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Literary Landscapes of “Job Crafting” and “Career Crafting”: A Bibliometric Analysis

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**ABSTRACT**

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*Individuals frequently need to be proactive to navigate their career development journeys successfully. The extent to which an individual is vocationally sound has significant implications for their behaviors and outcomes in career plus work-related settings. Keeping this in view, the purpose of this study was to analyze the scholarly literature to identify research trends and knowledge structure on crafting. This study employed a bibliometric analysis technique to determine the gap underscoring the need for a deeper exploration of these concepts to bridge the area of organizational behavior, work-related, and vocational development. A dataset of 1,474 publications on “Job Crafting” and 31 publications on “Career Crafting” was extracted from the SCOPUS database till January 31, 2025. The bibliometric visualization tools and VOSviewer software were used to examine this dataset for citation count, authors and their affiliations, publication numbers, countries, sources/journals, and keyword patterns to understand the current state of knowledge on crafting. Findings of this bibliometric analysis showed that the year 2024 was, research-wise, the most productive year with 314 articles produced in the field. The most research productive countries in crafting are China, the Netherlands, and the United States. Further, the highest number of publications on the subject of crafting were published in the domain of business, management, and accounting. This study builds on these results to provide the first bibliometric review on job and career crafting.*

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**1. Introduction**

In recent years, “Job Crafting” and “Career Crafting” have gained scholarly attention and become prominent ideas in organizational behavior. The term “Job Crafting” describes individuals who modify their job responsibilities to suit their values, interests,

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and strengths (Wrzesniewski & Dutton, 2001). By implementing job crafting practices, individuals can enhance engagement, boost job satisfaction, and cultivate a sense of autonomy in their roles (Demerouti, 2014; Tims & Bakker, 2010). As Tims and Bakker (2010) state that job crafting can be considered a proactive behavior where individuals initiate changes in the level of job demands and job resources. Job crafting can be aided by individual, allowing them to tailor their work to their needs and preferences while also taking into account their personal knowledge, skills, and abilities (Tims & Bakker, 2010; Zhang & Parker, 2019). There is a subtle distinction between career crafting and job crafting. Career crafting is defined as a tactical tool that helps workers actively mold their career paths and match them with their own goals and values (Akkermans & Tims, 2017; De Vos et al., 2019). Thus, as stated by Tims and Akkermans (2020), career crafting is the idea of self-directed efforts to shape an individual's career path through networking, skill development, and looking for opportunities that fit with long-term objectives.

On the conceptual orientation basis, job crafting and career crafting can be recognized as proactive behaviors of individuals who aspire and seek to change themselves or the environment. However, prior studies help to identify a few differences between these two concepts. First, job crafting is short-term, while career crafting is a cumulative and long-term process. The former focuses on the way individuals change their current jobs while the latter reflects one's better adaptation to the current jobs. Second, job crafting encompasses only work-related events, while career crafting considers long-term aspects, such as external environment and family, that go beyond the job-related events (Ge et al., 2023). But why is there a need for a shift from an organizationally-managed job crafting to self-directed career crafting?

The last twenty years have witnessed drastic changes in the career landscape. The modern workforce is witnessing diverse career needs owing to a range of transitions between occupations, employers, and industries (Ge et al., 2023; Lee et al., 2021). Today, individuals are proactively charging forward to assume responsibility for their careers, which, in turn, has given rise to increasing demand for knowledge, skills, and abilities (Nalis et al., 2022; van Leeuwen et al., 2021). Although prior literature presents Career Crafting as a more comprehensive, long-term perspective of an individual's professional journey, the concept remains underdeveloped (Balakhtar et al., 2024; Nalis et al., 2022). Literature is scarce on how and where the two theoretically distinct terms stand in the current body of knowledge. This research gap emphasizes the significance of the current study in presenting a holistic view of crafting in terms of job and career in light of past research.

In this study, a bibliometric analysis has been applied to the field of "Job Crafting" and "Career Crafting". The research areas of both concepts are new to academic research. This descriptive study aims to provide a macroscopic overview of the main characteristics of both concepts. The information that is presented in this study provides a clear image of the research progress achieved in this domain of "Job Crafting" and "Career Crafting", and can assist researchers in identifying fundamental influences from authors, countries, journals, references, keywords, and affiliations. In doing so, this study explicitly strives to answer the key research questions (i) What are the key growth trends and publication volume in the field of crafting? (ii) Who are the most influential authors, institutions, and countries in each field?

