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Mapping the Landscape of Positive Psychology Research in Asian Business Management: A Comprehensive Review

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Abstract: Since its formation as a formalized stream of inquiry in the Asian continent in the late 1990s, positive psychology has inspired considerable research and theories on human advancement worldwide. Given the scarcity of comprehensive summaries in the existing literature, this systematic review, supported by empirical evidence, aims to present a methodical overview of qualitative and quantitative knowledge on positive psychology literacy. Subsequently, this study presents a systematic review of the prevalence of positive psychology in scientific research around the Asian continent, and this is followed by the application of Bibliometric analysis in identifying the most important articles, authors, journals, themes, and countries, thereby leading to the determination of the widespread impact and contribution of positive psychology across fields of research in paving new directions. This study presents a systematic review of (1) the prevalence of positive psychology in scientific research around the Asian continent, (2) a Bibliometric analysis was used to identify the most important articles, authors, journals, themes, and countries, and (3) the impact of positive psychology on spreading established fields of research in new directions. Thus, the present review aims to map positive psychology research in Asia by examining 657 peer-reviewed publications. Furthermore, this study addresses the pertinent field criticism, validating certain claims and dispelling others. Finally, the present study would assist regulators, academic scholars, and policymakers in understanding the current positive psychology perspective, its trends, and the relevant areas that require further investigation.

Keywords: Positive Psychology, Business management applications, Organizational effectiveness, Workplace well-being, Systematic literature review, Asian markets

1. Introduction

Since the successful implementation of positive psychology development in 2000, research in the area has expanded by leaps and bounds in breadth and reach across the Asian continent (Farver *et al.*, 2002). The viewpoint of positive psychology has advocated a shift in the lens through which society is viewed, i.e., one characterised by the possibility of growth rather than one mired in problems (McDermott *et al.*, 2019). This shift in the lens has been attributed to positive psychology being a relatively new field of study (Pressman *et al.*, 2018). In contrast to most psychological studies, which focus on being preoccupied with frustration and loneliness, this study investigates what causes people to thrive. Positive psychology has started to form a roadmap for developing positive attributes (Cole and Stavros, 2019) as a complement to minimising negative influences (Kim *et al.*, 2018). This broad shift in perspective has provided a scope for formulating future research questions, investigating previously overlooked positive phenomena, and applying novel approaches to well-established research areas. In recent decades, this gray area has sparked a flurry of research across various fields of study in Asia. Therefore, this study assesses the situation



and asks: What are the notable characteristics of the existing research inspired by this viewpoint?; How are the researchers across the Asian continent engaged and interpreting this viewpoint?; What are the most significant contributions that have originated?.

Positive psychology is a subfield of psychology that focuses on the scientific study of human well-being and takes an applied approach to the pursuit of optimum experience (Kun and Gadanecz, 2019). In the absence of a uniform definition of positive psychology in the literature, academics and policymakers have disputed how to define positive psychological literacy (MacIntyre *et al.*, 2019; Wang *et al.*, 2021). As per Cole and Stavros (2019), positive psychology is "the study of the strengths and virtues that enable individuals, communities, and organizations to thrive". Li (2020) conceptualized positive psychology literacy as the understanding of personal psychology and its application. In addition, positive psychology literacy refers to the use of skills and knowledge to effectively manage individual and societal well-being for lifelong security (Waters *et al.*, 2022).

In the current literature, psychology, knowledge, and positive psychology literacy are used interchangeably across Asia (Choi, 2020). Positive psychology literacy is also associated with other theories of emotion, education, and awareness. In addition, knowledge of basic psychological concepts is fruitless unless it is reflected in positive societal behaviour (MacIntyre *et al.*, 2019). Positive psychology literacy and human emotional capability are synonymous (Abdolrezaipoor and Ghanbari, 2021). People can be literate if they possess the knowledge, awareness, and skills to care for their own well-being and that of their society. Still, they cannot be described as emotionally strong until it is reflected in their actual behaviour. Positive psychology literacy and emotional capability are distinct yet interrelated concepts. The combined influence of positive psychology literacy and educational inclusion focuses on human capability, which includes both the ability and the ability to act (Oades *et al.*, 2020). The psychology capability connects external circumstances and internal capability to create the flexibility that prompts a person's capabilities.

Positive psychology literacy is a broad concept in research, focusing on analyzing its outcomes, assessing levels across different population cohorts, identifying factors that influence it, and examining the consequences for individuals' lives of enhancing it. In 1998, Martin Seligman termed it as a reaction to previous practices that focused on negative thinking and emphasized manipulative behaviour and mental illness. Later, this concept was developed by James Bugental, Abraham Maslow, and Rollo May within the humanistic movement, which emphasizes positivism, happiness, and well-being, thus laying the foundation for what is now known as positive psychology (Taylor, 2001; van *et al.*, 2023). However, it gained visibility in academia in the early 2000s. Previous researchers on the subject focused on the college and school levels (Snyder *et al.*, 2003; Berman and Davis-Berman, 2005), identifying the need for education in specific areas of mental illness management. Positive psychology literacy was originally defined as a personal capability (Aspinwall and MacNamara, 2005). In 2005, the National Foundation for Educational Research described positive psychology literacy as the ability to make decisions about students while maintaining emotional balance (Seligman *et al.*, 2005). It was the initial use of the term 'positive psychology literacy' in the educational system. In addition, positive psychological behaviour has been found to result from positive psychology literacy in the education system (Green *et al.*, 2018), and such behaviour is also influenced by several overlooked perspectives (Oades *et al.*, 2020). The life-cycle model developed by Jury *et al.* (2017) suggested that people with a psychology education outperform those without one. Scholars have used behavioural and psychological theories to understand the trends and perspectives driving distinct behaviours.

The purpose of this study is to address these concerns by analyzing the concept of positive psychology in research conducted across Asia between 2000 and 2022. To do so, this study focuses on three elements to map the effectiveness of positive psychology research: prevalence, characteristics, and bibliometric analysis. The number of empirical studies in positive psychology that have been examined by experts and published in Asia and around the continent is one way to evaluate the quality of this line of inquiry. The current study's characteristics are mapped by considering the broad trends of the research methodology auspice that have made significant contributions across the Asian continent. Our investigation is largely predicated on early criticisms of positive psychology being a phenomenon limited to the elites of the Asian continent (Panchal, 2014), to analyse the extent to which these critiques have been adequately addressed. We believe that seeing the trend in its early years may not only provide insights into the recent past but also point the way to the future. We believe that awareness of the trend in its early years may offer insights into the past as well as direction for the future. The past 21 years have marked the



emergence of positive psychology, during which the field has published approximately 2,000 articles. Before this systematic review, only a few literature review studies had been published specifically on positive psychology literacy over the last couple of decades. However, the reviews are organized around a particular topic. None of the approaches attempts to address the full spectrum of positive psychology literacy. In addition, we were unable to find any research that investigated the conceptual and intellectual structure underlying this emerging field. These gaps necessitated combining qualitative and quantitative methods to compile the existing literature and to suggest a path for further investigation. This is the first comprehensive systematic literature analysis of positive psychology literacy. This study provides a concise summary of the most recent developments in the field to assist educators, practitioners, policymakers, and scholars eventually.

