
A BIBLIOMETRIC ANALYSIS OF CURRENT TREND ON RESEARCH FOR DESIGN AND FURNITURE INDUSRY IN THE PERSPECTIVE OF BUSINESS STRATEGY

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ABSTRACT

This study aims to explore current trends and emerging patterns in the design and furniture industry, focusing on business strategy. Specifically, it seeks to analyze aspects such as sustainability, innovation, and consumer-centric strategies, highlighting how these factors influence industry resilience and adaptability. A comprehensive bibliometric analysis is conducted using the Biblioshiny program on Rstudio. This method provides insights into the evolving landscape of the design and furniture industry through an examination of relevant literature and research patterns. The analysis reveals a strong emphasis on sustainability, innovation, and consumer-oriented strategies within the design and furniture industry. Key strategies include adapting interior designs, implementing green marketing practices, and utilizing digital technologies. These approaches enable the industry to address changing market demands. However, integrating business strategies also poses challenges such as resource limitations and sustainability issues. This study contributes to the theoretical understanding of business strategy in the design and furniture industry by identifying critical research trends and gaps. It highlights the importance of sustainability and consumer-centered approaches, providing a foundation for future research on the impact of these strategies on industry practices. Findings suggest practical implications for industry stakeholders, including the need for sustainable practices, consumer-centric strategies, and technological adoption. Policymakers and practitioners can use this knowledge to foster industry resilience and support sustainable growth in the design and furniture sector. The study is limited to a bibliometric analysis, which provides an overview of existing literature without empirical validation.

KEYWORDS Design industry, furniture industry, business strategy, sustainability, innovation, bibliometric analysis, consumer-centric strategies, green marketing, digital technologies



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INTRODUCTION

The design and furniture industry represents a vibrant and complex sector that intersects aesthetics, functionality, sustainability, and innovation. With the increasing global demand for sustainable development and differentiated consumer experiences, this industry has become a focal point for business strategy discussions. In today's rapidly evolving market, companies are not only required to meet functional expectations but must also align with global environmental standards, consumer-centric design, and digital innovation—dimensions that directly influence competitive advantage. As sustainability and innovation become central pillars of global business strategies (Porter & Kramer, 2011), the furniture and design industry must adapt by integrating strategic design thinking and business foresight into its operational and innovation models. However, despite the growing relevance of this theme, the academic literature still lacks a comprehensive mapping of how design influences strategic business outcomes within this sector, especially from a holistic and global perspective.

This research addresses a significant literature gap, as most prior studies focus on operational efficiency or design theory separately without positioning design as a core business strategy within the furniture industry. For instance, Verganti (2009) emphasized design-driven innovation but limited his focus to high-tech industries, while Chiva and Alegre (2009) explored design management capabilities without extensively connecting them to sector-specific performance indicators in furniture businesses. These studies, while valuable, do not offer a comprehensive synthesis of global trends or strategic implications across the design-furniture nexus. This study is novel in applying bibliometric analysis to capture the intellectual structure and development trajectory of research linking design, furniture, and strategic business management. It highlights under-researched themes and the evolving discourse in the field, offering both theoretical and practical contributions.

The urgency of this research lies in the increasing pressure faced by furniture companies to innovate sustainably, differentiate in highly competitive markets, and align product development with consumer values and global sustainability goals. Amid this landscape, bibliometric methods provide a robust framework to systematically review and synthesize the body of knowledge, identify research frontiers, and guide future studies. With climate change policies tightening and circular economy models emerging, understanding how strategic design informs business resilience and innovation is more crucial than ever.

The purpose of this research is to systematically analyze the existing body of literature on the intersection of design, the furniture industry, and business strategy using a bibliometric approach, with the aim of identifying prevailing research trends, influential publications, key themes, and emerging gaps in the field. By mapping these intellectual patterns, this study seeks to provide insights into how design practices are integrated into strategic business frameworks within the furniture sector, highlight the role of innovation and sustainability in shaping competitive advantages, and propose future research directions that can enrich academic discourse and inform practical decision-making among industry stakeholders.

