025, as no indexed publications from the School of Social Sciences were found in Scopus before 1985. The search yielded 977 publications, which were exported to CSV for detailed examination.

All document types indexed in Scopus under the selected institutional and subject area criteria were included, encompassing articles, conference papers, letters, books, book chapters, reviews, notes, short surveys, errata, and editorials. Only publications indexed under the subject area Social Sciences were considered. Data cleaning involved removing inconsistencies through automated processes and manual verification.

Data Analysis

The extracted data included document titles, publication years, document types, citation counts, author keywords, source titles, source types (journals, conference proceedings, books, and book series), and access types (open access and non-open access). The conceptual structure of research produced by the School of Social Sciences was examined through word clouds, thematic mapping, and author keyword co-occurrence over time,

providing insights into research trajectories and dominant themes. Analyses and visualisations were conducted using the open-source software tools Biblioshiny and VOSviewer, ensuring reproducibility and clarity in mapping the research landscape. The step-by-step methodology is shown in Fig. 1.



Data Analysis and Interpretation

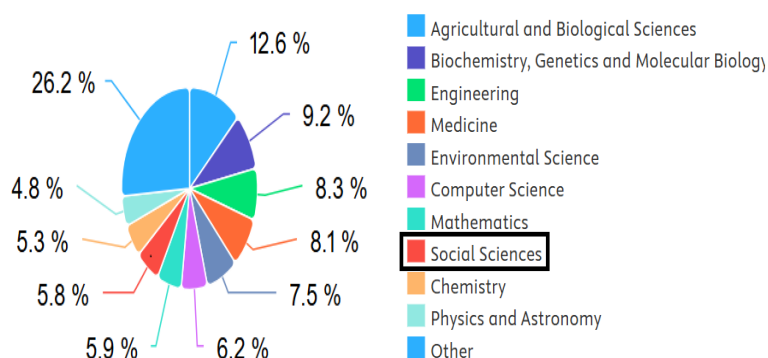
RQ1: *What are the key publication trends, subject areas, and types of scholarly output in the School of Social Sciences at the University of Kashmir?*

Subject Trends

Social Sciences account for 5.8% of the University of Kashmir’s total Scopus-indexed research output during the specific period, as depicted in Fig. 2. While this may appear modest in comparison to Science, Technology, Engineering & Mathematics (STEM) fields such as Agriculture and Biological Sciences (12.6%) or Biochemistry and Molecular Biology (9.2%), it

nonetheless reflects a visible and active scholarly presence in disciplines such as sociology, political science, economics, education, and public policy. The data reflect that while the University of Kashmir maintains a science-heavy research orientation, there is also meaningful scholarly activity in social sciences and interdisciplinary areas. This distribution suggests the potential to further strengthen social science research by aligning it with institutional priorities and regional development goals, especially through interdisciplinary collaborations.

Fig. 2: Scholarly output of various disciplines of the University of Kashmir



Document type:

Most publications were journal articles, accounting for 753 documents (77.08%), followed by book chapters (115; 11.77%), conference papers (51; 5.22%), and reviews (37; 3.79%). Other less frequent types included letters and errata (5 each; 0.52%), notes (4; 0.40%), books (3; 0.30%), short surveys (2; 0.20%), and retracted documents and editorials (1 each; 0.10%).

Overall Publications data:

Fig. 3 summarises the overall bibliometric characteristics of publications linked to the School of Social Sciences, generated using the Biblioshiny software based on Scopus bibliographic data. The dataset spans the period 1985–2025, comprising 977 scholarly documents published across 432 distinct sources (including journals and edited book chapters) with an observed annual growth rate of 11.88% in publication output.

Over this four-decade period, 1,448 unique authors contributed to this body of work, representing a diverse mix of local and international affiliations. The data also revealed collaborations with 162 different institutions, 13% of which involved international partnerships. The average number of co-authors per document was 3.27, and 102 documents were single-authored, reflecting a healthy blend of individual and collaborative research

contributions to this field. The average document age is 4.87 years, while the average citation per document is 8.59, highlighting the moderate yet impactful nature of the research output.

