

Digital Transformation and Consumer Engagement in OTT Platforms: A Comprehensive Literature Review

Isha Kalra¹ and Meenu Gupta²

1. Research Scholar, Maharishi Markandeshwar Institute of Management, Maharishi Markandeshwar (Deemed to be University), Mullana–Ambala, Haryana, India.
2. Associate Professor, Maharishi Markandeshwar Institute of Management, Maharishi Markandeshwar (Deemed to be University), Mullana - Ambala, Haryana, India.

ARTICLE INFO	ABSTRACT
Received: 29 Sept 2024 Accepted: 17 Oct 2024	<p>The digital revolution and widespread availability of affordable smart devices & internet have boosted consumer engagement with media services, leading to exponential growth in the outburst of over-the-top platforms. In India, this technological advancement has accelerated the consumer behaviour towards digital platforms, particularly after 2016, and COVID-19 has intensified the digital content consumption. This study presents a comprehensive bibliometric and literature review exploring the new dimensions of digital transformation, sustainability and consumer behaviour in the OTT platforms. The objective of the research is to analyse the publication trends pertaining to over-the-top platforms by identifying the influential authors and the most productive journals in the domain, determining the most impactful publication and uncovering prevailing research themes guiding current scholarly discourse. A bibliometric analysis was conducted using the Scopus database from 2014-2024. The refined dataset comprised 103 studies, spanning 171 sources, authored by 566 scholars. Major findings reveal that a significant increase in publications occurred from 2020 onwards, showcasing increased academic and industry interest in OTT platforms amidst changing consumer habits. The thematic analysis of keywords and network visualisation illustrates that core research clusters centre around technological innovations such as recommender systems, collaborative filtering, and deep learning, alongside consumer-centric themes like social media integration, business models and content personalisation. Additionally, emerging topics like sustainable considerations, data analytics and pandemic-driven shifts in consumption patterns are beginning to shape the discourse. The review highlights the growing importance of integrating technological advancements and suggests future research opportunities in exploring sustainable digital practices and environmentally conscious consumer engagement in shaping the future of OTT services.</p> <p>Keywords: Digital Transformation, Sustainability, Consumer behaviour, OTT platforms, Bibliometric Analysis</p>

INTRODUCTION

The rise of digital technologies has changed the way the media and entertainment industries operate. Over-the-top (OTT) platforms have emerged as one of the most influential innovations in this transformation (Hallur, Aslekar & Prabhu, 2023). These platforms use the internet as the catalyst to transmit content directly to viewers in the form of video, audio, and other media, bypassing traditional distribution channels like cable and satellite (Saxena, 2023). The growing popularity of OTT such as Netflix, Amazon Prime Video, Disney+, and regional players across the globe shows the impact of this change on consumer behaviour, business models, and cultural trends (Mulla, 2022). OTT platforms are not only changing how people watch and interact with content but are also reshaping the strategies of organizations working in the media sector (Farooq & Raju, 2019). Digital transformation is central to this shift. The move from conventional broadcasting to digital-first platforms highlights how technology drives innovation (Sundaravel & Elangovan, 2020). The speed of technological development has made it essential for companies to adopt digital tools to remain competitive (Sharma & Lulandala, 2023; Ganesan, 2023). At the same time, these platforms also face challenges such as data security, rising competition, and consumer expectations for continuous innovation (Kour & Chhabria, 2022).

Sustainability has also become a key focus in discussions related to digital transformation and OTT platforms. While media streaming appears to be environmentally friendly compared to physical media production and distribution, it carries hidden environmental costs (Polisetty, Sowmya & Pahari, 2023). The energy required for large-scale data storage, internet usage, and content delivery raises concerns about carbon emissions (Lee, Moon & Yin, 2020). Moreover, the sustainability debate goes beyond environmental factors and includes economic and social dimensions (Patnaik, Patra, Mahapatra, & Baral, 2024). Questions about digital inclusion, fair access, content diversity, and ethical business practices are important when considering the long-term impact of OTT platforms (Behare & Jeet, 2024). A sustainable approach ensures not only environmental responsibility but also cultural and economic balance in digital ecosystems (OTT, 2024).

