

Examining the Determinants of Sustainable Competitive Advantage: A Systematic Literature Review

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Abstract: - The purpose of this study is to know the certain of how current research on sustainable competitive advantage has been conducted and to identify any research gaps that would be useful for future research in this area. With the aid of VOSViewer and Bibliometrics software, this research is anticipated to produce information in the form of elements that can affect sustainable competitive advantage. According to the data gathered, publications for research on the subject of sustainable competitive advantage typically experience a large increase. The determinant factors of Sustainable Competitive Advantage, namely Sustainability, Competition, Sustainable Development, Innovation, and Competitive Advantage are expected to be examined in further research.

Key-Words: - Sustainable Competitive Advantage; VOSViewer; Bibliometrics; Systematic Literature Review

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1 Introduction

Sustainable Competitive Advantage (SCA) refers to an organization's ability to maintain its superior market position over a long period, [1]. It is a crucial concept in business strategy, focusing on how organizations can create and sustain a competitive advantage by utilizing their resources and capabilities, [2]. To achieve SCA, an organization must possess an advantage that is difficult for competitors to replicate, such as expertise in human resources, technology, brand, market access, etc. This advantage must be consistently upheld over time to establish a sustainable competitive advantage. In a business context, achieving SCA is a significant goal as it offers benefits like increased market share, profitability, and customer loyalty, [3]. Therefore, organizations must innovate and maintain excellence to compete successfully in the long run. Understanding competitive advantage enables companies to compete and maximize their potential not only in the present but also continuously, [4]. This study aims to identify the factors that influence Sustainable Competitive Advantage within a company.

To sustain a competitive advantage, a company must adopt a strategy that is also sustainable. When selecting a sustainable strategy, the company should consider three main factors: overall cost leadership,

differentiation through unique products targeted at various customer groups, and catering to specific consumer needs through financing and differentiation approaches, [5]. Sustainable Competitive Advantage (SCA) is achieved when a company possesses valuable, unique resources that cannot be imitated or substituted, resulting in a competitive advantage (CA), [6]. Valuable resources for a company include human resources and technology, which contribute to a strong SCA. Thus, SCA depends on human resources and technology, while SC relies on the company's market position. Sustainable Competitive Advantage denotes a company's superior position for upcoming years, characterized by a profitability value greater than the industry average, [7]. To maintain this advantage, companies must develop strategies that sustain performance and profitability in the future. Several actions can help a company surpass its competitors, such as establishing an extensive distribution channel, building a positive reputation, owning patents, offering superior and high-quality products, having skilled employees and management, and more, [8]. Another study by, [9], emphasizes the importance of properly managing technology, economic opportunities and risks, and social environmental factors for long-term impact.

The current research utilizes the systematic literature review method along with VOSViewer

and Bibliometrics software to investigate factors influencing Sustainable Competitive Advantage in companies. VOSViewer enables analysis of search results, bibliographic databases, and scientific publications, while Bibliometrics aids in visualizing and analyzing bibliographic data to understand relationships between publications, citations, authors, and research areas. These tools facilitate research development, strategic decision-making, and scientific performance appraisal. The findings from this research will provide valuable information for companies to determine strategies that address global market challenges. Consequently, the study on "Determinants of Sustainable Competitive Advantage" serves as a reference for future research endeavors.

2 Literature Review & Methods

2.1 Sustainable Competitive Advantage Concept

Competitive advantage refers to a company's capacity to outperform other businesses in the same industry or market thanks to its unique qualities and resources, [10]. The various actions a business takes to create, produce, promote, provide, and support its product provide it a competitive advantage. Improving product quality, price, promotion, and service quality are all things a business may do to develop a competitive strategy. The three components of the process of competitive advantage, according to, [11], are:

- 1) Sources of excellence include: a) Superb skills, used so that businesses can choose and put into practice strategies that can set the organization apart from rivals; b) Superior resources, which include production capacity, marketing prowess, technology, and natural resources, as well as having a strong distribution network, are a dimension to strengthen excellence; c) Superior control is the capacity to track and assess corporate outcomes and operations.
- 2) Positional benefit: Cost leadership or product differentiation that offers clients higher value produces positional advantage.
- 3) Performance results: Performance results will happen if the company's skills, resources, and control capabilities are employed to achieve cost advantages since these advantages will lead to profitable performance results like customer satisfaction.