## 2. Data and Methods

The data of this study were retrieved from the SCOPUS database on January 31, 2025. Instead of Web of Science (WoS), Google Scholar, or other platforms, SCOPUS was chosen as a search engine because it is known as the largest curated abstract and citation database of research literature around the globe today, and is often selected by scholars for the breadth of its content (Schotten et al., 2017). The terms “Job Crafting” and “Career Crafting” were both used as search concepts. This concept search means that both “Job Crafting” and “Career Crafting” are identified in the title, abstract, publications, and keywords. The quotation marks have been added to the concepts while searching (Van Nunen, Li, et al., 2018). This tightened condition ensures the robustness of the search results (Liu et al., 2013; Van Nunen, Li, et al., 2018). The time span was not restricted, and the results extracted were from 2001 to 2025 for “Job Crafting”; as for “Career Crafting”, the duration was between 2017 to 2024. However, slightly different results may be obtained if the same search strategy is used on a different date. Thus, these differences are because the SCOPUS database is continuously updated, and also retrospective, which can lead to changes over time (Liu et al., 2013). Further, the quality of literature content was ensured by following an inclusion-exclusion criteria where the search results were filtered by excluding book chapters, duplicate materials, grey literature, and conference proceedings.

In the SCOPUS dataset, the search query was used as article title-abstract-keyword (“job crafting”) and the date range. In total, some 1,474 publications related to Job Crafting were identified, and for Career Crafting, only 31 publications. Every publication in the SCOPUS database contains many details, including publication year, authors, abstracts, titles, subject areas, affiliations, and references. The total data was exported to Excel. Further, the VOSviewer ([www.vosviewer.com](http://www.vosviewer.com)) was used to analyze and visualize the literary landscapes, the relationships between authors, countries, co-citations, keywords, and affiliations. This software was used as it offers free access, easy-to-navigate tools for mapping the research network, analyzing the influential elements, and tracking the research trends (Van Nunen, Li, et al., 2018; van Nunen, Reniers, et al., 2018).

## 3. Results

The objective of this study was to provide a bibliometric analysis of the scholarly landscape in the field of job crafting and career crafting. The results of this study are summarized around the annual publication and growth trend, author cooperation, key research areas, journal productivity, affiliation, countries of research production, common languages, lexical network, and keywords.

### 3.1 Yearly Publication Output and Growth Trend

A search for the concept of “Job Crafting” in the SCOPUS database revealed that this concept was first identified by Wrzesniewski and Dutton (2001), in an article named “*Crafting a job: Revisioning Employees as active crafters of their work*”. And by a search for the concept “Career Crafting” by the SCOPUS database, the data showed that this concept first showed up in an article named “*Bridges over Breaches: Agency and Meaning as resources for dealing with new Career demands*” written by (Nalis, 2017). Nonetheless, Table 1 shows that the number of publications per year before 2016 is less than 50 for “Job Crafting”, and overall, for “Career Crafting”, the number revealed in the SCOPUS

database is still less than 20. The number of publications increased and doubled since 2020 for “Job Crafting” and for “Career Crafting”, the number is still less but increased during the year 2024.

**Table 1: Number of Publications**

Rank	JC Yearly	TP	CC Yearly	TP
1	2025	033	2024	13
2	2024	314	2023	05
3	2023	263	2022	03
4	2022	199	2021	03
5	2021	143	2020	02
6	2020	137	2019	03
7	2019	103	2018	01
8	2018	074	2017	01
9	2017	064		
10	2016	053		
11	2015	024		
12	2014	014		
13	2013	015		
14	2012	012		
15	2011	013		
16	2010	008		
17	2009	002		
18	2008	001		
19	2005	001		
20	2001	001		

Source: SCOPUS Database, January 31, 2025

Note: JC = Job Crafting; CC = Career Crafting; TP = Total Publications

### 3.2 Authors' Cooperation

Conducting a bibliometric analysis of research within a specific area can present significant challenges in measuring research performance at a micro level (Donthu et al., 2021). Bornmann and Daniel (2007) highlight some difficulties by emphasizing that researchers are required to maintain a high level of research output. Though it is important to note that, as (Glänzel, 2006) pointed out, there may not always be a link between the number of publications and their citation impact. Even it been said that these problems exist, measuring scientific performance is very important because resources are limited. This measurement is important for evaluation and systematic comparison, facilitating data provision for research authorship (Rey-Martí et al., 2016). The most prevalent bibliometric indicators used to assess the quality of an article are the number of citations it receives and the articles it references (Duque Oliva et al., 2006).