RESEARCH METHOD

The bibliometric analysis research method utilizes statistical techniques to quantitatively measure the impact and trends of research in a field, drawing from scientific publication data such as journal articles, books, and conference proceedings (Jiang & Phoong, 2023). This method offers insight into the research's essence, structure, and novelty. It tracks the evolution of scientific disciplines but also aids in evaluating productivity differences and informing decision-making regarding information resource allocation (Faradina, 2022). Recent research indicates a significant increase in scientific interest in bibliometric methods due to their ability to visually represent the structural composition of scientific fields by combining classification and visualization techniques (Chen et al., 2021). By applying statistical and mathematical techniques to bibliographic data, researchers can discern patterns, trends, and relationships within a particular field or discipline (Pereira et al., 2023)

Using bibliometric methods aims to review publications within the scope of research, identify trends, understand bibliographic content, and analyze citations from journal articles and scientific papers (Pauji et al., 2023). The primary objective is to understand better the characteristics, influence, and development of scientific publications, authors, journals, and research topics. This study employs a bibliometric approach to review publications related to design and furniture comprehensively using Rstudio software and one of its program, Biblioshiny.

Data was collected using the Scopus database, focusing on specific topic areas to search for titles, abstracts, and keywords from articles. The search criteria were tailored to include a comprehensive list of relevant terms, ensuring a focus on the most pertinent research or articles, including, ("furniture" OR "furnishings" OR "interior design" OR "interior decoration" OR "home decor" OR "design trends") AND ("business" OR "industry" OR "market analysis" OR "business models" OR "business strategies" OR "management practices" OR "operations management" OR "consumer behavior" OR "market demand" OR "purchase intention"). Scopus was selected as the platform of choice due to its status as one of the largest and most comprehensive bibliographic databases for scientific research (Yang et al., 2021).

RESULT AND DISCUSSION

The section will explain the stages of the research using the Systematic Literature Review with reference to the PRISMA Flowchart. There are 4 stages of the review process that must be carried out, including: 1) identification; 2) screening; 3) eligibility; and 4) analysis.

1. Identification Process

This research utilizes a bibliometric approach to analyze current trends in design industri and business strategy. Scopus, a leading academic database, serves as the foundation for this analysis. The search strategy employed a combination of keywords related to "design" and "business strategy." These keywords were applied strategically across titles, abstracts, and keyword fields within the retrieved articles. A detailed breakdown of the specific keywords and search criteria will be provided in the following section. The search returns with a total of 8.470 papers from Scopus.

Table 1. Detailed Identification Process.

Scopus Database	Description
Time Frame	Open, that is, without a limited time restriction
Search Field	Title, Keywords, and Abstract
Document Type	All, which is article, review, converage paper, and erratum
Source Type	Journal
Subject Area	– Business, Management, and Accounting – Arts and Humanities – Social Science
Publication Stage	Final
Language	English
Open Access	YES
Search Formula (Keywords)	("furniture" OR "furnishings" OR "interior design" OR "interior decoration" OR "home decor" OR "design trends") AND ("business" OR "industry" OR "market analysis" OR "business models" OR "business strategies" OR "management practices" OR "operations management" OR "consumer behavior" OR "market demand" OR "purchase intention")

2. Screening Process

In this bibliometric research, the screening process is designed to ensure the publication dataset's relevance, accuracy, and completeness. The author narrows their search by identifying pertinent search terms and employing synonyms, focusing solely on English-language articles to maintain linguistic coherence. Subsequently, subject area screening is conducted to enhance the accuracy and relevance of the findings, minimize data noise, and facilitate cross-study comparisons. These selection criteria yielded 372 articles, all deemed suitable for comprehensive bibliometric assessment. For analysis, the researcher utilized Rstudio software version 2024.04.0+735 to streamline data analysis. A comprehensive overview of the researcher's data collection and filtering process is provided in Table 2.

3. Eligibility Process

This stage involves thoroughly examining downloaded literature, wherein manual data filtering is conducted by comprehending the contents of the abstract. It consists of two steps: initially reviewing the title, abstract, and keywords, followed by a comprehensive assessment of the entire article to ensure alignment with the analysis criteria. Any literature deemed irrelevant to business strategy in

design and furniture industry is promptly deleted. Out of the initial 372 articles, 303 met the criteria for inclusion in this research.

