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EXPLORING THE LANDSCAPE OF MOBILE PAYMENTS ADOPTION AMONG MALAYSIAN ENTREPRENEURS: A BIBLIOMETRIC ANALYSIS

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Abstract: The global adoption of mobile payment systems has seen significant growth, but the uptake among entrepreneurs varies significantly across different regions. The use of mobile payments by Malaysian small business owners is the main topic of this study, which analyses current trends and maps the market using data and literature from the Scopus database. This study finds important elements impacting the adoption of mobile payments through an analysis of academic literature. Through a scientometric analysis, this study seeks to map the research environment on Malaysian entrepreneurs' adoption of mobile payments. These factors include papers categorised by year and affiliations. Data shows that although research on the use of mobile payments among entrepreneurs in Malaysia is becoming more prevalent, a few clusters, like continuance adoption and mobile payment systems, remain trending. After a compilation of over 389 papers, researchers assessed the findings from research development trends and literature patterns related to the adoption of mobile payments among entrepreneurs from Malaysia. Additionally, this survey discovered that Universiti Sains Malaysia (USM), UCSI University, and Universiti Utara Malaysia (UUM) are the top three universities in Malaysia with publications in this field. This research contributes to our understanding of the interest in digital payments in emerging nations and provides a comprehensive review study for entrepreneurs, technology providers, and small business owners interested in leveraging mobile payment technologies to grow their businesses.

Keywords: Adoption, Entrepreneurs, Malaysia, Mobile payments

1. Introduction

The use of cashless payment has been shown to promote the use of internet and mobile banking (Ong & Chong, 2022; Aduba, 2021). This method of payment enables retailers to conduct transactions through mobile devices and allows consumers to securely purchase products or services (Rahmad, 2024). According to a recent study, entrepreneurs, especially those in developing nations, are depending more and more on mobile payments to fuel their companies' expansion and success (Chandradasa & Liyanapathirana, 2022). Empirical studies reveal adoption behaviour determinants,

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while bibliometric evaluations reveal mobile payment research's intellectual structure and trends. However, bibliometric evaluations, like Sharma (2023), map the intellectual structure of mobile payment research, emphasising major themes, trends, and gaps. At present, there is a lack of a comprehensive worldwide statistical analysis of bibliometric reviews, specifically one that concentrates on scientometric-based studies on mobile payment usage and studies on entrepreneurs. Nevertheless, among entrepreneur publications in Malaysia, there is still a lack of sufficient top references that provide the most comprehensive analysis of mobile payments, specifically using scientometric approaches. The objective of this study is to analyse the current trends in mobile payment adoption and entrepreneurs research and publications in Malaysia.

2. Literature Review

2.1 *Mobile payments and adoption*

Mobile technology, which can range from cell phones to other wirelessly equipped devices, is used in the process to transmit monetary value from one party to another (Elgazouly et al., 2022). Mobile applications, which enable users to make purchases, pay bills, send money, and perform other financial operations, typically facilitate these payments (Atmajaya et al., 2019). Elements such as security, trust, usability, institutional considerations, and government legislation significantly influence the adoption of mobile payments (Cao, 2021). Moreover, studies have shown that elements like performance expectations, social influence, compatibility, expertise, and trust significantly shape the adoption of mobile payments (Arli & Bakpayev, 2023).

2.2 *Mobile payments adoption and entrepreneurs*

The acceptance of mobile payment among entrepreneurs, from a merchant's perspective, has been discussed by recent scholars. Entrepreneurs, especially those operating in small and medium-sized enterprises (SMEs), are attracted to mobile payments because of their convenience and compatibility with everyday routines. The user-friendly nature and reliable performance of mobile payment solutions attract entrepreneurs (Chandradasa & Liyanapathirana, 2022). Besides that, entrepreneurs perceive mobile payments as instruments to optimise their business processes and stimulate expansion (Mbogo, 2010). In addition, perceived ease of use, usefulness, safety, and trust are critical factors that influence the adoption of mobile payments among entrepreneurs (Hasan et al., 2021). Experts suggest that studying the adoption of mobile payments among micro-entrepreneurs in Malaysia might offer valuable insights into the elements that influence their use of mobile applications. This knowledge can be useful in understanding their acceptance of mobile payment solutions (Ojo, 2023; Slinger, 2024).