Table 2 shows the most productive authors who are publishing in the area of “Job crafting”. Instead of authorship order, Table 2 also shows that the ranking is based on the author's total number of publications (Van Nunen, Li, et al., 2018). Based on the number

of publications and citations, Arnold Bakker has the highest number of publications, i.e., 59, with a citation impact of 10239. One of the articles contributed by Arnold Bakker was titled “From Job Crafting to Job Quitting? Testing a wise proactively perspective”. This article was published in “Career Development International” (Junker et al., 2023). This study presented interesting findings about when and for whom job crafting is likely to turn into job quitting. For instance, findings of this study revealed that individuals with high self-esteem or high need for challenge are likely to exhibit a positive job crafting-job quitting relationship. Second ranking is Evangelia Demerouti with 45 published articles and 4262 citations. One of her articles, titled “Toward a better understanding of Self-regulation promoting Interventions: When Performance Management and job crafting meet,” was published in “Human Resource Management” (Demerouti et al., 2024). This was a field experiment-based study where the authors observed the effects of a job crafting intervention and Productivity Measurement and Enhancement Systems intervention (ProMES). Their findings showed that the use of self-regulation promotion interventions may produce favorable outcomes; however, a combination of such interventions may impair the relevant processes and overwhelm employees. Third in ranking is Maria Tims with 35 publications and citations around 5403 times. One of her contributions to literature is “Working around: Job Crafting in the context of public and Professional Accountability”, which was published in the “Human Relations” Journal (Renkema et al., 2023). This study focused on stimulus-motivation-job crafting patterns among professionals with a specific work context of accountability. Their findings revealed that the presence of an accountability system motivates professionals toward self-serving and proactive job crafting behaviors.

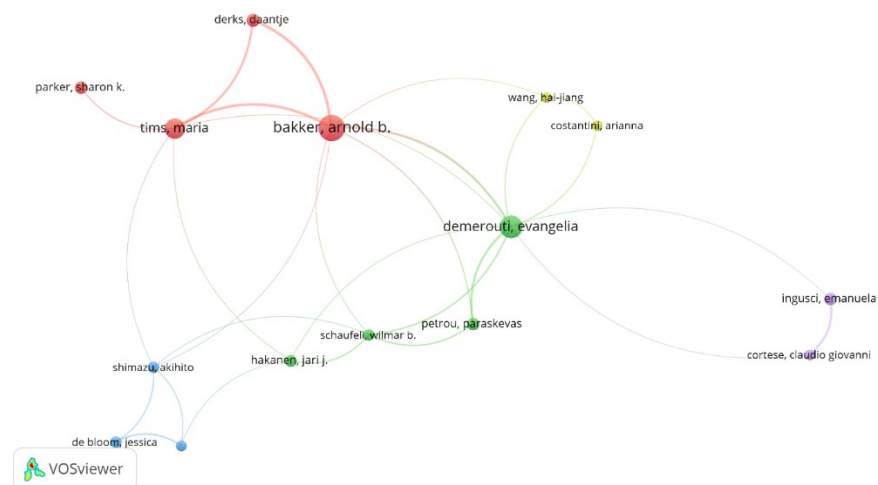
Comparatively, there has been less work done in “Career Crafting”. Some of the authors who have started working on it are also mentioned in Table 2. Table 2 shows that 1<sup>st</sup> ranking Xiaolin Ge, with their publication “Self-goal setting as a way to career sustainability: exploring the roles of career crafting and perceived organizational goal clarity,” which was published in “Career Development International” (Ge et al., 2023). 2<sup>nd</sup> ranking was Haibo Yu with their publication titled “Can gratitude help to craft your career? The role of Prosocial motivation and intrinsic motivation” published in the journal named “Behavioral Sciences” (Zhang et al., 2024). The third-ranked was Eva Knies, who published an article titled “Career Crafting intervention for physicians: Protocol for a randomized controlled trial”, published in “MIR Research Protocols” (van Leeuwen et al., 2020). Co-author analysis is used to determine leading authors in a specific subject area by examining their affiliations and organizational networks. To create the co-author cluster diagram, citations the data from the SCOPUS search were run through VOS viewer. Fig. 1 shows that out of 3,195 authors, 17 met the threshold of minimum co-authorship frequency of 10.

**Table 2: Most Productive Authors**

Rank	JC Author (s)	TP	TC	CC Author (s)	TP	TC
1	Bakker, Arnold B.	59	10239	Ge, Xiaolin	03	19
2	Demerouti, Evangelia	45	4262	Yu, Haibo	03	19
3	Tims, Maria	35	5403	Knies,Eva	02	20
4	Derks, Daantje	15	4876	Taris,Toon W.	02	20
5	Petrou, Paraskevas	14	1686	Van Den Heuvel, Machteld	02	20
6	Hur, Won-Moo	17	559	Van Leeuwen, Evelien H.	02	20
7	Schaufeli, Wilmar B.	11	1781	Gao, Lei	02	09
8	Shin, Yuhung	16	385	Zhang, Qing	02	10
9	Cortese, Claudio Giovanni	10	246	Akkermans, Jos	02	84
10	Ingusci, Emanuela	14	339	Van Der Heijden, Beatrice i.j.m.	02	32
11	Bauer, George F.	10	231	Nalis, Irina	02	12
12	De Bloom, Jessica	11	194	Shultz, Kenneth S.	02	16
13	Shimazu, Akihito	11	193			
14	Hakanen, Jari J.	12	840			
15	Wang, Hai-Jiang	10	675			
16	Costantini, Ariana	10	133			
17	Parker, Sharon K.	14	1153			