Another major aspect of OTT platforms is consumer engagement. With the abundance of choices available to audiences, capturing and retaining attention is a constant challenge (Sadana & Sharma, 2021). Consumers are no longer passive viewers; they are active participants who influence trends, provide feedback, and shape content strategies (Periaiya & Nandukrishna, 2024). Engagement is strengthened through interactive features, personalized recommendations, social media integration, and targeted marketing (Behare & Jeet, 2024). Companies use consumer data to understand viewing habits, preferences, and expectations, which in turn shapes their service offerings. However, this dependence on data-driven engagement also raises concerns about privacy and ethical data usage (Nyathi, Mckenzie, Gorur, & Doss, 2024).

The intersection of digital transformation, sustainability, and consumer engagement creates an important field for research. Many studies have examined these areas separately, but there is a need for an integrated review that explores how they connect in the context of OTT platforms. Understanding this relationship is important for both academics and practitioners who aim to build effective, sustainable, and consumer-friendly strategies. This paper provides a comprehensive literature review of these three interconnected themes. It reviews the role of digital transformation existing research in OTT growth, the sustainability challenges and opportunities linked to streaming services, and the strategies used to enhance consumer engagement. The aim is to provide a holistic understanding of how OTT platforms can evolve in a way that balances innovation, responsibility, and consumer satisfaction.

OTT REVIEW

The study of OTT platforms has gained significant attention in recent years as researchers explore their impact on technology, business, and society. Several studies investigate how consumer preferences and engagement strategies influence platform growth (Singh, Arora & Kapur, 2022). However, there is limited research that combines these three aspects into a single framework. To address this gap, a bibliometric analysis has been carried out in this paper. This approach helps to map existing knowledge, identify leading contributions, and highlight key trends in the literature. By analyzing publication patterns, influential authors, and thematic clusters, the review provides a clear understanding of how research on OTT platforms has developed over time and where future opportunities lie.

This study aims to integrate the reviews of the various ongoing studies, opinions and surveys in the context of OTT platforms. The following research questions (RQs) are addressed in this study, which include:

RQ1. To study the OTT Streaming platforms' present publication trend?

RQ2. To identify the most productive authors and journals in OTT Streaming?

RQ3. To identify the most influential publications on the OTT?

RQ4. To identify the prevailing research themes in this study area?

RESEARCH METHODOLOGY

As the literature on OTT platforms continues to expand, it becomes increasingly challenging for researchers to identify, organize, and connect relevant studies. To address this challenge, bibliometric analysis has been adopted in the study. Bibliometric Evaluation is considered a structured and scientific technique to evaluate existing knowledge quantitatively (Donthu et al., 2021). This method enables researchers to assess contributions by countries, institutions, authors, and journals, providing both a performance-based and structural understanding of a research field (Khatib et al., 2021a). In this study, bibliometric analysis has been carried out using two main tools: performance analysis and science mapping. Performance analysis helps to measure productivity in terms of publications, citations, and authorship trends. Science mapping, on the other hand, identifies relationships between themes, keywords, and research clusters, thus offering an understanding of the intellectual structure of the field (Yadav & Saini, 2023). This combined approach provides a holistic understanding of how research on digital transformation, sustainability, and consumer engagement in OTT platforms has evolved.

DATA PROCESSING

Before conducting a bibliometric analysis, it is important to identify and select the relevant body of literature. In social science research, widely used databases are Scopus and Web of Science. Both provide access to a large number of journals and published works. However, Scopus is often preferred because it covers a broader range of journals compared to Web of Science (Yadav & Saini, 2023). Several earlier studies in management and related fields have also relied on Scopus for bibliometric analysis (Bartolini et al., 2019). For this reason, the present study used the Scopus database, which is maintained by Elsevier, as the primary source for data collection.

The next step is the creation of a search strategy in bibliometric analysis. A well-structured search string ensures that the review captures all the relevant articles. Following the recommendations of Bartolini et al. (2019), the keywords in this study were divided into two groups. The first group included terms related to OTT platforms, such as "OTT," "Over the Top streaming," "OTT platforms," and "OTT streaming platforms." The second group included

terms related to consumer aspects, such as “consumer perception” and “consumer behaviour.” The search string combined both groups of keywords within the title, abstract, and keyword fields of Scopus.

