

Responsibility, Ethics, and Strategic Planning in MSMEs: A Scopus-Based Hybrid Bibliometric and Systematic Literature Review

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Abstract

Responsibility, business ethics, and strategic planning are critical determinants for MSME sustainability and competitiveness. However, prior research often examines these management dimensions in fragmentation, leaving their combined conceptual integration under-explored. Addressing this gap, this study examines publication trends, institutional contributions, thematic networks, and substantive qualitative insights using a hybrid bibliometric analysis and systematic literature review (SLR) based on Scopus data. The bibliometric dataset encompasses 29 documents filtered from 2014 to 2026, while 15 rigorous articles were selected for in-depth systematic synthesis. The quantitative mapping identifies strategic planning as the most prominent core keyword, flanked by critical operational themes such as digital transformation, corporate social responsibility, green innovation, and decision-making; notably, formal indexing of business ethics remains sparse. Complementing this, the literature synthesis provides an integrated perspective: responsibility delineates external stakeholder obligations, business ethics supplies the normative principles for internal decision-making, and strategic planning operationalizes these combined tenets into tangible organizational routines. The findings reveal that while the literature establishes proxy links between CSR or planning and firm performance, a unified causal model simultaneously anchoring ethics and responsibility within MSME strategy remains absent. Consequently, this study develops a cohesive theoretical framework and outlines urgent future research trajectories—such as longitudinal and industry-specific empirical studies—to help MSME owners in emerging economies optimize long-term resilient performance amid acute resource constraints.

INTRODUCTION

Micro, small, and medium-sized enterprises (MSMEs) play an important role in economic development through job creation, entrepreneurship, and the growth of local economies. Despite their economic contribution, MSMEs face persistent challenges in maintaining business sustainability amid increasing stakeholder expectations, ethical concerns, and changing market conditions. Business success therefore needs to be understood not only in terms of financial performance but also in relation to how enterprises fulfil their responsibilities, make ethical decisions, and formulate long-term business strategies. Examining these dimensions together is important for understanding how MSMEs pursue responsible business practices while maintaining their competitiveness and sustainability.

Business responsibility, particularly corporate social responsibility (CSR), concerns how enterprises address the economic, social, and environmental consequences of their activities. In

MSMEs, responsible practices may include maintaining product quality, treating employees fairly, providing transparent information to customers, and reducing negative environmental impacts. Business ethics complements these responsibilities by providing principles for decision-making, including honesty, fairness, integrity, and accountability. However, the implementation of responsible and ethical practices may be constrained by limited financial resources, managerial capabilities, and organizational capacity. Understanding how MSMEs incorporate these considerations into everyday operations and business decisions is therefore an important research concern.

Strategic planning provides a framework for translating organizational objectives and priorities into decisions concerning resource allocation and business activities. Integrating responsibility and ethical considerations into strategic planning may help MSMEs align commercial objectives with stakeholder expectations and long-term sustainability. Nevertheless, business responsibility, ethics, and strategic planning remain related but distinct dimensions of management. Research on these topics may develop through different streams, including CSR practices, ethical decision-making, and strategic management. Examining these streams together may therefore provide a broader understanding of how responsible practices and ethical principles relate to strategic decision-making in MSMEs.

Previous literature reviews have addressed related aspects of sustainability and corporate social responsibility in small and medium-sized enterprises (SMEs). Ortiz-Avram et al. (2018) examined the integration of CSR into SME strategies through a systematic literature review. Zaman et al. (2025) reviewed how sustainability is conceptualized in SMEs, while Wanze et al. (2025) synthesized research on CSR and SME sustainability. These studies provide useful foundations for understanding responsible business practices and sustainability. However, the present study focuses on the combined research landscape of responsibility, business ethics, and strategic planning in MSMEs. It examines publication development, the contributions of countries, institutions, and authors, and the thematic relationships identified through keyword co-occurrence analysis. It also synthesizes selected studies to identify how the three dimensions are addressed in existing research and where further investigation is needed.

To address this research gap, this study employs a hybrid bibliometric analysis and systematic literature review (SLR) of Scopus-indexed publications concerning responsibility, ethics, and strategic planning in MSMEs. The bibliometric dataset comprises 29 documents published between 2014 and 2026, while 15 articles are included in the systematic synthesis. The bibliometric analysis examines annual publication trends, contributions by country, institutional affiliation and author, and keyword co-occurrence patterns. The SLR complements this analysis by examining the substantive findings of selected studies and identifying conceptual, empirical, contextual, and methodological research gaps.

Accordingly, this study addresses the following research questions:

RQ1: How has scientific research on responsibility, ethics, and strategic planning in MSMEs evolved over time?

RQ2: Which countries, institutions, and authors have contributed to this research field?

RQ3: What are the main research themes and thematic relationships identified through keyword co-occurrence analysis?

RQ4: How does the existing literature explain the relationships among responsibility, ethics, and strategic planning in MSMEs, and what research gaps and future research directions emerge?

By integrating bibliometric mapping and systematic literature synthesis, this study contributes an overview of the development and thematic structure of research on responsibility, business ethics, and strategic planning in MSMEs. It also identifies opportunities for future research, particularly the need to examine how these dimensions interact and how their integration may relate to MSME performance and sustainability. The findings provide a basis for developing and empirically testing more integrated frameworks in different organizational and national contexts.

