



International Research Association for Organic Food Quality
and Health

Seminar the 15th of May

from 9.00-10.00 am CEST online at Zoom

Visualising Organic Food Research Hotspots

with Speaker,

Azliyana Azizan

You are invited to a scheduled Zoom meeting. Join:

[https://ucph-
ku.zoom.us/j/66475240950?pwd=KmPtwYuRwHTTTM8xVbNlzb0qaJglT
Y.1](https://ucph-ku.zoom.us/j/66475240950?pwd=KmPtwYuRwHTTTM8xVbNlzb0qaJglTY.1)

Meeting-ID: 664 7524 0950

Kenncode: 002642

The workshop is free of charge.

Program:

09.00-09.05 am: Welcome by FQH Carola Strassner

09.05-09.35 am: Seminar presentation by Azliyana Azizan

09.35-09.55 am: Discussion in plenum or break-out rooms

09.55-10.00 am: Wrap up, presentation of the next workshop and goodbye!

The speaker of this workshop:



Speaker

Azliyana Azizan is a Senior Lecturer at the Centre of Physiotherapy, Faculty of Health Sciences, Universiti Teknologi MARA (UiTM), Malaysia whose scholarship integrates empirical research on physical health with meta-scientific analysis of health literature. Her work spans geriatric rehabilitation, exercise prescription, frailty, and determinants of physical activity, complemented by bibliometric studies that map research trajectories, conceptual clusters, and global collaboration patterns in health science. She has established a dual expertise in evaluating physical health outcomes and visualising the structural development of scientific fields, advancing evidence generation for ageing, rehabilitation, and health research strategy while fostering wider interdisciplinary networking between physiotherapy, health sciences, and related research communities.

Abstract:

This study maps the structural evolution of organic food research using bibliometric visualisation of 2,186 Web of Science publications from 1970 to 2025. Co-occurrence networks and thematic evolution analyses identify four dominant clusters: organic agriculture and sustainability, consumer perceptions and decision-making, economic and market perspectives, and

trust-centered consumer behavior. “Organic food” operates as a central integrative concept linking environmental, behavioral, and economic domains. The findings show trust in certification and labeling as a decisive predictor of purchase intention, while pricing, food safety concerns, and inconsistent regulatory frameworks continue to impede adoption. Emerging themes include nutritional quality, risk perception, and digital traceability technologies, reflecting a shift toward transparency and safety-focused scholarship. This visualisation clarifies intellectual structures, highlights underexplored areas, and offers guidance for researchers, policymakers, and industry stakeholders seeking to strengthen sustainability, consumer confidence, and market development in the organic food sector.

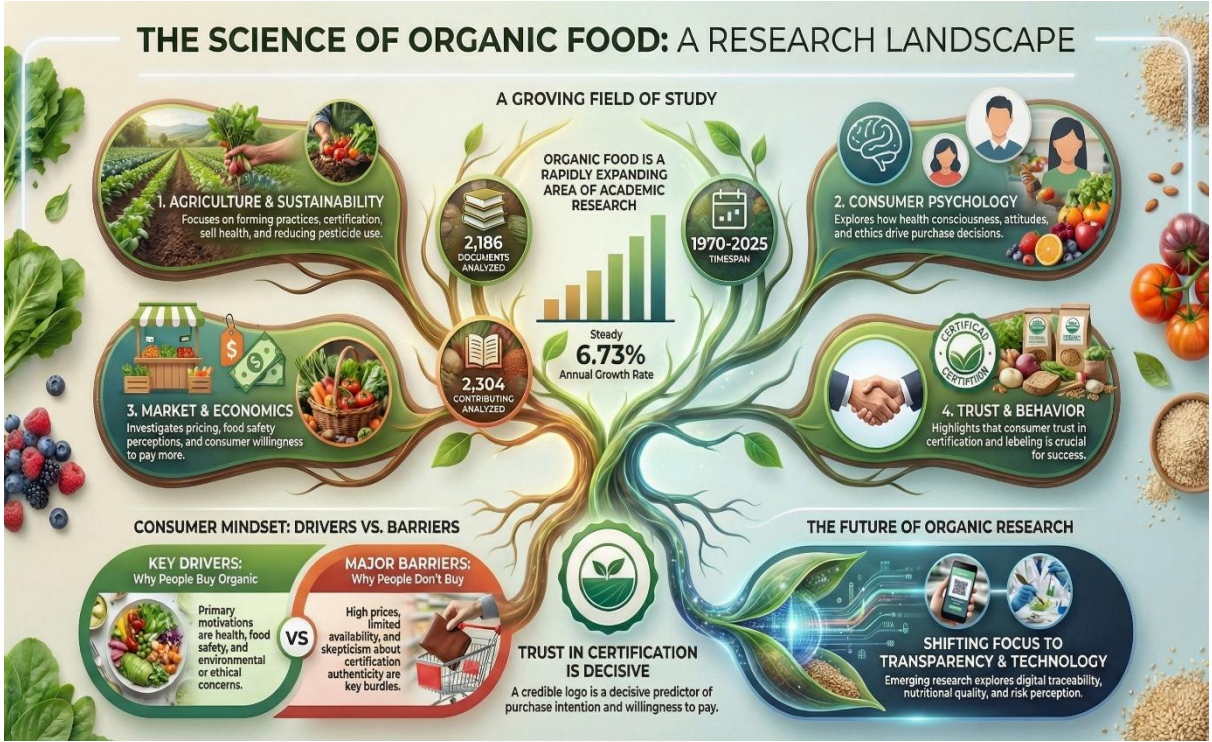


Figure 1: Graphical Abstract