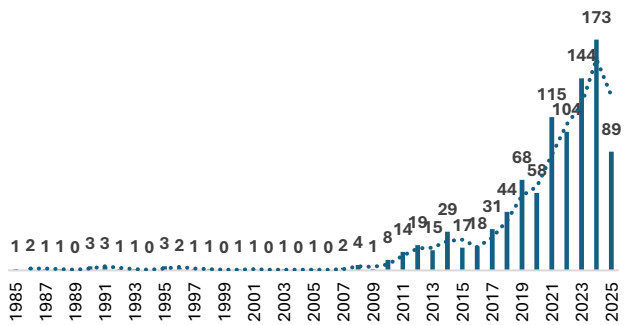
Fig. 3: Overall publication data based on the Scopus database



Annual Scientific Production

Since 1985, the School of Social Sciences at the University of Kashmir has consistently contributed to the scholarly literature through journal articles, book chapters, and conference proceedings across its various departments. Fig. 4 illustrates the annual scientific output of the School of Social Sciences affiliated with the University of Kashmir, based on data indexed in the Scopus database. The first indexed publication dates to 1985. Notably, no publications were recorded in 1990, 1994, 2000, 2002, and 2006. A marked increase in scholarly productivity was observed from 2010 onwards. Significant milestones include 14 publications in 2012, 29 in 2014, 68 in 2018, and 115 in 2021. The year 2024 stands out as the most productive year to date, with 173 publications. As of June 2025, the cutoff date for data collection, 89 publications had already been recorded, indicating a sustained upward trend in research output.

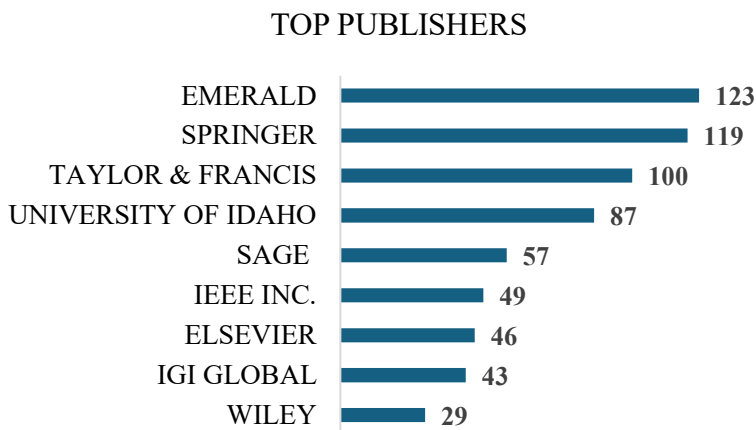
Fig. 4: Annual Scientific Production



Publisher-wise Distribution of Publications

The analysis of publication output by researchers from the School of Social Sciences, University of Kashmir, is shown in Fig. 5, which reveals that a significant portion of their research is published in reputable international journals. Emerald leads as the most preferred publisher with 123 publications, as evidenced by the productivity of journals such as Library Hi-Tech, Collection and Curation, and Online Information Review, as previously shown in the source productivity, reflecting a strong inclination toward management, education, and social science disciplines that Emerald typically covers. Springer ranks second with 109 papers, indicating substantial engagement with interdisciplinary, peer-reviewed platforms known for their high-impact academic output. Taylor & Francis with 100 papers ranked third in the list. Notably, the University of Idaho appears with 87 publications, evident in the journal's productivity in Library Philosophy and Practice (87), likely through open-access or institutional repositories, suggesting collaboration or a preference for freely accessible publication channels. Other prominent publishers include SAGE (57), IEEE Inc. (49) all of which are well-known for their contributions to the humanities, technology and social sciences. Furthermore, publishers such as Elsevier (46) and IGI Global (43) demonstrate consistent academic output. Wiley though with fewer publications (27), remains a recognised outlet for quality scholarship, adding to the overall diversity of the publication sources.

Fig. 5: Publisher-wise distribution of Publications



RQ2: What is the nature and accessibility of publications, and how does data flow reflect the structural trends in research output?

Visualization of Scholarly Output and Collaboration Patterns Using Sankey Diagram

Fig. 6 is a Sankey diagram, a powerful visual tool for representing the flow of information, resources, or data between interconnected elements. It uses arrows or links of varying widths to depict the magnitude of relationships, making it particularly effective for analysing and communicating complex systems and large datasets. In bibliometric research, Sankey diagrams are commonly used to illustrate relationships among variables such as publication sources, authorship patterns, collaboration types, and growth trends in scholarly output. According to Lee et al. (2022), Sankey diagrams provide a clear and intuitive way to present resource distribution and relational dynamics, thereby helping researchers and readers better grasp the underlying data structure in fields such as bibliometrics and information science.