Companies strive to achieve sustainable competitive advantage to maintain their growth and prosperity, [12]. According to, [13], sustainable

competitive advantages are organizational capabilities that enable higher performance compared to other companies in the same market. The study, [14], defines sustainable competitive advantages as continuously developed organizational capabilities supported by internal resources, including organizational structure, financial strength, internal motivation, and information technology. These capabilities contribute to the creation of strengths, innovations, and competitiveness in the global market.

Having a competitive advantage is essential for a company, as it prevents competitors from duplicating its resources and activities, [6]. This advantage encompasses various aspects, such as resources and operational activities, [15]. Based on the aforementioned theories, sustainable competitive advantages can be seen as the organization's ability to create something difficult for competitors to achieve. Therefore, sustainable competitive advantage is crucial for organizations or companies to outperform their competitors in the same market, [10]. Organizations or companies use this shield of sustainable competitive advantage to lead in their chosen areas. In the world of big business, where competitors strive to be the best, those with a sustainable competitive advantage will shine the brightest. So, for a company looking to do better than its competitors and succeed in a busy marketplace, developing and maintaining a sustainable competitive advantage isn't just a choice—it's a critical plan for winning.

2.2 Methods

This study utilizes the VOSViewer software and bibliometrics as part of the Systematic Literature Review (SLR) method. VOSViewer is a software tool designed to visualize and analyze large sets of data, particularly bibliometric data. Developed by Nees Jan van Eck and Ludo Waltman at the Delft University of Technology in the Netherlands, VOSViewer has been widely used in various fields, including science, engineering, medicine, and humanities.

VOSViewer is capable of analyzing search results from search engines, bibliographic databases, and other data related to scientific publications. By employing bibliometric techniques and network mapping, VOSViewer allows users to visualize and analyze the relationships among specific publications, citations, authors, and research fields. Noteworthy features of VOSViewer include mapping publication networks, identifying interconnected groups, analyzing the citations and impact of specific publications, and mapping

research areas. Furthermore, VOSViewer can analyze bibliometric data across different dimensions, such as field of study, time, and country. In this study, the researcher searched the Scopus electronic database. Scopus was chosen due to its reputation as the largest scientific database, offering a wide range of peer-reviewed journal articles, [16]. The scope of this research is limited to English journal articles published within the last five years, specifically from 2019 to 2023.

The steps taken in this study using Scopus and RStudio are presented as follows:

- 1) Define search keywords. In this case, it is a Sustainable Competitive Advantage.
- 2) Sustainable Competitive Advantage keywords are searched based on the article title, abstract, and keywords TITLE-ABS-KEY (sustainability AND competitive AND advantage) on Scopus.
- 3) Refine search results by enabling the filter TITLE-ABS-KEY (sustainability AND competitive AND advantage) AND (LIMIT-TO (PUBYEAR, 2023) OR LIMIT-TO (PUBYEAR, 2022) OR LIMIT-TO (PUBYEAR, 2021) OR LIMIT-TO (PUBYEAR, 2020) OR LIMIT-TO (PUBYEAR, 2019)) AND (LIMIT-TO (DOCTYPE, "ar")) AND (LIMIT-TO (LANGUAGE, "English")).
- 4) Save search results in a file with the .bib extension format
- 5) Compile data according to Research Questions compiled with the help of Rstudio.
- 6) Download and install the latest version of RStudio and R.
- 7) Open the RStudio app, and enter the code:
`install.packages("bibliometrix")`
`library(bibliometrix)`
`biblioshiny()`
Rstudio will redirect to the new link.
Files that have been saved are uploaded to the page
- 8) Complete data analysis.

The following set of Research Questions (RQs) has been formulated to explore advancements in research on Sustainable Competitive Advantage:

RQ 1: What is the geographical distribution of countries engaged in research on Sustainable Competitive Advantage?

RQ 2: Which fields of study investigate Sustainable Competitive Advantage?

RQ 3: How does the concept of Growth Resources relate to research on Sustainable Competitive Advantage?

RQ 4: What is the publication count of research documents for each journal, categorized by their relevance to the theme of Sustainable Competitive Advantage?

RQ 5: What is the impact of journals publishing articles on the topic of Sustainable Competitive Advantage?

RQ 6: Who are the most significant authors in the field of Sustainable Competitive Advantage?

RQ 7: Which authors have the highest number of publications per year in the context of Sustainable Competitive Advantage?

RQ 8: How can document keywords be analyzed in research related to Sustainable Competitive Advantage?