3. Research Methodology

The study employs a scientometric analysis to explore the landscape of mobile payment adoption research in Malaysia. Data were sourced from Scopus database, focusing on publications that examine the relationship between mobile payments and entrepreneurs. The research process involved three phases: Phase I was identifying relevant themes and determining article eligibility based on scope; Phase II was evaluating the suitability of selected articles; and Phase III was finalising the articles for analysis. Researchers use CiteSpace software for scientific analysis and Microsoft Excel 365 for analysing the descriptive dataset from the Scopus database. Focus was on 389 articles using the search string ("Mobile Payments") AND ("Adoption") AND ("Entrepreneurs") AND ("Malaysia"), all of which were centred on Malaysia.

4. Results

4.1 Descriptive Analysis

Figure 1 illustrates the progressive increase in publication trends from 2014 to 2023. In the year 2024, it is anticipated that there would be increased vulnerability as the situation has not yet concluded. These studies jointly enhance our comprehension of the patterns and variables that impact the acceptance of mobile payment solutions by entrepreneurs. A scientometric researcher must identify relevant academic publications by year and affiliation, notably when studying mobile payment uptake among Malaysian entrepreneurs.

Figure 1: Publications by Year 2014 -2024

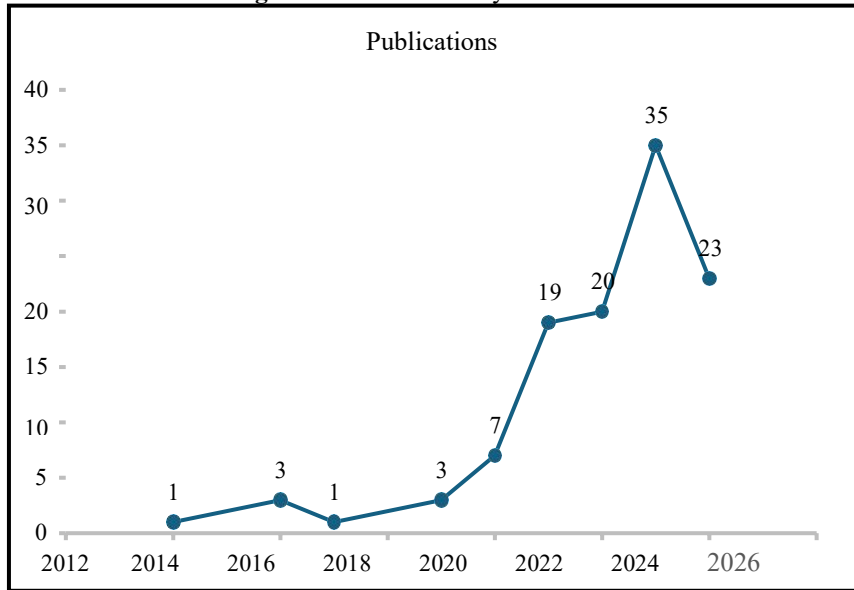
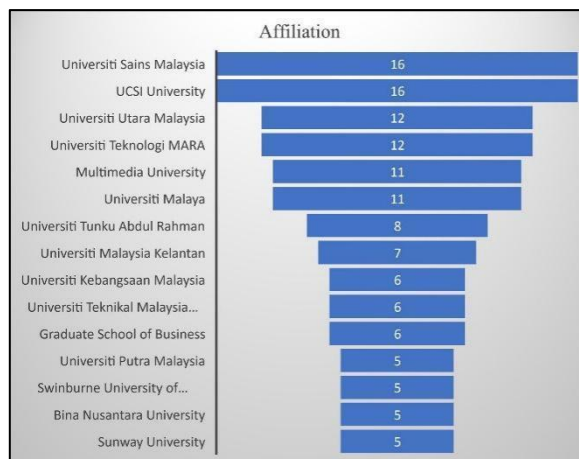


Figure 2 provides a thorough summary of publication records categorised by affiliation. It offers useful information on research impact and collaboration patterns of leading institutions in the Scopus database. Examination of publications that use affiliation data from the Scopus database reveals the research output and influence of prominent universities such as Universiti Sains Malaysia (USM), UCSI University, and Universiti Utara Malaysia (UUM). These institutions have robust research outputs, significant citation counts, and a wide range of study fields related to mobile payment in Malaysia.

