



e-ISSN: 2600-7568



Available online at
<https://journal.uitm.edu.my/ojs/index.php/>

**GADING Journal for
the Social Sciences**

GADING Journal for the Social Sciences 29(2) 2026, 170 – 181

Research and Publication Trend of Trust on Donations in Non-Profit Organisations: A Preliminary Study Based on Scientometric Analysis

Mohd Aidil Riduan Awang Kader^{1*}, Musramaini Mustapha²

^{1,2}*Faculty of Business Management, Universiti Teknologi MARA Cawangan Pahang, 26400 Bandar Tun Abdul Razak Jengka, Pahang, Malaysia.*

ARTICLE INFO

Article history:

Received 27 February 2026
Revised 29 April 2026
Accepted 25 May 2026
Online first 17 August 2026
Published 31 October 2026

Keywords:

donation
funds
non-profit organisations
trust

DOI:

<https://doi.org/10.24191/gading.v29i2.825>

ABSTRACT

Recent news reports have highlighted cases of misappropriated funds and donations by administrators of non-profit organisations (NGOs) for personal gains than charity purposes. This can have a significant influence on the public's trust decisions regarding donations and contributions. The purpose of this preliminary study was to analyse the trend of academic articles of this topic. A scientometric analysis using CiteSpace was employed to retrieve data from the Web of Science (WoS) database and analysed to determine prominent authors, journals, publishers, affiliations, countries, and research areas since this is the most reputable database for journal publications. From 222,259 articles that has been published in the WoS, only 9 articles met the final search strings retrieval process and been analysed. The results revealed that India ranked first among the top ten countries with active research endeavours and publications regarding trust on donations in NGOs. Meanwhile, Elsevier emerged as a publisher with the highest number of publications. These findings serve as a strategy and framework of reference for future research by recognising the patterns and trends of current research. It also presents an evolutionary model to direct theoretical developments in this area of study.

1. INTRODUCTION

Trust is crucial in creating donor trust and improving morale toward non-profit organisations (NGOs) or charity organisations (COs) in the long term to ensure that donated funds are not misused and delivered to the target recipients. The credibility and legitimacy of a CO are also emphasised by donors because it can improve the brand image, reputation, and central values of the organisation, such as religion, trustworthiness, and commitment (Purwakananta et al., 2025; Melewar et al., 2017). The placement of higher trust in a CO often results in greater donor's intention and willingness to give substantial value and continuous contribution (Sargeant & Sargeant, 2017). This shows that trust is a critical factor in the relationship between donors with NGOs and COs. Most NGOs, particularly COs, play the role as a major intermediary between donors and beneficiaries by collecting funds to help the needy (Faiz & Taib, 2025; Hassan et al., 2021). The majority of COs are able to operate and conduct their administrative affairs based on donations received from donors. Hence, their good reputation, transparency, and trustworthiness are

^{1*} Corresponding author. Mohd Aidil Riduan Awang Kader. *E-mail address:* aidilriduan@uitm.edu.my

important for creating donors' trust toward sustainability and continuing to operate and help the needy in the long term.

Despite the upward trend of studies addressing this topic, there has been limited preliminary study employed scientometric analysis on the topic of issues and impact the trust on donations in non-profit organisations (Al-Nowairah & Saji, 2024). As a result, it is critical to highlight the diversity and complexity of these concerns across fields, such as conducting bibliometric research to demonstrate the variances as a higher level of misconduct (Benli & Kocaman, 2026). Researchers can map significant authors, nations, and institutions in this domain using Scientometrics, and then discover key studies and trends in academia (Putra et al., 2023). Therefore, this preliminary study maps the knowledge structure of trust and donation research in nonprofit contexts which employed scientometric analysis using CiteSpace and an analysis of research time intervals through the Web of Science (WoS) database since this is the most reputable database for journal publications (Mo et al., 2024). The specific objectives are (i) to determine the research landscape of donations and trust among non-profit organisations in terms of types of articles, year of publication, as well as prominent authors, countries, publishers, and research areas; and (ii) to explore the centrality, key clusters, and developments among non-profit organisations, particularly COs. The findings aim to provide a complete approach and significant foundation for future research by identifying existing research patterns and trends alongside proposing an evolutionary model to guide theoretical advancements in this field.

2. LITERATURE REVIEW

2.1 Trust in Donation

Trust denotes the dependence of an individual, group, or organisation on the willingly assumed obligation of another individual, group, or organisation to acknowledge and safeguard the rights and interests of all participants involved in a collaborative effort or commercial transaction (Hosmer, 1995). It is important for a profit-oriented organisation to create a good trust relationship with customers to increase sales and customer loyalty (Mayzira et al., 2026; Valtakoski, 2015). Similarly, non-profit organisations, particularly COs, must improve their integrity to ensure donors' continual trust in them for managing collected funds through a transparent and organised manner (Kassim et al., 2019). A study by Sargeant and Sargeant (2017) found that contributors are more loyal and willing to make contributions to COs that they trust compared to those they trust less. This agrees with Palmer (2014) whereby most donors tend to trust COs that receive positive comments or "word-of-mouth" from their friends or acquaintances and are ready to extend their help and donations.