2. Methods

2.1. Research Design and Data Collection

This study employed a hybrid research design combining bibliometric analysis and a systematic literature review (SLR) to examine research on responsibility, ethics, and strategic planning in micro, small, and medium-sized enterprises (MSMEs). Bibliometric analysis was used to map publication trends, research contributions, and thematic relationships, while the SLR provided an in-depth synthesis of the selected studies (Donthu et al., 2021; Snyder, 2019).

The literature data were retrieved from the Scopus database. The initial dataset comprised 29 documents relevant to the research topic. Scopus was selected because it provides structured bibliographic information, including publication years, authors, affiliations, abstracts, and keywords, which can support bibliometric analysis and literature synthesis. The retrieved records were used to examine the development and thematic structure of research on responsibility, ethics, and strategic planning in MSMEs.

2.2. Literature Selection and Screening

The literature selection process followed the principles of transparency and reproducibility outlined in the PRISMA 2020 reporting guideline (Page et al., 2021). The initial Scopus search identified 89 records. Sequential filtering by publication year (2010–2026), document type, language, and subject area reduced the dataset to 29 documents for bibliometric analysis.

The 29 documents were subsequently assessed for eligibility for the systematic literature review based on their relevance to micro, small, and medium-sized enterprises (MSMEs) and their substantive discussion of at least one of the following dimensions: business responsibility, business ethics, or strategic planning. Following the eligibility assessment, 15 articles were retained for systematic synthesis, while 14 were excluded because they did not sufficiently meet the eligibility criteria.

The bibliometric dataset therefore comprised 29 documents, whereas the systematic literature review focused on 15 selected articles. Figure 1 presents the literature selection process and the number of records retained at each stage.

2.3. Bibliometric Analysis

The bibliometric analysis examined publication trends over time, contributions by country and institutional affiliation, author contributions, and keyword co-occurrence patterns. These techniques help identify the development, influential contributors, and thematic structure of a research field (Donthu et al., 2021). Keyword co-occurrence analysis was used to explore relationships among recurring concepts and identify major thematic groupings within the literature.

Before analysis, the bibliographic records and keywords were checked for inconsistencies, including variations in terminology and spelling. The resulting patterns were interpreted in relation to the research questions to provide an overview of publication development, research contributions, and thematic relationships.

2.4. Systematic Literature Review and Synthesis

The systematic literature review complemented the bibliometric analysis by examining the substantive findings of the selected studies. Following the eligibility assessment, 15 articles were included in the systematic synthesis. The review focused on the research objectives, MSME contexts, dimensions of business responsibility and ethics, approaches to strategic planning, principal findings, and research limitations reported in the selected studies.

The selected articles were examined thematically to identify recurring patterns, differences in research findings, and underexplored issues. Particular attention was given to how business responsibility and ethical principles were incorporated into strategic decisions, how these dimensions were associated with MSME performance and sustainability, and which relationships

remained insufficiently explored. The synthesis informed the identification of research gaps and directions for future research.

The systematic literature review was interpreted alongside the bibliometric findings. While bibliometric analysis mapped publication trends and thematic relationships, the literature synthesis examined the substantive contributions of individual studies. This combined approach provided a broader understanding of research on responsibility, business ethics, and strategic planning in MSMEs.

2.5. Integration of Findings

The findings from the bibliometric analysis and systematic literature review were interpreted together to provide a comprehensive understanding of research on responsibility, business ethics, and strategic planning in MSMEs. The bibliometric analysis identified publication patterns, research contributions, and thematic relationships, while the systematic literature review examined the substantive findings of the selected studies.

The integration of these findings enabled the study to compare the thematic patterns identified through keyword co-occurrence analysis with the issues discussed in the selected articles. This approach supported the identification of research gaps, particularly concerning the relationships among business responsibility, ethical decision-making, and strategic planning in MSMEs. The integrated interpretation also informed recommendations for future research, while recognizing that the findings were limited to the documents retrieved and selected through the study's search strategy and eligibility criteria (Donthu et al., 2021; Snyder, 2019).

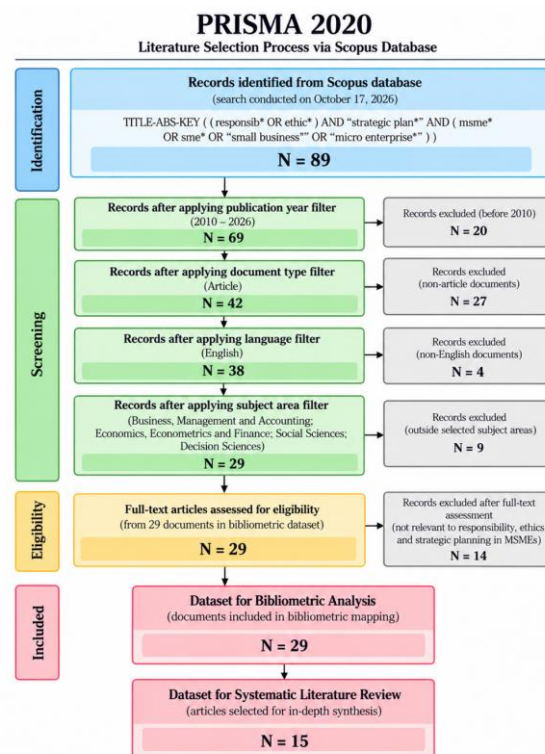


Figure 1. PRISMA 2020 Flow Diagram for the Selection of Studies on Responsibility, Ethics, and Strategic Planning in MSMEs