This strategy produced 218 articles from 171 different sources. After the initial retrieval, an inclusion and exclusion process was applied to refine the dataset. The study considered only the published peer-reviewed research articles/journals. Conference papers, book chapters, editorials, and non-scholarly work were excluded. To maintain quality and consistency, only articles written in English were included. In addition, the scope of selection was restricted to publications focusing on consumer behaviour, OTT, or over-the-top streaming platforms. This filtering process ensured that only the most relevant and high-quality studies formed the basis of the review.

To ensure that the review is based on high-quality and relevant studies, clear inclusion and exclusion criteria were applied after retrieving the initial dataset. These criteria helped to filter out irrelevant publications and maintain the focus on consumer behaviour and OTT platforms. Table 1 below summarizes the specific conditions used for selecting and excluding research articles in the present study.

Table 1: Data Selection Criteria

Criteria	Inclusion	Exclusion
Document Type	Journal Articles	Conference Papers, Book Chapters, Editorials
Language	English	Non-English Publications
Subject Domain	OTT Platforms, Over-the-Top Streaming, Consumer Behaviour	Other domains not related to the study focus
Source Type	Peer-reviewed Journals (Scopus indexed)	Non-scholarly sources, Magazines, Reports
Timeframe	All years (till date of data collection)	Not applicable

