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**COMPLEMENTARY AND ALTERNATE MEDICINE PRACTICE –
EXPLORING THE PARADIGM DEVELOPMENT USING
BIBLIOMETRIC ANALYSIS**

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Abstract:

Understanding the domain and identifying gap areas are among the first few steps to advance scientific knowledge in any domain. A systematic literature review has been adopted by several scholars in pursuit of achieving this objective. This paper uses the seminal work carried out by Pfeffer (1993) on using paradigm development as a dependent variable and applies the technique of bibliometric analysis to uncover the technological certainty and consensuses amongst researchers in the domain of complementary and alternate medicine (CAM). 721 articles have been investigated, using the theoretical lens devised by Pfeffer and analyzed using performance analysis, collaboration network graph, and co-citation analysis from the bibliometric method, to conclude on the prevalent paradigms in CAM. It is found that the domain is stuck in a vicious cycle where less collaboration amongst research constituents, and lesser publication in the reputed journals have led to lesser incentive for the research community to publish. This in turn led to further sparsity in the problems being addressed in CAM and being published in journals of repute. With metrics such as lotka law, dominance factor, density score, and centrality score it is concluded that CAM practice is fragmented and the research community from the business discipline has put less effort into advancing scientific knowledge in this domain. Several research areas addressing industry and managerial challenges using artificial intelligence and machine learning, including the improvement in bed occupancy rate, have been highlighted.



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