2. Purpose of the review and the development of research questions

Few studies have conducted a literature review on positive psychology (Kaplan *et al.*, 2014; Singh *et al.*, 2016). Some of these aims are to define, clarify, and specify the principles and concepts of positive psychology (Linley and Joseph, 2004). For instance, Martela and Steger (2016) attempted to define basic concepts in positive psychology by interpreting 46 definitions and identifying 5 principles. Research studies have also analyzed the European developed literacy in the education system (Li, 2020) and the positive psychological literacy in the USA (Schulenberg, 2020). Moreover, Abiogu *et al.*, (2021) examined the growth of positive psychology literacy among policymakers and researchers. Because positive psychology appears to function as an umbrella concept, few researchers have investigated its relationship with other concepts. Although the first and most well-known definition of positive psychology focused on the study of happiness and well-being (Kaplan *et al.*, 2014), it later influenced a wide range of topics at various levels of analysis. Furthermore, enlightening meaning research (Kim *et al.*, 2018), virtue (Kwok *et al.*, 2022), resilience (Hogan, 2020), positive youth development (Sun *et al.*, 2010), positive emotions (Wang *et al.*, 2021), positive organizations, and positive relationships (Kim *et al.*, 2019) in the existing literature. Moreover, despite its relatively recent history, positive psychology has affected research in the majority of psychology's sub-fields as well as fields outside the field of psychology, such as management, public health, therapy, social services, coaching, political science, philosophy, supply chain and education (Berman and Davis-Berman, 2005). However, only a few of these reviews could be classified as systematic reviews (Pathak and Joshi, 2021), offering a transparent and scientific process and a comprehensive collection of articles from the existing literature, as shown in Table 1, which Summarizes the main characteristics of literature reviews on positive psychology published over a few decades that used a systematic approach to the analysis.

The objective of the current study is to provide a thorough overview of the literature on positive psychology in Asia and to suggest future research topics. Therefore, the following research question is addressed in the study: How is positive psychology studied in academia? More specific questions arise from this general question: What other concepts are associated with positive psychology? Which sectors are most investigated? What are the business models that have received the most attention in academic literature? What is the level of analysis? Which methodologies and research types are most commonly used? Who are the pioneers, in terms of both the source and the authors? What is the geographical focus of the literature? What are the ongoing and prospective streams of research?.

The review, discussed in the following subsections of the research, aims to answer these questions by evaluating a substantial portion of the current positive psychology literature. Regarding previous reviews by other researchers, this offers new insights that enhance understanding of the topic under examination. Initially, this study investigates positive psychology through a systematic approach, providing a comprehensive, exhaustive analysis of the phenomenon with rigorous, reproducible research criteria.

Further, this study does not narrow the scope of the survey to a specific topic but rather aims to encompass all related research approaches and issues in positive psychology studies across the Asian continent. As the positive psychology topic was examined without a specific viewpoint, it was possible to include a broad range of existing literature (roughly 700). However, the goal of the structural dimensions and their corresponding analytical categories was to include as many positive psychology-related issues as possible. Finally, regarding other studies, the main objective of this study is to provide a baseline for identifying positive psychology research trends and to understand better how researchers approach the field.



Table 1. Trends in positive psychology literature reviews

Focus	Authors	Publisher	Range of study Years	Keywords	Number of Papers considered in the study	Source
Various definitions and principles	Linley and Joseph, 2004	Wiley Online Library	2004-2010	Positive psychology, literature review	259	Positive psychology in practice
Positive youth development for life satisfaction.	Sun <i>et al.</i> , 2010	Springer	2010-2015	adolescents, positive youth development, life satisfaction, problem behavior	172	Social indicators research
Different contextual and individual factors that impact well-being	Kaplan <i>et al.</i> , 2014	Springer	2014-2019	Positive psychology, Workplace well-being, Gratitude, Social connectedness, Affect	87	Journal of Business and Psychology
External sources of happiness and internal sources of happiness	Singh <i>et al.</i> , 2016	Springer	2016-2021	Positive psychology, indian psychology, cultural factors, well-being Interventions, psychological testing	41	–
Role of psychological capital in promoting employee well-being	Kim <i>et al.</i> , 2019	Elsevier	2019-2020	Positive organizational behavior, Psychological well-being, sports employees	38	Sport Management Review
Understand what meaning in life means using positive psychology	Martela and Steger, 2016	Taylor and Francis online	2016-2022	Eudaimonia, Meaning in life, Motivation well-being	46	The Journal of Positive Psychology
Collaborative positive psychology is a natural complement to transdisciplinary systems science.	Hogan, 2020	Taylor and Francis online	2020-2022	Collaboration, collective intelligence, positive psychology, collective action, problem solving	33	International Review of Psychiatry
Examine the effectiveness of multi-component positive psychology.	Kwok <i>et al.</i> , 2022	Springer	2022	Positive psychology intervention, Emotional intelligence, Anxiety, Subjective happiness, Chinese adolescents	13	Journal of Happiness Studies



3. Research methodology

This research conducted a systematic review of the literature on positive psychology to avoid the inherent limitations of narrative reviews (McIntyre and Gyldensted, 2018). A systematic literature review is a type of secondary study described by Carr *et al.* (2021) as a way to identify, assess, and analyse all available research relevant to a specific research issue or field of study. This type of analysis allows us to define a transparent, reproducible process for selecting, analyzing, and reporting previously conducted research on a given subject (Wong, 2019). Further, a research methodology that combines qualitative and quantitative analysis to explore a particular issue that is of subjective interest (Wong, 2019). In the present study, the first phase of the review comprises of formulating research questions as suggested by Goyal and Kumar (2021). Then, data collection and data screening were developed following the guidelines adapted from Merli *et al.* (2018). Further, the bibliometric analysis is performed as suggested by Wang *et al.* (2021). There are two main reasons for this systematic review. First, in the context of positive psychology and the effectiveness of positive psychology perspectives and research trend studies, this method has been widely used by researchers performing reviews on psychology studies (Tam and Milfont, 2020), emotional balance (Wang *et al.*, 2021), sustainability in education (Green *et al.*, 2018), and the service sector. Secondly, regarding alternative approaches to conducting a systematic literature review in the positive psychology context (Goyal and Kumar, 2021). The process of systematic review followed four main phases, which are described below:

- The formulation of Research questions (Section 2).
- Data collection: Data were collected using Scopus and Web of Science (WoS) (Section 3.1).
- Data screening: The formal aspects of the collected data are evaluated and examined using a quantitative approach (Section 3.1).
- Applied methods: The examination of scientific research in positive psychology is conducted across the Asian continent, and bibliometric analysis is used (Section 4).

The following sections present the data collection and discuss the results obtained by bibliometric analysis, following the stages described above.