Source: Author Compilation

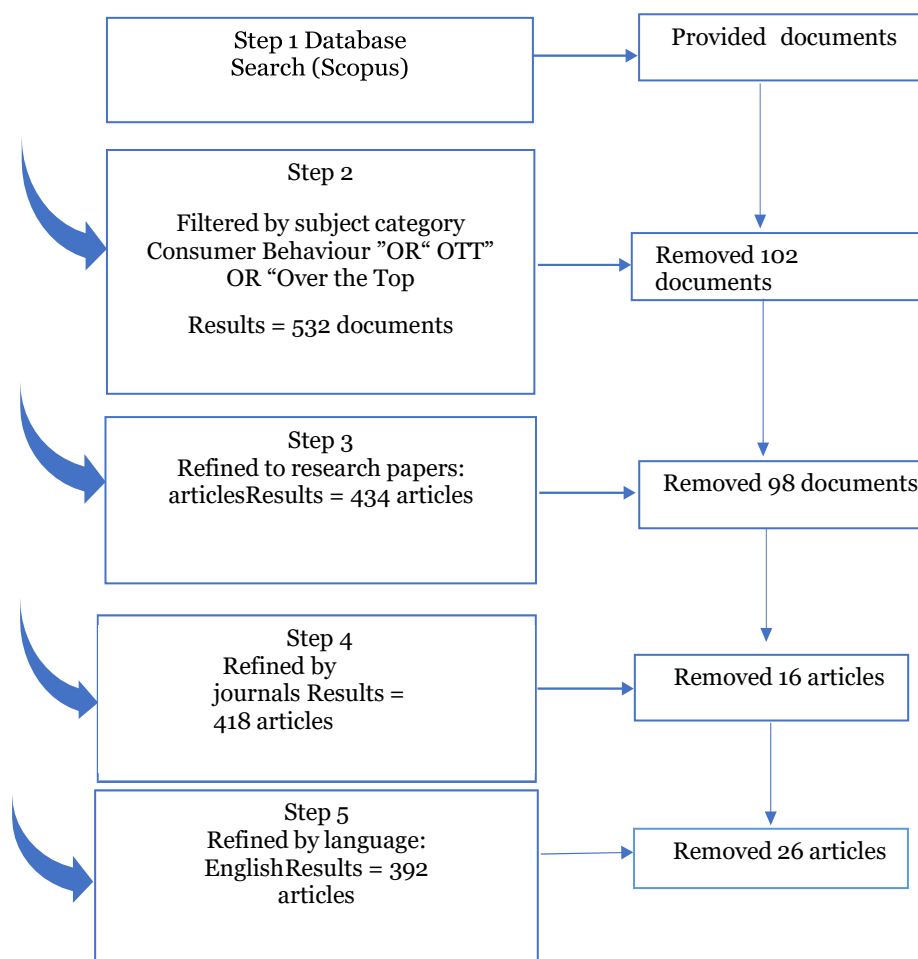


Figure 1: Process of Article Selection

Source: Author Compilation

Figure 1: Illustrates the systematic process of article selection for the bibliometric analysis. The initial search in Scopus retrieved 218 records. After screening and applying the inclusion and exclusion criteria, 159 high-quality journal articles were selected for the final analysis. This process ensured that the dataset was relevant, reliable, and focused on OTT platforms and consumer behaviour.

BIBLIOMETRIC ANALYSIS AND DISCUSSION

Bibliometric analysis of Over-the-Top (OTT) platforms provides a comprehensive overview of research trends and knowledge development in the rapidly expanding digital entertainment sector (Zhu, Joo & Nam, 2024). As streaming services grow, scholarly interest has focused on user behaviour, technological innovation, content strategies, and regulatory issues (Kumari & Singh, 2024, June). By examining publication patterns, influential authors, institutions, and citation networks, bibliometric studies reveal the intellectual structure of the field and emerging research directions, offering valuable insights for both researchers and industry stakeholders (Singh, Arora & Kapur, 2022). The results and discussion section attempt to address the research questions related to current publications, most productive journals, most influential publications, and prevailing research themes.

SUMMARY STATISTICS

This section presents the summary of a bibliometric analysis of 103 studies published from 2014 to 2024 on the OTT platforms. Table 2 shows the summary statistics of the study's findings. The Scopus dataset included 392 papers from 566 authors, published in 171 sources. These authors have used 800 keywords to categorise their articles across the entire data set. These authors have published 36 single-authored articles in this subject area. Furthermore, the average number of citations per document is 4.344. The average number of co-authors per paper is 2.87. Furthermore, there are 15.14% international co-authorships. All these results imply that most of the articles in this field are the result of joint research efforts. This indicates that experts in this field are open to collaborating, and therefore, new upcoming researchers could approach the established researchers and should dig deeper into this field. Overall, the summary statistics demonstrate how varied and extensive the given data set is.

Table 2: Summary of a Bibliometric Analysis

Description	Results
Timespan	2014:2024
Sources (Journals, Books, etc.)	171
Documents	218
Annual Growth Rate %	24.57
Document Average Age	2.33
Average citations per doc	4.344
References	7793
Document Contents	
Keywords Plus (ID)	841
Author's Keywords (DE)	800
Authors	
Authors	566
Authors of single-authored docs	36

Source: Author's own Calculation

TOP PRODUCTIVE JOURNALS

To understand the current dimensions of research on the subject and its future scope, it is necessary to be familiar with the journals that publish many high-quality publications. A total of 103 articles considered for the bibliometric analysis in this study have been published in 171 journals. Table 3 lists the leading journals based on a number of articles published in the field of "Consumer Behaviour, OTT, and Over the Top". Among these journals, the "AIP conference Proceedings" journal ranks one, with 7 published articles and citations. This is followed by "Lecture Notes in information and system", which has 6 published articles and 8 citations, and "Journal of Content, Community & communication", with 4 articles having 33 citations. "Telematics and Informatics" is also important to note as it has 111 citations with only four articles. These are the leading journal with good citations compared to other journals in the study.

Table 3: Top Productive Journals

Sources	Articles	Publisher	TC	PY start
AIP conference Proceedings	7	AIP publishing		2022
Lecture notes in Networks and System	6	Springer	8	2020
IFIP advances in Information and communication technology	5	Springer		2020
Journal of content, community and communication	4	Amity University	33	2020
Journal of Retailing & consumer services	4	Elsevier	30	2023
Telematics and informatics	4	Elsevier	111	2016
Communication in Computer & Information Science	3	Springer	1	2021
Vision	3	Sage	63	2021

Source: Author's own Calculation

The table 3 highlights a range of sources contributing to research on digital transformation, sustainability, and consumer engagement in OTT platforms. Publications are spread across both conference proceedings and academic journals, showing how this topic draws interest from multiple disciplines. Journals such as Telematics and Informatics and the Journal of Retailing & Consumer Services have higher citation numbers, suggesting they play a key role in studying technology use and consumer behaviour. Springer's conference series and lecture notes mainly cover technical advancements linked to digital transformation. Although conference papers, like those in AIP proceedings, have fewer citations so far, they indicate emerging discussions in this area, especially from 2020 onwards. Publications like Vision and the Journal of Content, Community and Communication also contribute valuable insights into media trends and digital engagement. Overall, the table reflects a growing research interest in connecting digital innovation, sustainability practices, and how consumers interact with OTT services.