4. Analyzing (BIBLIOSHINY)

a) Main Information



Figure 1. Main Information on Biblioshiny

Based on the raw data obtained from running Biblioshiny in R Studio, it is evident that research on trends in the interior design and furniture industry within the context of business strategy has shown significant growth over the period from 1959 to 2024. The analysis covered a total of 303 documents, drawing from 200 different sources. This indicates a diverse range of literature contributing to the understanding of the subject matter. The involvement of 863 authors, with 57 of them being single-authored, underscores the collaborative nature of research in this field. Notably, there is a substantial level of international co-authorship, accounting for 24.42% of the collaborations, suggesting a global perspective in the research endeavors. On average, there were 3.05 co-authors per document, indicating a propensity for collaborative efforts within the academic community studying this topic. Furthermore, the presence of 1219 author keywords demonstrates the breadth of topics covered within the research domain. Although no references were mentioned, the average document rate was 6.34, suggesting a considerable level of scholarly output. Additionally, with an average of 14.45 citations per document, it is evident that the research in this area has garnered significant attention within the academic community, indicating its relevance and impact. Overall, these findings highlight the extensive scholarly activity and the global perspective in research related to trends in the interior design and furniture industry from a business strategy standpoint.

b) Most Relevant Sources and Source's Production Over Time

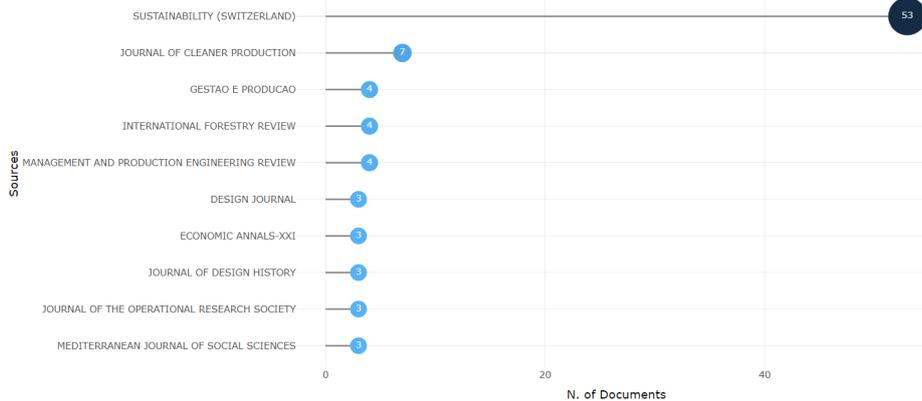


Figure 2. Most Relevant Sources on Biblioshiny

Based on the analysis conducted in Biblioshiny, it is evident that certain sources have emerged as the most relevant in research pertaining to trends in the design and furniture industry from a business strategy perspective. Among these, "Sustainability" from Switzerland stands out prominently, with 53 occurrences in the dataset. This indicates a strong focus on sustainable practices and environmental considerations within the research domain. Additionally, the "Journal of Cleaner Production" appears frequently, with 7 occurrences, suggesting a significant emphasis on environmentally-friendly production methods and processes.

Other notable sources include "Gestao e Producao," "International Forestry Review," and "Management and Production Engineering Review," each with 4 occurrences, highlighting diverse perspectives and interdisciplinary approaches in studying the subject matter. Furthermore, journals such as "Design Journal" and "Journal of Design History" make appearances, underscoring the importance of design principles and historical context in shaping contemporary practices within the industry. Overall, the prominence of these sources reflects the multidisciplinary nature of research on design and furniture industry trends, with a particular emphasis on sustainability, production management, and design innovation.