Experts believe that trust is the foundation of charity where most COs depend on a high level of community trust to continue their charitable missions apart from strengthening their brand image and good reputation (Chandrasiri, 2026; Pertiwi, 2025). A study by D'Souza et al. (2023) involving 247 respondents in Melbourne, Australia found that the majority of them were willing to donate a large amount of money when their level of trust in CO was higher. The results are consistent with Hassan et al. (2018) who reported a positive relationship between trust and CO's integrity among 258 respondents of Gen-Y in Malaysia. Most Gen-Y in Malaysia also acknowledged that they would make a contribution or donate to COs with a high level of integrity. Similarly, a study by Alhidari et al. (2018) also confirmed that one's trust affects the intention to donate to COs in Saudi Arabia. This means that individuals will have a high intention to donate to COs that practice transparency, demonstrate the ability to manage a high charitable mission, and prioritise beneficiaries' rights.

2.2 Bibliometric and Scientometric Study

There is a lack of bibliometrics in existing studies in this topic. As corroborated by Yaacob and Ling (2021), there is limited examination of 'charitable conduct' in their works, with a focus on 'helping behaviour' or 'prosocial behaviour' in understanding the altruistic and voluntary act of giving, emphasising the necessity for empirical research. This preliminary study seeks to address a gap in scientometric analysis of trust on donations in non-profit organisations. The aim of this study are to examine the rise of academic publications

in this field over the last ten years, to identify prominent authors and research areas, and to evaluate research on this issue by country. This preliminary study may provide a qualitative understanding of the evolution of academic concentration on this subject, the geographic distribution of studies, notable institutions, and the multidisciplinary nature of the research. The article is organised as follows: Section 1 contains the introduction. Section 2 details the data sources and scientometric methodologies used in this study. Section 3 summarises the findings focusing on publication trends, through a thorough summary of publication records organised by departmental affiliations and research fields relevant to this issue. The final portion includes concluding remarks, limitations and recommendations for future research.

3. METHODOLOGY

This preliminary study employed the scientometric methodology to analyse journal articles published between 2010 and 2023 across all domains of donations and trust among non-profit organisations. A database search via Clarivate Analytics was conducted in the Web of Science (WoS) core collection database. The WoS database has been extensively utilised in review articles, such as scientometric, as it is one of the reputable and comprehensive databases that cover a wide array of research areas (Aryadoust et al., 2021). The search was conducted on 1 August 2024 on <https://www-webofscience-com.uitm.idm.oclc.org/wos/woscc/summary/e433c022-7759-4002-808f-ee099b4929ae-ff6b1e9c/relevance/1> and the retrieval process is shown in Table. The research procedure is arranged as follows: Phase I comprises selecting themes and assessing articles based on their validity. Phase II entails assessing the articles to determine their applicability. Phase III concludes with the selection of the final articles from the WOS database. The researchers employed descriptive analysis in Microsoft Excel to organise and evaluate data acquired from databases including the Web of Science Core Collection (Wang, 2024). The studies retrieved from the WOS database were analysed and summarised using a systematic approach.

Table 1. Search Strings Retrieval Process

Search string	Number of articles
TS=("Money" OR "Funds" OR "Donation")	222 259
TS=("Trust" OR "Trustworthy")	218 594
TS=("Non-profit organisation")	1 423
TS=("Money" OR "Funds" OR "Donation") AND ("Trust" OR "Trustworthy") AND ("Non-profit organisation")	12
TS=("Money" OR "Funds" OR "Donation") AND ("Trust" OR "Trustworthy") AND ("Non-profit organisation") and Article (Document Types)	9

The search phrase identification produced a combined total of 222,259 articles containing the search term "article" and were related to "money" OR "funds" OR "donation". Additionally, 218,594 articles contained the search string "trust" OR "trustworthy". The OR and AND Boolean operators were employed to include all relevant phrases. Query expansion is a prevalent technique for information retrieval where users can enhance the precision and relevance of their search results by utilising Boolean operators (Tella et al., 2021). An asterisk (*) denotes an extra letter that may be available throughout the search process. Table 1 presents the comprehensive search string where a final total of 9 articles were used for further analysis.

4. RESULTS AND DISCUSSION

4.1 Descriptive Analysis

This study utilised Microsoft Excel 365 for descriptive analysis and CiteSpace for scientometric analysis purposes. A descriptive analysis was conducted to determine the types of articles, annual number of published articles, publishing journals, productive authors and their residing countries at the time of publication, and prominent research areas. The Microsoft Excel 365 software was used to tally the annual

number of publications on donation and trust among non-profit organisations. Additionally, CiteSpace was employed for scientometric analysis, which encompassed visualisation and knowledge graph analysis. The software was created by Chen and Song (2019) and offers an extensive range of tools.

