

## A BIBLIOMETRIC ANALYSIS OF SEXUAL HARASSMENT IN WORKPLACE ENVIRONMENT

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### Abstract

**Purpose** – to reveal different types of sexual harassment in a modern workplace. It addresses new trends in the interdisciplinary discourse in order to distinguish various forms of employees’ misbehaviour.

**Design/methodology/approach** – A bibliometric research was employed by using snowballing technique for the initial sample including relevant publications. This method enabled the analysis of published data to represent quantitative side through measuring texts, authorships, affiliation, citations and key words. An extensive scientific literature review has proven to be essential in the evaluation of social science research performance, as can be seen from earlier studies, for instance, concerning management, marketing, sociology, psychology, and criminology. The data was collected from *Clarivate Analytics Web of Science* and *Scopus* databases using the main keyword “sexual harassment”. Only publications in English which were published after 1945 were taken into consideration.

**Findings** – The study shown that evolution of sexual harassment is an emerging topic among scholars. An extensive literature review enables to provide the typology by dividing it into 3 categories: workplace sexual harassment, online gender harassment, and cyber sexual harassment. The category of *workplace sexual harassment* includes unwanted touching, inappropriate jokes, remarks, or gossip directed at co-worker, direct questioning about private life of co-worker, staring or invasion of personal space, staring or leering at co-worker in a way to make feel uncomfortable, and others. *Online gender harassment* includes unwelcome, offensive messages purposely sent via e-mail, in chat rooms or forums. This type has dual nature in terms of graphic expression in cyberspace and has profound effect on targeted woman. Active graphic gender harassment also fits this description, but includes pictures. Passive verbal gender harassment includes intentional messages posted to many potential receivers like an offensive code name,

offensive information included with personal details, or flaming. *Cyber sexual harassment* involves destructive computer mediated communication such as e-mail spoofing, cyber-stalking, cyber sexual defamation, cyber flirting, hacking, cyber pornography, and cyberbullying. Moreover, similarities, differences and interrelationship of workplace sexual harassment and cyber sexual harassment were exposed.

**Research limitations** – The main limitation of this study is that the research is based on scientific literature review. However, bibliometric analysis followed snowballing techniques to reveal emerging conceptual trends and led to randomised representativeness. For future investigations, different methodological techniques to test the validity.

**Practical implications** – Knowledge of emerging trends of sexual harassment is important for human resources professionals to overcome this destructive phenomenon and engage job satisfaction, minimize the loss of employees who decide to leave the organization and improve organizational climate.

**Originality/Value** – It was provided conceptual clarity by analysing metamorphosis of sexual harassment in modern organizations.

**Key words:** sexual harassment, cyber sexual harassment, bibliometric analysis

**Research type:** literature review.