

Journal of Educational Computing Research

DESIGNING COMPETITIVE STRATEGIES BASED ON THE USE OF A DIGITAL PLATFORM. A BIBLIOMETRIC REVIEW

Journal:	<i>Journal of Educational Computing Research</i>
Manuscript ID	Draft
Manuscript Type:	Original Research Article
Keywords:	Design , Learning Environments, Technology, Evaluation
Abstract:	This study advances a theory-informed bibliometric examination of the intellectual architecture, thematic evolution, and structural dynamics underpinning the research domain under analysis. Anchored in a systematic and replicable quantitative design, the investigation seeks to consolidate fragmented scholarly production, uncover epistemic trajectories, and map the social and conceptual configurations that shape cumulative knowledge development. The empirical corpus was extracted exclusively from the Scopus database through a structured search protocol, yielding 1,500 peer-reviewed articles published between 2015 and 2022. Data processing was conducted in RStudio (version 4.0.4), implementing the Bibliometrix package via the Biblioshiny interface, with bibliographic records managed in BibTeX format to ensure analytical transparency, traceability, and methodological rigor. The analytical framework integrates performance analysis and science mapping techniques to assess publication growth, citation impact, authorial influence, institutional productivity, and international collaboration patterns. Additionally, co-authorship, co-citation, and keyword co-occurrence networks were examined to reveal the field's social structure, intellectual foundations, and conceptual core. This multidimensional approach enables the identification of dominant research streams, emergent thematic clusters, and structural gaps that condition theoretical consolidation. Findings indicate sustained expansion in scientific output, increasing network centrality among key actors, and progressive thematic diversification. Nevertheless, persistent conceptual fragmentation suggests limited theoretical integration