In the present study, Fig. 6 visualises the scholarly publication trends based on data extracted from the Scopus database over 40 years. The flow begins with a single main source, the Scopus Database [1985–2025], which branches into 432 Sources, representing the number of journals or publication outlets contributing to the dataset. From these sources, the flow continues to 977 Documents, symbolising the total number of research outputs indexed within the defined timeframe. These documents further break down into four key categories: Annual Growth Rate (11.88%), Open Access publications (254), Closed Access publications (723), and Authors (1448). This structure reveals the accessibility dimension of the publications (open vs. closed access).

The “Authors” node bifurcates into Single-Authored documents (102) and multi-authored documents (875), emphasizing the dominance of collaborative research. Further refinement of collaboration is depicted under multi-authored documents, which are split into National Co-authorship (761) and International Co-authorship (114). This segmentation highlights the significant role of intra-country collaborations in the research landscape compared to global partnerships.

Nature of publications (Open Access vs Closed Access):

During the study period, 74.01% publications (723) were published in closed access mode and the remaining 25.99% publications (254) in open access (All open Access, Gold, Green, Hybrid Gold, and Bronze) out of a total of 977 publications, as depicted in Fig. 7. This indicates that a large proportion (74.01%) of publications are still published in a traditional paywall model. It was observed that out of 254 OA publications, 115 were All Open Access,

followed by 70 Gold, 36 Green, and the remaining 17 and 16 were Hybrid Gold and Bronze, respectively.

Fig. 6: Visualization of data flow through Sankey diagram.

Sankey Diagram: Scopus Data Flow [1985-2025]

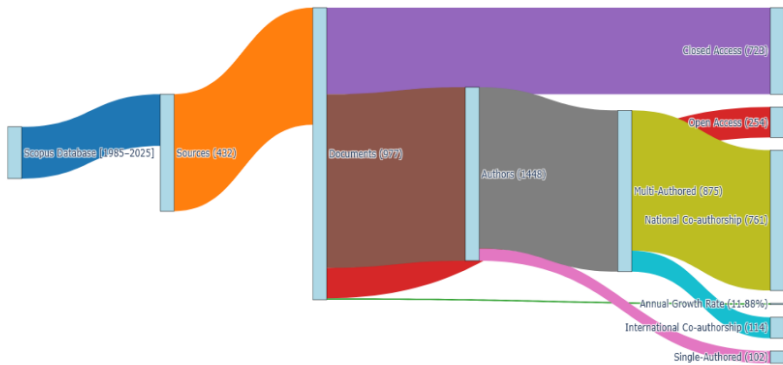
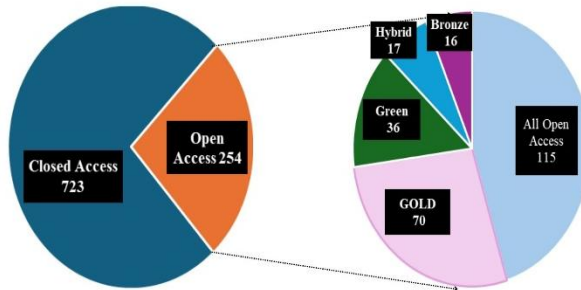


Fig. 7: Nature of Publications



Most relevant sources

In this section, the study explored the most relevant sources (journals) in which researchers from the Faculty of Social Sciences published their research work. The top ten sources by number of publications were identified. The journal “Library Philosophy and Practice” is the most relevant source, with 87 articles, followed by “Reliability: Theory and Applications,” with 27 articles. Possible reasons include that both journals offer open-access publishing, which increases visibility and citation potential. Furthermore, *Library Philosophy and Practice* is known for its accessibility and high readership among library and information science communities globally. Likewise, “Geojournal” and “Global Knowledge Memory and

Communication” are the third- and fourth-most productive journals, with 23 articles each. Additionally, the “IEEE 5th International Symposium on Emerging Trends” and “Sustainability (Switzerland)” were found to be the least contributing sources, with 12 articles each.