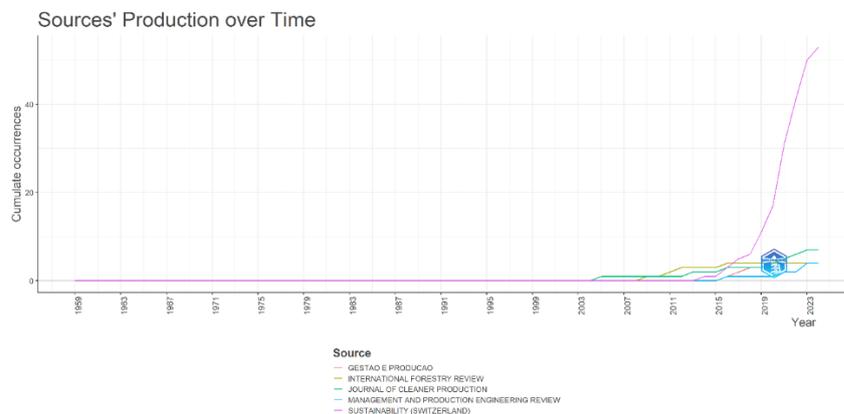


Figure 3. Annual Scientific Production on Biblioshiny

Analyzing the trends in publications involves examining shifts and developments in scientific articles within a specific subject or field over a

designated time frame. The findings depicted in Figure 5 illustrate the publication patterns concerning current trend on Design and Furniture Industry in 1959-2024.

Based on Biblioshiny data, it can be observed that the annual scientific production in the timespan from 1959 to 2024 experienced significant fluctuations. Although there was little to no article production at the beginning of the research period, there was a notable increase in the number of articles produced over time. The peak of article production appears to have occurred in the recent years, particularly from 2020 to 2024, where the number of articles reached 37 to 41 per year. This indicates a growing interest and focus on research regarding trends in the interior design and furniture industry within the context of business strategy during the recent years. With this increase in scientific production, it can be concluded that this topic is becoming increasingly relevant and significant in academic literature, highlighting the importance of understanding the dynamics of the industry and evolving business strategies within the design and furniture industry.

c) Trend Topics and Co-word Analysis of High-frequency Keywords

This subchapter reveals notable patterns and themes in the “Current Trend on Research for Design and Furniture Industry in The Perspective of Business Strategy” research landscape. The keywords, along with the occurrence, are shown in Table 3.

Table 3. Trend Topics on Biblioshiny

Words	Occurrences
manufacturing	27
sustainability	22
sustainable development	18
innovation	15
decision making	14
timber industry	10
wood	10
supply chain management	9
wood products	9
architectural design	8

The term "manufacturing" emerges as the most frequently mentioned, indicating a significant focus on the production aspect of the industry. This suggests a keen interest in understanding manufacturing processes and techniques within the context of design and furniture production. Following closely are terms like "sustainability" and "sustainable development," highlighting the growing importance of environmental considerations and long-term viability within the sector. This reflects a broader trend towards incorporating sustainable practices into business strategies within the design and furniture industry. Moreover, the prominence of the term "innovation" underscores the industry's drive towards creativity and advancement, emphasizing the importance of staying competitive through novel approaches and solutions. Similarly, "decision making" emerges as a significant focus, suggesting a critical examination of the strategic choices made within the industry. Furthermore, terms such as "timber industry," "wood," and "wood products" indicate a specific interest in materials and their utilization within design and furniture manufacturing processes. The presence of "supply chain

management" highlights the importance of efficient logistical processes and distribution channels within the industry. Lastly, "architectural design" suggests a convergence between the fields of architecture and furniture design, indicating interdisciplinary collaborations and influences.

The frequency analysis of key terms reflects a multifaceted approach to understanding the design and furniture industry from a business strategy perspective. It underscores the industry's focus on manufacturing processes, sustainability, innovation, decision making, material utilization, supply chain management, and architectural design as critical areas of research and development. These findings provide valuable insights for stakeholders aiming to navigate the complexities of the design and furniture industry while aligning with strategic business objectives.