3.1 Data collection

The Scopus and WoS databases were used to collect the data (WoS), which are the most comprehensive scientific databases (Kim *et al.*, 2018), facilitating the implementation of reliable bibliometric studies (Zhang, 2019). To identify positive psychology studies in the scientific community, the generic keywords positive psychology, education system, the Asian continent, and terms for different countries or sectors were used in both databases as research criteria. In Scopus, the research criteria were keywords, abstract, authors, and title, while in WoS were authors, titles, and keywords. The definition of the unit of analysis is the first stage in the review procedure. This review considered the one research article as a single unit. Thus, in two databases, the article was the only source of results. Finally, only English-language articles were picked. English was chosen as the primary language for the study because it is the most commonly used in both databases and is widely regarded as the global academic language (Aspinwall and MacNamara, 2005). There was no chronological constraint. The questions on the different databases were conducted on 16th March 2022. To ensure the methodological transparency and reproducibility, the following Boolean search strings were applied in Scopus and WoS, the query used was: title-abs-key positive psychology, Asia, east Asia, south Asia, southeast Asia, central Asia, north Asia, west Asia, China, India, Japan, Vietnam, Russia, and English.

No data restrictions were applied. Truncation or proximity operators were tested but excluded to maintain the corpus's specificity. The study conducted using Scopus yielded a total of 387 results (14 of the initial 393 articles were found to be duplicates in Scopus and thus removed). In contrast, WoS yielded a total of 402 recognized. Finally, duplicates from both databases were discarded. There was an overlap of 124 articles between Scopus and WoS; duplicate detection was performed using EndNote X9, a standard reference management tool. Duplicates were identified based on exact matching of DOI and title fields, Following the software's built-in comparison rules. Within the Scopus dataset, 14 internal duplicates were automatically identified and removed. Following the merge of Scopus and WoS records, an additional 124 cross records were detected. Manual validation was conducted to confirm and



resolve metadata discrepancies. Only peer-reviewed journal articles with consistent metadata were retained for final data analysis, resulting in a total of 239 overlapping articles. Scopus has 198 unique articles, while WoS has 352 of them. After removing duplicates (n=138), 657 unique articles remained for screening. During the eligibility phase, additional exclusions were made for the following reasons: articles outside the scope of the study (n=101), non-peer-reviewed publications (n=43), studies with insufficient methodological details or missing data (n=25), and those not focused on the Asian context (n=14). The final sample comprised 674 peer-reviewed articles after full screening. Therefore, a total of 674 papers were reviewed and noted in Figure 1, following the PRISMA 2020 guidelines.

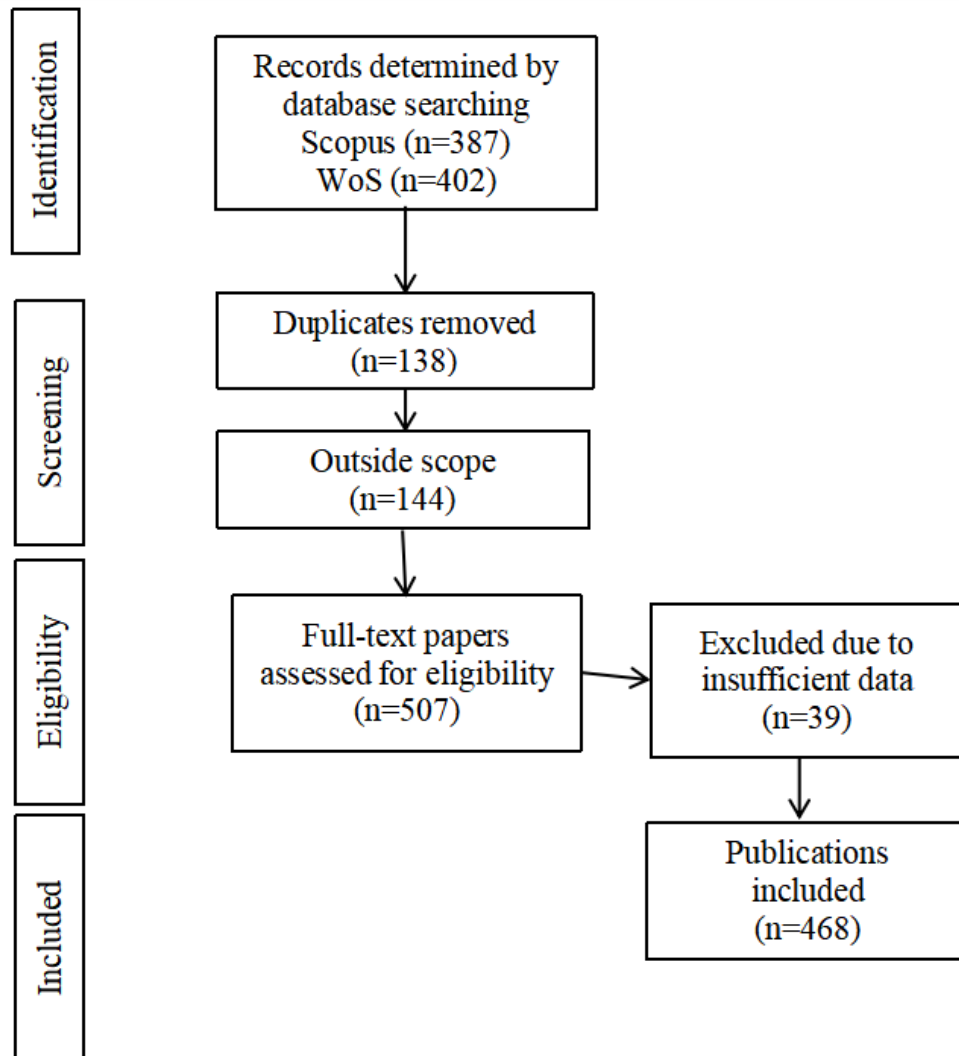


Figure 1. PRISMA flow diagram

To ensure the reliability during the screening phase, two independent reviewers evaluated a random subset of 150 articles based on title and abstract. Inter-rater agreement was assessed using Cohen's k , which resulted in a value of 0.81, indicating strong agreement. Discrepancies were resolved through joint discussion and consensus before continuing with the full screening process. To address potential language bias, a supplementary search was conducted in the regional database, including CNKI (China National Knowledge Infrastructure) and J-STAGE (Japan Science and Technology information Aggregator, Electronic). This research identified an additional 72 non-English publications (Chinese and Japanese) that were screened and analyzed alongside the core dataset. However, for consistency and to address citation-tracking limitations, these records were reported separately.

3.2 Quality appraisal

To enhance the methodological rigor of this systematic review, all 674 included studies were subjected to a structured critical appraisal using a modified version of the Mixed Methods Appraisal (MMAT). This tool was selected



due to its compatibility with the diverse methodological designs represented in the dataset, including qualitative, and quantitative, and mixed-methods studies.