There are several categories of articles relevant to this research. Approximately 81% (9 articles) of articles on donation trust among non-profit organisations that were published between 2010 and 2023 fell under the category of document type, with three publications were not classified as articles (Fig. 1). Furthermore, the highest number of publications was recorded in 2022 (Fig. 2). Although there has been an increase in the number of publications related to this research topic, it is still quite limited, especially publications that has been published in higher indexed journals like WoS which indicates that there will be a greater degree of vulnerability in 2022, as this topic can be explored. These studies collectively improve our understanding that the trust in donations is crucial as a primary driver for donation intention and ensures financial accountability (Bilgin & Kethüda, 2022).

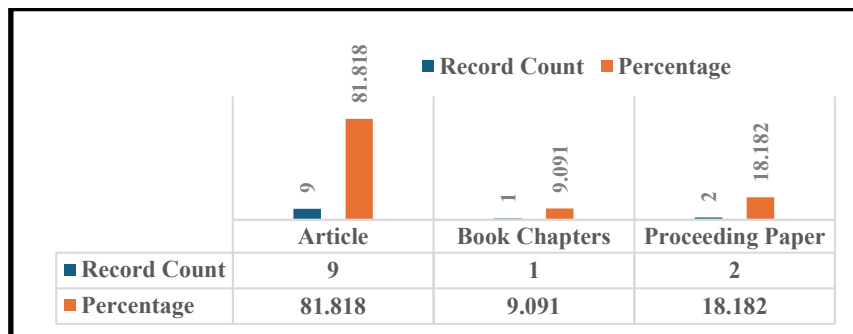


Fig. 1 Document Record

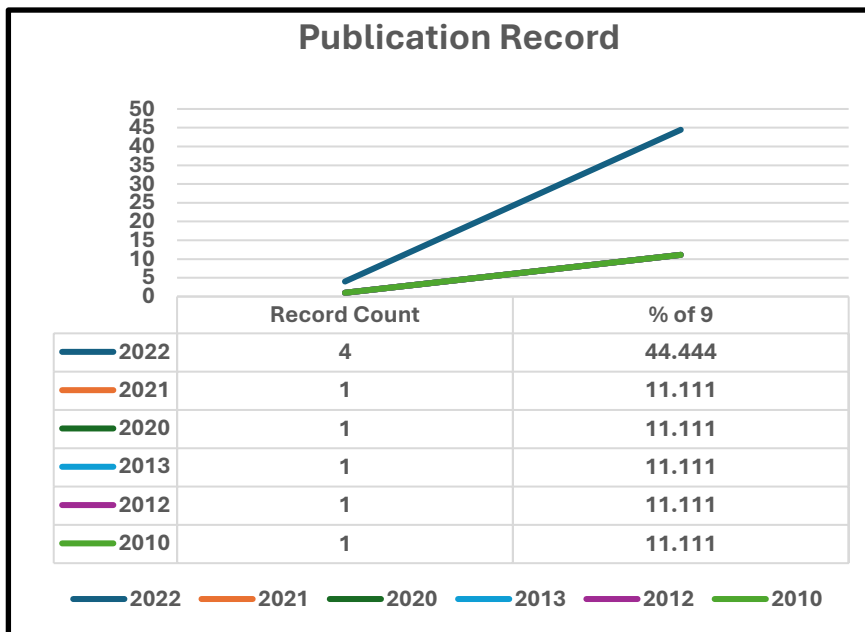


Fig. 2 Article Publication Record (Years)

