
The Trends on Negative Customer Engagement: A Historical Review with Bibliometric and TCCM Analysis

Shachi Jatin Desai
Research Scholar
Institute of Management,
Nirma University, Ahmedabad
Email: shachi.desai@nirmauni.ac.in

Dr. Jayesh Aagja
Associate Professor
Institute of Management,
Nirma University, Ahmedabad
Email: jayashaagja@nirmauni.ac.in

A b s t r a c t

With the emerging importance to study negative customer engagement, the goal of the paper is to present the studies done on negative customer engagement from 2008 till January 2021. Out of 117 articles, 40 articles were selected after the filtering procedure. These articles were then analysed according to their year of publication, geographical distribution, authorship, article impact and frequency of keywords by keyword co-occurrence analysis using VOS viewer. Later Theory, Context, Characteristics and Methodology (TCCM) analysis was done to understand the type of theories, contexts, characteristics, and methodologies studied till now. Later future directions are presented from the insights of two analyses to extend the research on negative customer engagement.

Keywords: *Negative Customer Engagement, Literature review, Bibliometric analysis, TCCM*