Each study was evaluated across five core quality domains: (1) adequacy of the sampling frame, (2) validity and reliability of measurement instruments, (3) clarity of research objectives, (4) appropriateness of analytical techniques, and (5) transparency in methodological reporting. For each domain, a score ranging from 1 (very low quality) to 5 (very high quality) was assigned, yielding a total possible score of 5-25 per study. Two independent reviewers assessed each article, and any discrepancies in scoring were resolved through consensus discussion to ensure inter-rater reliability. The aggregated results indicated that the overall mean quality score across the dataset was 17.8 ± 3.2 , suggesting that the majority of studies exhibited moderate to high methodological quality. A total of 70 studies (10.4%) were rated as very high quality (scores 23-25), while 298 (44.2%) fell into the moderate quality range (scores 15-19). Only studies (4.0%) reported very low ratings (scores 5-9), warranting cautious interpretation.

4. Result and Discussion

4.1 Prevalence

Based on the statistical results, East Asia accounted for 34% ($k = 230$ articles) of all articles on positive psychology in the collection that provided sample locations. Moreover, only a few of the analyses included in this research, East Asia is used as a point of reference at other times, but it is excluded from the analysis to allow for comparison and fine-grained evaluation of research conducted in the Asia continent. The number of articles published in the Asia continent encompassed the articles in this dataset including those six regions namely, east Asia 34.12% ($k = 230$), western Asia 8.30% ($k = 56$), north Asia 15.13% ($k = 102$), central Asia 5.04% ($k = 34$), South Asia 15.43% ($k = 104$), and Southeast Asia 17.95% ($k = 121$). The remaining 4.00% ($k = 27$) consisted of multinational articles. Although these numbers are lower than those for the rest of the continent, the proportion of research carried out in Asia tends to increase year by year, as shown in Figure 2.

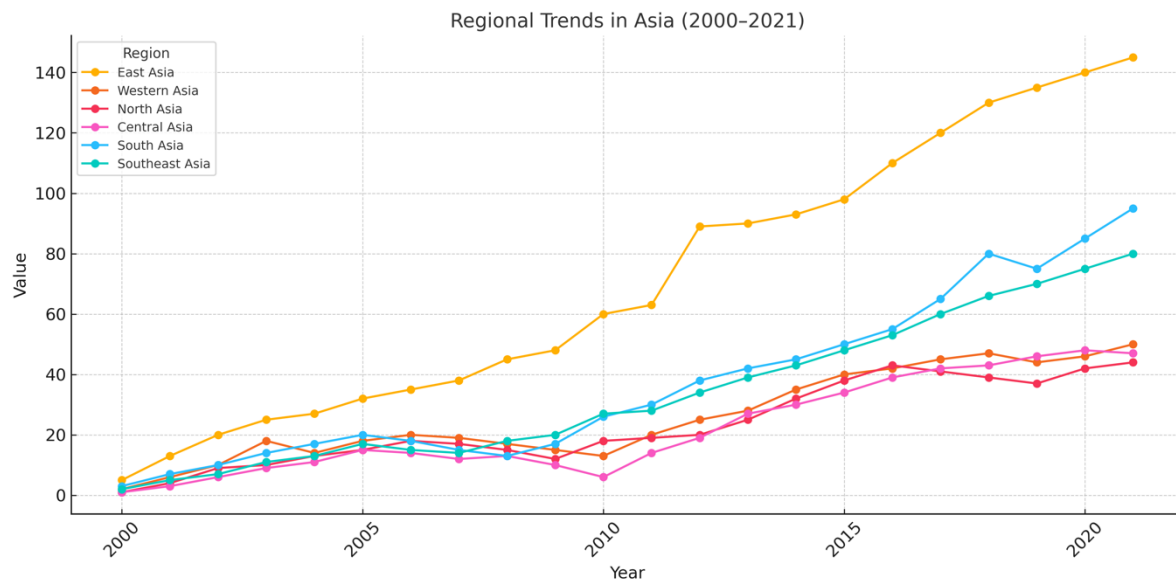


Figure 2. Shows the number of articles published across the Asian continent.

To assess the significance of this trend, we fitted a Poisson regression model with the annual production count (2000-2021) as the dependent variable and year as the predictor. The model shows a significant positive association ($\beta = 0.118$, $p < 0.001$, 95% CI = [0.104, 0.132]), confirming consistent growth in publication output over time. The Akaike information criterion (AIC) was 158.7, indicating a good model fit. Residual diagnostics showed no overdispersion; however, a negative binomial model also tested and produced similar results (AIC = 154.2), reinforcing the robustness of the observed publication trend. However, the dataset examination confirmed that empirical research was conducted in 29 countries in Asia, with the top countries being China ($k = 109$), Russia ($k = 102$), and India ($k = 75$). Where Saudi Arabia ($k = 1$) and Oman ($k = 3$) were ranked last in the Western Asia region, and Hong Kong ($k = 8$) was ranked as the last country in the East Asia region, and Timor-Leste ($k = 2$) was ranked last in the Southeast Asia region, as shown in Table 2.



Table 2. Number of articles published by the country

Region	Country	Number of Publications
East Asia	China	109
	Japan	42
	South Korea	23
	Taiwan	19
	Mongolia	12
	Hong Kong	8
	North Korea	17
Western Asia	United Arab Emirates	18
	Iraq	22
	Jordan	5
	Lebanon	7
	Oman	3
	Saudi Arabia	1
North Asia	Russia	102
Central Asia	Kazakhstan	7
	Turkmenistan	19
	Tajikistan	8
South Asia	India	75
	Bangladesh	17
	Sri Lanka	8
	Pakistan	4
Southeast Asia	Cambodia	6
	Singapore	34
	Malaysia	12
	The Philippines	20
	Vietnam	31
	Indonesia	13
	Thailand	3
	Timor-Leste	2

There is evidence that certain countries and regions tend to be hubs within a continent. While the current systematic review confirms the growth of positive psychology research around the Asian continent, there is also evidence that certain countries and regions tend to be at the Centre of this growth. For instance, 34% of the positive psychology publications using samples from ($k= 230$ articles) were in East Asia. In South Asia, 73% of the articles were published in India, compared with only 5% in Central Asia and 8% in Western Asia. North Asia and South Asia showed similar trends. In North Asia, the total number of articles is from Russia only. In Southeast Asia, Singapore and Vietnam accounted for 50% of this region's production, while the remaining articles were spread across Central Asia. However, interest in the science of positive psychology has been growing in several new nations and areas. In the datasets, 29 countries were represented only once by participant samples, and of these, 8 were included in empirical research only in multinational studies.



4.2 Characteristics

Table 3 shows how we categorized the approaches used in the publications by region, better to understand the characteristics of positive psychology across Asia. This study analyzed various methodological factors, including scale research, study design, research methods, and level of analysis. Table 3 describes the methods used and the research design in each region. The findings largely confirmed the trend toward conducting extensive qualitative, individual-level, correlational, longitudinal, and scale-validation research, but also showed the effort to use different designs and methods in each region.