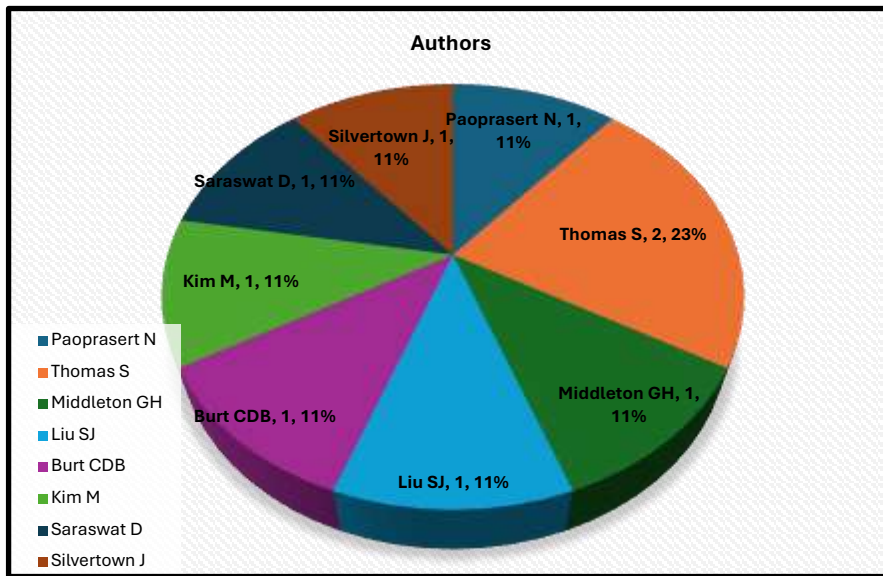


Fig. 3 Productive Authors

Research output can be greatly impacted by emphasising association with a specific university in the field (Stranges & Vouri., 2017). Furthermore, the results can shed light on a number of issues, including the influence on research projects, visibility, and scholarly production (García & Rodríguez., 2020). Fig. 3 shows the most productive authors in the field of donation and trust among non-profit organisations based on the number of publications. Thomas, who was affiliated with Ahmedabad University in India, emerged as the most prolific author ($n = 2$). Other authors contributed at least one article to the research domain, namely Paoprasert and Naraphorn from Kasetsart University in Bangkok, Thailand; Jonathan Silvertown from the University of Edinburgh in Midlothian, Scotland; and Gilroy Hughdonald Middleton from the University of Belize in Belize.



Fig. 4 Countries/Region

Discussing the top publishing nations in any subject of study is crucial to comprehending the global context and advancements in that field of study. Sweileh et al. (2016) acknowledged that knowing which countries are leading in publications demonstrates how research collaboration may be developed and steered toward international cooperation among researchers. Fig. 4 illustrates the top ten countries that have conducted extensive studies on this domain. It is led by the United States, Thailand, and India, accounting for 33% of the global research efforts. This indicates that Malaysia is not among the top countries contributing to the research on donation and trust among non-profit organisations. Conversely, it presents a valuable opportunity for future research to investigate such topic in the local context, given the scarcity of studies undertaken on this research area in Malaysia.

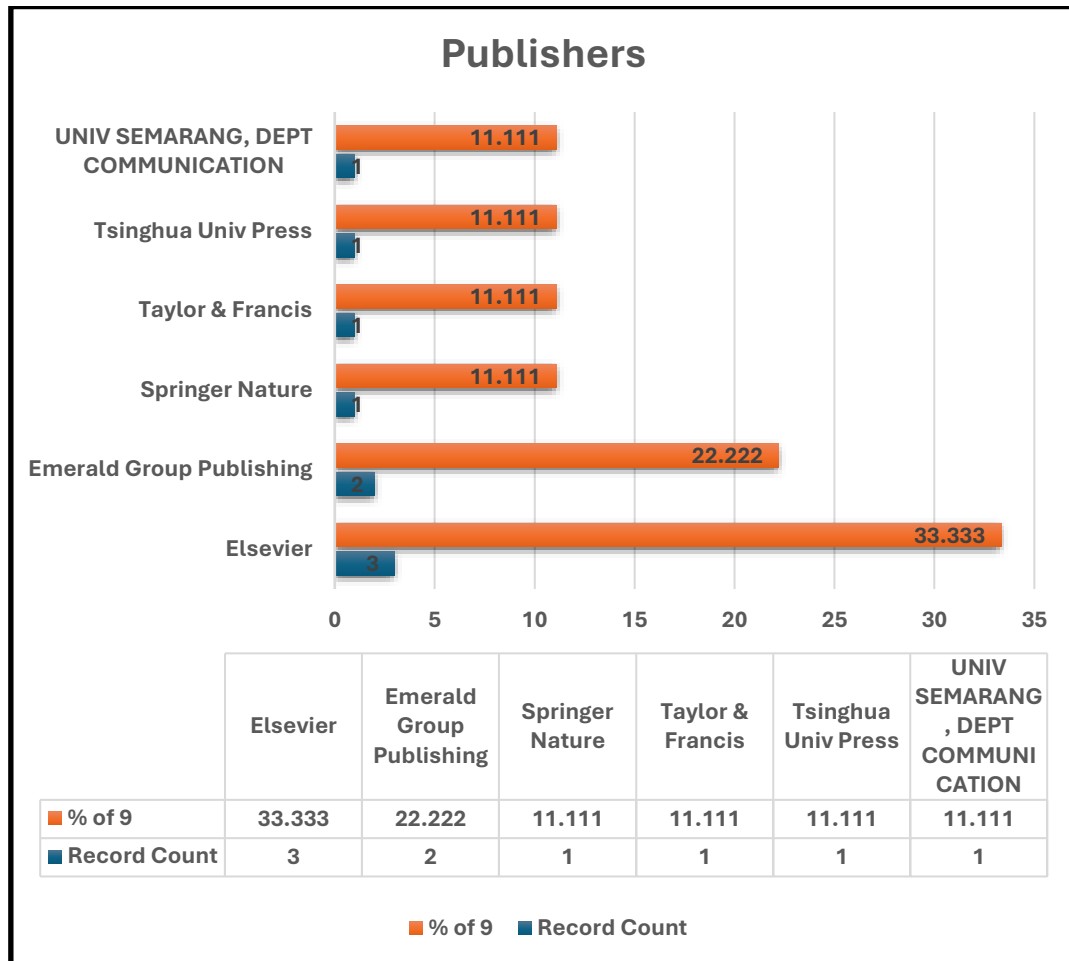


Fig. 5 Productive Publishers

Fig. 5 lists the most productive publishers in the domain of donation and trust among non-profit organisations. Elsevier had the highest number of publications ($n = 3$), accounting for 33% of the total samples. The Emerald Group Publishing ranked second in terms of productivity in this particular field of study, followed by the Journal of Springer Nature, Taylor & Francis, Tsinghua University Press, and Univ Semarang, Dept Communication.