RQ 9: What is the most prevalent keyword associated with Sustainable Competitive Advantage?

RQ 10: Which keywords are the most dominant and pertinent in research on Sustainable Competitive Advantage?

RQ 11: How can the evolution of research themes related to Sustainable Competitive Advantage be analyzed?

RQ 12: What methods can be employed to analyze thematic maps derived from document titles in research focused on Sustainable Competitive Advantage?

RQ 13: What are the key determining factors that arise from research on the theme of Sustainable Competitive Advantage?

Publish or Perish and VOSviewer software in combination can be used to respond to RQs 4, 5, 6, and 7. When conducting a review of the literature for the subject under investigation—in this example, Sustainable Competitive Advantage—Publish or Perish is utilized, [17]. VOSViewer is a tool designed for bibliometric creation. Because it can handle huge data sets and display sizable bibliometric maps, VOSviewer is commonly used, [18]. The articles used in this study were published for at least the previous five years, or from 2019 to 2023. The following actions need to be taken:

- 1) The search on Scopus was conducted using the keyword "Sustainable Competitive Advantage" within the timeframe of 2019 to 2023, considering titles, abstracts, and keywords.
- 2) The articles found were saved as .RIS files.
- 3) VOSviewer software was utilized for data visualization and trend analysis.

VOSviewer and bibliometrics offer valuable tools for analyzing research contributions pertaining to Sustainable Competitive Advantage (SCA). They

provide several significant benefits in understanding and exploring SCA-related research:

- 1) Identification of key concepts and relationships: VOSviewer enables researchers to analyze the meanings and relationships among major concepts in SCA literature. This aids in identifying research areas that require further investigation and obtaining a comprehensive understanding of the SCA concept.
- 2) Recognition of research trends: Bibliometrics assists in identifying research trends in SCA. Researchers gain insights into the focal points and advancements in SCA research during recent years.
- 3) Identification of influential authors and institutions: Bibliometrics allows researchers to identify the most influential authors and institutions in SCA research. This helps in establishing potential research collaborations for future investigations.
- 4) Recognition of prominent journals: Bibliometrics enables the identification of journals that contain a substantial amount of SCA-related research. This assists researchers in selecting appropriate journals for publishing their own research findings.
- 5) The utilization of VOSviewer and bibliometrics supports researchers in various aspects of SCA research, including identifying relevant research topics, understanding research trends, establishing research collaborations, and selecting suitable journals for publication.

3 Results & Discussion

On January 11, 2023, a search based on "Sustainable Competitive Advantage" keywords was conducted using search terms that were relevant to the article's title, abstract, and keywords. The method of searching articles in electronic databases is employed as a source of information based on these keywords. The electronic database used in this study is the Scopus database.

3.1 Preliminary Search Results

The initial keyword search yielded 2940 Scopus documents. During this initial search stage, there was no limitation on the publication year. This was done to trace the progression of research on the topic of Sustainable Competitive Advantage. The search results revealed that articles related to Sustainable Competitive Advantage were first identified in 1987, as indicated in Table 1. However,

it was determined that the research conducted in that year was not relevant to the specific research interest being pursued.

Table 1. Research Articles Related to Sustainable Competitive Advantage

Authors	Title	Source	Year of Publication
Moxon, R.W	International competition in high technology: The Brazilian aircraft industry	International Marketing Reviews 4(2), pp. 7-20	1987
Choudhury, Vivek	Sustained Competitive Advantage With Inter-Organizational Information Systems.	Proceedings of the Hawaii International Conference on Systems Science pp. 44-51	1988
Feeny, DF, Ives, B.	In search of sustainability: Reaping long-term advantages from investments in information technology	Journal of Management Information Systems 7(1)	1990

3.2 Improvement of Search Results

The refinement of the search results involved utilizing the "filter" feature based on the criteria specified in this study. The Systematic Literature Review followed three inclusion criteria (KI) to refine the search results: 1) Documents published within the last five years, specifically from 2019 to 2023; 2) The published documents should be in the form of articles; 3) The articles should be written in English.

After implementing these refinements, the improved search results can be saved in a .bib file format for further analysis. A total of 969 articles were found and published with the keyword "Sustainable Competitive Advantage".

3.3 Description of Research Questions Answers

Files that have been saved in the .bib extension are analyzed using the help of RStudio by utilizing the "bibliometrix" library. Data preparation is done based on predetermined Research Questions.

RQ1: What is the geographical distribution of countries engaged in research on Sustainable Competitive Advantage?