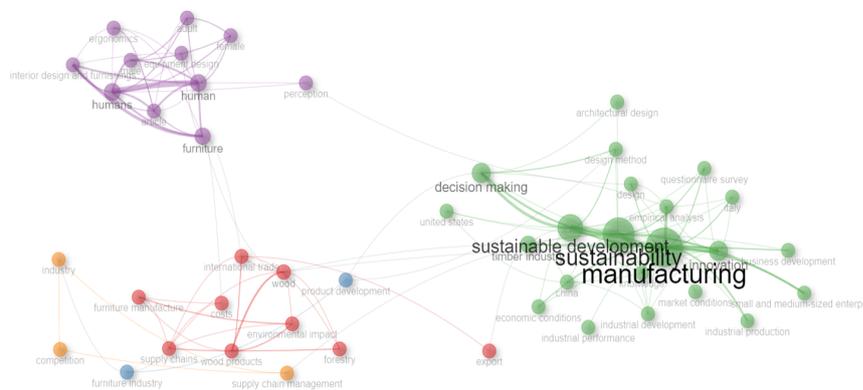


Figure 4. Co-Word Analysis on Biblioshiny

The co-occurrence network mapping, as seen in Figure 4, is a visualization of the relationship between topics. “Manufacturing” and “Sustainability” act as a central node within the network, showing their essential role in connecting different topics. The co-word analysis reveals how different aspects of trend on design and furniture industry in business strategy are interconnected. It also provides a comprehensive picture of the research landscape.

d) Countries Production Analysis

The analysis of countries' production output in research related to the design and furniture industry, within the context of business strategy, provides valuable insights into the global landscape of scholarly contributions. Indonesia emerges as the leading contributor, with 49 documented articles, indicating a significant presence and interest in research pertaining to this field. Following closely are the UK and the USA, with 46 and 38 articles respectively, showcasing substantial academic activity and engagement from these regions. China and Malaysia exhibit comparable levels of research output, both contributing 36 articles, suggesting a strong emphasis on understanding the intersection of design, furniture, and business strategy within these countries. Similarly, Brazil, Italy, and Spain demonstrate noteworthy contributions, each producing 34 to 31 articles, reflecting active scholarly engagement and interest in the subject matter.

Table 4. Countries Production on Biblioshiny

Country	Production
Indonesia	49
Uk	46
Usa	38
China	36
Malaysia	36
Brazil	34
Italy	31
Spain	31
Australia	28
Sweden	22
Poland	21
Turkey	16
India	13
Netherlands	11

Additionally, Australia, Sweden, Poland, and Turkey each contribute a substantial number of articles, ranging from 28 to 16, highlighting diverse geographical regions with significant research endeavors in the field. Although India and the Netherlands exhibit comparatively lower research output, with 13 and 11 articles respectively, they still represent notable contributors to the global discourse on design and furniture industry within a business strategy framework. The analysis of countries' production output underscores the global relevance and widespread interest in research related to design and furniture industry from the perspective of business strategy. These findings highlight the diverse geographical distribution of scholarly contributions and provide valuable insights for understanding the global research landscape in this domain.