RQ3: *Who are the leading contributors to research, and how has their productivity and collaboration evolved?*

Author Productivity

Table 1 shows the most relevant authors, with GUL S as the most prolific contributor, with 67 articles, followed by LOAN FA (46), GANAIE SA (35), and SHAH SA (29). The dominance of these authors may be attributed to their deep engagement with the research domain, active participation in collaborative networks and strong affiliations with productive research institutions. Their frequent appearances in the literature may also reflect their leadership roles in projects, mentorship of research groups, or consistent focus on trending topics within the field, making them key figures in shaping scholarly discourse and development.

Table 1: Most Prolific Authors

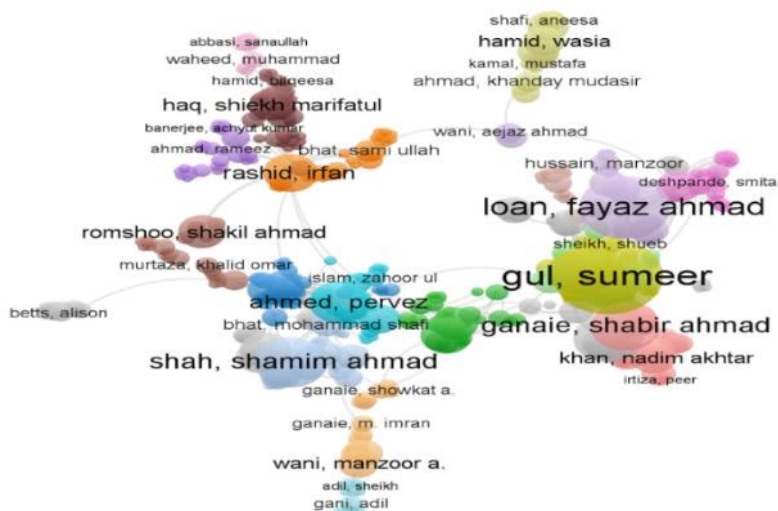
Authors	No. of Pub.	Articles Fractionalize	Scopus ID	Department
Gul S	67	20.10	24401206700	Library and Information Science
Loan FA	46	22.00	41961328500	
Ganaie SA	35	15.30	55745889700	
Shah SA	29	8.00	57191029648	Geography
Wani ZA	27	11.50	24402207400	Library and Information Science
Shah TA	24	6.30	35775573600	
Sheikh S	18	4.70	56768179900	
Rashid I	17	4.20	57202041503	Management Studies
Ahmed P	21	4.30	55620501800	Geography

Co-authorship Network

To visualise the co-authorship of the researchers, we used VOSviewer with Scopus bibliographic data in CSV format. Following this procedure, we created a map based on bibliographic data shown in Fig. 8. A total of 517 items were identified and distributed across 26 distinct clusters, with 1448 unique authors included in the dataset. The analysis was conducted with a minimum threshold of 1 document per author and a maximum of 25 authors per document. The co-authorship network reveals a robust, well-integrated academic community. Notably, Gul Sumeer emerges as the most prominent author, with the highest number of collaborative links (68) and the highest total link strength (187), reflecting a central role in fostering academic

partnerships. Following closely, Loan, Fayaz Ahmad secures the second position with 23 links and a total link strength of 62, while Ganaie, Shabir Ahmad occupies the third position, establishing 17 links and a total link strength of 38. All three authors belong to the field of Library and Information Science and serve as pivotal nodes within the network, indicating frequent co-authorship and strong collaborative influence. Furthermore, Shah, Shamim Ahmad, with 26 links and a total link strength of 86 from the Department of Geography, and Rashid, Irfan, with 42 links and a total link strength of 58 from Management Studies, were also among the main contributing authors. The substantial node sizes and high connectivity of these authors indicate their deep integration into the research ecosystem and their contributions to driving knowledge dissemination. Moreover, their proximity to multiple clusters underscores their involvement in interdisciplinary collaborations, enhancing visibility across diverse scholarly domains. Conversely, peripheral nodes with limited links may signify either emerging researchers or individuals contributing to more specialised niche areas. The presence of densely connected clusters also points to established research groups, likely anchored in specific institutions or thematic areas, underscoring the critical role of strategic academic collaboration in amplifying research productivity and scholarly impact.