3. Results and Discussion

This section presents the findings of the bibliometric analysis and systematic literature review on responsibility, business ethics, and strategic planning in micro, small, and medium-sized enterprises (MSMEs). Based on 29 documents retrieved from Scopus, the bibliometric analysis

examines publication trends, country contributions, institutional affiliations, author contributions, and thematic relationships identified through keyword co-occurrence analysis. Complementing this analysis, the systematic literature review synthesizes 15 selected articles to examine how responsibility, business ethics, and strategic planning are addressed in the MSME context. The combined findings are used to identify key research gaps and formulate directions for future research.

3.1. Documents by Year

The annual publication trend illustrates the development of research on responsibility, business ethics, and strategic planning in micro, small, and medium-sized enterprises (MSMEs) from 2014 to 2026. As shown in Figure 2, the 29 documents were distributed unevenly across the observation period. Publication output remained relatively limited between 2014 and 2019, with zero to two documents recorded annually, before increasing to a peak of seven documents in 2020 and declining to one document in 2021.

Publication activity fluctuated from 2022 onward, with two publications in 2022, three in 2023, two in 2024, five in 2025, and three in 2026. These findings indicate that 2020 recorded the highest annual publication output, followed by a renewed increase in 2025. Overall, the distribution does not demonstrate a continuous upward trend throughout the observation period.

The annual publication distribution provides a descriptive overview of research activity in this field but does not explain the factors underlying changes in publication output. The three publications recorded in 2026 should be interpreted cautiously because the year may not have been complete when the Scopus data were retrieved. Furthermore, the relatively small dataset limits conclusions about long-term publication growth. The following analyses of countries, institutional affiliations, authors, and keyword relationships provide additional perspectives on the geographical and thematic distribution of this research field.

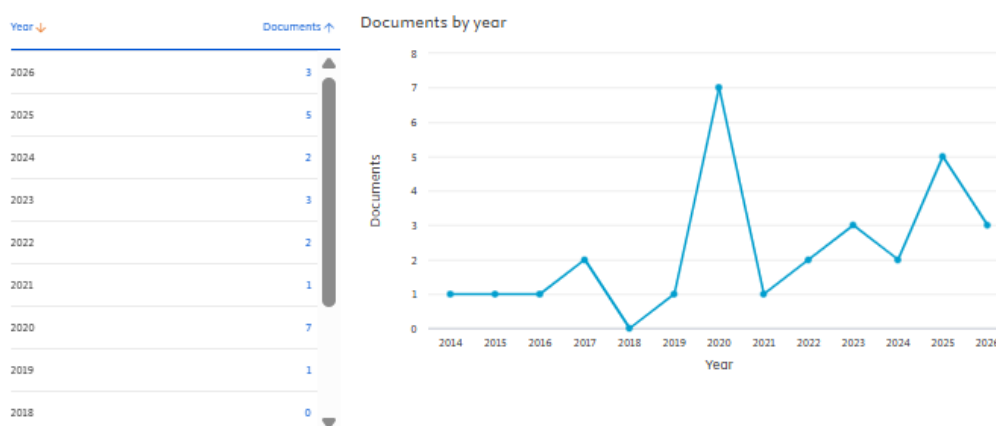


Figure 2. Annual Scientific Publications on Responsibility, Ethics, and Strategic Planning in MSMEs (2014–2026)

3.2. Documents by Country or Territory

The distribution of publications by country or territory provides an overview of the geographical contributions to research on responsibility, business ethics, and strategic planning in micro, small, and medium-sized enterprises (MSMEs). As shown in Figure 3, India recorded the highest publication output, with three documents. China, France, Indonesia, Italy, Malaysia, Pakistan, Poland, Spain, and the United States each contributed two documents.

The results indicate that research on these topics is represented across several countries in Asia, Europe, and North America. Although India recorded the highest number of publications in the dataset, the difference between India and the other countries was relatively small. This

distribution suggests that publication output was geographically dispersed within the selected dataset rather than concentrated in a single country.

Indonesia contributed two documents, indicating that the topic is represented in the national research context. However, country-level publication counts alone do not reveal differences in research focus, methodological approaches, or the treatment of responsibility, business ethics, and strategic planning. Further examination of individual studies would be required to identify these differences.

These findings should be interpreted as descriptive indicators of publication output rather than measures of research quality, scholarly influence, or practical impact. Given the relatively small dataset, the results do not establish clear national research leadership. Future studies could compare how institutional environments, regulatory conditions, and business contexts shape research on responsible and ethical strategic management in MSMEs.