Fig. 6 Research Area

Fig. 6 shows the most prominent research areas within the domain of donation and trust among non-profit organisations. Business Economics had the largest number of publications ($n = 3$), accounting for 34% of the total samples. Other fields of study include Communication, Computer Science, and Environmental Sciences. Meanwhile, the disciplines of Ecology, Psychology, Public Administration, and Social Sciences are closely associated with a productivity score of 11% each. This topic is not exclusively related to business and economics; it can be expanded to encompass other research areas as numerous scholars have recently combined and investigated multiple research fields to improve the contribution of knowledge. It is an advantageous opportunity for researchers to engage and collaborate with those from other fields to broaden and diversify their knowledge.

4.2 Scientometric Analysis

Research clusters are essential in bibliographic research because they help to understand the cognitive structure of scientific fields. It not only uncovers the links between empirical findings but also assists in tracking the chronological progression of topics within a discipline. The suggested method is an age-sensitive bibliographic coupling technique that makes previous methods better by creating clusters that accurately show how thematic structures have changed over time in scientific discourse (Soós, 2013). As shown in Fig. 7, this research domain has made significant progress over a period of 13 years with a notable increase in research activities and development. The visualisation displays the interconnectedness of research publications categorised by phase, spanning from 2010 to 2023. The five key clusters of summary highlights include social media (ID:0), self-esteem (ID:1), private label items (ID:3), non-profit organisations (NPOs) (ID:3&4), and cause-related marketing (CRM) campaigns (ID:6).

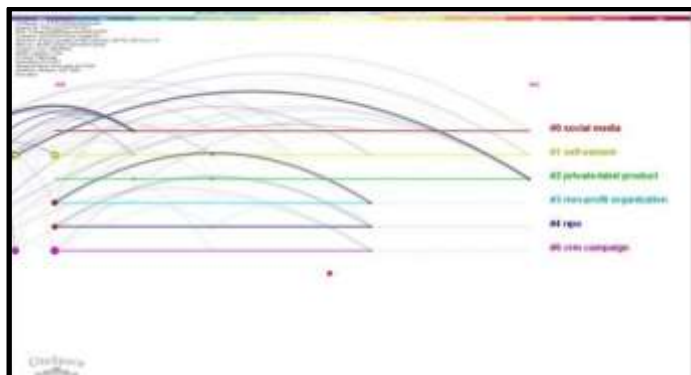


Fig. 7 Research Cluster

Fig. 7 shows the research clusters of a preliminary study based on scientometric analysis of the 9 articles obtained from the WoS database pertaining to this topic. In scientometric analysis, clusters are formed by algorithmically grouping bibliometric elements (papers, authors, keywords) based on shared similarities, such as co-citation patterns, co-authorship, or keyword co-occurrence. These clusters represent specialised research themes, intellectual structures, or sub-disciplines within a larger research domain. Cluster 1 (Social Media) emphasised trust on donations in NGOs by using social media. The first article in this cluster was produced by Utomo et al. (2023) who examined the influence of social media methods used by NGOs on contribution intentions during COVID-19 in Indonesia. Meanwhile, Cluster 2 (Self-Esteem) emphasised how trust in donation can increase self-esteem among donors. A prominent article in this cluster was produced by Middleton and Lee (2020), which examined the correlation among 245 Korean donors and found that self-esteem has the most significant mediating effect on positive word-of-mouth (PWOM) about future intentions to persist in donating. Cluster 3 is related to private label items. The article by Saraswat et al. (2022) is influential within this cluster where it investigated the blockchain-based charity donation scheme to handle financial irregularities. The authors also proposed a lightweight certificate-less signcryption scheme (CSS) to avoid fraud and increase trust among donors.

Cluster 4 is associated with NPOs and contains a total of three articles. Silvertown et al. (2010) reported that long-term trust toward CO is needed to obtain continuous funds so that donors can help the beneficiaries in the long run. Kim and Walker (2013) found that aid from famous public figures, such as professional athletes, can boost donors' trust of donating to NPOs. Meanwhile, Runan and Sijia (2022) investigated the relationship between information dissemination behaviour, public trust in NPOs, and individual donor's behaviour, with public trust in NPOs emerged as a main factor contributing to donation behaviour in China. Finally, Cluster 5 is classified as a cause-related marketing (CRM) campaign. The study by Thomas et al. (2023) investigated corporate social responsibility initiatives, such as CRM, as a strategy to enhance behavioural intentions to donate. This is congruent with the previous study by D'Souza et al. (2023) whereby religiosity is the main contributing factor to donor intention since religiosity is a primary driver of donor intention because it fosters deeply ingrained moral obligations, community-driven social norms, and beliefs in altruism that encourage regular and generous charitable contributions.