Source: SCOPUS Database, January 31, 2025

Note: JC = Job Crafting; CC = Career Crafting; TP = Total Publications; TC = Total Citations



### Figure 1. Co-Author cluster Created

#### 3.3 Research Areas

Two of the most trending concepts, including job crafting (Wrzesniewski & Dutton, 2001) and career crafting (Akkermans & Tims, 2017), have significant implications for business management and social sciences. Therefore, from the perspective of business management, job crafting and career crafting challenge conventional HR Practices, necessitating the development of new paradigms for organizational structure, workforce management, and performance management (De Vos et al., 2019; Demerouti & Bakker, 2013). The number of published papers for each discipline is displayed in Table 3 for Job Crafting and Career Crafting. It displays the articles from various disciplines that were taken from the SCOPUS database. Table 3 shows the disciplines frequently publishing related to job crafting, the highest ranking is in Business, Management, and Accounting (754), second ranking for psychology (581), and third highest in social sciences (403). There has not been much contribution related to career crafting, but still, as shown in Table 3, the highest ranking is found similar across the discipline; the highest ranking has been found in Business, Management, and Accounting.

**Table 3: Research Areas**

Rank	JC Research Areas	TP	CC Research Areas	TP
1	Business, Management and Accounting	754	Business, Management and Accounting	17
2	Psychology	581	Social Sciences	15
3	Social Sciences	403	Psychology	12
4	Medicine	152	Economics, Econometrics and Finance	05
5	Economics, Econometrics and Finance	107	Computer Science	03
6	Arts and Humanities	83	Neuroscience	02
7	Environmental Science	81	Medicine	02
8	Computer Science	78	Environmental Science	02
9	Nursing	67	Energy	02
10	Decision Sciences	59	Biochemistry, Genetics and Molecular Biology	02
11	Engineering	37	Arts and Humanities	02
12	Energy	33	Agricultural And Biological Sciences	02
13	Multidisciplinary	25	Nursing	01
14	Health Professions	16	Multidisciplinary	01
15	Agricultural and Biological Sciences	16		

Source: SCOPUS Database, January 31, 2025

Note: JC = Job Crafting; CC = Career Crafting; TP = Total Publications

### 3.4. Journal / Sources Productivity

The data for publications was gathered on January 31, 2025, from the SCOPUS database. The articles were published in (158) different sources for Job Crafting and (24) for Career Crafting. Thus, the list of sources/journals for job crafting and career crafting is displayed in Tables 4 and 5, respectively. It could be helpful to examine the evolution of approaches to the research topic. The top-ranked sources were the most targeted. For instance, Table 4 lists the top 16 journals with the majority of job crafting publications. And it states that “*Frontiers of Psychology*” was ranked the highest with 57. Additionally, the “*International Journal of Environmental Research*” and “*Current Psychology*” have 38 publications among them ranked as 2<sup>nd</sup> and 3<sup>rd</sup>. The sources with less than 20 have not been mentioned. In contrast, less work has been done on career crafting as indicated by Table 5, which ranks “*Career Development International*” as the highest, but with only 04 publications. The second and third, “*Sustainability Switzerland*” and “*Journal of Vocational Behavior,*” have only two publications.

**Table 4: Journal / Sources Productivity – Job Crafting**

Ranking	Journals	Publications
1	Frontiers of Psychology	57
2	International Journal of Environmental Research and Public Health	38
3	Current Psychology	38
4	European Journal of Work And Organizational Psychology	31
5	Personnel Review	28
6	Sustainability Switzerland	27
7	Journal Of Vocational Behavior	27
8	Career Development International	24
9	Journal of Occupational and Organizational Psychology	22
10	Applied Psychology	19
11	Human relations	16
12	Journal of Managerial Psychology	15
13	International Journal of Hospitality Management	15
14	Plos One	14
15	International Journal of Human Resource Management	14
16	SA Journal of Industrial Psychology	12

Source: SCOPUS Database, January 31, 2025

**Table 5: Journal / Sources Productivity – Career Crafting**

Ranking	Journals	Publications
1	Career Development International	04
2	Sustainability Switzerland	02
3	Journal of Vocational Behavior	02
4	Journal of Career Assessment	02
5	Behavioral Sciences	02
6	Work Across the Lifespan	01
7	University of Toronto Quarterly	01
8	Safer Communities	01
9	Routledge Companion to Career Studies	01
10	Pacific Accounting Review	01
11	Multidisciplinary Science Journal	01
12	Leadership and Organization Development Journal	01

