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Exploring the research trends and development of augmented reality and virtual reality in ASEAN countries: a bibliometric study
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Abstract
This review of Association of Southeast Asian Nations (ASEAN) augmented reality (AR) and virtual reality (VR) studies uses bibliometric analysis and VOSviewer mapping. This study looks at an extensive set of Scopus articles from reliable sources to determine who contributes to ASEAN AR and VR research, the themes, how people work together, and how people cite each other. A study of bibliographies shows that the number of ASEAN AR and VR research articles has grown significantly since 2010. It also talks about important ASEAN study institutions, authors, and countries. The study themes are shown visually on VOSviewer mapping, showing how AR and VR can be used in healthcare, travel, gaming, and business. Co-authorship and reference networks shed light on how people work together on research projects and how ideas move within and outside of ASEAN. This organized review of ASEAN AR and VR research helps researchers, policymakers, and business stakeholders understand the current situation, find research gaps, and work together. The results can change research, resource use, and policy changes to encourage the growth and use of AR and VR technologies in ASEAN. It can lead to more innovation, economic development, and positive social effects. © 2024 Institute of Advanced Engineering and Science. All rights reserved.

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ASEAN; Augmented reality; Bibliometric analysis; Virtual reality; VOSviewer

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