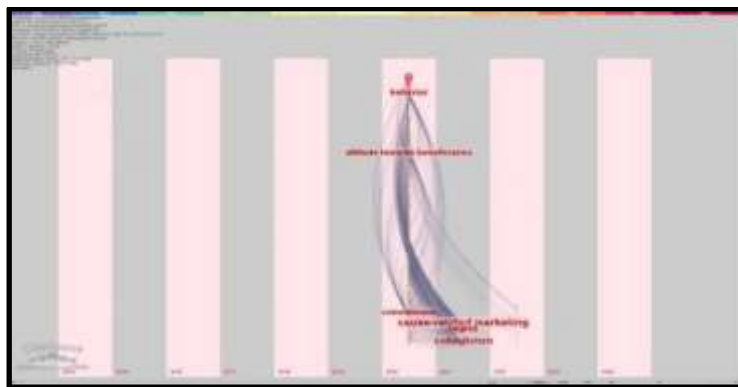


Fig. 8 Research Centrality

Fig. 8 shows the research centrality of this study. Centrality is an essential and fundamental term in bibliographic research. Various measures of centrality, such as degree centrality and between centrality, contribute differently to the understanding of these changes based on their performance in previous research and publications (Badar et al., 2016). Cause-related marketing recorded the highest centrality score in Cluster ID with a centrality value of 0.73. This is followed by brand (0.63), commitment (0.59), commitment toward beneficiaries (0.51), and attitude toward beneficiaries (0.49). The lowest centrality score in Cluster ID is donors' behaviour with a centrality score of 0.41 (Fig. 8).

5. CONCLUSION

This preliminary study provides mapping research using scientometric analysis on trust on donations in non-profit organisations that examined relevant articles retrieved from the WoS database to identify, collate, and construct a list of authors, journals, publishers, affiliations, actively participating nations, and research areas. India ranked first among the top ten countries that have been actively researching and publishing academic articles on trust on donations across non-profit organisations while Elsevier is the top publisher. The results also revealed significant trends and further developments in this topic worldwide, with the most prominent article was published in 2022. Thomas, who is affiliated with Ahmedabad University in India, emerged as a prolific author with two articles. The United States, Thailand, and India are the leading nations in research endeavours within this topic. Nevertheless, Malaysia is not part of the top ten nations with active research regarding trust on donations across non-profit organisations, making the topic a potential area for future studies and exploration in the local context. Furthermore, Business and Economics emerged as the predominant research field. Finally, the scientometric analysis identified five main clusters for this study: social media, self-esteem, private label products, non-profit organisations, and cause-related marketing campaigns.

6. LIMITATIONS, AND RECOMMENDATIONS FOR FUTURE RESEARCH

The findings of this study have highlighted the scarcity of research exploring the impact of trust on donations in NGOs, particularly COs, in Malaysia. The lack of such publication in reputable journals, such as WoS, serves as a limitation for future scientometric analysis. Therefore, it stands as a potential area for future research to expand the existing body of knowledge regarding trust on donations in NGOs by analysing other publications that have been published in Scopus databases and Google Scholar to make the result more generalisable. Furthermore, future research can delve into any unexplored sub-topics in this area, such as motivation to donate whether it is intrinsic or extrinsic motivation, personal characteristics such as high levels of empathy and conscientiousness, and demographic profile such as gender and income level. This study hopes to provide a comprehensive framework and fundamental for future research by recognising current research patterns and trends while offering an evolutionary model to facilitate theoretical progress in this area.

7. ACKNOWLEDGEMENTS/FUNDING

This work received no specific grant from any funding agency. The authors would like to acknowledge the support of Universiti Teknologi MARA Cawangan Pahang on this research.

8. CONFLICT OF INTEREST STATEMENT

The authors confirmed that there is no conflict of interest in this article. The authors agree that this research was conducted in the absence of any self-benefits, commercial or financial conflicts and declare the absence of conflicting interests.

9. AUTHORS' CONTRIBUTIONS

Mohd Aidil Riduan Awang Kader: carried out the original ideas, introduction, literature review, discussion, conclusion, limitations, and recommendations for future research. **Musramaini Mustapha:** conducted the analysis part, and wrote the research methodology and results of the study.

10. DECLARATION OF GENERATIVE AI AND AI-ASSISTED TECHNOLOGIES

This manuscript was developed with the assistance of Gemini (Google) for the purpose of getting the ideas and structuring the initial outline. The tool/service supported the authors in synthesising broad concepts, and the authors assume full responsibility for the final version submitted for publication.