Source: SCOPUS Database, January 31, 2025

### 3.5. Affiliations

A publication may be written by multiple authors from various institutions, or one author may be connected to numerous institutions (Rey-Martí et al., 2016; Van Nunen, Li, et al., 2018). Table 6 displays the top 16 institutions for job crafting that produced the largest number of publications. Table 6 shows that for job crafting, “*Erasmus Universiteit Rotterdam*,” a public university in the Netherlands, is ranked first. The second and third-ranked institutions are also from the Netherlands. Where the second is “*Technische Universiteit Eindhoven*” and the third “*Vrije Universiteit Amsterdam*”, which is also known as the *University of Amsterdam*. Table 6 also shows that for career crafting, “*Universiteit van Amsterdam*” was ranked first. For the second and third ranking, the universities were also found in the Netherlands. The second-ranked university, i.e., “*Faculteit der Managementwetenschappen*”, and the third-ranked were the same as those for job crafting, i.e., “*Vrije Universiteit Amsterdam*”. Research on job crafting and career crafting is particularly prominent in the Netherlands. This indicates that these universities have a strong academic focus on crafting and contributing to these fields of study. The trend of high publication volumes from these institutions may also point to thriving organizational behavior research in the Netherlands.

**Table 6: Affiliations**

<b>Rank</b>	<b>JC Affiliations</b>	<b>TP</b>	<b>CC Affiliations</b>	<b>TP</b>
1	Erasmus Universiteit Rotterdam	87	Universiteit van Amsterdam	03
2	Technische Universiteit Eindhoven	55	Faculteit der Managementwetenschappen	03
3	Vrije Universiteit Amsterdam	37	Vrije Universiteit Amsterdam	03
4	Universiteit Utrecht	34	Radboud Universiteit	03
5	University of Johannesburg	33	Beijing Normal University	03
6	Tilburg University	25	California State University, San Bernardino	02
7	Swinburne University of Technology	20	Lincoln University	02
8	Universiteit van Amsterdam	19	Universiteit Utrecht	02
9	Hanyang University	19	Open Universiteit	02
10	KU Leuven	19	Universiteit Wien	02
11	North-West University	18	Hubei University	02
12	Helsingin Yliopisto	17	Curtin University	02
13	Huazhong University of Science and Technology	17	Utrecht University School of Governance	02
14	Inha University	17	University Medical Center Utrecht	02
15	Universita del Salento	16	Universiteit Gent	02
16	Rijksuniversiteit Groningen	15	Kingston University	02

*Source: SCOPUS Database, January 31, 2025*

*Note: JC = Job Crafting; CC = Career Crafting; TP = Total Publications*

### 3.6. Countries / Territories

Tables 7 provide a detailed representation of the countries that have made significant contributions to job crafting and career crafting. As shown in Table 7 shows that China is the leading country for publishing, with the highest rank in publications. The Netherlands came second after China, and the United States came in third. These rankings reflect the interest and research output in these concepts, with these countries leading the way in advancing our knowledge of job crafting and career crafting. Further, Table 7 supports these findings by showing that the same countries continue to the best in their field of study. The data in both tables show that job crafting and career crafting are important globally, and that these countries are doing a lot to add to the growing body of research. the prominence of the United States, China and the Netherlands illustrates their leadership in shaping the direction of forthcoming scholarly research in this domain. Also, the fact that other countries are included in the rankings shows that these ideas are becoming more popular worldwide, which could lead to more cooperation between cultures in future research projects.

**Table 7: Countries / Territories Top 15**

Ranking	JC Countries	TP	CC Countries	TP
1	China	274	China	08
2	Netherlands	221	Netherlands	07
3	United States	211	United States	05
4	United Kingdom	102	United Kingdom	04
5	Australia	95	Belgium	03
6	South Korea	88	New Zealand	02
7	Germany	71	Austria	02
8	Italy	65	Australia	02
9	India	62	Undefined	01
10	South Africa	58	United Arab Emirates	01
11	Spain	47	Ukraine	01
12	Pakistan	47	Turkey	01
13	Finland	44	Spain	01
14	Undefined	37	Saudi Arabia	01
15	Taiwan	35	Romania	01

*Source: SCOPUS Database, January 31, 2025*

*Note: JC = Job Crafting; CC = Career Crafting; TP = Total Publications*

### 3.7. Languages

The Journal Citation Reports (JCR) give a comprehensive picture of scholarly publications in many fields, including those in languages other than English (Rey-Martí et al., 2016; Van Nunen, Li, et al., 2018). Table 8 shows how many “Job Crafting” articles in different languages were found in the SCOPUS database. It shows that English is the most common language, with a large number of publications (1,424). The second language is Korean, with (16) publications, showcasing that job crafting research is being done in countries where English is not the first language. It is not surprising that English leads, as it remains the global language for academic communication, facilitating wider accessibility of research internationally. A more interesting thing to note is that there isn't much research published in languages like Turkish, Japanese, French, Croatian, and Czech. Despite the growing interest in organizational behavior and career development worldwide, these languages have minimal contributions to both concepts. Interestingly, the field of Career crafting, which overlaps with job crafting, has only 31 publications, all published in English. Therefore, a lack of awareness, restricted access to international academic platforms, or a lack of institutional support for research in particular regions could be the reasons for low publications in these fields. However, the continued global expansion of academic collaboration and the increasing interest in these fields will soon bridge these gaps, promoting a more diverse range of research on both concepts.