e) Thematic Map Analysis

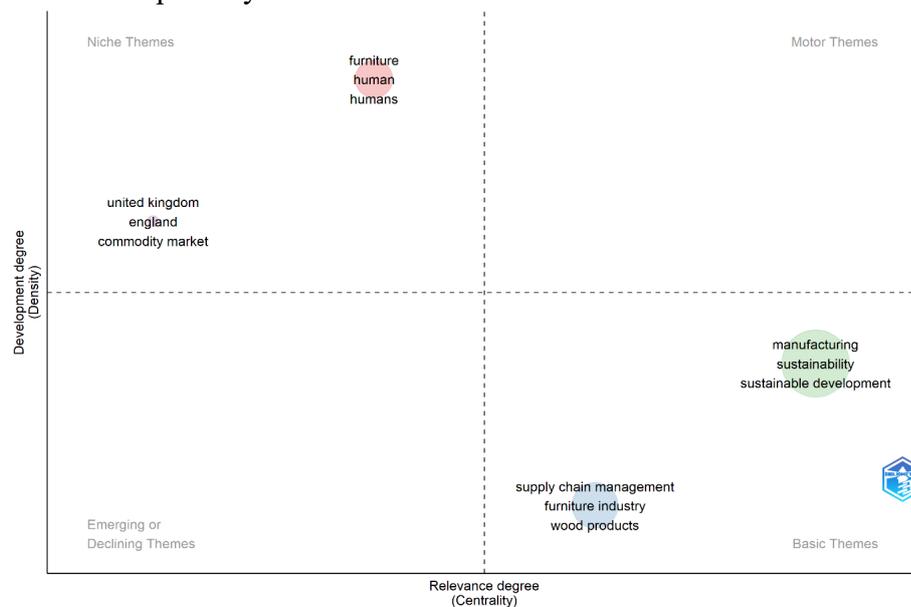


Figure 5. Thematic Map Analysis on Biblioshiny

The thematic map analysis reveals distinct patterns and associations within the research landscape concerning design and furniture industry within the realm of business strategy. Four quadrants categorize the themes based on their relevance degree (centrality) and development degree (density).

Firstly, the themes "furniture," "human," and "humans" are positioned in quadrant 2, indicating their significance as niche themes with moderate centrality and density. This suggests that while these themes are not among the most central or dense, they still hold relevance and may represent specialized areas of inquiry within the broader context of design and furniture industry research. "United Kingdom," "England," and "commodity market" are situated in quadrant 2, close to the vertical axis, indicating their association with niche themes. This positioning suggests that these themes possess moderate centrality and density, portraying them as specialized topics within the research landscape. "Supply chain management," "furniture industry," and "wood products" are positioned in quadrant 4, near the vertical axis. This indicates that these themes are categorized as basic themes with high centrality but low density. This suggests that while these topics are central to the research discourse, they may not be evolving significantly, possibly representing established areas of study within the field.

Lastly, "manufacturing," "sustainability," and "sustainable development" are situated in quadrant 4, close to the horizontal axis. This positioning suggests that these themes are classified as basic themes with high density but low centrality. This implies that while these topics are extensively studied and interconnected within the research landscape, they may not represent emerging or evolving areas of inquiry. In summary, the thematic map analysis provides insights into the distribution and characteristics of research themes within the design and furniture industry concerning business strategy. These findings help identify key areas of focus, ranging from specialized niche themes to fundamental topics central to the research discourse, thereby contributing to a comprehensive understanding of the research landscape in this domain.

a. Design and Furniture Current Trends on Business Strategy

In recent years, the design and furniture industry has witnessed significant shifts in consumer preferences and market dynamics, necessitating a strategic reevaluation of business approaches. The research findings suggest that strategic decision-making in the furniture industry has predominantly centered around understanding consumer preferences (Balázs, 2010), indicating a crucial focus on meeting customer needs and demands. Moreover, amidst the pandemic, there has been a noticeable shift towards adapting interior designs, implementing effective wayfinding solutions, and facilitating seamless transitions between outdoor and indoor spaces (Gueorguiev & Anagnost, 2022). This underscores the industry's resilience and adaptability in responding to evolving circumstances. Additionally, sustainability has emerged as a key area of interest within furniture manufacturing, presenting opportunities for innovative strategies and interdisciplinary collaboration (Zhu et al., 2023). Efforts to establish green marketing practices reflect a growing recognition of the importance of eco-friendly initiatives, with a focus on standardizing criteria for evaluating consumer preferences towards environmentally conscious brands (Yeğin & Ikram, 2022). Notably, consumers' perceived value of sustainable products and their eco-conscious attitudes

significantly influence their willingness to pay premium prices, highlighting the market potential for eco-friendly furniture (Rompas et al., 2023). Furthermore, the adoption of Virtual Reality (VR) technology by real estate professionals signifies a shift towards leveraging digital tools to enhance marketing efforts (Sahray et al., 2023), emphasizing the importance of technological innovation in the industry. In the context of real estate, various factors, including floor area, amenities, floor level, pricing, and interior design, play significant roles in influencing apartment prices, reflecting the multifaceted nature of consumer decision-making (Nguyen et al., 2020).