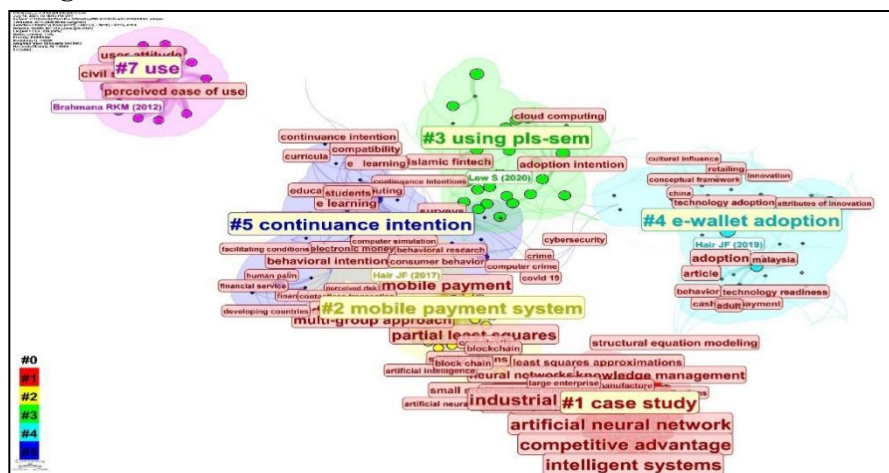
Figure 2: Publications by Affiliation



4.2 Scientometric analysis

Multiple studies have conducted bibliometric analyses to examine trends, patterns, and dynamics related to the creation of mobile payment technology (Utami, 2024; Sharma, 2023). This study focuses primarily on the evolution of research clusters in Malaysia. Figure 3 shows the identification of six research clusters based on an examination of data from a mobile payment system case study. These clusters include PLS usage, e-wallet adoption, continuous intention, and usage. The research cluster has four highly-cited articles. In cluster 2, the article on mobile payment systems by Hair (2017) is the most cited. In cluster 3, the most cited article is on the use of PLS by Lew (2020). In cluster 4, the most cited article is on e-wallet adoption by Hair (2019). Finally, in cluster 7, Brahmana (2012) has the most cited article on usage. In addition, scientometric methodologies can identify significant turning moments in intellectual progress, examine the development of research fields, and identify the most dynamic areas of research using measures such as centrality and burst (Geracitano et al., 2021).

Figure 3: Results of Research Trend Cluster Label and Most Cited Articles



5. Conclusion And Future Research

This study contributes to the existing body of knowledge by providing a comprehensive scientometric analysis of mobile payment adoption among entrepreneurs in Malaysia. Researchers can monitor changes in interest in the uptake of mobile payments over time by identifying important publications year by year. This chronological analysis aids in determining the times of significant discoveries or shifts in emphasis. Researchers can also find networks of collaboration within the area by mapping the affiliations of important publications and research trend clusters (Mu & Lee, 2022). This aids in understanding the exchange and spread of information among authorities involved and nations.

The findings of this study indicate a rise in publication patterns from 2014 to 2024 about the adoption of mobile payments among entrepreneurs in Malaysia, with USM and UCSI University having the highest affiliation. A scientometric analysis has discovered six distinct research clusters by analysing data from a case study on the mobile payment system. However, the study also highlights limitations. The review exclusively examines academic documents obtained from Scopus database, which limits the scope of the studied literature concerning the adoption of mobile payment among entrepreneurs in Malaysia. Future research should include a wider range of studies from databases like Web of Science, Google Scholar, and PubMed to gain more insights. This study focuses exclusively on articles published from 2014 to 2024. Therefore, future research should include articles published after January 2024 to better understand and interpret the latest studies, which may offer different findings.

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