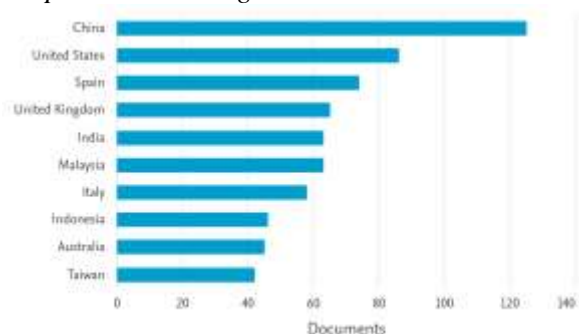


Fig. 1: Geographical Distribution Of Countries Engaged In Research On Sustainable Competitive Advantage

Figure 1 illustrates the countries engaged in research on Sustainable Competitive Advantage, ranked in the following order: China, United States, Spain, United Kingdom, India, Malaysia, Italy, Indonesia, Australia, and Taiwan. From the figure, it is evident that China has the highest number of articles focusing on Sustainable Competitive Advantage, with over 125 articles. The United States holds the second position with nearly 86 articles. Indonesia, on the other hand, occupies the eighth position, with 46 articles discussing sustainable competitive advantage. This information highlights the participation of developed countries like the United States, Spain, the United Kingdom, and Australia, as well as developing countries such as India, Malaysia, and Italy.

RQ2: Which fields of study investigate Sustainable Competitive Advantage?

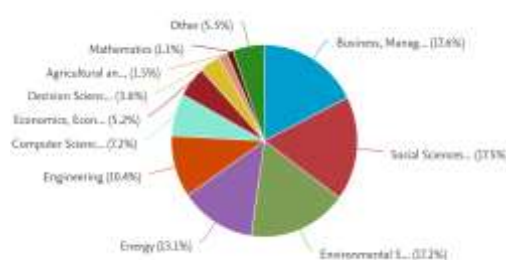


Fig. 2: Thematic Evolution

Figure 2 demonstrates that the field of Business, Management, and Accounting has conducted the most research on Sustainable Competitive Advantage, accounting for 17.6% of the total. Following closely behind is the field of Social Science at 17.5%, and Environmental Science ranks third with 17.2%. The energy sector contributes

13.1% of the research, while engineering represents 10.4%. Other fields make up less than 10% each.

Based on Figure 2, it is apparent that the fields of Business, Management, and Accounting, as well as Social Science and Environmental Science, consistently engage in research on Sustainable Competitive Advantage compared to other fields. These percentages have remained relatively stable over the years. Furthermore, it is worth noting that other fields such as Engineering, Computer Science, Economics, Agricultural Sciences, and Mathematics, among others, also contribute to research on Sustainable Competitive Advantage, albeit to a lesser extent.

RQ3: How does the concept of Growth Resources relate to research on Sustainable Competitive Advantage?

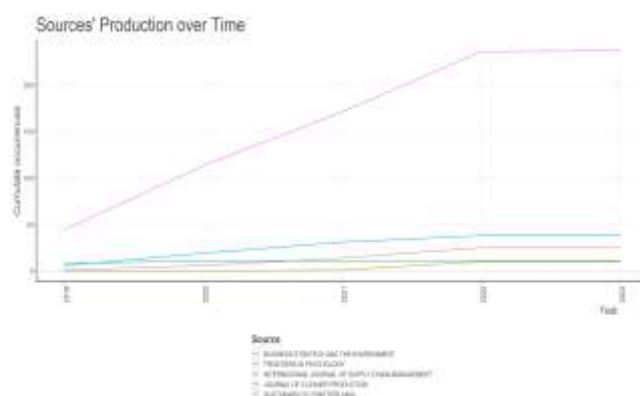


Fig. 3: Growth Sources

This study also examines the development of journals as sources of research on Sustainable Competitive Advantage. Figure 3 illustrates the annual publication trends of each journal from 2019 to 2023. This overview enables us to observe whether these journals have experienced an increase or decrease in publications specifically related to the theme of Sustainable Competitive Advantage. The curve indicates that research on Sustainable Competitive Advantage has shown fluctuating growth in publications over the research period.

Based on the curve, it is evident that Business Strategy and The Environment ranks first, demonstrating significant growth from 2019 to 2023 and displaying potential for continued growth in the future. On the other hand, the remaining four journals—Frontiers in Psychology, International Journal of Supply Management, Journal of Cleaner Production, and Sustainability (Switzerland)—are experiencing relatively consistent growth patterns.