Fig. 8: Co-authorship Visualisation

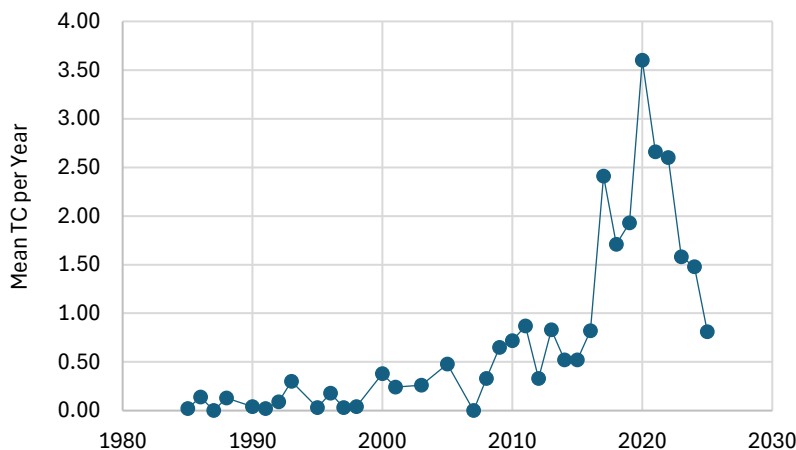


RQ4: What are the key research themes and their evolution over time as reflected through keyword analysis and thematic mapping?

Mean Total Citations per Year

The analysis of the Mean Total Citations per year (Mean TC per Year) from 1985 to 2025, shown in Fig. 9, reveals a dynamic evolution in the citation impact of scholarly publications. During the initial period from 1985 to 2005, citation rates remained consistently low, often below 0.5, indicating limited research visibility, lower output, and minimal indexing in high-impact databases. A notable shift began around 2009, with MeanTCperYear gradually increasing from 0.65 in 2009 to 0.87 in 2011, marking the start of a growth phase likely driven by improved research quality, increased academic collaboration, and greater digital accessibility. The period from 2017 to 2022 was the most impactful, with citation rates peaking at 3.60 in 2020, possibly due to research on the COVID-19 pandemic and heightened global scholarly engagement. Other significant citation highs were observed in 2019 (1.93), 2021 (2.66), and 2022 (2.60), highlighting the sustained relevance of this research. However, a slight decline is observed from 2023 onwards, with the rate decreasing to 0.81 in 2025, which can be attributed to citation lag, where newer publications have not yet accumulated citations. Overall, the data demonstrate a strong upward trajectory in research influence post-2010, indicating enhanced academic contributions and the growing impact of scholarly communication over time.

Fig. 9: Mean Total Citations Per Year



Keyword Analysis

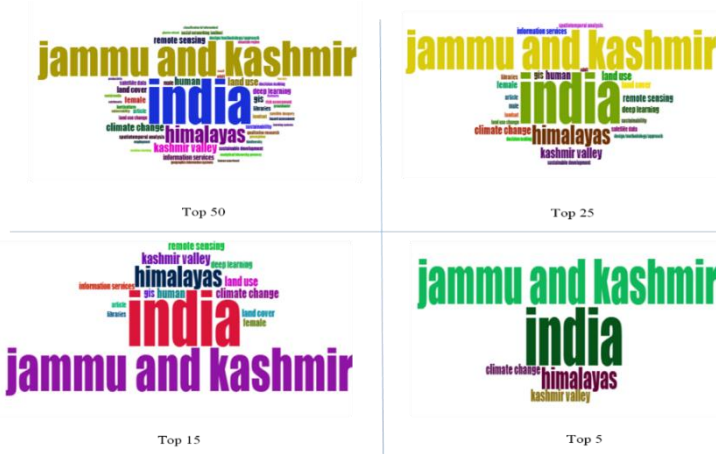
Keyword analysis in bibliometrics examines the frequency, patterns, and relationships of keywords within a set of scholarly publications. It helps identify the main themes, research trends, and conceptual structure of a given research field or topic (Wang & Chai, 2018). Keywords used in publications often reflect the current state of research on a given topic (Lu et al., 2021). Prior studies have primarily focused on identifying key research areas and analysing emerging trends by evaluating the frequency and distribution of keywords (Chen et al., 2024; Mounika et al., 2025; Wu et al., 2024). Table 2 shows the top 10 keywords mostly utilized during the specified sample period.