Table 4: Journal Ranking based on Bradford Law from Zone-I

Journal Name	Rank	Freq	Cum-Freq
AIP Conference Proceedings	1	7	7
Networks And Systems Lecture Notes	2	6	13
IFIP Advances In Information and Communication Technology	3	5	18
Journal Of Content, Community And Communication	4	4	22
Journal Of Retailing And Consumer Services	5	4	26
Telematics And Informatics	6	4	30
Communications In Computer And Information Science	7	3	33
Estudios Sobre El Mensaje Periodistico	8	3	36
Vision	9	3	39

Source: Author's own calculation

The table 4 organizes journals by how often they appeared in the literature review focused on digital transformation, sustainability, and consumer engagement in OTT platforms. It shows that all listed journals fall into Zone 1, meaning they are the most frequently referenced and

contribute significantly to the topic. AIP Conference Proceedings ranks first, with seven articles, highlighting strong interest in technical developments relevant to OTT. Following closely are Lecture Notes in Networks and Systems and IFIP Advances in Information and Communication Technology, both from Springer, which also emphasize technological research. Journals like the Journal of Retailing and Consumer Services and Telematics and Informatics are equally important, offering valuable insights into consumer behavior and technology adoption. Other sources, such as Vision and Estudios sobre el Mensaje Periodístico, add diverse perspectives related to media and communication. Altogether, the table shows a concentrated body of research across multiple journals, reflecting the multidisciplinary nature of this emerging field.

Table 5: Top Journals with Source Impact

Element	h_index	g_index	m_index	TC	NP	PY_start
Telematics And Informatics	4	4	0.44	111	4	2016
Media, Culture And Society	1	1	0.16	71	1	2019
Vision	2	3	0.5	63	3	2021
Journal Of Communication	1	1	0.11	50	1	2016
Proceedings Of the Acm Conference On Computer And Communications Security	1	1	0.166	46	1	2019
Revista Latina De Comunicacion Social	1	1	0.2	42	1	2020
Journal Of Content, Community And Communication	2	4	0.4	33	4	2020
Journal Of Retailing And Consumer Services	3	4	1.5	30	4	2023

Source: Author's own calculation

The table 5 provides bibliometric details for key journals contributing to research on digital transformation, sustainability, and consumer engagement in OTT platforms. Metrics like h-index, g-index, and m-index help indicate both the productivity and influence of each journal within this research area. Telematics and Informatics stands out with the highest values across several indicators, showing strong scholarly impact and consistent output since 2016, with 111 total citations from four papers. Other journals, such as Media, Culture and Society and Journal of Communication, have fewer publications but still hold relevance, each contributing focused insights since around 2016-2019. Journals like Vision and the Journal of Retailing and Consumer Services show more recent engagement, reflected in their higher m-index values, indicating a rapid rise in influence relative to their newer publication start dates. Overall, the table highlights a blend of established and emerging journals shaping the discourse on how digital innovation and sustainability intersect with consumer behavior in OTT services.