RQ4: What is the publication count of research documents for each journal, categorized by their relevance to the theme of Sustainable Competitive Advantage?

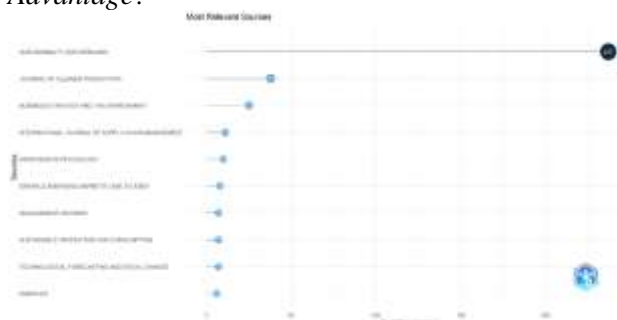


Fig. 4: Most Relevant Sources

Figure 4 presents the number of research documents published by each journal, categorized according to their relevance to the theme of Sustainable Competitive Advantage. The data is represented by a blue bar chart, displaying the names of the most published journals and the corresponding range of document quantities. The intensity of the blue color indicates the quantity and relevance of research themes. The total number of documents published across all journals ranges from 0 to 237. Sustainability (Switzerland) occupies the top position with a dark blue bar graph, indicating a high quantity and relevance of published documents compared to other journals. This is attributed to the journal's alignment with the discussed theme.

As an illustration, one article published in Sustainability (Switzerland) titled "Leadership and Organizational Culture in the Sustainability of Subsistence Small Businesses: An Intellectual Capital-based View," was authored by Jardon and Martinez-Cobas in 2019. The article examines the relationship between culture and leadership in generating performance through Sustainable Competitive Advantage, utilizing partial least squares techniques.

RQ5: What is the impact of journals publishing articles on the topic of Sustainable Competitive Advantage?

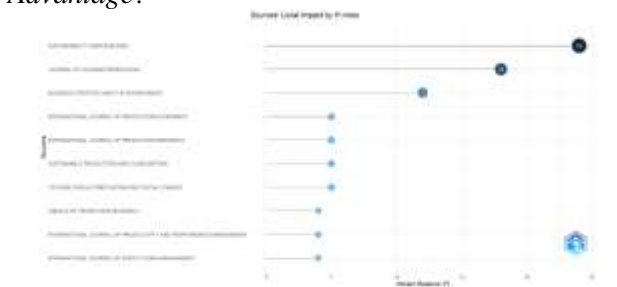


Fig. 5: Impact Of Journals Publishing Articles

The assessment of journals in this research is not solely based on the quantity or relevance of their publications. The impact of each journal that publishes papers on the theme of Sustainable Competitive Advantage was also evaluated by calculating their H-index, as depicted in Figure 5. The figure presents the obtained H-index values along with the impact generated by each journal. The H-index range of the journals examined in this study varies from 0 to 24. Sustainability (Switzerland) and the Journal of Cleaner Production claim the top two positions, with dark blue bars indicating an H-index of 24 and 18, respectively. Business Strategy and Environment and the International Journal of Production Economics follow in the third and fourth positions, with H-index values of 12 and 5. Journals represented by bright blue bars denote relatively lower impact.

Among the evaluated journals, Sustainability (Switzerland) holds the highest impact. It is an internationally recognized, interdisciplinary, open access scholarly journal focusing on various dimensions of human, environmental, cultural, economic, and social sustainability. The journal serves as an advanced platform for studies related to sustainability and sustainable development. It publishes reviews, regular research papers, short communications, and notes, without any limitations on paper length.

RQ6: Who are the most significant authors in the field of Sustainable Competitive Advantage?

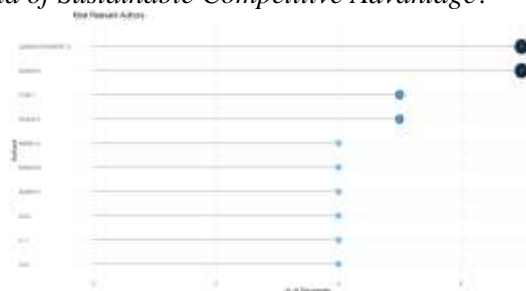


Fig. 6: Most Significant Authors

Figure 6 depicts the number of research documents published by each author, categorized by their relevance to the theme of Sustainable Competitive Advantage. The data is presented in a diagram, including a list of the most published authors' names and the corresponding range of document quantities. The intensity of the blue color represents the quantity and relevance of the research theme. Across all sources, the number of documents published ranges from 0 to 7, with a total of 10 authors listed as the most relevant data sources. The author Jermisittiparsert K occupies the top position

with a total of 7 published documents. This is evident from the dark blue bar graph, which stands out compared to the others.