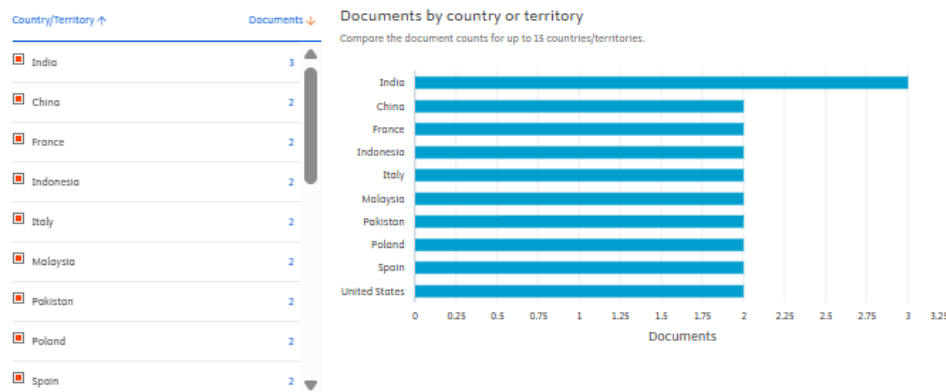


Figure 3. Documents by Country or Territory in Research on Responsibility, Ethics, and Strategic Planning in MSMEs.

3.3 Documents by Affiliation

The distribution of publications by institutional affiliation provides an overview of the organizations contributing to research on responsibility, business ethics, and strategic planning in micro, small, and medium-sized enterprises (MSMEs). As shown in Figure 4, the University of Economics Ho Chi Minh City recorded the highest publication output among the affiliations displayed, with two documents. The other listed institutions—Shri Chimanbhai Patel Institute of Management and Research, the Lithuanian Institute of Agrarian Economics, the Government of the Punjab, Levery S.r.l. Società Benefit, the University of Macedonia, Universiti Utara Malaysia, Hohai University, the University of Reading, and Aristotle University of Thessaloniki—each contributed one document.

The distribution indicates that publications are represented across multiple institutional affiliations, with no single institution accounting for a large proportion of the displayed output. This pattern suggests that research on these topics involves contributions from diverse academic and organizational settings. The subject's interdisciplinary nature, encompassing corporate social responsibility, business ethics, strategic management, and MSME sustainability, may provide several avenues for institutional research.

However, publication counts alone do not establish research quality, scholarly influence, or collaboration intensity. The results describe the affiliations represented in the dataset but do not demonstrate whether these institutions collaborate closely or share similar research priorities. Further analysis using co-authorship or institutional collaboration networks would be needed to examine these relationships.

Overall, the affiliation analysis shows that the research field involves contributions from different institutional settings, without clear institutional dominance in the displayed results. Future research could examine institutional collaboration networks and compare how researchers in

different contexts investigate the relationships among responsibility, business ethics, and strategic planning in MSMEs.

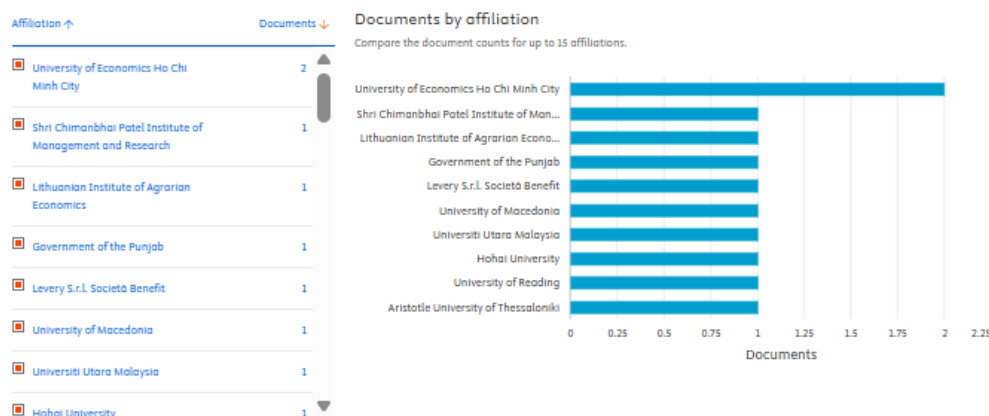


Figure 4. Documents by Affiliation in Research on Responsibility, Ethics, and Strategic Planning in MSMEs.

3.4. Documents by Author

The distribution of publications by author provides an overview of individual contributions to research on responsibility, business ethics, and strategic planning in micro, small, and medium-sized enterprises (MSMEs). As shown in Figure 5, Le, T. T. recorded the highest publication output among the authors displayed, with two documents. The other listed authors—Ab Talib, M. S., Abdelraheem, A., Adamczyk, J., Axentiu, G., Ahmed, R. R., Ahmedy, F., Akeb, H., Al-Kfairy, M., and Alfarizi, M.—each contributed one document.

The distribution indicates that publication output is spread across multiple authors, with only a small difference between the most productive author and the other authors displayed. This pattern suggests that research on responsibility, business ethics, and strategic planning in MSMEs involves contributions from a range of researchers rather than being concentrated among a few highly productive authors.

However, publication frequency alone does not establish an author's scholarly influence, research quality, or intellectual contribution to the field. The analysis describes publication counts but does not assess citation impact or collaboration patterns. Further citation analysis and co-authorship network analysis would be needed to examine these dimensions.