Moreover, the integration of design into businesses is driven by a multitude of factors, including trust, vision, cultural norms, and strategic considerations, emphasizing the holistic approach required for effective design management (Fonseca Braga, 2017). Showroom visits continue to be a prevalent method for consumers to make purchasing decisions, underlining the significance of physical retail experiences (Rangaswamy et al., 2022). Efforts to establish guidelines for reinforced concrete frame building interior design highlight the industry's commitment to ensuring structural integrity and safety standards (Hurol, 2014). Furthermore, the symbolic aspect of design furniture emerges as a key driver of consumer purchasing intentions, underscoring the importance of emotional and symbolic values in product design (Barbaritano & Savelli, 2021). Overall, as the interior design market becomes increasingly structured and competitive due to globalization, there is a growing emphasis on modern design trends to meet evolving consumer expectations and enhance competitiveness (Khan et al., 2023). The exploration of digitalization by IKEA reflects the broader trend of embracing technological advancements to shape future business strategies, highlighting the importance of adaptation and innovation in the industry (Hagberg & Jonsson, 2022). As businesses strive to stay competitive in a rapidly evolving landscape, understanding and adapting to these current trends in design and furniture are imperative for long-term success.

b. The Benefits and Disadvantages of Implementing Business Strategy Within the Design and Furniture Industry

While the integration of business strategy within the design and furniture industry offers numerous potential benefits, it also presents certain challenges and drawbacks. There is a risk of overemphasis on short-term objectives at the expense of long-term sustainability and innovation, highlighting the need for a balanced and adaptive approach to strategic management within the design and furniture sector. For small and medium-sized enterprises is often perceive internal innovation development as a costly and challenging endeavor, with uncertain outcomes (Diaz-Balteiro et al., 2006). The paper suggests that these firms may be hesitant to invest in research and development activities without a clear understanding of the potential returns. Additionally, Diaz conclude that the effectiveness of such innovation efforts depends significantly on the scale and nature of investment in innovation activities, highlighting the importance of strategic allocation of resources in driving innovation success within these firms. Furthermore, within sectors like metal-mechanics and furniture, brand reputation emerges as a crucial factor influencing consumer purchasing decisions. This underscores the need for suppliers to prioritize building and maintaining strong brand identities to enhance competitiveness and

market appeal (Battaglia et al., 2015). Moreover, the significant volume of discarded furniture in the EU indicates a pressing need for sustainable practices within the industry (Koszewska & Bielecki, 2020). While there is growing interest in circular economy opportunities, particularly in academia and business sectors, this paper concludes that there is a clear need for a strategic approach to fully leverage the potential of the circular model, suggesting that while there is enthusiasm for sustainability initiatives, there may be challenges in effectively implementing them at scale.

On the positive side, a strategic approach can enable firms to align their operations with market demands, optimize resource allocation, and capitalize on emerging opportunities. Linear with study by Koszewska, the low standardization of assembly parts highlights inefficiencies in manufacturing processes, indicating potential areas for improvement to enhance operational efficiency and cost-effectiveness. Moreover, challenges faced by small-scale producers, such as limited market access and inadequate access to credit, underscore the need for targeted support mechanisms to foster growth and sustainability within this segment (Clements et al., 2019). These findings collectively emphasize the importance of strategic decision-making and resource allocation in driving innovation, sustainability, and competitiveness within the design and furniture industry.

c. The Potential Research

As the design and furniture industry continues to evolve, there are several areas ripe for further research and exploration. The findings from the cited research shed light on several critical aspects of the design and furniture industry, offering valuable insights into potential areas for further investigation. Firstly, the analysis of supply chain management practices within wood furniture companies highlights the importance of strategic approaches in enhancing management indices and operational efficiency (Azizi & Faezipour, 2016). Additionally, the emphasis on value-adding elements underscores the significance of factors such as supply chain dynamics, brand management, and purchasing strategies in shaping companies' competitiveness and market performance (Battaglia et al., 2015). Furthermore, the exploration of creativity within small-scale enterprises provides insights into the role of psychological factors in influencing decision-making processes related to design management capabilities, particularly in the context of initiatives aimed at integrating design into MSMEs (Fonseca Braga, 2017). Moreover, the motivations outlined in paper by Fronsessa underscore the multifaceted drivers behind the integration of design into business operations, emphasizing the importance of factors such as trust-building, visionary aspirations, and strategic alignment in driving organizational strategies. The investigation into the impact of innovative learning environments, such as the Learning Commons, highlights the significance of design interventions in optimizing user experiences and outcomes in collaborative spaces (Asher, 2017). Lastly, the analysis of research publication volume and citation rates underscores prevailing trends and patterns within scholarly discourse, providing valuable insights into the evolving landscape of research in the design and furniture industry (Lee, 2021).