Table 3. Methodologies by continent (%)

	East Asia k = 230	Western Asia k = 56	North Asia k = 102	Central Asia k = 34	South Asia k = 104	Southeast Asia k = 121	Multi k = 27	Total (%)
Scale Research								
Scale Development	5(2)	3(5)	37(36)	9(26)	44(42)	71(59)	9(33)	178(26.4)
Scale Validation	201(87)	22(39)	62(61)	2(6)	40(38)	28(23)	1(4)	356(52.8)
Both	24(10)	28(50)	3(3)	18(53)	16(15)	20(17)	16(59)	125(18.5)
Neither	0(0)	1(2)	0(0)	3(9)	3(3)	1(1)	0(0)	8(1.2)
Missing	0(0)	2(4)	0(0)	2(6)	1(1)	1(1)	1(4)	7(1.0)
Level of Analysis								
Individual	112(49)	28(50)	56(55)	21(62)	49(47)	79(65)	13(48)	358(53.1)
Dyad	2(1)	1(2)	0(0)	1(3)	27(26)	5(4)	1(4)	37(5.5)
Group	48(21)	20(36)	31(30)	2(6)	4(4)	1(1)	6(22)	112(16.6)
Organisation	16(7)	0(0)	5(5)	3(9)	18(17)	32(26)	4(15)	78(11.6)
Nation	11(5)	7(13)	3(3)	1(3)	4(4)	3(2)	0(0)	29(4.3)
Activity/Event	0(0)	0(0)	1(1)	2(6)	1(1)	1(1)	2(7)	7(1.0)
Multi-level	41(18)	0(0)	6(6)	4(12)	1(1)	0(0)	1(4)	53(7.9)
Missing	0(0)	0(0)	0(0)	0(0)	0(0)	0(0)	0(0)	0(0.0)
Study Design A								
Correlational	109(47)	29(52)	69(68)	26(76)	76(73)	91(75)	24(89)	424(62.9)
Experimental	87(38)	14(25)	25(25)	5(15)	13(13)	28(23)	0(0)	172(25.5)
Quasi-Experimental	16(7)	4(7)	5(5)	0(0)	9(9)	0(0)	3(11)	37(5.5)
Missing	18(8)	9(16)	3(3)	3(9)	6(6)	2(2)	0(0)	41(6.1)
Study Design B								
Cross-Sectional	51(22)	34(61)	16(16)	17(50)	69(66)	0(0)	11(41)	198(29.4)
Longitudinal	169(73)	8(14)	42(41)	11(32)	34(33)	76(63)	13(48)	353(52.4)



Others	4(2)	12(21)	39(38)	6(18)	1(1)	41(34)	2(7)	105(15.6)
Missing	6(3)	2(4)	5(5)	0(0)	0(0)	4(3)	1(4)	18(2.7)
Research Method								
Quantitative	81 (35)	9(16)	7(7)	5(15)	9(9)	31(26)	5(19)	147(21.8)
Qualitative	143(62)	31(55)	71(70)	19(56)	84(81)	84(69)	21(78)	453(67.2)
Mixed	6(3)	16(29)	24(24)	8(24)	11(11)	6(5)	0(0)	71(10.5)
Missing	0(0)	0(0)	0(0)	2(6)	0(0)	0(0)	1(4)	3(0.4)

In addition to publication volume, we assessed the citation impact across regions using multiple indicators. These included average citations per publication, h-index progression over the period 2000-2021, and field-weighted impact (FWCI). Results showed that while East Asia led in publication count, regions such as South Asia and Southeast Asia showed higher citation impact per unit of output. A comparative summary of these metrics is presented in Table 4.

Table 4. Regional comparison of citation-impact metrics

Region	Avg. Citations per publication	H-index	FWCI
East Asia	12.3	42	1.1
South Asia	15.7	37	1.35
Southeast Asia	14.2	33	1.22
Central Asia	9.8	21	0.87
West Asia	11.4	28	0.94

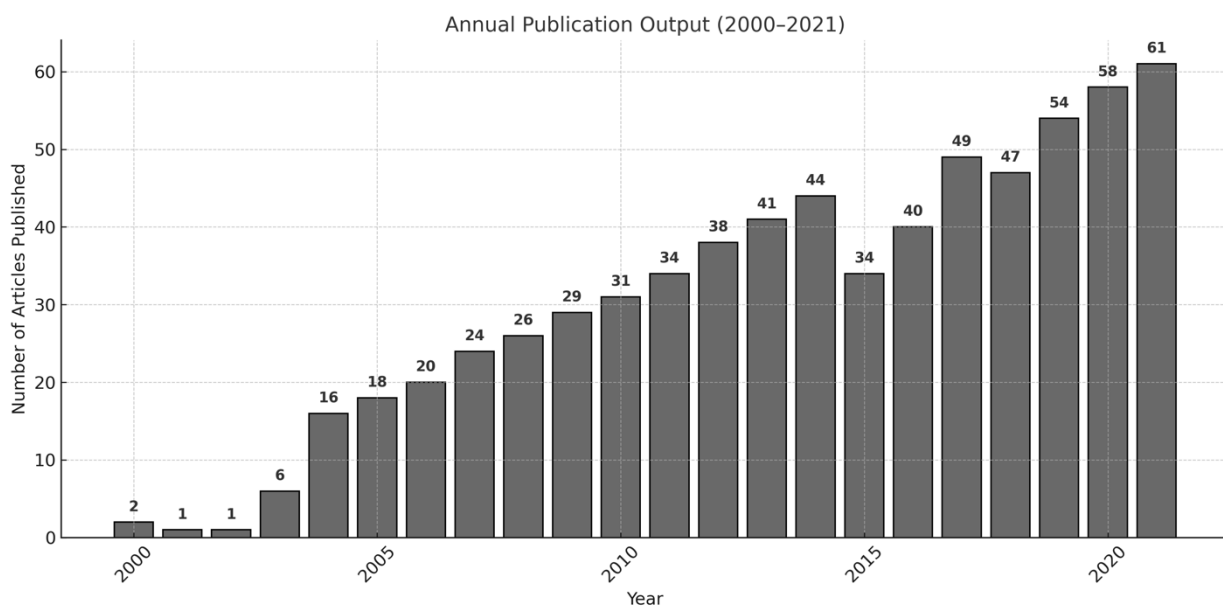


Figure 3. Number of articles

4.3 Bibliometric analysis

In Figure 3, the progression of articles available in the Scopus and WoS data sets on positive psychology in the period 2000-2021 across Asia. There has been an upsurge in articles 2 to 61 in the period 2000-2021. Research on positive psychology has seen a sudden spurt since 2004. The main reason for this surge is that organizations and institutions were applying positive principles in the Asian continent around 2005 (Zhang, 2019). A vast body of information on how to motivate ourselves and the people around us to live the greatest lives possible has been made



available through the abundance of projects and policies focused on positive issues. It would be difficult to identify all the advantages of positive psychology, but this will provide a detailed summary of some of the most influential and important outcome measures of positive psychology practice. In general, the most significant advantage of positive psychology is that it teaches us about the power of perspective shifting. Because a relatively minor alteration in viewpoint can result in astonishing changes in well-being and quality of life, this is the subject of numerous exercises, strategies, and even entire positive psychology programs. Adding a little extra gratitude and optimism to your life is a straightforward activity that can give you drastically improve your positive outlook on life. Since then, there are now more than twice as many articles on the subject.