Overall, the author distribution indicates that the selected research field involves contributions from multiple individual researchers. Future studies could investigate collaboration patterns and explore how researchers from different disciplines and geographical contexts contribute to research on responsibility, business ethics, and strategic planning in MSMEs.

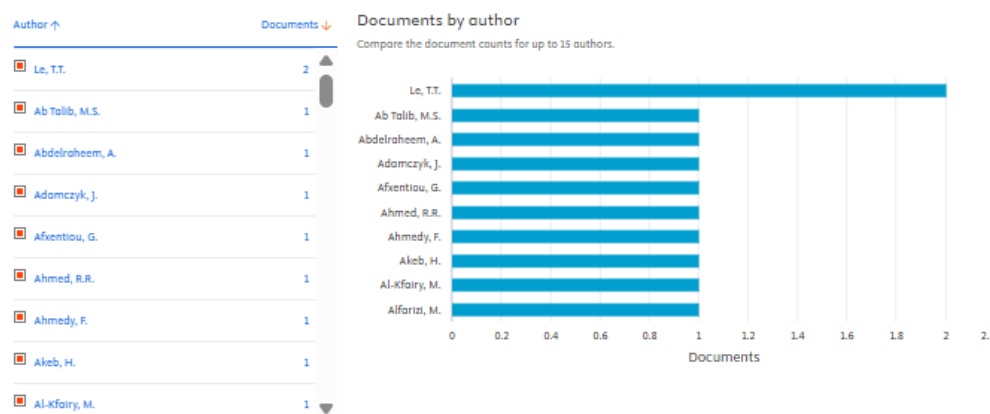


Figure 5. Documents by Author in Research on Responsibility, Ethics, and Strategic Planning in MSMEs.

3.5. Bibliometric Keyword Co-occurrence Analysis

The keyword co-occurrence analysis identified seven keywords in the research dataset on responsibility, business ethics, and strategic planning in micro, small, and medium-sized enterprises (MSMEs). As shown in Figure 6 and Table 1, *strategic planning* was the most frequent keyword, with four occurrences and a total link strength (TLS) of nine. *Digital transformation* and *small-and-medium enterprise* each recorded two occurrences and a TLS of seven. Meanwhile, *corporate social responsibility* and *green innovation* each recorded two occurrences and a TLS of five. *Decision making* recorded two occurrences and a TLS of four, whereas *sustainability* recorded two occurrences and a TLS of one. The VOSviewer network displays three thematic clusters. The red cluster connects *digital transformation*, *small-and-medium enterprise*, and *decision making*. These keywords indicate a thematic association between technological change, MSMEs, and managerial decision-making. The green cluster connects *corporate social responsibility* and *green innovation*, reflecting an association between responsible business practices and environmentally oriented innovation. The blue cluster connects *strategic planning* and *sustainability*, indicating a thematic relationship between planning and long-term business objectives.

Among the identified keywords, *strategic planning* had both the highest occurrence count and the highest total link strength. This indicates that it appeared most frequently and had the strongest aggregate co-occurrence links among the seven keywords. The connections between *corporate social responsibility* and *green innovation* also show that responsibility-related research overlaps with environmental innovation. Similarly, the links involving *digital transformation* and *decision making* highlight the association between technological change and managerial choices in the analyzed literature. These network relationships represent patterns of keyword co-occurrence and should not be interpreted as evidence of causal relationships.

Notably, *business ethics* did not appear as a separate keyword among the seven terms shown in Table 1. This finding does not establish that ethical issues are absent from the literature; they may be discussed under broader concepts or indexed using other terms. The substantive role of business ethics therefore requires examination through the systematic literature review.

Overall, the keyword network connects strategic planning with sustainability, corporate social responsibility with green innovation, and digital transformation with decision-making. Because the analysis covers a relatively small dataset and only seven keywords, these patterns should be interpreted as exploratory. Further research could investigate how ethical decision-making and stakeholder responsibility are incorporated into strategic planning and how these practices relate to MSME performance and sustainability.