The keyword analysis reveals that “Kashmir” is the most frequently occurring term, appearing 59 times, followed by “India” with 50 mentions, “Open Access” with 31 mentions, and “Bibliometrics” with 27 mentions. Notably, among the most frequently appearing terms, Covid-19, Scientometrics, Conflict, social media, Libraries and Remote Sensing also feature prominently, indicating their significant presence within the top 10 keywords. A word cloud analysis was also conducted, wherein the relative prominence of each term is visually represented through variations in font size. This technique intuitively reflects the frequency or perceived importance of keywords within the text. Consistent with the methodological approach proposed by Callon et al. (1983), terms that appear more frequently are displayed in larger fonts and arranged in a visually engaging format. As illustrated in Fig. 10, the most salient keywords emerging from this top-5 keyword analysis are “India”, “Jammu and Kashmir”, “Himalayas”, “Kashmir valley”, and “climate change”, each underscoring the literature’s thematic focus. As the number of keywords expands to 15 and 25, additional themes such as “remote sensing,” “GIS,” “land use,” and “information services” emerge, reflecting a growing engagement with technological tools and environmental analysis. The 50-keyword image presents the greatest thematic diversity, incorporating interdisciplinary subjects such as “deep learning,” “sustainable development,” “libraries,” and “female,” indicating the integration of data science, gender studies, and development issues into regional research. This progression from a core geographic focus to multifaceted, interdisciplinary inquiry underscores the deepening complexity and maturity of the academic literature on Jammu and Kashmir.

Table 2: Keyword Frequency

Keyword	Frequency	Keyword	Frequency
Kashmir	59	Scientometrics	18
India	50	Conflict	17
Open Access	31	Social Media	17
Bibliometrics	27	Libraries	15
Covid-19	21	Remote Sensing	15

Fig. 10: Keyword Analysis



Thematic Map

In conceptual structure analysis, a thematic map is generated to visualise themes or conceptual clusters in a research domain, typically using co-word analysis, as shown in Fig. 11. It helps identify the main topics, emerging trends, and developmental status of various themes in the literature: centrality (relevance degree) on the x-axis and density (development degree) on the y-axis. In the Motor Themes quadrant (high centrality, high density), themes such as deep learning, learning systems, machine learning, India, Jammu and Kashmir, and the Himalayas are prominently positioned. These are well-developed and essential to the research field, reflecting strong integration and maturity. Their dominance suggests that regional and geographical studies, likely in environmental, sociopolitical, or developmental contexts, are central and evolving areas of research.

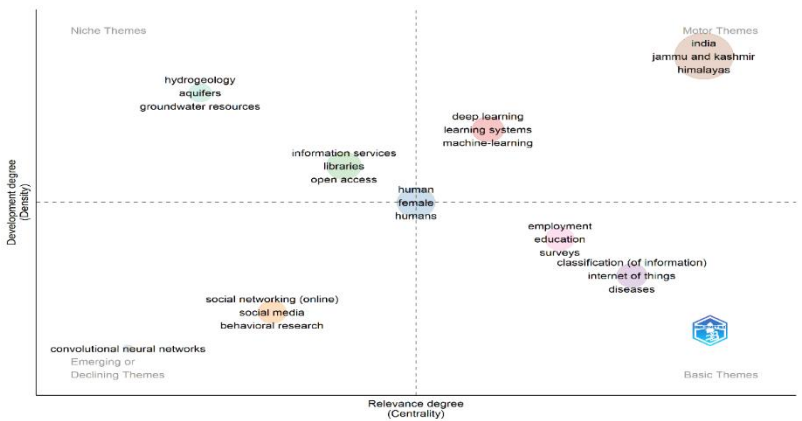
The Niche Themes quadrant (low centrality, high density) includes specialised topics such as *information services*, *libraries*, *open access*, *hydrogeology*, *aquifers*, and *groundwater resources*. Although well-developed internally, these topics are less closely connected to other themes, suggesting they serve a specific sub-community or specialised domain within the broader research field.