**Table 8: Languages - Job Crafting**

Ranking	Languages	Publications
1	English	1,424
2	Korean	16
3	Chinese	11
4	Portuguese	09
5	Dutch	09
6	Spanish	06
7	Russian	03
8	Polish	02
9	Italian	02
10	Greek	02
11	French	02
12	Turkish	01
13	Japanese	01
14	Hungarian	01
15	Czech	01
16	Croatian	01

*Source: SCOPUS Database, January 31, 2025*

### 3.8. Lexical Network

A lexical network was constructed using VOS Viewer, based on keywords extracted from 1,474 articles filtered from the SCOPUS database on “*Job Crafting*”. In this keyword co-occurrence analysis, 179 keywords out of 4,097 met the threshold for a minimum co-occurrence frequency of 10. The resulting network is organized into six clusters, which are displayed in Fig. 2. In Fig. 2, each cluster shows a distinct color and includes a list of keywords that capture various dimensions of job crafting.

- **Red:** Terminologies play an essential role in job crafting, such as proactive personality, meaningful work, Person-Job fit, and autonomy.
- **Green:** Terminologies such as workload, burnout, and social support.
- **Blue:** Keywords represent human capability, such as perception, human experiment, leadership, and labor marketing.
- **Yellow:** Terms represent comfort, such as well-being, psychological well-being, self-concept, and leisure crafting.
- **Light Purple:** Represents terms such as COVID-19, Pandemic, and occupational wellbeing.
- **Light Blue:** Terminologies such as Cross-sectional studies, nursing staff, and multicenter studies.

### 3.9. Keywords Career Crafting

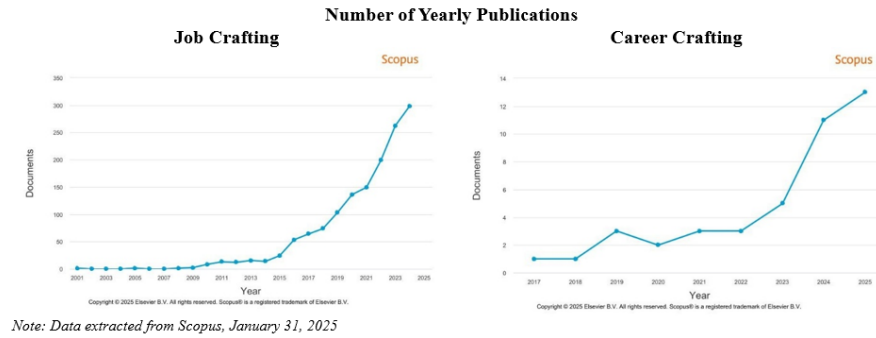
Additionally, by other methods, content analysis was done using Microsoft Word, which created a word cloud based on 139 keywords related to career crafting (See Fig. 3). These keywords were extracted from the SCOPUS database. However, due to relatively less published work on career crafting (31), VOS viewers were unable to create a