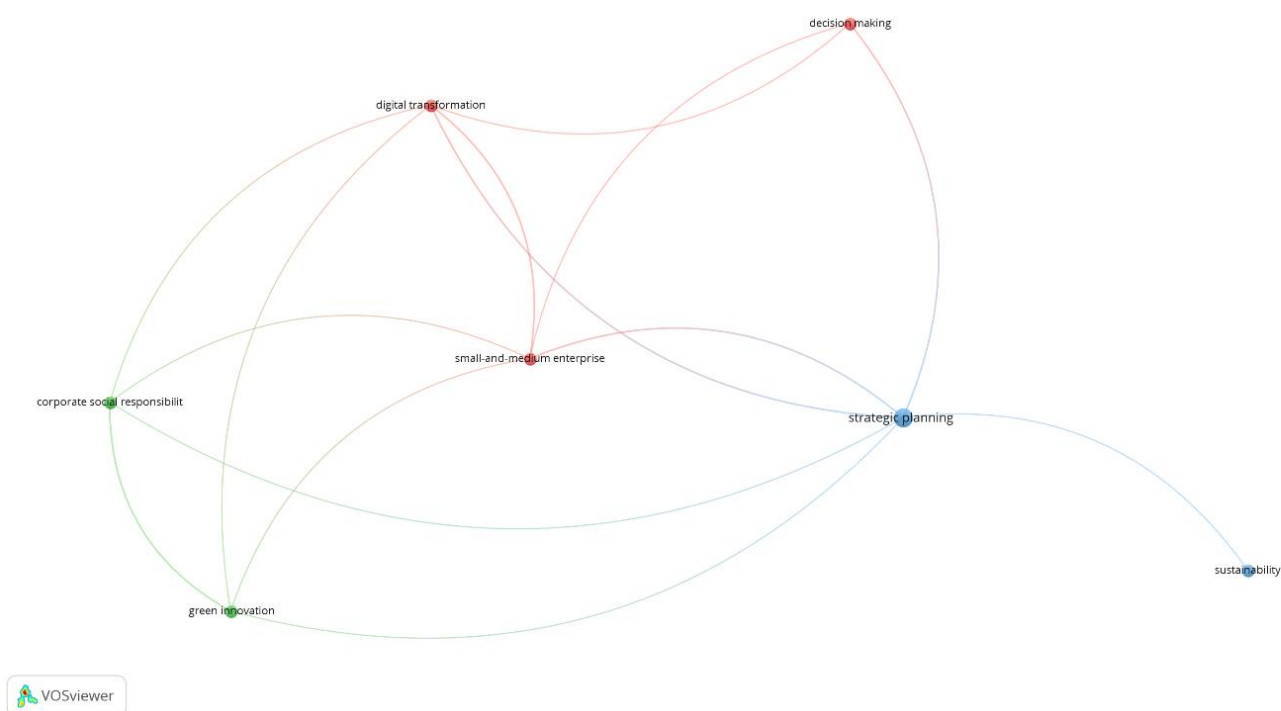


Figure 6. Keyword Co-occurrence Network of Research on Responsibility, Ethics, and Strategic Planning in MSMEs

Keyword	Occurrences	Total Link Strength
Strategic Planning	4	9
Digital Transformation	2	7
Small-And-Medium Enterprise	2	7
Corporate Social Responsibility	2	5
Green Innovation	2	5
Decision Making	2	4
Sustainability	2	1

Table 1. Keyword Co-occurrence Analysis of Research on Responsibility, Ethics, and Strategic Planning in MSMEs

Source: Scopus dataset, processed using VOSviewer.

3.6. SLR Findings and Thematic Synthesis

To provide a structured and transparent overview of the synthesized literature, Table 2 summarizes the core characteristics, primary focused variables, key substantive findings, and the specific conceptual dimensions addressed by the selected studies included in this systematic literature review.

No.	Author(s) & Year	Core Focus / Variables Examined	Key Substantive Findings	Mapping Dimension addressed
1	Handayati et al. (2023a)	Carroll's CSR Framework (Economic, Legal, Ethical, Philanthropic)	Confirmed CSR as a multidimensional construct; daily operations mirror compliance.	Responsibility & Business Ethics
2	Handayati et al. (2023b)	CSR, Innovation Ability, Learning Orientation, Firm Performance	CSR drives performance indirectly via internal learning routines and organizational innovation.	Responsibility & Capability
3	Gorondutse & Hilman (2016)	Perceived Ethics, Organizational Culture, SME Performance	Ethical practices establish fundamental stakeholder trust and strengthen internal firm culture.	Business Ethics
4	Junaidi & Sudarmiatin (2024)	Strategic Planning, Innovation, International Performance	Structured planning aligns constrained MSME capabilities with volatile foreign market trends.	Strategic Planning
5	Rozi et al. (2025)	Experience-based Strategic Planning, Informality, Cassava MSME	Planning is heavily informal/experiential; lacks formal metrics, digital tool adoption, and documentation.	Strategic Planning (Contextual)

Table 2. Synthesis Matrix of Selected Studies for the Systematic Literature Review

3.6.1. Responsibility in MSMEs

Responsibility in micro, small, and medium-sized enterprises (MSMEs) extends beyond financial performance to include the social, ethical, and environmental implications of business activities. Corporate social responsibility (CSR) provides a framework for understanding how enterprises address their obligations toward stakeholders, including employees, customers, communities, and the wider environment. However, the implementation of these responsibilities may vary according to the resources, managerial capabilities, and operating conditions of individual MSMEs.

Handayati et al. (2023a) examined the dimensions of corporate social responsibility in the Indonesian MSME context using confirmatory factor analysis. Their study provides a basis for understanding CSR as a multidimensional construct rather than treating it solely as charitable activity. In the MSME context, this perspective is relevant because responsibility may be reflected in routine business practices, including product quality, employee treatment, customer relations, and compliance with applicable obligations.

Handayati et al. (2023b) further investigated the relationship between CSR and the performance of small and medium-sized enterprises, considering innovation ability and learning orientation. This study highlights the relevance of organizational capabilities when examining the relationship between CSR and business outcomes. Taken together, these studies suggest that responsibility should be examined in relation to both stakeholder obligations and the internal capabilities that enable MSMEs to implement responsible practices.

Nevertheless, these findings should not be interpreted as evidence that CSR automatically improves MSME performance in every context. Its contribution may depend on how responsible practices are implemented and on the organizational capabilities available to support them. Further

research is therefore needed to examine how MSMEs incorporate responsibility into everyday operations and strategic decisions, particularly under conditions of limited financial and managerial resources.