RQ7: Which authors have the highest number of publications per year in the context of Sustainable Competitive Advantage?



Fig. 7: Top Authors

Figure 7 illustrates the productivity of authors throughout the research period, spanning from 2019 to 2023. The productivity is represented by a red line, indicating the timeline of the author's research publications until the last year of their contribution. Furthermore, circles placed along the red line indicate the number of papers published by the author each year. The figure provides an overview of authors who have written research on the theme of Sustainable Competitive Advantage. Notably, Zhang X is highlighted as an author who continues to actively write research articles related to Sustainable Competitive Advantage.

RQ8: How can document keywords be analyzed in research related to Sustainable Competitive Advantage?

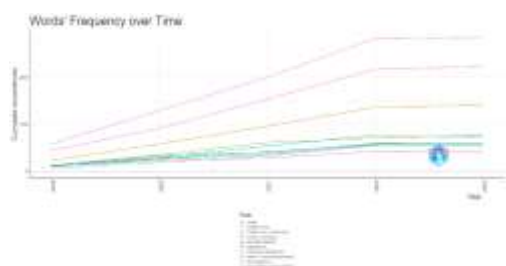


Fig. 8: Words Frequency

Figure 8 presents a growth curve depicting the average occurrence of specific keywords in research related to Sustainable Competitive Advantage each year. The graph highlights the main keywords that consistently appear from 2019 to 2023 and demonstrate a notable increase over time. The keywords primarily focus on sustainability-related themes, such as China, Competition, Competitive Advantage, Competitiveness, Decision Making, Innovation, Strategic Approach, Supply Chain Management, Sustainability, and Sustainable Development.

Innovation, Strategic Approach, Supply Chain Management, Sustainability, and Sustainable Development. These keywords experienced the most significant development throughout the research period.

RQ9: What is the most prevalent keyword associated with Sustainable Competitive Advantage?



Fig. 9: Most Prevalent Keywords

The word cloud visually represents the most prevalent keywords in research on Sustainable Competitive Advantage (Figure 9). It is a graphical depiction of frequently occurring words within the dataset of researched articles, using keywords derived from titles focused on Sustainable Competitive Advantage. The word cloud presents words in varying sizes, reflecting their respective frequencies. The positioning of words in the cloud is generally random, except for the dominant word, which is placed in the center and appears relatively larger. For this study, the word cloud was generated by analyzing document titles. Based on this analysis, the most dominant words related to Sustainable Competitive Advantage are sustainability, sustainable development, competition, competitive advantage, and innovations. The prevalence of research on sustainable competitive advantage underscores the significance of sustainability as a determining factor for future studies in this field.

RQ10: Which keywords are the most dominant and pertinent in research on Sustainable Competitive Advantage?



Fig. 10: Word Tree Map

The word tree map presents relevant words from an abstract document, visually displaying them in a grid-like format where the size of each grid area corresponds to the frequency of the word. In Figure 10, the dominant words in research on Sustainable Competitive Advantage, such as sustainability, sustainable development, competition, and innovation, are depicted. The majority of the research in this field revolves around sustainability, emphasizing its importance for companies and organizations to sustain their competitive advantage over time.

3.4 Data Visualization

The VOSviewer software was utilized to perform data visualization. In this section, a bibliometric analysis was conducted to visualize the results based on commonly occurring keywords. VOSviewer also enables cluster analysis, which illustrates the relationships among various topics, particularly in the context of research on Sustainable Competitive Advantage. This study has employed bibliometric analysis to create three distinct visualizations: network visualization, overlay visualization, and density visualization. This will answer the RQ 11, RQ12, and RQ13.