11. DATA AVAILABILITY/SUPPLEMENTARY MATERIALS

The datasets used and/or analysed during the current study are available from the corresponding author on reasonable request.

12. ETHICS STATEMENT

Not applicable

13. REFERENCES

- Alhidari, I. S., Veludo-de-Oliveira, T. M., Yousafzai, S. Y., & Yani-de-Soriano, M. (2018). Modeling the effect of multidimensional trust on individual monetary donations to charitable organizations. *Nonprofit and Voluntary Sector Quarterly*, 47(3), 623-644.
- Al-Nowairah, N., & Saji, T. G. (2024). NGO funding in the last decade: a bibliometric review of the SCOPUS database. *Discover Sustainability*, 5(1), 459.
- Aryadoust, V., and Ang, B. H. (2021). Exploring the frontiers of eye tracking research in language studies: a novel co-citation scientometric review. *Comput. Assisted Lang. Learning*, 34, 898-933. doi: 10.1080/09588221.2019.1647251
- Badar, K., Frantz, T. L., & Jabeen, M. (2016). Research performance and degree centrality in co-authorship networks. *Aslib Journal of Information Management*, 68(6), 756-771. <https://doi.org/10.1108/ajim-07-2016-0103>
- Benli, B., & Kocaman, R. (2026). Key Drivers Underpinning the Donation Behavior: A Systematic Literature Review and Agenda for Future Research Using the TCCM Framework. *International Journal of Consumer Studies*, 50(1), e70157.
- Bilgin, Y., & Kethüda, Ö. (2022). Charity social media marketing and its influence on charity brand image, brand trust, and donation intention. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, 33(5), 1091-1102.
- Chandrasiri, T., Croes, N., Bandara, W., Turetken, O., Ostern, N., Rosemann, M., & Voss, M. (2026). Beyond Profit: The Role of Benevolent Business Processes in Building Long-Term Firm Success. In *International Conference on Business Process Management* (pp. 489-504). Springer, Cham.
- Chen, C., Song, M. (2019) Visualizing a Field of Research: A Methodology of Systematic Scientometric Reviews. *PLoS One*, 14(10), e0223994. 10.1371/journal.pone.0223994
- D'Souza, C., Valladares, L., Ratten, V., Nanere, M., Ahmed, T., Nguyen, N., & Marimuthu, M. (2023). The effects of religious participation and brand image on commitment to donate to faith-based charities. *Journal of Nonprofit & Public Sector Marketing*, 35(1), 81-109.
- Faiz, I. A., & Taib, F. (2025). Developing a public accountability assessment model for Islamic non-government organisations (INGOs) in Indonesia: an information perspective. *Journal of Financial Reporting and Accounting*. Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JFRA-07-2024-0486>
- García-García, L. A. and Rodríguez-Salvador, M. (2020). Disclosing main authors and organisations collaborations in bioprinting through network maps analysis. *Journal of Biomedical Semantics*, 11(1). <https://doi.org/10.1186/s13326-020-0219-z>
- Hassan, M.K., Muneeza, A. and Sarea, A.M. (2021). *Impact of COVID-19 on Islamic social finance*, in *COVID-19 and Islamic Social Finance*, (pp.9-23), Routledge, New York.