3.6.2. Business Ethics in MSMEs

Business ethics refers to the principles that guide business decisions, stakeholder relationships, and organizational conduct. In micro, small, and medium-sized enterprises (MSMEs), ethical practices may include honest communication, fair treatment of employees, transparent transactions, and responsible decision-making. These practices are relevant to smaller businesses, where relationships among owners, employees, customers, and suppliers often depend on trust and direct interaction. As summarized in Table 2, empirical evidence from prior literature (e.g., Gorondutse & Hilman, 2016) underscores that perceived ethics and organizational culture are fundamental in establishing stakeholder trust, which directly correlates with sustainable business outcomes.

Gorondutse and Hilman (2016) examined the relationship between perceived ethics, organizational culture, and SME performance. Their study provides a basis for considering ethical perceptions and organizational culture when examining business outcomes. This perspective suggests that business ethics should be understood within the broader organizational context rather than treated as an isolated management activity.

Business ethics is closely related to corporate social responsibility (CSR), but the two concepts are not identical. Business ethics concerns the principles used to evaluate decisions and conduct, whereas CSR concerns an enterprise's responsibilities and the impacts of its activities on stakeholders. The CSR framework discussed by Handayati et al. (2023a) includes ethical responsibility as one dimension of responsible business practices. This connection indicates that ethical principles may form part of a broader approach to stakeholder responsibility.

For MSMEs, incorporating ethical principles into routine decisions may support stakeholder trust and long-term business relationships. However, the extent to which ethical principles are formally incorporated into written policies, management procedures, and strategic planning remains an important area for further investigation. This issue is particularly relevant to smaller enterprises whose management practices may be informal and whose organizational resources are limited. Future research could examine how ethical principles are translated into practical management procedures and how these practices relate to responsibility, strategic planning, and business outcomes.

3.6.3. Strategic Planning in MSMEs

Strategic planning provides a framework for translating business objectives into priorities, resource allocation, and operational decisions. This process is relevant to micro, small, and medium-sized enterprises (MSMEs), where limited resources require owners and managers to establish clear priorities and respond to changing market conditions. Strategic planning can help MSMEs align their available capabilities with business opportunities and longer-term objectives.

Junaidi and Sudarmiatin (2024) examined strategic planning and innovation in relation to the international performance of MSMEs in emerging markets. Their study highlights the relevance of planning and innovation when examining MSME business development. However, the contribution of these practices should be interpreted in relation to the organizational and market contexts in which enterprises operate.

Strategic planning may also provide a means of incorporating business responsibility and ethical considerations into management decisions. By considering stakeholder interests and ethical principles when setting objectives, allocating resources, and evaluating performance, MSMEs can make these considerations part of their managerial priorities. Nevertheless, the extent to which responsibility and ethical principles are formally incorporated into strategic planning remains insufficiently understood.

Rozi et al. (2025) provide an additional perspective through a study of an SME producing cassava chips in Malang, Indonesia. The study describes an experience-based planning process in which the owner used practical experience to analyze the business situation, formulate strategies, implement decisions, and evaluate business activities. The study also identifies areas for improvement, including strategy documentation, product innovation, digital marketing, and measurable performance indicators. This case illustrates how strategic planning may be implemented informally in a small business and highlights the importance of considering the resource constraints faced by MSMEs.

Overall, the reviewed studies indicate that strategic planning is relevant to business development, while also highlighting the need to understand how planning practices differ across MSME contexts. Future research could examine how formal and informal planning approaches incorporate stakeholder responsibility and ethical decision-making, and how these approaches are associated with business performance and sustainability.

3.6.4. Integration of Responsibility, Ethics, and Strategic Planning

The literature synthesis indicates that responsibility, business ethics, and strategic planning represent related but distinct dimensions of MSME management. Responsibility concerns enterprises' obligations toward stakeholders and the social, economic, and environmental implications of their activities. Business ethics provides principles for evaluating decisions and organizational conduct, while strategic planning translates business objectives and managerial considerations into priorities, resource allocation, and actions.

The selected studies address complementary aspects of these dimensions. Handayati et al. (2023b) examined the relationship between corporate social responsibility (CSR) and SME performance, considering innovation ability and learning orientation. Gorondutse and Hilman (2016) investigated the relationship between perceived ethics, organizational culture, and SME performance. Meanwhile, Junaidi and Sudarmiatin (2024) examined strategic planning and innovation in relation to the international performance of MSMEs. Taken together, these studies provide different perspectives on responsibility, ethical conduct, and strategic management in business development.

However, the studies examine different relationships and do not, by themselves, establish a single integrated causal model connecting responsibility, business ethics, and strategic planning. The relationship proposed in this review should therefore be understood as a conceptual synthesis of related research perspectives, rather than evidence that the three dimensions jointly cause improved MSME performance.

This distinction identifies an important research gap. Further empirical research is needed to investigate how MSMEs incorporate stakeholder responsibilities and ethical principles into strategic planning, how these practices interact with organizational capabilities such as innovation and learning, and whether their integration is associated with measurable business outcomes. Research in emerging economies, including Indonesia, may be particularly useful for examining how resource constraints, informal management practices, and local business conditions shape these relationships.