#### 4. Discussion

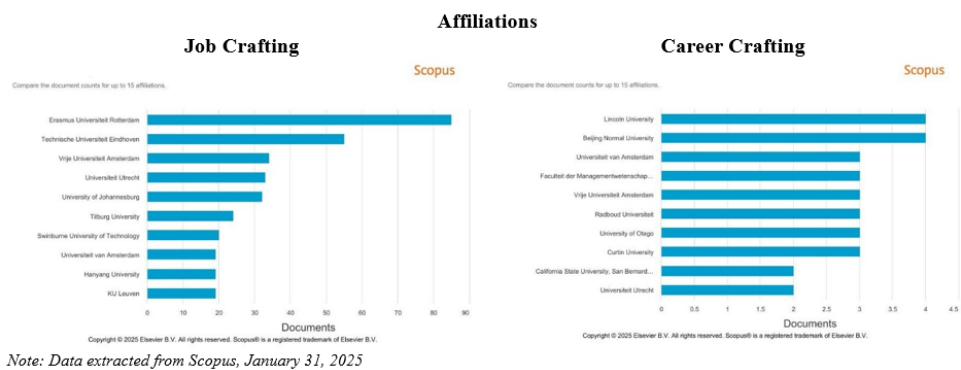
This bibliometric analysis revealed two distinct intellectual landscapes: a dense, mature network for Job Crafting and a sparse, emerging one for Career Crafting. Review of the earlier literature extracted from the SCOPUS database signified ‘career crafting as an emerging concept with scarce research. Previously, the concept has been researched as a mechanism enabling employees to make their career choices, improve career resilience, and shape their career paths. In general, the review of earlier literature highlights job crafting theory, conservation of resource theory, and career crafting as few of the theoretical lenses used to conceptualize the crafting concept (Ge et al., 2023). However, the current theoretical foundation remained weak with no theoretical lens, in particular, as a founding stone used by earlier researchers to promote research and conceptual development in the field. In contrast, job crafting refers to changes in task, relational, and cognitive boundaries within the organization, while career crafting entails similar changes but is more individual-based than job crafting, which usually entails a mutual understanding between employee and employer. The concept of job crafting was first introduced by (Wrzesniewski & Dutton, 2001), but most of the publications have been contributed by Arnold Bakker. Our study reveals that, by and large, the existing body of knowledge in the domain of human resource management and organizational behavior is centered around the former concept i.e., job crafting than career crafting. Both concepts have seen a significant increase in research interest since 2021, but there are still not many publications on either, with career crafting being especially underrepresented. Therefore, this gap in the literature impedes the advancement of career crafting research by limiting our comprehension of the field’s intellectual structure and popular themes.

To address this gap, the study performed a detailed bibliometric analysis of both concepts, exploring trends, authors, annual publications, affiliations, countries, languages, and keywords. The results showed fewer publications on career crafting, with less than 20 annually. In response to RQ1, the study identified 2024 as the most productive year for research in this area. The graph showing yearly publications in “Job Crafting” and “Career Crafting” indicates significant growth in recent years (see Figure 4). For “Job Crafting,” there was a notable increase starting around 2017, reflecting rising academic interest, possibly due to shifts toward more flexible job structures in the evolving global labor market. “Career Crafting” shows a similar upward trend beginning in 2017, though with fewer publications, suggesting it is a newer research field compared to job crafting. Since 2017, both areas have expanded rapidly, indicating that organizations and individuals focus on enhancing job roles to improve employee satisfaction, engagement, and retention. This research boom is linked to changes in the global workplace, such as the rise of remote work, the gig economy, and the growing emphasis on employee well-being. The shift from traditional career development to more dynamic, personalized approaches evident in publishing trends underscores the growing importance of job and career crafting in modern organizational and labor contexts.



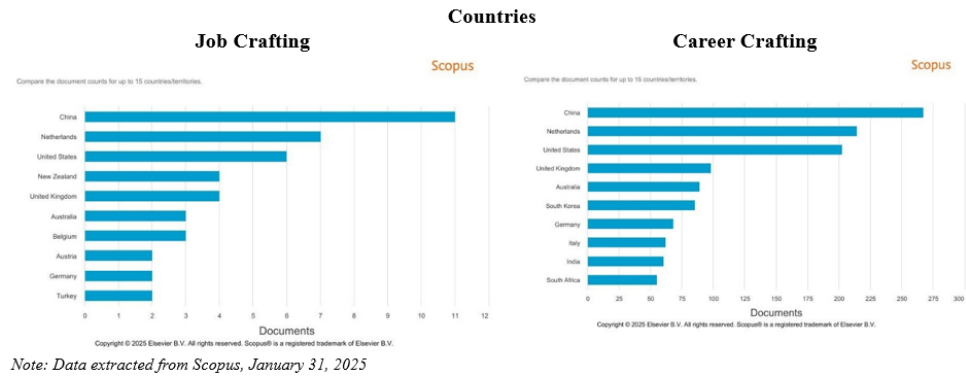
**Figure 4. Yearly Publication Comparison between Job and Career Crafting**

In response to RQ2, results showed that the most important contributions to the literature on the concept of crafting have been from Arnold B. Bakker and Xiaolin Ge, respectively. The majority of publications on job crafting have been found in the “*Frontiers in Psychology*” journal, while for career crafting, the primary source is “*Career Development International*”. For career crafting, other publication sources include Sage’s Journal of Career Assessment, Wiley’s Career Development Quarterly, and MDPI’s Behavioral Science. The graph comparing affiliations for “Job Crafting” and “Career Crafting” shows the top universities that are doing research in these areas (see Figure 5). Erasmus Universiteit Rotterdam and Technische Universiteit Eindhoven are known for their focus on “Job Crafting,” demonstrating a substantial attentiveness on this subject within Dutch institutions. These universities, known for their social science and organizational behavior research, are contributing to the comprehension of work design.