Overall, these findings contribute to a deeper understanding of the dynamics shaping the industry landscape, informing strategic decision-making and fostering innovation within the sector. Furthermore, investigating the role of digital

technologies, such as augmented reality and artificial intelligence, in shaping the future of design and furniture retailing holds significant potential for enhancing customer engagement and driving business growth. By addressing these research gaps, scholars and industry practitioners can contribute to the advancement of knowledge and the development of innovative solutions to pressing challenges facing the design and furniture sector.

Managerial Implication

The findings of this study carry significant implications for stakeholders in the design and furniture industry, particularly for business managers and decision-makers. Understanding prevailing trends in consumer preferences and market dynamics is paramount for strategic decision-making (Dell'era & Verganti, n.d.). Thus, prioritizing consumer-centric approaches to product development and marketing strategies is essential to effectively meet evolving demands (Balázs, 2010). Moreover, integrating sustainable practices into business strategies offers opportunities for differentiation and market positioning (Diaz-Balteiro et al., 2006). Based on Balaz paper, investing in eco-friendly initiatives and green marketing can enhance brand reputation and appeal to environmentally-conscious consumers. Additionally, embracing technological innovations such as Virtual Reality (VR) and digital marketing tools can optimize marketing efforts and enhance customer engagement (Sahray et al., 2023). Furthermore, strategic allocation of resources and efficient supply chain management are crucial for enhancing operational efficiency and cost-effectiveness within the industry (Battaglia et al., 2015). By addressing these managerial implications, businesses can adapt to the changing landscape of the design and furniture industry and capitalize on emerging opportunities for growth and sustainability.

Cooperation between company members and designers is vital for leveraging design tools effectively, especially in small business environments where individuals play diverse roles (6). While mastering design tools may not be necessary for every member, engaging with designers to capitalize on their expertise can yield meaningful outcomes (Fonseca Braga, 2017). Furniture companies must consider all aspects of design—functional, aesthetic, and symbolic—when forming their strategies (Barbaritano & Savelli, 2021). This paper comprehensive approach ensures that products cater to various consumer needs and preferences. With environmental awareness influencing millennials' buying choices, it's vital for companies to integrate eco-friendly features into their design, emphasizing the symbolic aspects of design can especially attract environmentally-conscious consumers and boost purchase likelihood. Diverse engagement models offer promising pathways to enhance industry sustainability, driving innovation and collaboration (Koszewska & Bielecki, 2020). Implementing these suggestions can fulfill consumer demands while advancing the industry towards a more sustainable future.

CONCLUSION

The analysis conducted through Biblioshiny in R Studio provides valuable insights into the trends, patterns, and dynamics within the research landscape of the interior design and furniture industry from a business strategy perspective. This comprehensive examination of scholarly output, sources, publication trends,

keyword analysis, country contributions, and thematic mapping offers a nuanced understanding of the evolving discourse in this field. The findings from Biblioshiny in R Studio highlight the dynamic and multidimensional nature of research trends within the interior design and furniture industry from a business strategy perspective. These insights contribute to a deeper understanding of the evolving discourse, informing strategic decision-making, and fostering innovation within the sector. As the industry continues to evolve, further research and collaboration are essential to address emerging challenges and capitalize on new opportunities for sustainable growth and development.

The findings of this study have several implications for stakeholders within the design and furniture industry, particularly for business managers and decision-makers. Firstly, understanding the prevailing trends in consumer preferences and market dynamics is crucial for strategic decision-making. Business managers should prioritize consumer-centric approaches to product development and marketing strategies to meet evolving demands effectively. Moreover, the integration of sustainable practices into business strategies presents opportunities for differentiation and market positioning. Investing in eco-friendly initiatives and green marketing can enhance brand reputation and appeal to environmentally-conscious consumers.

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