4.3.1 Publication outlets

The investigation included 674 publications across 194 journals. The following is a list of the most prestigious journals that have published on positive psychology, as shown in Table 4. The top 21 journals are responsible for publishing 302 of the assessed papers, or 41 percent of the total. It should be noted that the Journal of Positive Psychology is the most prolific platform, having published 204 articles, followed by the International Journal of well-being. It is a question of an individual's interest in society and is well within the scope of these publications, since positive psychology is about it. In addition, several of these journals have higher JCR and SJR rankings, demonstrating that the field has a place among the quality journals of positive psychology research. Table 4 shows the leading journals publishing on positive psychology.

Figure 4 demonstrates that the topic of positive psychology is well related not only in psychology but also in other sectors such as social work, health education, emotional balance, the service sector, human resources, and education. This indicates that the subject is multidisciplinary. What is remarkable is the dearth of studies in other areas, particularly in the service sector and in emotional balance research. There is a vast amount of research on the psychological relevance of positive psychology, which is more focused on human emotional balance. The importance of positive psychology for the efficient management of human resources at the organizational and societal levels. In general, it remains hidden, which might be a fair rationale for the lack of papers on emotional balance topics. There are very few articles on human management that repeat topics in the service sector. Research on positive psychology in underdeveloped economies is challenging due to strong emotional attachments among people and low levels of basic education.

Bibliometric maps were generated using VOSviewer 1.6.18, applying the VOS clustering algorithm with association strength normalization. For keyword co-occurrences, a minimum threshold of 5 occurrences was used; for co-citation, a 20-citation threshold was applied. A sensitivity analysis was conducted using thresholds (3, 5, 10 for keywords; 15, 20, 25 for citations), which showed consistent thematic and intellectual structures, consistent with cluster stability. These settings ensure reliable and reproducible visualizations.

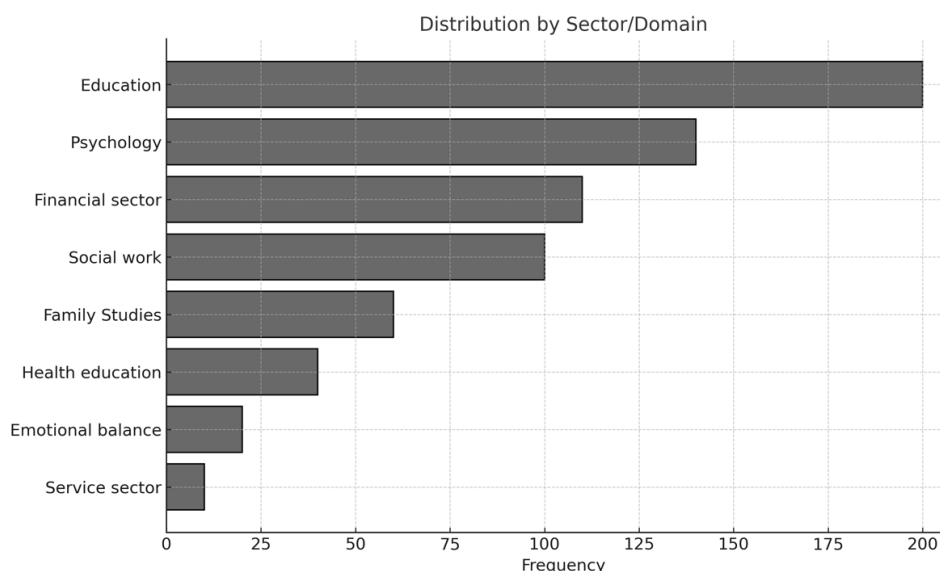


Figure 4. Number of articles in various subject areas



Bibliometric maps were generated using VOSviewer 1.6.18, applying the VOS clustering algorithm with association strength normalization. For keyword co-occurrences, a minimum threshold of 5 occurrences was used; for co-citation, a 20-citation threshold was applied. A sensitivity analysis was conducted using thresholds (3, 5, 10 for keywords; 15, 20, 25 for citations), which showed consistent thematic and intellectual structures, consistent with cluster stability. These settings ensure reliable and reproducible visualizations.

4.3.2 Prolific countries and their affiliated organizations and authors

Based on this study data set, it also lists the top countries affiliated with authors of positive psychology, with the leading two being China and Russia. Since 2005, the application of positive psychology has been growing across Asia, and personal psychology has been a focus in these countries. The plethora of projects and policies on positive topics further supports the growing interest in positive psychology research across Asia.

Table 5. Top countries, affiliated organizations and authors publishing on positive psychology.

Top countries			Top organizations			Top authors		
Country	NP	NC	Organization	NP	NC	Author	NP	NC
China	109	3547	Tsinghua University	62	871	Hashim	17	89
Russia	102	2024	State University of Management	41	402	Montiel	14	64
India	75	1489	Delhi University	28	357	Tian	13	60
Japan	42	875	Tohoku University	20	159	Ghosh	9	34
Vietnam	31	546	Vietnam National University	20	162	Jeong	8	32
South Korea	23	401	Sungkyunkwan University	17	86	Leontiev	8	20
Iraq	22	284	University of Mosul	11	41	Misra	5	11

The top organizations affiliated with the authors of positive psychology are shown in Table 5. The most active organization engaged in positive psychology is Tsinghua University, with 62 articles. The State University of Management is second on the list with 41 publications. and the University of Mosul is listed as the last contributor. These organizations are located in East Asia, indicating that research on positive psychology is conducted in Asia. However, this contribution is much lower than other continents (e.g., the western continent), showing a further gap between the Asian continent and other continents of the world.

Table 5 also shows that the published articles on positive psychology were carried out by 1215 authors, affiliated with 428 organizations across 29 countries. The top contributors are listed by the number of articles, as shown in Table 5. Hashim inevitably leads the list with 17 articles, followed by Montiel with 14, Tian with 13, and Ghosh with 9. Hashim, Montiel, and Tian also received the most amount of citations- 89, 64, and 60, respectively. The three authors are considered experts in the field and have produced a significant article on positive psychology, the emotional balance of employees in the organisation, and the education of personal psychology in society. Next, Ghosh ranks fourth with 34 citations and has published on topics in employee psychology and youth emotional balance.

4.3.3 Sample statistics

Research in positive psychology has been conducted using a variety of methodologies. Based on manual classification (Flora, 2019), of 468 articles, 67% used qualitative methods, 22% used quantitative approaches, and 11% employed mixed methods. Although "Other" was considered as a potential category during classification, no articles were ultimately assigned to it (Figure 5). Quantitative studies focus on the collection of measurable data and the performance of statistical, computational procedures, or mathematical. In this article, qualitative studies are a



research method that focuses on collecting data through open-ended, conversational communication. Mixed studies are combining quantitative and qualitative approaches. Cause studies and other reports fall under the other category.