**Figure 5. Affiliation-wise Comparison between Job and Career Crafting**

In contrast, Lincoln University and Beijing Normal University thrive in “Career Crafting”, indicating their rise as leading academics in career development. The rise of these particular universities underscores their growing significance in promoting research on work-related psychological issues, reflecting global academic trends. The increasing focus on these study subjects from specific affiliations highlights the significance of comprehending job and career personalization by digital revolution, and shifting employee expectations. Nonetheless, English is the most widely used language, and the majority of research on both areas has been done in China, the Netherlands, and the United States (see Figure 6).



**Figure 6. Job Crafting vs Career Crafting Country-wise**

The top countries in “Job Crafting” and “Career Crafting” research lead for numerous reasons. Due to its rapid economic expansion, China has a large and rapidly changing labor market that requires a greater understanding of job roles, employee engagement, and career progression to increase productivity and well-being. Similarly, the Netherlands' progressive work culture and emphasis on social sciences and organizational behavior feed scholarly interest in career development and job design. The country values work-life balance, employee satisfaction, and sustainable careers. Because the US economy is driven by businesses and the workplace is changing, the government is pushing for research on Work Psychology, including job design and career development. The UK has a long history of occupational psychology and organizational behavior studies on employee empowerment, job satisfaction, and career advancement. Further, because of their high standards of living, Australia and Germany invest a lot on research into work design and career advancement. This shows how the need for sustainable work settings is required. Finally, South Korea, South Africa, and India are focusing on these areas to modernize their labor markets and improve employment conditions in rapidly developing economies. These countries are conducting more research to address this and boost productivity while adjusting to global work trends.

From a practical perspective, our bibliometric analysis suggests a few implications for HR professionals and career practitioners. First, the growing popularity of career crafting highlights the need for HR professionals to create developmental opportunities and mentoring programs that guide employees in crafting their careers. Second, such initiatives may also help organizations in identifying needs and custom-tailoring the career workshops for high self-esteem employees to prevent future loss of talent.

Theoretically, our study contributes to the current body of knowledge by providing a holistic view of collaborative research in both domains as multi-authored publications. Secondly, many different journals publish on the topic, and a wide range of subject categories is assigned to the published work on both concepts, which indicates a wide variety of research themes.

#### 4.1 Limitations

Some limitations of this bibliometric study should be addressed as well. Firstly, the search was limited to publications listed in SCOPUS. Although SCOPUS is among the largest global databases, it does not contain all publications for both these concepts. SCOPUS is primarily utilized and approved for scientific publication analysis. Second, quantitative techniques are employed in bibliometric analysis. Further, the fact that

bibliometric analysis is limited to pre-existing classifications is another limitation. In light of these constraints, we suggest a more thorough content analysis for future studies to fill in these gaps and improve comprehension of the ideas of job and career crafting.

#### **4.2 Future Research Directions**

From a theoretical perspective, we suggest expanding the theoretical foundation of career crafting beyond the traditional theories of job crafting and career construction. The existing career crafting literature is dominated by conceptualization and validation studies; therefore, we suggest future research to take an empirical dive into exploring and explaining the practical relevance of the construct 'career crafting'. In the future, researchers are encouraged to conduct a cross-cultural investigation on the antecedents and outcomes of career crafting in the Eastern and Western contexts. Further, systematic or meta-analytic reviews are recommended to provide a comprehensive framework on career crafting with future directions and avenues for inquiry.

#### **5. Conclusion**

Being the first of its kind, the purpose of this study was to synthesize the scholarly research in the field of crafting. In doing so, this study attempted to serve the two-fold purpose: (i) it provided a bibliometric review of the crafting literature from a job and career perspective, (ii) it not only consolidated the existing knowledge, highlighted research gaps, but also presented avenues for further research. Results of this study revealed that to date, scholarly literature on career crafting, when compared with job crafting, remains pretty scant. There is a plethora of literature available on job crafting, with descriptive and empirical findings playing a vital role in the development and quantification of the concept of job crafting. In contrast, the conceptual development of career crafting is stagnated at the conceptualization stage with limited empirical evidence. This signifies an important knowledge gap in the literature seeking immediate attention from future scholars to advance research on the theoretical foundation and measurement of career crafting. From a geographical perspective, available research is concentrated around China, the Netherlands, and the US, with a vast scope for exploring career crafting in other geographical, social, and cultural contexts of the world. Further, this study sets the stage for future research to enrich the theoretical underpinning of 'career crafting' by delving deeper into the perspectives provided by the theory of proactive career behavior.

#### **Conflict of Interest**

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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#### **Data Fabrication/Falsification Statement**

The author(s) declare that no data have been fabricated, falsified, or manipulated in this study.

#### **Participant Consent**

This study is based on secondary data obtained from publicly available sources and did not involve any human participants. Therefore, no participant consent was required, and all data were used in accordance with ethical standards for secondary data research.

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