In the Basic Themes quadrant (high centrality, low density), terms such as *employment*, *education*, *surveys*, *classification (of information)*, *Internet of Things*, and *diseases* appear. These are foundational yet underdeveloped themes, highlighting their broad relevance across disciplines and suggesting the need for deeper exploration and development.

The Emerging or Declining Themes quadrant (low centrality, low density) includes terms such as *social networking (online)*, *social media*, *behavioural research*, and *convolutional neural networks*. Their marginal position could

indicate a nascent or waning interest in this specific field. These may be emerging concepts yet to be fully integrated into mainstream discourse, or previously prominent topics that have experienced a decline in scholarly attention.

Fig. 11: Thematic Map



Discussion

The results of this bibliometric analysis reveal several interesting patterns that highlight the advantages and disadvantages of the research conducted by the University of Kashmir’s School of Social Sciences. First, although making up only 5.8% of the university’s total research output, the increasing trend in publication volume, particularly from 2010 onward, indicates that scholarly interest in the social sciences is growing. Such a trend parallels national trends in Indian academia, where social science research, although historically overshadowed by STEM disciplines, is gaining traction through interdisciplinary approaches and digital accessibility (Uddin et al., 2020). Journal papers make up the majority (77.08%), suggesting a strong preference for conventional peer-reviewed publication. This pattern aligns with international academic standards, where journal publishing remains the most reliable means of scientific validation (Pluemer et al., 2025). However, the comparatively lower numbers of books and conference papers highlight potential areas for diversification, especially given that conferences can foster early-stage collaborations and that books offer deeper, contextualised insights that are often crucial in social science disciplines. With only 14.22% of publications freely accessible, open access is still a problem. Open-access methods, on the other hand, have led to increased citations and wider dissemination (Langham-Putrow et al., 2021). The University of Kashmir could benefit from institutional policies promoting gold and green open-access routes to increase research visibility. Another important conclusion

from citation analysis is a sharp rise in citations after 2010, which peaked in 2020. This is consistent with global trends where research engagement and dissemination were accelerated by COVID-19 and digital scholarship (Else, 2020). The observed dip in 2023–2025 is not unusual and is likely due to the lag time in citation accrual for recent publications (Waltman, 2016). Additionally, thematic analysis shows that region-specific subjects, including war, India, and Kashmir, dominate scholarly attention. As a sign of influential social science research, this implies that the School of Social Sciences is not only making contributions to international scholarship but is also actively involved in local and regional socio-political realities (Anheier, 2023). Promoting more interdisciplinary connections, particularly with data science and computational social science, could put the faculty at the forefront of cutting-edge research, as new fields such as deep learning and neural networks remain under-studied.

A strong co-authorship network suggests a cohesive academic community. Leading authors such as Loan Fayaz Ahmad and Gul Sumeer serve as centres of collaboration, and their strong ties point to a positive cooperative culture. This is consistent with the broader body of research demonstrating that teamwork often leads to greater citation impact and wider distribution (Schmutz et al., 2019). Finally, a certain thematic or disciplinary orientation, primarily within library science and management, is implied by the concentration of publications in a small number of journals, such as *Library Philosophy and Practice* and *Reliability: Theory and Applications*. To increase interdisciplinary reach and diversify impact, this guarantees depth but also makes the case for investigating new journals and fields.

Conclusion

In simple terms, the study shows that the School of Social Sciences at the University of Kashmir is actively growing into a research hub, even though it still accounts for only a small share of the university's overall research output. Research activity has grown over time, especially since 2010, and numerous academics are collaborating across departments and even abroad. This partnership bodes well for the future. The study also shows that most work is shared through journal articles, but few are publicly accessible. Making more research open access could help the work reach more people and get more recognition. Topics such as Kashmir, conflict, and public policy are common, indicating that the researchers are focusing on real, local issues that matter to the region. Authors like Loan Fayaz Ahmad and Gul Sumeer are important contributors who collaborate on numerous initiatives to assist others. The school is developing a strong research identity thanks to this collaboration. However, there is still more the school can do to expand, particularly by investigating new areas of study, adopting new technologies, and publishing in more international journals. In summary, the School of

Social Sciences is headed in the right direction, even though there is still opportunity for improvement. It may significantly contribute to scholarly conversations in India and beyond by improving access to research, expanding the range of themes, and fostering greater collaboration.

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