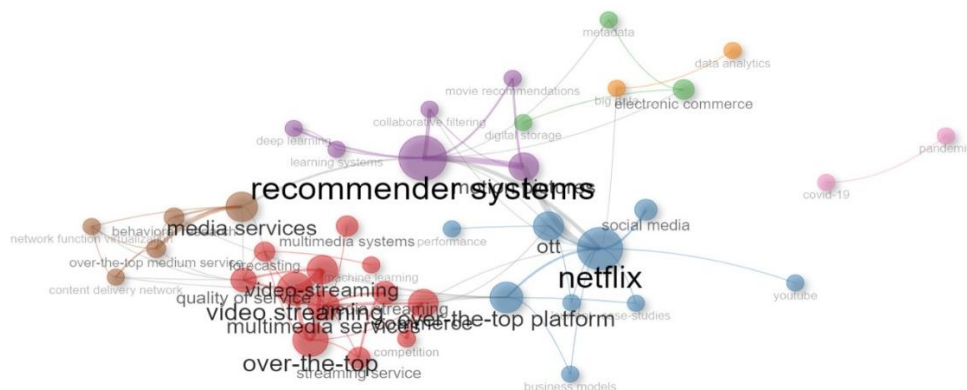


Figure 2: Co-occurrence of words using Vosviewer

Source: Author Compilation

Figure 2 represents Co-occurrence of words, a network visualization mapping the key research themes and connections in studies related to OTT platforms, digital services, and consumer engagement. Each colored cluster represents related keywords or topics that frequently appear together in the literature. The largest nodes, such as “recommender systems,” “netflix,” “over-the-top platform,” and “video streaming,” indicate core areas of research with strong linkages. Purple clusters focus on technical aspects like collaborative filtering and deep learning, highlighting technological innovations in personalized content delivery. Red clusters emphasize video streaming, media services, and quality of service, reflecting performance and user experience studies. Blue clusters connect OTT, social media, and business models, showing interest in how platforms like Netflix fit into broader digital ecosystems. Smaller clusters touch on emerging topics like data analytics, e-commerce, and pandemic-related impacts. Overall, the visualization reveals a rich, interconnected research landscape exploring both technological and consumer behavior dimensions of OTT services and digital media.

CONCLUSION

This study provides a thorough bibliometric review of the scholarly landscape surrounding OTT platforms, focusing on the interconnections between digital transformation, sustainability, and consumer engagement. The analysis shows that while research on OTT services was initially limited, there has been a notable surge in publications from 2020 onward, reflecting increased academic and industry interest driven by evolving digital habits and the pandemic's influence. Key journals such as *Telematics and Informatics* and *Retailing and Consumer Services* have emerged as significant contributors, offering insights into both technological advancements and consumer behavior. The thematic mapping reveals that much of the research has concentrated on technological innovations like recommender systems and AI-driven content personalization, alongside studies exploring user attitudes, trust, and behavioral intentions. However, the integration of sustainability considerations into OTT research remains relatively underdeveloped, signaling the need for further scholarly attention. Overall, this review demonstrates a vibrant and multidisciplinary research field that continues to expand in scope and relevance.

FUTURE RESEARCH DIRECTIONS

Although research on OTT platforms has expanded significantly, several areas remain ripe for further exploration. Future studies could delve deeper into how sustainability initiatives by OTT providers, such as eco-friendly streaming technologies and green data centers, influence consumer trust, perceived value, and willingness to pay. While the Technology Acceptance Model and related frameworks have been widely used to study user adoption, incorporating sustainability as a variable could yield fresh insights into consumer decision-making (Vaidya, Fernandes & Panda, 2023). Moreover, most existing studies focus on global or Western contexts, leaving a gap in understanding regional dynamics, particularly in emerging markets like India, where cultural diversity and unique consumption patterns may shape OTT adoption differently. Longitudinal research could also help track changes in consumer behaviour over time, especially in the post-pandemic era, where digital fatigue and hybrid entertainment preferences might alter usage patterns.

Additionally, exploring how consumers navigate multiple digital platforms such as OTT services alongside social media and e-commerce could reveal important insights into cross-platform engagement and sustainable digital habits. Investigating innovative business models that integrate sustainability without compromising profitability also presents a valuable avenue for future research. Addressing these gaps will help build a more comprehensive understanding of the evolving interplay between digital transformation, sustainability goals, and consumer engagement in the OTT sector.

CONFLICT OF INTEREST

The authors declared no potential conflicts of interest concerning authorship, publication/research of this article.

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ETHICAL APPROVAL AND INFORMED CONSENT

The study did not involve any experiments on animals or human participants; therefore, ethical approval and informed consent were not applicable.

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