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Advancing Sustainable Development Goals through Digital Culture: A Global Research Overview

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ABSTRACT

The success of digital transformation in the modern business landscape is intimately linked to the availability of relevant experience, knowledge, and skills among personnel who engage with digital technologies. This underscores the necessity for fostering a digital culture within organizations, a critical factor for their efficient functioning and sustained growth. A scrutiny of Scopus data reveals a steady annual increase in research focusing separately on sustainable development, and on digitalization and culture. Yet, the intersection between digital culture and sustainable development remains notably underexplored. The primary aim of this article is to evaluate the impact of digital culture on the attainment of sustainable development goals. This evaluation is performed through the analysis of bibliographic data from scholarly works on this topic. To achieve this aim, a comprehensive array of scientific publications was assembled, followed by a bibliometric analysis employing "co-occurrence" and "co-authorship" methods. The selected sample for analysis, guided by keywords representing "digital culture" and sustainable development (inclusive of its 17 goals), comprised 864 documents indexed in the Scopus database from 2002 to 2023. The bibliometric analysis was conducted using VOSviewer software, which also aided in the visual representation of the findings. Visualization maps generated from keyword co-occurrence in these publications identified and semantically delineated six clusters and five evolutionary stages in the study of digital culture and sustainable development themes. The results highlight that the intersection of digital culture and its influence on sustainable development goals warrants further interdisciplinary investigation, particularly in the context of an evolving technological landscape and its impact on various aspects of sustainable development. Building on these findings, further research in this field can contribute to a deeper understanding of the role of digital culture in advancing sustainable development goals. Such research can help formulate effective strategies for organizations across various sectors, navigating the intricate relationship between technology, culture, and sustainability.

KEY WORDS

Digital culture, sustainable development, sustainability, sustainable development goals

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