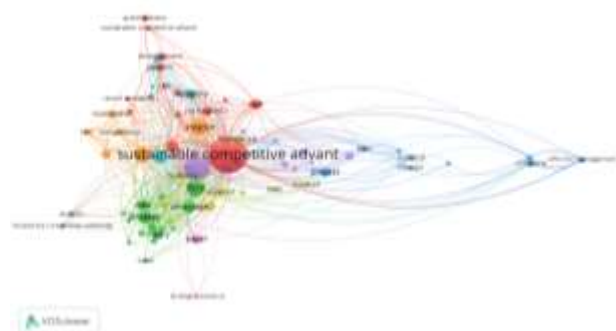


Fig. 11: Visualization of the Google Scholar Database Network Using VOSviewer

The visualization of the keyword network pertaining to research on Sustainable Competitive Advantage reveals that the size of each circle corresponds to the frequency of occurrence of the respective keyword. Larger circles indicate keywords that appear more frequently, highlighting their importance in research. Among these keywords, "sustainable competitive advantage" emerges as the most prominently used, as indicated by its larger circle size in the network. This signifies its significance as a primary keyword in the research topic of Sustainable Competitive Advantage (Figure 11).

RQ11: How can the evolution of research themes related to Sustainable Competitive Advantage be analyzed?

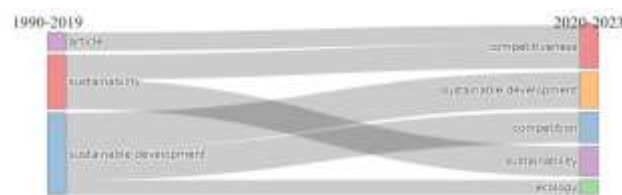


Fig. 12: Thematic Evolution

The research topic in papers changes, particularly in newly published papers. Figure 12 presents an analysis of the evolution of themes within research related to Sustainable Competitive Advantage. This analysis is represented by rectangular shapes, with larger sizes indicating more frequent usage of a particular theme. The evolution is divided into two sections. On the left side, several themes that were predominantly used from 1990 to 2019 are listed, with three themes displayed in varying sizes based on their frequency of use. The top-ranked theme is articles, followed by sustainability and sustainable development. In contrast, from 2020 to 2023, five themes gained significant usage, namely competitiveness, sustainable development, competition, sustainability, and ecology.

RQ12: What methods can be employed to analyze thematic maps derived from document titles in research focused on Sustainable Competitive Advantage?

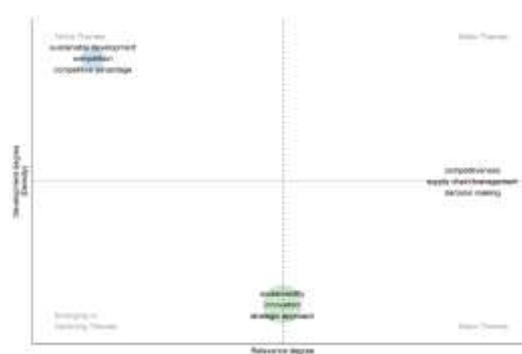


Fig. 13: Thematic Map

This study also examines the thematic maps (Figure 13) that emerge based on the titles of documents related to the research theme of Sustainable Competitive Advantage, which are divided into four quadrants. These results were obtained using a semi-automatic algorithm that reviewed the titles of all references in the research.

- 1) The top-left quadrant represents highly developed themes. This quadrant displays specific themes that are rarely studied but exhibit high development. It is characterized by high density but low centrality. Themes in this quadrant include sustainable development, competition, and competitive advantage.
- 2) The lower-middle quadrant represents themes that are decreasing over time. These themes have been utilized for a long period but show a declining trend, indicated by low density and centrality. Themes in this quadrant include sustainability, innovation, and strategic approach.
- 3) The right-middle quadrant can be described as a motor or driving theme. It is characterized by high density and centrality, indicating its importance for future research and development. Themes appearing in this quadrant include competitiveness, supply chain management, and decision-making. This quadrant is positioned between the upper-right and lower-right quadrants.

Note: The upper-right and lower-right quadrants are not specifically described in the given text.

RQ 13: What are the key determining factors that arise from research on the theme of Sustainable Competitive Advantage?

Based on the analysis of various bibliometric data, several variables identified as highly relevant in influencing Sustainable Competitive Advantage are as follows.