- Hassan, S.H., Masron, T.A. and Mohamed, N. (2018). Antecedents of trust toward the attitude of charitable organization in monetary Philanthropic Generation-Y. *Asian Academy of Management Journal*, 23(1), 53–78.
- Hosmer, L. T. (1995). Trust: The Connecting Link between Organizational Theory and Philosophical Ethics. *The Academy of Management Review*, 20(2), 379–403
- Kassim, M., Embi, N. A. C., Haron, R., & Ibrahim, K. (2019). Internal factors affecting continuous donations among cash waqf donors. *International Journal of Academic Research in Business and Social Sciences*, 9(9), 1304-1311.
- Kim, M. & Walker, M. (2013) The influence of professional athlete philanthropy on donation intentions. *European Sport Management Quarterly*, 13(5), 579-601.
- Mayzira, C., Lubis, A., Pratama, I., & Zulyadi, R. (2026). The Impact Of Green Brand Image Implementation and Legal Compliance On Customer Loyalty At MSME Grama Sphere Medan. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi dan Bisnis*, 14(1), 1113-1122.
- Melewar, T. C., Foroudi, P., Gupta, S., Kitchen, P. J., & Foroudi, M. M. (2017). Integrating identity, strategy and communications for trust, loyalty and commitment. *European Journal of Marketing*, 51(3), 572-604.
- Middleton, G. H., & Lee, H. T. (2020). Non-profit organization's innovative donor management-the identification of salient factors that drive donor loyalty. *Asia Pacific Journal of Innovation and Entrepreneurship*, 14(1), 93-106.
- Mo, L., Sia, C., Lin, W., Zheng, X., & Peng, K. (2024). Describing and mapping the research trend of scientific publications on arrhythmogenic right ventricular cardiomyopathy across four decades: a bibliometric analysis. *Clinical Cardiology*, 47(12). <https://doi.org/10.1002/clc.70051>
- Palmer, A. (2014). *Principles of Services Marketing*. McGraw-Hill Education. London, UK:McGraw Hill.
- Pertiwi, D. (2025). Maximizing customer value and corporate image through strategic marketing and distribution in public water services. *Jurnal Riset Bisnis dan Manajemen*, 18(2), 364-375.
- Purwakananta, M. A., Patrianti, T., Satispi, E., & Purnamasari, O. (2025). Baznas Reputation Management To Restore Public Trust:(A Case Study on McDonald's Indonesia's Donation for Palestine). *International Journal of Social Sciences*, 1(2), 238-252.
- Putra, A., Juansih, J., & Mudzakkir, M. F. (2023). 20 years of performance in police organization: a bibliometric analysis. *RSF Conference Series: Business, Management and Social Sciences*, 3(3), 216-226. <https://doi.org/10.31098/bmss.v3i3.666>
- Runan, Z., & Sijia, L. (2022). How Situational Cognition, Communication Behaviour and Public Trust of NPOs Affect Individual Donation Intention: The Case of Anti-COVID-19 in China. *China Nonprofit Review*, 13(1-2), 1-12.
- Saraswat, D., Patel, F., Bhattacharya, P., Verma, A., Tanwar, S., & Sharma, R. (2022). UpHaaR: Blockchain-based charity donation scheme to handle financial irregularities. *Journal of Information Security and Applications*, 68, 103245.
- Sargeant, A., & Sargeant, Y. (2017). *Donor Retention and Development*. In *Fundraising Principles and Practice*. (Second Edi, pp. 392–434). John Wiley & Sons, Inc.
- Silvertown, J., Tallowin, J., Stevens, C., Power, S. A., Morgan, V., Emmett, B., ... & Bardgett, R. (2010). Environmental myopia: a diagnosis and a remedy. *Trends in ecology & evolution*, 25(10), 556-561.
- Soós, S. (2013). Age-sensitive bibliographic coupling reflecting the history of science: the case of the species problem. *Scientometrics*, 98(1), 23-51. <https://doi.org/10.1007/s11192-013-1080-y>

- Stranges, P. M. and Vouri, S. M. (2017). Impact of co-investigators on pharmacy resident research publication. *Pharmacy Practice*, 15(2), 928-928. <https://doi.org/10.18549/pharmpract.2017.02.928>
- Sweileh, W. M., Al-Jabi, S. W., AbuTaha, A. S., Zyoud, S. E. H., Anayah, F. M., & Sawalha, A. F. (2017). Bibliometric analysis of worldwide scientific literature in mobile-health: 2006–2016. *BMC medical informatics and decision making*, 17(1), 72.
- Tella, A., Oyeniran, S., & Ibronke, E. S. (2021). Determinants of web search effectiveness from the perspective of library and information science students. *International Journal of Library and Information Services*, 10(2), 1-15. <https://doi.org/10.4018/ijlis.20210701.oa13>
- Thomas, S., Patel, R., & Bhatt, V. (2023). Private-label grocery buyers' donation intentions and trust in CRM campaigns: an empirical analysis by employing social identity theory. *Society and Business Review*, 18(3), 401-421.
- Utomo, D. S., Paoprasert, N., & Yousuk, R. (2023). The Impact of Social Media Strategies of Non-Profit Organizations on Covid-19 Donation Intention in Indonesia. *Jurnal The Messenger*, 14(1), 76-91.
- Valtakoski, A. (2015). Industrial Marketing Management Initiation of buyer-seller relationships: The impact of intangibility, trust and mitigation strategies. *Industrial Marketing Management*, 44, 107–118.
- Yaacob, A., & Ling, G. J. (2021). A bibliometric analysis of 68 years of research on charitable giving. *International Journal of Modern Trends in Social Sciences*, 4(15), 21-42.



© 2026 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY-NC-ND) license (<http://creativecommons.org/licenses/by/4.0/>).

About the Authors

Mohd Aidil Riduan Awang Kader is a senior lecturer at the School of Business and Banking Studies at Universiti Teknologi MARA Cawangan Pahang. He has published many articles in WoS and Scopus indexed journals such as *Kybernetes*, *SAGE Open* and *Asian Journal of University Education*. His main research areas are education and learning, entrepreneurship, and technology acceptance. He can be reached through his email at aidilriduan@uitm.edu.my

Musramaini Mustapha is a senior lecturer at School of Business and Banking Studies at Universiti Teknologi MARA Cawangan Pahang. She has extensive experience in research and publication and has published many articles in indexed journals including Scopus, ERA and Mycite. Her research expert is in the field of technology acceptance model and microentrepreneurs. She can be reached through her email at musra_08@uitm.edu.my.