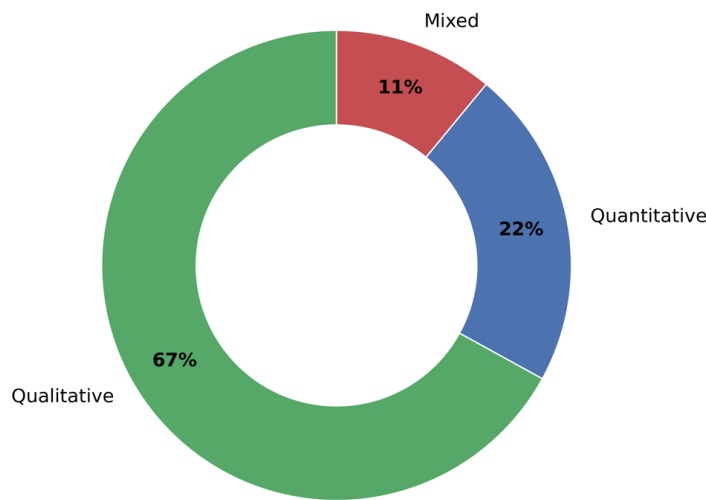


Figure 5. Distribution of research methodologies in positive psychology.

The percentage of various study types used in positive psychology research is shown in Figure 4. Of 468 articles, 67% are qualitative, 22% are quantitative, and only 11% are mixed-methods studies. It can be inferred that few articles developed their approaches using mixed methods. The response to the question "what" has been addressed quite effectively, but the question "how" remains unanswered based on the present qualitative and quantitative present theories. The scarcity of review articles providing up-to-date information on positive psychology is also obvious.

The current research systematic literature was classified into the following seven sub-fields: East Asia, North Asia, Western Asia, South Asia, Central Asia, Southeast Asia, and multinational. Multinational studies compared results from more than one country. Figure 6 shows that 468 articles were included; 34% were conducted in East Asia, 18% in Southeast Asia, 16% in South Asia, 15% in North Asia, 8% in Western Asia, 5% in Central Asia, and 4% in multinational studies. The field of Positive Psychology is widely pursued in East Asia because the literacy rates of these countries are a little higher than in other regions of Asia (Leung, 2019). In other regions, the subject is still in its early stages. Much work needs to be done on the subject to enhance policy development for positive psychology applications across all regions of Asia, except East Asia.

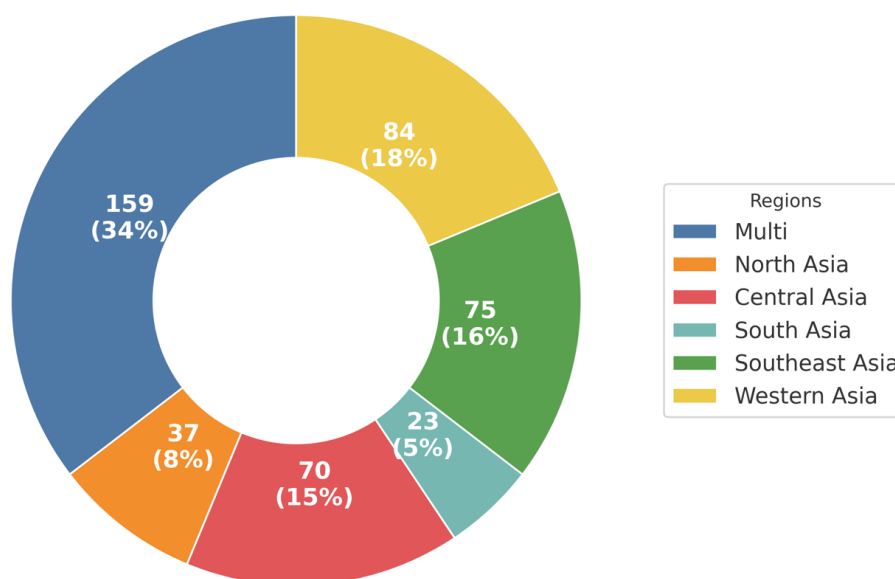


Figure 6 Regional distribution of positive psychology research in Asia.

4.4 Influences

We conducted an in-depth analysis of publications that revealed how research in positive psychology is impacting people's lives, organizations, and countries. Meanwhile, the analysis outcomes from this study highlight current perspectives and trends that demonstrate how research in positive psychology is bringing important contributions and influencing the conversation on the Asian continent.

Resilience in the face of catastrophic experiences. Research in positive psychology has been motivated by the study of unanticipated positive outcomes arising from disasters, both natural and man-made. One such field of inquiry that is blossoming across numerous areas of Asia is the exploration of resilience and benefits following large-scale events such as civil conflict and Taliban attacks, months after a Taliban attack on Afghanistan, and the war between Russia and Ukraine. Carr *et al.* (2021) found that, in the aftermath of the attack, citizens experienced positive reactions such as solidarity and a sense of belonging to the country, as well as potential benefits (such as learning from the experience and finding meaning in life). Similarly, Linley and Joseph (2004) have focused on how to cultivate resilience and the ability to stay engaged. The creation of context-specific and innovative constructs to describe how human qualities can buffer against the consequences of adversity is another area in which positive psychology research has contributed. Studying those who survived the 2010 Indonesian earthquake, Sun and Shek (2010) discovered that posttraumatic stress symptoms, a few months after the earthquake and gratitude and hardiness were negatively related to global distress.

Resilience after injury or illness. A serious illness or a significant injury can be extremely traumatic for families and individuals. In this area of Positive psychology, research has investigated behaviour to lessen the effects and strengths-based interventions, boost resilience, and actively cope with these problems. A review of 27 articles on interventions using positive psychology for COVID-19 patients found that thoughtful interventions can help people find meaning and purpose in their circumstances, cultivate positive emotions, and foster hope (Flora, 2019). Additionally, there is an expanding body of research on therapies supporting posttraumatic growth and benefit finding with COVID-19 patients and those with other traumatic health concerns across the Asia continent, especially in China, India, and Japan. Kim *et al.* (2019) note that another significant contribution of positive psychology research is the recognition of the intricacies of employee behaviour in organizations. Kaplan *et al.* (2014) found that the employees' psychological conditions affect an organizations productivity. In addition, Pathak and Joshi (2021) noted that positive psychology improves the quality of communication among employees in organizations. According to the findings, the psychological contexts of the workforce are harming the firm's productivity. However, it was found that using positive psychology improves overall communication performance within a company.