Overall, the synthesis suggests that responsibility, business ethics, and strategic planning should be examined in relation to one another rather than exclusively as separate management concerns. An integrated research framework could clarify their respective roles and potential interactions in MSME management. Such a framework should be developed and empirically tested rather than assumed to represent an established causal relationship.

3.7. Research Gaps and Future Research Directions

The bibliometric analysis and systematic literature review identify several opportunities for future research on responsibility, business ethics, and strategic planning in micro, small, and medium-sized enterprises (MSMEs). The selected literature addresses corporate social

responsibility (CSR), ethical conduct, strategic management, innovation, and sustainability from different perspectives. However, the relationships among these dimensions remain insufficiently integrated within the literature examined in this study.

First, a conceptual gap concerns the integration of responsibility, business ethics, and strategic planning. The selected studies examine aspects of CSR, ethical conduct, and strategic management, but the synthesis does not establish an integrated framework explaining how these dimensions interact in MSMEs. Future research could develop a conceptual model that distinguishes stakeholder responsibilities, ethical decision-making, and strategic planning while examining their potential relationships.

Second, an empirical gap concerns the relationship between integrated responsible management practices and business outcomes. Although the literature examines CSR, organizational capabilities, ethics, and strategic planning in relation to performance, further empirical investigation is needed to determine whether and how these dimensions interact. Future studies could examine their relationships with innovation, organizational learning, business resilience, and sustainability outcomes without assuming that integrating these practices necessarily improves performance.

Third, a contextual gap concerns differences in the operating environments of MSMEs. Enterprises face varying levels of resource availability, managerial capacity, institutional support, and stakeholder expectations. Research in emerging economies, including Indonesia, could investigate how these conditions shape responsible business practices, ethical decision-making, and strategic planning. Comparative studies across countries, industries, and enterprise sizes could further clarify similarities and differences across contexts.

Fourth, a methodological gap concerns the need for research designs that examine these relationships across time and organizational settings. Cross-sectional studies can identify associations but are limited in explaining how management practices develop over time. Future research could combine quantitative methods to test proposed relationships with qualitative investigations of how MSME owners make ethical and strategic decisions. Longitudinal and comparative studies could provide additional insights into how responsible management practices evolve and relate to business outcomes.

These research directions should be interpreted in light of the scope of the present review. The bibliometric analysis is based on 29 Scopus-indexed documents, while the systematic synthesis covers 15 selected articles. Therefore, the identified gaps reflect the literature retrieved and selected through the study's search strategy and eligibility criteria rather than the entirety of research on MSMEs.

Overall, future research should move beyond examining responsibility, business ethics, and strategic planning exclusively as separate management topics. Developing and empirically testing an integrated framework could clarify how these dimensions relate to one another and under what organizational conditions they are associated with MSME performance and sustainability.

4. CONCLUSION

This study examined research on responsibility, business ethics, and strategic planning in micro, small, and medium-sized enterprises (MSMEs) through a hybrid bibliometric analysis and systematic literature review. The bibliometric analysis covered 29 Scopus-indexed documents published between 2014 and 2026, while the systematic synthesis examined 15 selected articles. The publication analysis revealed an uneven distribution of research output over time, with the highest number of publications recorded in 2020. Contributions were distributed across countries, institutional affiliations, and authors, without clear dominance by a single institution or author in the reported dataset. The keyword co-occurrence analysis identified strategic planning as the most prominent keyword, alongside themes related to digital transformation, decision-making,

corporate social responsibility, green innovation, and sustainability. These patterns indicate thematic associations between strategic planning and sustainability, corporate social responsibility and environmental innovation, and digital transformation and managerial decision-making.

The systematic literature review indicated that responsibility, business ethics, and strategic planning are related but distinct dimensions of MSME management. Responsibility concerns obligations toward stakeholders, business ethics provides principles for evaluating business decisions and conduct, and strategic planning translates organizational objectives into priorities and actions. However, the selected studies did not establish a single integrated causal model connecting all three dimensions. This gap highlights the need for further research into how responsible practices and ethical decision-making are incorporated into strategic planning and how their integration relates to MSME performance and sustainability.

This study contributes by bringing these research perspectives together and identifying conceptual, empirical, contextual, and methodological opportunities for further investigation. Future studies could develop and empirically test an integrated framework, particularly in emerging economies where resource constraints, managerial capabilities, and informal management practices may shape business decisions.

Several limitations should be acknowledged. First, the bibliometric analysis relied on Scopus-indexed publications retrieved using a specific search strategy and eligibility criteria; consequently, relevant studies indexed elsewhere or using different terminology may not have been captured. Second, the bibliometric dataset comprised 29 documents, while the systematic synthesis included 15 selected articles, limiting the breadth of the conclusions. Third, keyword co-occurrence analysis identifies thematic associations rather than causal relationships. The findings should therefore be interpreted within the scope of the retrieved literature and the methods applied.

Overall, this study provides a foundation for more integrated research on responsibility, business ethics, and strategic planning in MSMEs. Further empirical investigation is needed to clarify how these dimensions interact across organizational and national contexts and under what conditions they may be associated with sustainable business outcomes.

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