

CHARTING THE LANDSCAPE OF EUDAIMONIC WELL-BEING: A Bibliometric Study

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Introdução

In order to better understand happiness, contentment, and individual strengths, positive psychology looks at the positive aspects of life. The pursuit of self-actualization and meaning, or eudaimonia, is fundamental to this, as it allows people to thrive. In contrast, pleasure and the absence of negative affect are the main components of hedonic well-being. Along with social well-being, these ideas are examined in this study, which also emphasizes the need for a balanced approach to fulfillment and looks at how consumer behaviors affect society well-being.

Problema de Pesquisa e Objetivo

Given the vastness and complexity of this field, it is essential to present the research problem: How is the literature on eudaimonic well-being organized? In other words, the study aims to answer questions such as: How is the literature on eudaimonic well-being organized in terms of main themes, influential authors and temporal evolution of publications? What are the main research gaps identified and how do these gaps influence the future directions of research on eudaimonic well-being?

Fundamentação Teórica

The concept of well-being emphasizing purpose and meaningful life engagement. This distinguished it from hedonic pleasure, which is temporary. Eudaimonia involves living true to one's ideals and achieving self-realization. While hedonic well-being focuses on momentary pleasure, eudaimonia supports full personal functioning across various dimensions. Despite its importance, eudaimonia has been less researched in consumer behavior compared to hedonic well-being. This gap highlights the need to understand how transformative consumption experiences influence individuals' pursuit of eudaimonia.

Discussão

In wrapping up the bibliometric discussion on eudaimonia, it's clear that there's a burgeoning interest in this area spanning various disciplines. By delving into trends in academic output, influential authors, and pivotal research themes, we gain valuable insights into the current state of eudaimonic well-being research. The findings underscore the global reach of eudaimonia research, with contributions stemming from diverse nations and academic institutions. Notably, universities and research partnerships emerge as key players in advancing our comprehension of eudaimonia.

Conclusão

This study maps the organization of eudaimonic well-being research, revealing its limited connection to marketing and consumer behavior. Most related publications appear in non-management journals. Through bibliometric analysis, we identify key research networks and gaps in the field. The findings underscore that well-being surpasses mere consumption-induced happiness, promoting a comprehensive view that incorporates personal fulfillment and core values alignment.

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