The balance between negative and positive. Positive psychology has been frequently misinterpreted as concerned only with the positive aspects of life, while ignoring the harsh realities of life (Martela and Steger, 2016). According to the literature review for this study, early proponents of positive psychology insisted that its goal is to balance negative and positive perspectives. Finding strategies to reconcile the essentially negative and positive aspects of human experience has benefited greatly from positive psychology research. For instance, Flora (2019) noted that cricket supporters may experience negative and positive repercussions from their acts of group support. The current literature identifies a paradox: both negative and positive things can happen to sports team supporters. Seligman *et al.* (2005) adopted the model of passion and a rationale for the contradiction; thus, people's passion types (i.e., obsessive or harmonious) were predicted to have negative and positive implications. This study is an example of how positive psychology not only emphasizes the positive aspects of life but also incorporates both positive and negative aspects of a phenomenon within a single model (Green *et al.*, 2018).

4.4.1 Influences and relationships

To strengthen the theoretical grounding of our thematic findings, the identified clusters were aligned with the Job Demand-Resources (JD-R) model. Themes such as resilience, gratitude, and emotional balance are within the model's category of personal resources, which help individuals manage stress and maintain well-being. Clusters such as flow, engagement, and a positive workplace environment relate to the model's motivational pathway, while topics such as emotional exhaustion and role overload reflect job demands. In addition, our analysis revealed unique themes—collectivism, cultural humanity, and relational harmony—that are more prominent in Asian business and



extend the traditional JD-R framework. These links are illustrated in Figure 7, providing a theoretical lens for interpreting the thematic structure.

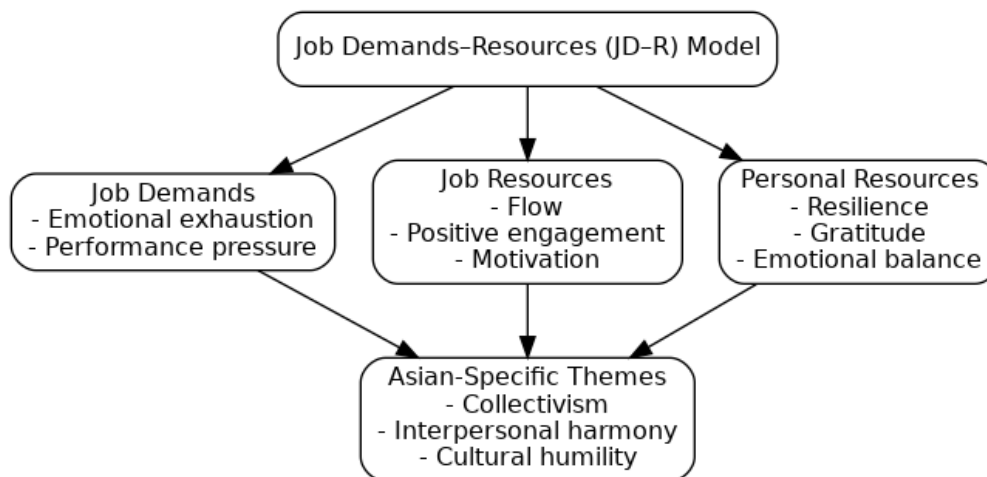


Figure 7. Integration of thematic clusters within the Job Demands–Resources (JD–R) framework.

5. Conclusion and Recommendations

This review aimed to determine the general research trends and positive psychology perspectives that have emerged across the Asian continent, as well as to analyze the validity of several positive psychology critiques. Thus, the present systematic review analyzed the characteristics, latest trends, and impact of positive psychology in empirical research for business management applications. It was discovered that positive psychology has significant visibility and a growing global presence. The investigation demonstrates that positive psychology is participating in scholarly discourses and debates about a variety of substantial societal problems throughout the Asian continent and contributing significantly to them. Furthermore, positive psychology is no longer so much a Western concept as it is a branch of psychology in general. Prior reviews of research in psychological science have criticized the dominance of samples from the education sector in peer-reviewed psychological research: 56% of articles published in top journals were from the education sector, and 81% were from East Asian nations. In addition, the dataset's methodological analysis shows that correlational, individual-level, and qualitative investigations dominate the field. While these tendencies continue to be observed, according to a geographical analysis by continent, preferences for methodologies vary within and around the Asian continent, depending on their contexts and regional concerns. For example, few quantitative studies are emerging from Western Asia, which may be explained in part by a strong history of storytelling and its influence on the choice of research approaches. The research focused on individual-level analyses in South Asia and a significant proportion of group-level studies in Asia, possibly reflecting cultural disparities between collectivism and individualism. Despite this, it is essential to evaluate the current study while bearing its constraints in mind. This research is constrained by earlier evaluations that employed comparable methods. To be more specific, it considers only research published in peer-reviewed journals and written in English. As a result, it understates the breadth and depth of positive psychology's prevalence and impact across the Asian continent. In a similar vein, for the sake of our study, we included only studies that had expressly addressed or positioned themselves within positive psychology. Therefore, the author's identification with alternative labels for positive psychology, such as psychofortology in Western and other continents, may have caused an underestimation of the global influence of positive psychology. Psychofortology is a term that is commonly used in Western and other continents. In addition, the scope of this research does not extend to a comprehensive examination of every aspect of positive psychology; rather, the authors chose to focus on the most influential viewpoints, which led to the unintentional omission of some considerations. Even though the present analytical approach places a strong emphasis on the research participants (i.e., where they are located), it does so to enable commentary on the psychological phenomena of the local populations. This study concedes that other, more interesting studies, such as those on patterns of international scholarly collaboration, may have been conducted if we had used an alternative criterion (such as author location). Future research might examine this context. Finally, this review did not account for the impact of articles, which may be reflected in the number of citations or journal impact factors. Weighing the number



of publications against a measure of impact may illustrate regions with very few articles but a positive effect on the field. Although the present study aimed to provide an overview of positive psychology, future studies could delve into the trends observed in this systematic review to analyse the 'how' and 'why' of those trends. Also, the following studies could indeed serve as performance reviews of the field's later years, allowing comparisons between the new trends and these early years and evaluating the changes. As a broad recommendation based on our findings, this study suggests that an emphasis should be made on developing a culturally relevant positive psychology. Measuring is a significant part of the sector's development, including the development and testing of constructs grounded in the various sectors. Finally, the present study advocates for more cross-cultural comparative research that demonstrates the complexity, and multidimensionality of positive constructs and their relevance across cultures and contexts.

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Author Contribution Statement

M. Kumari Lankalapalli: Conceptualization, Methodology, Nagendrakumar Turagai: Conceptualization, Methodology, Validation, Sai Manideep Appana: Conceptualization, Methodology, Investigation, Writing—original draft preparation. Kamruddin Shaik: formal analysis, validation. Mahaboob Syed Shaik: Validation, Writing—Review & Editing. Raja Pavan Malladi: Project Administration, Writing -Review & Editing. All the authors read and approved the final version of the manuscript.



Does this article screen for similarity?

Yes

Ethics approval

No ethical clearance certificate is applicable for this present study.

Conflict of Interest

The authors have no conflicts of interest to declare. There is also no financial interest to report. The author certifies that the submission is original work and is not under review at any other publication.

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