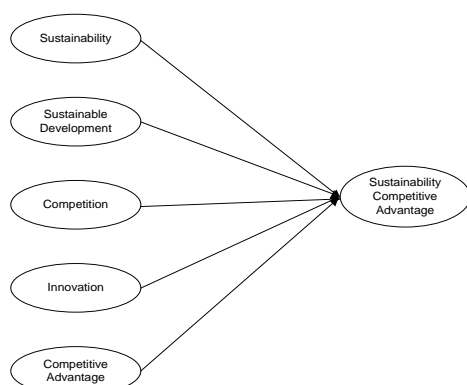


Fig. 14: Determinants of Sustainable Competitive Advantage

Based on a detailed study of various data from academic sources, we've identified several important factors that greatly influence Sustainable Competitive Advantage. These factors are like key building blocks that shape how businesses succeed

in today's competitive world. They include things like Sustainability, Competition, Sustainable Development, Innovation, and Competitive Advantage.

We carefully looked at research papers, references, and trends to figure this out. These factors stand out as the main pillars that support the idea of Sustainable Competitive Advantage. Think of it like a strong foundation for a building. For example, when businesses focus on being sustainable, they often end up having an advantage that lasts a long time. And when competition and innovation work together, new and smart strategies can help a business get ahead of others.

- 1) Sustainability: This factor reflects an organization's ability to conduct business practices that not only yield financial benefits but also take into account long-term social and environmental impacts. Sustainability becomes a determinant factor because businesses that can integrate environmental and social aspects into their operations have a greater opportunity to sustain competitive advantage. This may encompass the efficient use of resources, waste reduction, and responding to consumer demands that increasingly prioritize ethics and corporate responsibility.
- 2) Competition: The competitive factor is a strong driver in inspiring innovation and progress. Healthy competition compels organizations to continuously strive to enhance their products, services, and business processes to meet customer needs and preferences. This competitive framework also motivates organizations to maintain quality, efficiency, and competitiveness against other rivals in the market.
- 3) Sustainable Development: This factor refers to an organization's ability to develop a business model that generates not only economic growth but also considers long-term social and environmental impacts. Organizations that can integrate sustainable development into their business strategies can build a strong reputation, attract environmentally-conscious business partners and investors, and maintain harmonious relationships with stakeholders.
- 4) Innovation: Innovation refers to the creation and application of new solutions that add value. The innovation factor is important because organizations that dare to change and improve their operations, create innovative products and services, and respond quickly to market changes will have a greater opportunity to achieve and sustain competitive advantage. Innovation can

also help organizations differentiate themselves from competitors, expand market share, and create new opportunities.

- 5) **Competitive Advantage:** This factor encompasses the advantage that sets an organization apart from its competitors. Competitive advantage arises when an organization can deliver added value to customers or possesses assets, resources, or capabilities that are difficult for competitors to replicate. This factor is the culmination of the sequence, as sustainability, competition, sustainable development, and innovation can all contribute to achieving sustainable competitive advantage.

By putting together all this information, it becomes really clear how important these factors are. It also shows that to have a strong Sustainable Competitive Advantage, businesses need to look at the bigger picture and have a well-rounded approach. This research goes beyond just looking at things – it helps us understand the complicated ways that make businesses successful in today's always-changing market.

Further exploration of these variables in the future is warranted. The visualizations presented in the aforementioned figures offer researchers an opportunity to identify potential topics for new contributions within the field of Sustainable Competitive Advantage. The determinants of Sustainable Competitive Advantage obtained from the analysis results are depicted in Figure 14, which include sustainability, sustainable development, competition, innovation, and competitive advantage. These determinants provide valuable insights into the factors that play a significant role in achieving Sustainable Competitive Advantage.

4 Conclusion

The analysis of the designed inclusion and exclusion criteria yields valuable information, including the following:

- 1) Bibliometrics is a highly useful tool in systematic literature review research, effectively combining the utilization of the Scopus electronic database within the field of Sustainable Competitive Advantage.
- 2) Research on sustainable competitive advantage has been conducted in various countries, encompassing both developed and developing nations. China stands out as the leading contributor with a total of 125 articles on sustainable competitive advantage.

- 3) Research on sustainable competitive advantage has extended beyond traditional fields such as Business, Management, Accounting, Social Science, and Environmental Science. It has also ventured into other areas of study such as Engineering, Computer Science, Economics, Agriculture, Mathematics, and more.
- 4) Thematic evolution reveals that from 2020 to 2023, there are five prevalent themes: competitiveness, sustainable development, competition, sustainability, and ecology. The bibliometrix library in RStudio and VOSviewer software successfully conducted bibliometric analysis and visualized quantitative data extracted from Scopus. Consequently, several determinant factors of Sustainable Competitive Advantage were identified, including sustainability, sustainable development, competition, innovation, and competitive advantage.

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